CELEBRATING 30 YEARS
computers in libraries 2015
SYNC UP: TECHNOLOGY & LIBRARIES FOR COMMUNITY SUCCESS
FROM 1985 TO 2015
WE’VE COME A LONG WAY, BABY!

APRIL 27–29
Washington Hilton
WASHINGTON, DC
APRIL 26
Preconference Workshops

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SYNC UP: TECHNOLOGY & LIBRARIES FOR COMMUNITY SUCCESS

We are pleased to present the 30th 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 2015 remain the same.

INTERACTIVE NETWORKING EVENTS

SUNDAY EVENING SESSION

Games, Gadgets & Makerspaces
5:30 p.m. – 7:30 p.m. • Jefferson, Concourse Level
Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman this event will start your conference experience with lots of learning and laughing! Refreshments included.

Continental Breakfast & Breaks
A light continental breakfast will be served in International Ballroom Center starting at 8:00 a.m. each morning before the keynote. Check your program for additional break times and locations.

Exhibit Hall Breaks & Receptions
Join us for coffee each morning or stop in during the afternoon break for a special treat on Monday and Tuesday. And, don’t forget about our Totally Awesome ‘80s Networking Reception on Monday from 5:00 p.m. – 6:00 p.m. Mix and mingle with other attendees and speakers in a relaxed atmosphere while visiting with our extensive hall of exhibitors. Check your program for times and details.

Informal Dine Arounds
See the message board in the registration area for more information on how you can dine with colleagues at some of the best local restaurants.

FREE CYBERTOURS
Pick up some quick tips, take a sneak peek at new products, and learn new skills at the series of short, free Cybertours. Located in the Cyber Corner Theater in the exhibit hall. See pages 20-21 for details.
### TRACK A  International Ballroom Center
**DISCOVERY, NAVIGATION, & SEARCH**

- **10:45 a.m. – 11:30 a.m.**
  - New Graph Searching: Interconnected Facts, Answers, & Failures
  - Analytics & Big Data: Terms & Tools for Info Pros
- **11:45 a.m. – 12:30 p.m.**
  - Big Data Driving Innovation
  - Web Driven Revolution for Library Data
- **1:30 p.m. – 2:15 p.m.**
  - Library, Archives & Museum Integration
  - Social Media & Mobile Apps: Tips & Tools for Innovative Services
- **2:30 p.m. – 3:15 p.m.**
  - Digital Lifestyles: Connecting in a Changing Online Environment
  - Capturing, Analyzing, & Using Data
- **3:30 p.m. – 4:15 p.m.**
  - Transforming Tech Training Services
  - Data-Driven Decision Making
- **4:30 p.m. – 5:15 p.m.**
  - Multi-Institutional Collaboration

### TRACK B  International Ballroom East
**USER EXPERIENCE (UX)**

- **10:45 a.m. – 11:30 a.m.**
  - Kiosks & Interactive Displays: Patron Interaction
  - Make Your Website UX Rock
- **11:45 a.m. – 12:30 p.m.**
  - Bringing Our Communities the World
  - Digital Habits of Public Library Customers
- **1:30 p.m. – 2:15 p.m.**
  - Game-Based Learning
  - Social Media & Mobile Apps: Tips & Tools for Innovative Services
- **2:30 p.m. – 3:15 p.m.**
  - Library Technology Industry Update
  - Innovative Funding Alternatives
- **3:30 p.m. – 4:15 p.m.**
  - Geek Squad for Libraries
  - Data-Driven Decision Making
- **4:30 p.m. – 5:15 p.m.**
  - Community Librarian & Teaching Tips for Tech

### TRACK C  International Ballroom West
**LIBRARIES, TECHNOLOGY, & LEARNING**

- **10:45 a.m. – 11:30 a.m.**
  - MOOCs 101
  - Digital Scholarship Training
- **11:45 a.m. – 12:15 p.m.**
  - Mobile 23 Things
  - Data-Driven Decision Making
- **12:30 p.m. – 1:15 p.m.**
  - Data-Driven Decision Making
  - Community Librarian & Teaching Tips for Tech
- **1:30 p.m. – 2:15 p.m.**
  - Reconnecting the Librarian: Digital Innovation & Cooperation
  - New Library Learning Experiences: STEAM & Video
- **2:30 p.m. – 3:15 p.m.**
  - MOOCs 101
  - Digital Lifestyles: Connecting in a Changing Online Environment
- **3:30 p.m. – 4:15 p.m.**
  - Game-Based Learning
  - Digital Habits of Public Library Customers
- **4:30 p.m. – 5:15 p.m.**
  - Multi-Institutional Collaboration

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**TODAY'S HIGHLIGHTS**

- **9:45 a.m. – 10:45 a.m.**
  - **WELCOME & OPENING KEYNOTE**  
    - International Ballroom Center  
    - Continuous Innovation & Transformation  
    - Steve Denning

- **11:30 a.m. – 12:30 p.m.**
  - **COFFEE BREAK**  
    - Sponsored by Springer
  - **LUNCH BREAK**  
    - Cash concessions in the Exhibit Hall

- **1:15 p.m. – 2:15 p.m.**
  - **COFFEE BREAK**  
    - Sponsored by Springer

- **3:15 p.m. – 4:15 p.m.**
  - **COFFEE BREAK**  
    - Sponsored by Springer

- **4:30 p.m. – 5:15 p.m.**
  - **COFFEE BREAK**  
    - Sponsored by Springer

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**KEYNOTE**  
**International Ballroom Center**  
Creating a New Nostalgia  
David Ferriero & John Palfrey

**KEYNOTE**  
**International Ballroom Center**  
Technology & Libraries: Now & Into the Future  
Mary Augusta Thomas

**TUESDAY EVENING SESSION**  
Decades of Innovation & Tips for the Future

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**TOTALY AWESOME 80s NETWORKING RECEPTION**  
In the Exhibit Hall

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**LAST CHANCE TO VISIT THE EXHIBITS!**
Monday, April 27

**COFFEE BREAK**  •  Sponsored by Springer

**TRACK D**  •  Jefferson
- Using Data-Driven Personas to Guide CMS Selection
- Negotiating for Content: Tips & Techniques

**LUNCH BREAK**  •  Cash concessions in the Exhibit Hall

**COFFEE BREAK**  •  Sponsored by Springer

**TRACK E**  •  Lincoln East
- Behind the Curtain: Adapting & Developing Student Digital Resources
- Note This! Creating and Sharing Information With Sketchnotes

- Building Ebook Platforms: By and For Libraries
- The Ebook Effect: Three Community Experiences
- No Ordinary Selfie: Self-Publishing, Libraries, & Ebooks

**TOTALY AWESOME 80s NETWORKING RECEPTION**  •  In the Exhibit Hall

Tuesday, April 28

**COFFEE BREAK**  •  Sponsored by Springer

**TRACK D**  •  Jefferson
- Introduction to Customer Development
- Crafting the Successful Maker Program

**LUNCH BREAK**  •  Cash concessions in the Exhibit Hall

**TRACK E**  •  Lincoln East
- Remaking School Libraries—Library and Tech Share a Space
- A Thousand Voices: The Power of Storytelling

- Social Media & Community Engagement
- Building Community Partnerships

**COFFEE BREAK**  •  LAST CHANCE TO VISIT THE EXHIBITS!

**TRACK D**  •  Jefferson
- Makerspace: Community, Partners & Impact

**TRACK E**  •  Lincoln East
- What Is Your School Library’s Virtual Presence?
- Literacies for Life: Teaching Literacies Across Formats and Platforms

- Beyond Books: The Logic of the Makerspace and Library Connection

**TUESDAY EVENING SESSION**  •  Decades of Innovation & Tips for the Future

Wednesday, April 29

**COFFEE BREAK**  •  Sponsored by Springer

**TRACK D**  •  Jefferson
- Designing Spaces for Staff Innovation & Integrated Services
- Keeping Up: Tools, Apps, & Practices

**TRACK E**  •  Lincoln East
- Keys to Success With Assessment & Evaluation
- DIY Library Metrics

**LUNCH BREAK**

- Tech Gadget Goodness: Learning From CES
- Library Tech = More Community Time
- Successful Academic Library Makeover!

- Logic Model for Value: Intro & Practice
- Altmetrics: Meaningful Metrics for Management
- Analytics for Social Media

**SUNDAY NETWORKING EVENT**

Games, Gadgets & Makerspaces
5:30 p.m. – 7:30 p.m.  •  Jefferson, Concourse Level

Exhibit hours

The Exhibit Hall is located on the Terrace Level.

Monday, April 27  •  9:45 a.m. – 6:00 p.m.
- Networking Reception  •  5:00 p.m. – 6:00 p.m.

Tuesday, April 28  •  9:45 a.m. – 4:00 p.m.

Sunday Networking Event
5:30 p.m. – 7:30 p.m.  •  Jefferson, Concourse Level
full day workshop
9:00 a.m. – 4:00 p.m.

W1 • Searchers Academy: Hacking Search
Mary Ellen Bates, Principal, Bates Information Services, Inc
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
Gary Price, Co-Founder, INFOdocket & FullTextReports
Marge King, InfoRich Group, Inc.

Now that our smartphones can search the web for us, how do info pros set themselves apart from anyone with access to Google? This full-day workshop brings the basic principles of hacking—curiosity, creativity, collaboration—to advanced web research. Searchers Academy allows you to interact with a series of industry experts who share their search hacks and expertise in the field of web research. There’s always something new to be learned from these leading-edge info pros. Participants should have basic experience with web searching, but even searchers with an extensive searching background will come away with a new attitude and new resources and tools. Academy topics include:
• Hacking Google: Learn about the new and little-known search features that enable you to out-Google anyone… even your clients!
• Hacking the Deep Web: Today’s best techniques for identifying and searching the rich content within the deep web
• Hacking the Social Web: How to get the most value from social media—for research and professional development
• Hacking Your Deliverables: What you can do with your search results to make the information even more valuable
• Hacking Subject Searches: Specific tools and resources for searching in a variety of specialized topics

W2 • Drupal in a Day
Blake Carver, Senior System Administrator, LYRASIS
Sean Fitzpatrick, Lead Developer, LIS Host
Cary Gordon, President, The Cherry Hill Company

This full-day, intensive, hands-on workshop is for new and novice Drupal users. It covers Drupal 6 and 7 skills, including installation, configuration, core functions, and theme development. This introductory workshop touches on most every aspect of the core Drupal framework: how to install Drupal and all the modules that a common site would use; adding, editing, and moderating content; creating user accounts and understanding Drupal’s permissions system; setting up menus and other design elements on a page; creating human-readable URLs; categorizing content using Drupal’s taxonomy system; and editing your own Drupal theme. Bring your laptop, and at the end of this Drupal day, you’ll have a simple but complete Drupal site.

FOCUS ON...

Government & Special Libraries
This year’s Computers in Libraries event features two specialized streams of programs within the conference, each focusing on a different type of library. One is government libraries in conjunction with FLICC’s Libraries & Emerging Technologies. The other stream is for special libraries.

MONDAY
Track A • DISCOVERY, NAVIGATION & SEARCH
Track B • DATA, INFORMATION & VISUALIZATION
D101 • Using Data-Driven Personas to Guide CMS Selection

TUESDAY
B203 • Putting UX into Customer Service
B209 • Bringing Our Communities the World
C205 • Digital Scholarship Training

WEDNESDAY
TRACK C • EVOLVING ENTERPRISES
TRACK E • METRICS, MANAGEMENT & EVALUATION

W3 • Business & Customer Service Models for Libraries
Rebecca Raven, CEO, Brampton Public Library
Scott Hargrove, CEO, Fraser Valley Regional Library
Rebecca Jones, Partner, Dysart & Jones Associates
Moe Hosseini-Ara, Director of Culture, City of Markham

This workshop brings together the strengths and expertise of practitioners, provides hands-on participation, and shares a number of models libraries are borrowing from service businesses. Begin the morning by working with Gartner’s Magic Quadrants to identify where your library leads and then map out how to use the customer service approach of successful retailers with staff equipped with headsets, mobile devices, and internal instant messaging. In the afternoon, explore how the service portfolio management model can help your library identify the services to grow, maintain, or divest, and investigate form and function in organizational structure as well as staff development models that incorporate learning as a part of daily operations.

morning workshops
9:00 a.m. – 12:00 p.m.

W4 • MOOC Magic 101: Building a MOOC
Wendy Newman, Faculty of Information, University of Toronto
Michael Stephens, Assistant Professor, SLIS, San Jose State University

This intro to “massively open online courses” (MOOCs) is led by an expert who has designed, developed, and run extremely popular MOOCs for the profession. Hear what worked and how to evaluate MOOCs. Get tips and techniques for designing and developing a MOOC as well as what type of partners will help to support and market your MOOC. Definitely the A-Z of MOOCs, this workshop helps you find the magic for your MOOC!

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

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

W6 • Build & Customize a LibraryBox
Jason Griffey, Founder & Principal Consultant, Evently Distributed

This workshop is a thorough overview of the LibraryBox Project, a portable private digital distribution system designed for libraries and education. Learn how LibraryBox is being used in many different countries and how it is engaging a number of different communities. Learn to build your own LibraryBox. Dive into the website hosted on the device and learn how to customize it to suit your library needs. Griffeys addresses more advanced setups like client/server sync between Boxen, new foreign language support, and remote upload capabilities. If you are interested in learning more about how LibraryBox is being used around the world, the opportunities to use it at your library, and how to use it to engage your community, this workshop will make you the local LibraryBox expert.

W7 • Business Models for Library Success!
M.J. D’Elia, Head, Learning & Curriculum Support, University of Guelph

How can the popular tool from Business Model Generation be used to map library value? What insights or opportunities exist when we tweak one of the building blocks? This workshop helps to understand the interconnected parts of your organization and what can push people to think of different models that might be applied. Join our business
thinking librarian and learn how to use business models that work for your community and create value propositions that you can sell to your stakeholders.

**W8 • Easy Animated Videos with Free Tools**  
**Melanie Parlette-Stewart**, Blended Learning Librarian, University of Guelph

This workshop introduces attendees to creating short animated educational videos using PowToon, a free online tool. Tips and tools for planning and storyboarding a video, writing a script, adding audio and making the most of the free software are provided. It includes an overview of best practices for creating educational videos. Bring your laptop and create your own short animated educational video using PowToon. Accessibility and video sharing are also discussed.

**W9 • Strategic Metrics: Integrating Data Collection & Measurement into Day-to-Day Decision Making**  
**Kim Silk**, Special Projects Officer, Canadian Research Knowledge Network (CRKN)

In recent years, libraries of all kinds have begun producing economic impact studies. While these studies are often useful in demonstrating impact at the time of publication, data planning and collection over the long term is much more powerful, informing short- and long-term strategies, prioritization, and decision-making. Join Kim Silk and Bill Irwin to learn how you can use data-driven metrics to inform your strategic plan over the long term, and determine day-to-day decisions in the short term.

**W10 • Tech Trends for Libraries in 2015**  
**David Lee King**, Digital Services Director, Topeka & Shawnee County Public Library and Publisher, davidleeking.com

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

**afternoon workshops**  
1:00 p.m. – 4:00 p.m.

**W11 • Libraries as Strategic Learning Institutions**  
**Jan Holmqvist**, Global Librarian, Denmark

Libraries are about enabling people in our communities to learn, unlearn, and relearn. This workshop has a focus on the library as a strategic learning institution that makes the community smarter. Learn more about 23 mobile things and how you can build your own mobile learning experience for staff and customers or members. Take part in a discussion about how we frame the library as an important way to make the community smarter, and find out more about current trends in learning that affect our libraries and the way we enact with people who want to learn.

**W12 • Content Marketing 101**  
**Jeff Wisniewski**, Web Services Librarian, University of Pittsburgh  
**Darlene Fichter**, GovInfo Librarian, University of Saskatchewan

When we bring up the term “content” in a library context, we most likely think of it in terms of informing our users about how to find articles, books, maps, music, get a library card, or where and when events are going to be held and what they’ll cover. But the world of content has changed. Ten years ago, Facebook was just being coded.

Five years ago, there was no Vine, Instagram, Snapchat, or Pinterest. What exactly is content marketing? It’s content that’s strategically designed and deployed, using appropriate platforms, to tell a story, to entertain, to inform, and to engage. In this workshop users learn the following:

- How to create and deploy a strategic content plan for your community
- How to create and curate engaging content
- How to evaluate the effectiveness of your content and your content plan
- Ways to discover how your content is perceived by your audiences

**W13 • Data Visualization Tools & Techniques**  
**Greg Notess**, Faculty & Graduate Services Librarian, Montana State University

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

**W14 • Practical Research for Actionable Assessment & Evaluation**  
**Frank Cervone**, Director, Information Technology, School of Public Health, University of Illinois

In order to demonstrate value and relevance, libraries and information agencies must have good data to back up their story. The key to gathering good data is understanding what research methods are most effective for speaking to different audiences; one size does not fit all! In this workshop, review the most commonly used methods for doing research in assessment and evaluation projects and look at inexpensive tools you can use for crunching your data. Leave with practical ideas and tools for your own assessment and evaluation efforts.

**W15 • Making It Work: Online Project Management Techniques**  
**Jessica Riggins**, Member Services Coordinator, & **Beth Farmer**, Assistant Director, Tampa Bay Library Consortium (TBLC)

Do you work in a team? Are your team members in different locations? Online project management tools can be a life-saver, but some can be complicated to use and/or expensive to license. This workshop discusses project management techniques for the remote team and demonstrates two free online project management tools—Asana and Trello. These two freely available project management tools can be used online or on a mobile device by an individual or a team to revolutionize the team working environment. TBLC staff members use a hybrid telecommuting environment to work together and collaborate on projects—working distant and in-office. Online project management tools keep the team on the same page and foster collaboration and communication. Join TBLC’s representatives to learn more and be ready to implement with your team.

**W16 • Improving the Strategic Planning Process**  
**Joe Matthews**, Author, Ambient Value: The Key to the Future Library

The goal of any strategic planning process is to engage the key decision makers so that the resulting plan is aligned with broader community goals and objectives. This workshop provides tips for improved strategic planning in libraries by focusing on understanding the needs of each segment of the community to be served. Topics such as logic models, outcomes, scenarios, and exploration of the future are discussed, and exercises add to the practical value of the workshop.

**W17 • Harvesting Information From Social Media**  
**Mary Ellen Bates**, Principal, Bates Information Services, Inc.

Twitter, Facebook, Instagram, LinkedIn, Google Plus, Pinterest, ello... Social media platforms are becoming “the Internet” of 2015, and info pros are finding that social networks are gold mines of useful intelligence. In fact, for many info pros, to not include social media in their search portfolio amounts to information malpractice. Our long-time social media denizen and searcher Bates gives you the skills you need to effectively mine social media—both text and images—while protecting your confidentiality. Even if you never intend to tweet, like, or tag, this workshop offers tools and techniques to gather insight through social networks.
The new economy—the Creative Economy—is an economy of continuous innovation and transformation. It is an economy of organizations and entrepreneurs that are delivering to customers what they are coming to expect, namely, “better, faster, cheaper, smaller, lighter, more convenient, and more personalized.” The Creative Economy is still relatively small, but it is the economy of the future. It includes different ways of thinking, speaking, and acting in the world. Denning shares insights, strategies, and tips for libraries and their staff to continue innovating and transforming as they head into the future, creative economy!

8:45 a.m. – 9:45 a.m. • International Ballroom Center
Continuous Innovation & Transformation

9:45 a.m. – 10:45 a.m.
Complimentary WIFI will be available in meeting rooms and foyer areas on the Concourse Level during conference hours.

3:15 p.m. – 4:00 p.m.
Gary Price, Co-Founder, INFODocket & FullTextReports
30 Mobile Apps for Librarians in 40 Minutes

4:15 p.m. – 5:00 p.m.
Sonya Schryer Norris, Library Consultant, Library of Michigan
Hilary Newman, VP, Global Partnerships & Customer Engagement, Innovative Interfaces
Neil Block, VP, Discovery Innovation, Academic Libraries, EBSCO Information Services
Statewide Discovery

5:00 p.m. – 6:00 p.m.
Jill Meyer, Web Content & Materials Manager, Dykema Gossett
Finding Info When You Can’t Just “Google” It

Pick up some quick tips, take a sneak peek at new products, and learn new skills at the series of short, free Cybertours. Located in the Cyber Corner Theater in the Exhibit Hall. See pages 20-21 for details.

Network: hhonors-meeting • Username/Password: infotoday

free cybertours & wifi

COFFEE BREAK • Sponsored by Springer
9:45 a.m. – 10:45 a.m. • EXHIBIT HALL OPENS

A102 • New Graph Searching: Interconnected Facts, Answers, & Failures
11:45 a.m. – 12:30 p.m.
Greg Notess, Reference Team Leader, Montana State University, & Author, Search Engine Showdown
Web search continues to change. With an increasing emphasis on graph search, knowledge entities, and structured data, more results are coming from large knowl-
Web development technologies are constantly progressing. Libraries can take advantage of the progress to enhance websites in both performance and look and feel. Laws discusses using technologies such as Bootstrap CSS Framework, AngularJS, and JSON to deliver a library experience that’s feature-filled and eye-pleasing to today’s web users and illustrates using websites for the Qatar campus library and the research project on Islamic Bioethics. The real upside is that libraries can control and display data in ways that allow greater control over their online presence. Chavez describes how the Phoenix PL went from a custom, Java-based and catalog-integrated website to a more out-of-the-box website and how the library rediscovered its web presence in the process.

**B101 • Writing for the Modern Web**
10:45 a.m. – 11:30 a.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library, & Author, Designing the Digital Experience

Do you know how to write for the modern, mobile, and interactive web? Learn from our expert how to create a content strategy, how to write for the mobile web, and how to treat content that makes customers respond.

**B102 • Web Redesign for Better UX**
11:45 a.m. – 12:30 p.m.
Elaine Meyer, User Experience Librarian, MCLS (Midwest Collaborative for Library Services)

Get tips for redesigning your library’s website as well as a firm understanding of what goes into it—from initial planning, staffing, research, development, launch, post-launch and everything in between to provide a delightful online user experience for your patrons.

**LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL**
12:30 p.m. – 1:30 p.m.

**B103 • Using Google Analytics for Responsive Websites**
1:30 p.m. – 2:30 p.m.
Ben Rawlins, Assistant Library Director, Georgetown College

Realizing the increasing importance of mobile devices, the Ensor Learning Resource Center developed and released a mobile website in June 2012. Given that more and more users were coming to the library equipped with various mobile devices, staff created an effective way to provide users with access to library resources in a mobile-friendly format. Using Google Analytics to track the usage of both website and mobile website, they found that users were bypassing the mobile website and accessing the library’s full website more with their mobile devices, at a rate of 10 to 1. Aided by this information, they redesigned the site and made it responsive. This eliminated the need for a stand-alone mobile website, and ensured it was optimized for a variety of different devices. Get lots of tips and tricks to do the same with your websites!

**COFFEE BREAK • Sponsored by Springer**
2:30 p.m. – 3:15 p.m. • IN THE EXHIBIT HALL

**B104 • Web Development in Practice**
3:15 p.m. – 4:00 p.m.
Robert Laws, Digital Services Librarian, Georgetown University, School of Foreign Service in Qatar
Kristi Chavez, Web Content Librarian, Phoenix Public Library

Web development technologies are constantly progressing. Libraries can take advantage of the progress to enhance websites in both performance and look and feel. Laws discusses using technologies such as Bootstrap CSS Framework, AngularJS, and JSON to deliver a library experience that’s feature-filled and eye-pleasing to today’s web users and illustrates using websites for the Qatar campus library and the research project on Islamic Bioethics. The real upside is that libraries can control and display data in ways that allow greater control over their online presence. Chavez describes how the Phoenix PL went from a custom, Java-based and catalog-integrated website to a more out-of-the-box website and how the library rediscovered its web presence in the process.
D102 • Negotiating for Content: Tips & Techniques
11:45 a.m. – 12:30 p.m.
Mike Gruenberg, President, Gruenberg Consulting LLC, & Author, Buying & Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success

Our author of a book about how librarians and salespeople can work together more effectively to meet the goals and objectives of both parties shares tips and techniques to make it work for you. Whether you are a seasoned veteran in the library world or new to the profession, these positive strategies and practices can dramatically change the way your library buys information and content, helping you to negotiate more effectively with vendors and saving your organization time and money.

LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL
12:30 p.m. – 1:30 p.m.

D103 • Building Ebook Platforms: By and For Libraries
1:30 p.m. – 2:30 p.m.
Heather Teysko, Assistant Director, Innovation & Development, Califa Library Group
Michele Farrell, Senior Program Officer, Grants to States Program, Institute of Museum and Library Services (IMLS)
Monique Sendze, Director, Information Technology, Douglas County Libraries (DCL)

In Colorado and California, libraries are charting new paths for ebook hosting and lending. This session explores how two distinct open source systems emerged from common roots and evolved in different ways. DCL developed the DCL eBook Model to serve a single ILS and is now expanding the model using a hybrid of both commercial and open source systems with the eVoke Colorado statewide ebook lending project. Throughout its journey, DCL has documented and made freely available its “How to Do It” materials to help others break through restrictions traditionally imposed on library ebooks. The Califa Library Group, with partner Contra Costa County Library, were inspired by the DCL model to develop the enki library, a statewide consortium-owned ebook platform, which currently serves more than 80 library jurisdictions in California. These alternative ebook systems benefit from ongoing negotiations with publishers, which enable libraries to manage collections directly rather than license content through an aggregator. Both projects received IMLS funding and will speak to IMLS’ strategic priority of a national digital platform. By working together to avoid recreating the wheel, these institutions offer smart lessons that the library community as a whole can benefit from. Hear about their successes, challenges, and next steps as they continue to pave the way for others.

COFFEE BREAK • Sponsored by Springer
2:30 p.m. – 3:15 p.m. • IN THE EXHIBIT HALL

D104 • The Ebook Effect: Three Community Experiences
3:15 p.m. – 4:00 p.m.
Robert Cagna, Library Director, West Virginia University, Charleston Division
Elizabeth Philippi, Manager, Library Media Services, & Monica Babaian, Librarian, Lovett Elementary, Houston ISD

How do library patrons, students, and readers experience a classic or rare book online? How has the digital commons affected this experience? Do commentary and marketing make a difference? Can a book be experienced digitally via immersive projects such as poetry, video, and exhibitions? And do online new editions and translations change our interpretation? Cagna examines these questions using the online versions of a classic, showing how technology has fundamentally changed the ways we can experience a book. Two Houston librarians, one at the district level and the other at the campus level, share their experiences during the pilot and implementation phases of myON from Capstone Publishing, discuss how an ebook platform provides students with a new reading experience by customizing suggested books based on student reading abilities and interests, and describes how teachers, librarians, and administrators can track student data, including time spent reading and comprehension skills.

C103 • Learning From IT Mistakes!
1:30 p.m. – 2:30 p.m.
Matt Hamilton, Senior IT Manager, Denver Public Library
Kevin Smith, Senior Library Manager, Technology, Wake County Public Libraries
Erica Reynolds, Former IT Manager, Current Director, Library Partnership Development, BiblioCommons

Join this panel as they share awesome mistakes of what not to do. While we all might cognitively understand that we should fail often and fail fast, many of us are skittish about revealing or even admitting the various mistakes we’ve made. But there is so much to learn when things don’t go well. Current and former public library IT directors share some of their favorite mistakes made working in library information technology. Bad decisions! Impetuous actions! Come share your favorite mistakes and learn what not to do.

COFFEE BREAK • Sponsored by Springer
2:30 p.m. – 3:15 p.m. • IN THE EXHIBIT HALL

C104 • Drupal People: Application & Tips
3:15 p.m. – 4:00 p.m.
Dave Pantzer, Web Content Coordinator, People’s Law Library, Maryland State Law Library, & Pat Patthade, CEO, Fantail Consulting & Technologies, LLC

The People’s Law Library (PLL) is the Maryland Judiciary’s primary method of providing legal information and referral assistance to the public. Since 2007, the Maryland State Law Library has hosted and managed PLL. In 2010, the site was moved to Drupal 6, an open-source content management platform; and in 2014, the site was upgraded to Drupal 7 from the ground up. Learn how Drupal 7 allows librarians, attorneys, and volunteers to team up to maintain this incredible wealth of content, and how Fantail Consulting & Technologies managed the upgrade and a variety of creative site improvements.

C105 • New Catalogs: From Scratch & Social
4:15 p.m. – 5:00 p.m.
Amy Drayer, Senior IT Specialist, & Amy Lueldike, System Services, Hennepin County Library
Tim Spalding, President, LibraryThing

Get some lessons learned about catalog design from the Hennepin County Library, which recently created a catalog from nothing. Find out how they found the right words and placement for features and got a catalog design up and running (including an “All” search with features from dropping in an ISBN or other identifier to calculating title popularity with its “best match” default sort). Topics include new search workflow, making a very useful single search box, the never-quite-right add to list tool, what data is really useful on search results, what limiting options are most important, and more. Spalding discusses developing a library catalog starting from a social network and explores how LibraryThing developed a new product, ThingCat, an OPAC layer for libraries with small collections (up to 10,000 books). Starting with the notion that it would just remove all the community data and cross-user linking, the library ended up rethinking and reimagining the OPAC from the “sky down,” grappling afresh with just what a library catalog is “for.” Hear what happens when you do the opposite of what BiblioCommons did—you add the OPAC to a social site, not the social to an OPAC.

RECEPTION • IN THE EXHIBIT HALL
5:00 p.m. – 6:00 p.m.

TRACK D • CONTENT MANAGEMENT & EBOOKS
Jefferson

This track starts off with tips—for selecting a content management system and for negotiating for content. The afternoon is filled with different aspects of ebooks—from building an ebook platform to how our book experiences are changing, to self-publishing and more. Moderated by Richard Hulser, Natural History Museum of Los Angeles County

D101 • Using Data-Driven Personas to Guide CMS Selection
10:45 a.m. – 11:30 a.m.
Joanna Widzer, Systems Librarian, U.S. National Library of Medicine (NLM)

This session provides a case study of the NLM’s use of data-driven personas to inform its selection of a new content management system (CMS). The presentation describes what personas are and are not. It discusses the different types of personas that can be created, how they are created, and why. Widzer presents the fictional, evidence-based characters that were developed by NLM and explains how they help library staff better understand the core content management system’s users.

D104 • The Ebook Effect: Three Community Experiences
3:15 p.m. – 4:00 p.m.
Robert Cagna, Library Director, West Virginia University, Charleston Division
Elizabeth Philippi, Manager, Library Media Services, & Monica Babaian, Librarian, Lovett Elementary, Houston ISD

How do library patrons, students, and readers experience a classic or rare book online? How has the digital commons affected this experience? Do commentary and marketing make a difference? Can a book be experienced digitally via immersive projects such as poetry, video, and exhibitions? And do online new editions and translations change our interpretation? Cagna examines these questions using the online versions of a classic, showing how technology has fundamentally changed the ways we can experience a book. Two Houston librarians, one at the district level and the other at the campus level, share their experiences during the pilot and implementation phases of myON from Capstone Publishing, discuss how an ebook platform provides students with a new reading experience by customizing suggested books based on student reading abilities and interests, and describes how teachers, librarians, and administrators can track student data, including time spent reading and comprehension skills.
**D105 • No Ordinary Selfie: Self-Publishing, Libraries, & Ebooks**
4:15 p.m. – 5:00 p.m.
*Curt Tagtmeier, Librarian/Consultant/Author, Untouchable Speaking Consultants, & Author, Devil’s Advocate: A More Than Honest Look at Libraries Today*

This look at self-publishing and libraries within the context of ebooks discusses how libraries across the country are helping local authors develop a market for their books by supporting their self-publishing efforts, addresses improvements upon it and barriers to it, and demonstrates the book creation and marketing process. Hear self-publishing success stories in the literary world, including a detailed look at the project partnership between the Henderson County Public Library and the Daviess County Public Library in Kentucky designed to help new writers find a market with electronic publishing. Learn about ways libraries can expand and improve upon some of these services, especially with obstacles that are currently holding back self-published authors from taking advantage of libraries and vice versa. A practical demonstration is included that shows how to take a book through the various steps in order to self-publish an ebook through Amazon’s CreateSpace platform.

**RECEPTION • IN THE EXHIBIT HALL**
5:00 p.m. – 6:00 p.m.

**TRACK E • INTERNET@SCHOOLS**

**Lincoln East**

Educator-librarians take note!: On day 1 of the two-day, K-12-focused Internet@Schools track, we delve into digital resource development, sketchnoting, coding, social media, and ebooks, all as they apply to today’s school classrooms and libraries.

Organized and moderated by *David Hoffman, Internet@Schools magazine, & Carolyn Foote, Westlake High School, Austin, Texas*

**E101 • Behind the Curtain: Adapting and Developing Student Digital Resources**
10:45 a.m. – 11:30 a.m.
*Christi Farrar, Senior Product Manager for Schools & Public Libraries, & Deirdre Costello, Senior User Experience Researcher, EBSCO Information Services, Ipswich, Massachusetts*

As educational standards, technologies, and student needs change, digital resources need to adapt. Take a peek behind the curtain at EBSCO’s Schools & Public Libraries group to see what goes into this development process as they address the Common Core, state curricula, technology trends, new devices, and more. Learn how their research on students’ user experience is informing school and public library product development.

**E102 • Note This! Creating and Sharing Information With Sketchnotes**
11:45 a.m. – 12:30 p.m.
*Mary Ann Bell, Professor of Library Science, Sam Houston State University, Huntsville, Texas*

In today’s increasingly visual environment, the idea of visual note-taking is increasingly popular. Students are doodling while listening or reading anyway, so why not incorporate this natural inclination? This presentation talks about how to work with students to take visual notes and provide additional information available about the practice, including examples of student creations. Attendees leave with a number of online resources about sketchnoting as well as specific ideas on how to use the sketchnoting concept with students and share it with colleagues.

**LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL**
12:30 p.m. – 1:30 p.m.

**E103 • Computer Science and Coding in the Classroom and Library**
1:30 p.m. – 2:30 p.m.
*Gretchen LeGrand, Code in the Schools, Baltimore, Maryland*  
*Maya Berry, Library Media Specialist, Carlisle Public School, Carlisle, Massachusetts*

Computer science education is troublesome lacking from most K–12 schools, despite the fact that there is a high and growing demand for jobs in the field. A major barrier is that educators feel inadequately equipped to teach it. Our first speaker in this two-part session explores ways to turn your library into a computer science exploration space for students. No prior computer science education knowledge required! Our second speaker teaches participants about Hour of Code, Tynker, and Scratch—resources designed to introduce students to coding. Come get a sense of how each program works, learn why coding is a valuable skill, and get ideas on how to integrate coding into the curriculum and classroom.

**COFFEE BREAK • Sponsored by Springer**
2:30 p.m. – 3:15 p.m. • IN THE EXHIBIT HALL

**E104 • Connected Learners and Social Media in Elementary and Middle School**
3:15 p.m. – 4:00 p.m.
*Melissa Techman, School Librarian, Broadus Wood Elementary School, Earlysville, Virginia*

This session focuses on an expanded view of social media and how various platforms can support student-centered inquiry, authentic publishing opportunities and critical online competencies. The speaker discusses ways to use social media to provide “professional” roles for students to communicate and connect. Useful resources will inspire you to improve current efforts in blogging or wikis and try new arenas such as Twitter, Pinterest, or Mozilla’s Webmaker templates.

**E104 • Creating Guidelines for Using Ebooks in the Classroom**
4:15 p.m. – 5:00 p.m.
*Faith Ward, Lower Division Librarian, Garrison Forest School, Owings Mills, Maryland*

Faculty at Garrison Forest School are running a pilot ebook program for the 2014-2015 academic year. Prior to launch, the presenter Faith Ward initiated research into what e-reading was accomplishing and how students were reading digitally for class and homework assignments on the campus. She and other school faculty compiled a comprehensive review of the research literature on e-reading, surveyed students’ e-reading habits, provided instruction for faculty using and selecting digital texts, and observed the pros and cons of using these texts. From their observations and experiences, they have prepared guidelines for all teachers as to how to use digital books with students, ensuring success. Ward shares an overview of this process in her presentation.
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Digital life is transforming the public’s expectations of libraries and archives. Is the internet making these institutions irrelevant? The “perfect storm” of reduced budgets, unprecedented increases in the amount and cost of information available, and the multiplicity of platforms at play call for new strategies for the future of libraries and archives. A lively glimpse into the crystal ball!

COFFEE BREAK  ● Sponsored by Springer
9:45 a.m. – 10:45 a.m.  ● EXHIBIT HALL OPENS

TRACK A  ● DATA, INFORMATION, & VISUALIZATION

International Ballroom Center
Big Data is at the forefront these days. Hear about tools and roles for info pros in this space as well as capturing, analyzing, and using data.
Moderated by Kim Silk, Canadian Research Knowledge Network

A201  ● Analytics & Big Data: Terms & Tools for Info Pros
10:45 a.m. – 11:30 a.m.
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois
Our information environment is rapidly changing. With the collection of large-scale datasets, the tools and methods related to large scale data are changing as well. While older technologies can be adapted for some purposes, new tools such as NoSQL databases, the Hadoop processing environment, and programming languages such as Pig are becoming important tools for the data and information analyst. In this session, learn what all the terminology means and what tools to use to begin to develop your Big Data and analytics environment.

A202  ● Data Scientist: New Role for Librarians?
11:45 a.m. – 12:30 p.m.
Amy Affelt, Director, Compass Lexecon, & Author, The Accidental Data Scientist: Big Data Applications & Opportunities for Librarians & Information Professionals
Big Data is everywhere. In the first 6 months of 2014, there were more than 31,000 articles on Factiva mentioning the term. However, only 59 of these articles also mentioned librarians and information professionals. Similarly, when Tom Davenport wrote in Harvard Business Review that the “data scientist” is the “sexiest job of the 21st Century,” it wasn’t in the context of the information industry. These are new buzzwords, but they are not new concepts for info pros. We have been excellent at working with data all along! The challenge lies in demonstrating to our stakeholders that we can play integral roles in Big Data initiatives. Join Affelt for this session and learn how to leverage your unique abilities to find, analyze, and judge the quality of data in order to tell compelling stories and create imaginative deliverables. She suggests tools to use and ways to learn more through MOOCs (massive open online courses) and graduate LIS program options, especially for those who want to learn how to code (and it’s not as scary as it sounds to some!)

LUNCH BREAK  ● CASH CONCESSIONS IN EXHIBIT HALL
12:30 p.m. – 1:30 p.m.

A203  ● Web Driven Revolution for Library Data
1:30 p.m. – 2:15 p.m.
Richard Wallis, Technology Evangelist, OCLC
Many believe that the web’s influence on libraries is limited to social networking interaction and the design of discovery interfaces. However, the way the web now handles metadata is driving fundamental changes in our world, changes that will revolutionize the processes that underpin metadata management, sharing, and cataloguing. The symptoms have been visible for some time—linked data, web addressable authority files, search engine knowledge graphs, BibFrame—but we are now starting to see the effects in moves toward the management of entities and away from cataloguing individual records. Wallis explores the issues and describes the impacts and benefits for library resource visibility on the web, and internal library workflows.

A204  ● Capturing, Analyzing, & Using Data
2:30 p.m. – 3:15 p.m.
Lei Jin, Electronic Resources Librarian; Dana Thomas, Assessment Librarian; Cherie Ding, Associate Professor, Computer Science; Ryerson University
David Stern, Library Director, Saint Xavier University
Librarians and a computer science professor at Ryerson University collaborated on a project to analyze the library’s EZProxy logs. Working with campus partners in the Registrar’s Office and Campus Computing Services, they matched IDs in the logs with demographic details about the user. This collaboration has enabled the library to take control of its data and, most importantly, answer these vital questions when evaluating electronic resources: What resources are used? How often? And, for the first time, by who? Stern looks at using Zotero and Outwit, both tools that capture and maintain repositories for libraries and for individual users. Zotero captures citations, full text, images, webpages, and sound files for full-text links and searching. Outwit captures URL links, associated files, and scraps data from unstructured websites into personal or organizational repositories.

COFFEE BREAK  ● Sponsored by Springer
3:15 p.m. – 4:00 p.m.  ● IN THE EXHIBIT HALL

A205  ● Big Data Driving Innovation
4:00 p.m. – 4:45 p.m.
George Lan, Analytical Product Manager, & Jennifer Lewis-Gallagher, Solutions Sales Manager, Research Management, Elsevier
This session provides a case study of how Big Data and informetrics were used to drive decision making and improve innovation and competitiveness in the U.K. The U.K.’s Department of Business, Innovation and Skills commissioned Elsevier to assess the U.K.’s research performance compared with seven other research-intensive countries (Canada, China, France, Germany, Italy, Japan, and the U.S.), three fast growing nations (Brazil, India and Russia), and other international benchmarks. Using its Fingerprint Engine, Elsevier scanned text, such as a journal article abstract, patent, or awarded grants. Then using a variety of thesauri and natural language processing (NLP) techniques, EBSCO analyzed the information, identified and weighed the key concepts in the text, and presented them in a graphical representation, called the document fingerprint. This technique allows sophisticated analysis of more granular subject areas when a journal-based classification is not granular enough and a keyword search is not good enough. Hear about the process and the results.
B201 • Make Your Website UX Rock
10:45 a.m. – 11:30 a.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Your library website visitors are having a user experience (UX) on your website right now. Do you know if it’s a good experience? Have you ever asked? And how can you improve it? This presentation helps make your website UX rock by providing easy-to-implement tips and tools to improve the experience your customers have while using your library’s website.

B202 • Kiosks & Interactive Displays: Patron Interaction
11:45 a.m. – 12:30 p.m.
Amanda L. Goodman, User Experience Librarian, Darien Library
Have you been longing for an interactive touchscreen like the ones you see at airports? How would you use one? What would patrons get out of it? Goodman introduces several methods for designing your own kiosk, discusses which features are most useful to patrons (maps, computer usage, browsing the catalog, etc.), and describes how to user-test your designs to make sure that they make sense for your building space. Interactive kiosks are a fun way to appeal to the “It’s a giant iPad” generation and for adults who appreciate interactive visuals.

B205 • Bringing Our Communities the World
4:00 p.m. – 4:45 p.m.
Paulette Hasier, Head Librarian; Kimberly Carter & Christina Moyer, Librarians, National Geospatial Intelligence Agency (NGA)

Librarians are constantly struggling with ways of providing access to nontextual collections and improving UX with those collections. The NGA library staff have many challenges when providing access to library materials through a geospatial lens. Discover how they overcame these challenges by creating robust metadata records for their special collections combined with a transition to an open source ILS that supports a visual search interface. Learn how they utilized metadata to enable cartographic visualization and manage change as well as user and Agency expectations, all to support the goal of placing the world at its patrons’ fingertips.

B204 • Digital Habits of Public Library Customers
2:30 p.m. – 3:15 p.m.
Deirdre Costello, Senior User Experience Researcher, & Christi Showman Farrar, Senior Product Manager, EBSCO Information Services
EBSCO’s User Research team recently conducted an ethnography-style project focusing on the digital habits of public library members, how the habits are formed, and the needs that spark their searches. The team talk about the project, the research findings, how those findings impact how they think about public library users, and how the findings can help public libraries support their users’ evolving needs—reader, seeker, socialite, “informavore”!

CONNECT WITH US: 

COFFEE BREAK • Sponsored by Springer
3:15 p.m. – 4:00 p.m. • IN THE EXHIBIT HALL
C204 • Game-Based Learning
2:30 p.m. – 3:15 p.m.
M. J. D’Elia, Head, Learning & Curriculum Support, University of Guelph Library

Games are everywhere, and kids are playing games at home, in school, in libraries and public places. But releasing the potential of games and gaming for learning means knowing about trends in game designs, cultures, and genres, in the context of both educational games and commercial games, to better understand how they meet the pedagogical, curriculum, and individual needs of learners. D’Elia talks about alternate reality games (ARGs), interactive social games that transcend media and tell stories using multiple platforms. Players dive down the rabbit hole to interact with fictional characters, solve problems with other players, and, ultimately, unravel the mystery. Immersive ARGs have been described as “chaotic fiction,” but what if there is a method to all of this madness? This (highly) speculative talk asks: What can ARGs teach us about the future of eLearning?

COFFEE BREAK • Sponsored by Springer
3:15 p.m. – 4:00 p.m. • IN THE EXHIBIT HALL

C205 • Digital Scholarship Training
4:00 p.m. – 4:45 p.m.
Kristopher Nelson, Program Management Specialist & George Coulbourne, Executive Program Officer, Library of Congress

The Library of Congress along with the Institute of Museum and Library Services has developed a postgraduate residency program in digital stewardship that aims to bridge the gap between classroom education and professional experience. The mission of the NDSR program is to build a dedicated community of professionals who will advance our capabilities in managing, preserving and making accessible the digital record of human achievement. Hear about the first pilot residency, additional programs planned in Boston and New York, as well as how the first cohort all accepted jobs and fellowships in the field of digital preservation. Includes lessons learned for the cultural heritage community and more.

TRACK D • COMMUNITY: ENGAGEMENT, PARTNERSHIP, & IMPACT

Jefferson

This track looks at libraries and their communities. It includes an introduction to customer development, a look at how to integrate libraries, archives and museums, building community partnerships, using social media for community engagement and more. Moderated by Meg Backus, Anchorage PL

D201 • Introduction to Customer Development
10:45 a.m. – 11:30 a.m.
M. J. D’Elia, Head, Learning & Curriculum Support, University of Guelph Library

The customer development framework is used by serial entrepreneurs to test, build, and scale new business ideas. While not typically tasked with generating revenue, libraries are expected to create value for patrons. The customer development framework teaches us how to identify real problems that our members face, how to validate our solutions to those problems, and how to make those solutions sustainable. Launch new services with confidence—with out investing a lot of resources.

D202 • Crafting the Successful Maker Program
11:45 a.m. – 12:30 p.m.
Michael Casey, IT Director & Christopher Baker, Training Manager, Gwinnett County Public Library

A successful and viable Maker program is more involved than simply buying a 3D printer. This session explores the issues that exist behind the scenes, such as staff training, partnership formation, deciding between a “camp” and a “space”, and the many other issues that must be tackled when your library considers moving into the area of STEM outreach through Maker-style initiatives. It also shares how the program engages the community and has an impact with many of its constituents!

LUNCH BREAK • CASH CONCESSIONS IN EXHIBIT HALL
12:30 p.m. – 1:30 p.m.

D203 • Social Media & Community Engagement
1:30 p.m. – 2:15 p.m.
MODERATOR: Alexandra Zealad, New Media, Web Editor & Video Producer, Arlington Public Library

PANEL:
Joyce V. Garczynski, Towson University; Rudy Leon, Reno University; Amy Wainwright, John Carroll University; Kat Kelly, University of Dayton; Kevin Smith, Wake County Public Library; Lisa Waite Bunker, Pima Public Library; Victoria DaFresse, M.L.S. student & Office of Information Technology, University of Tennessee; Brian Pichman, The Evolve Project

A strong online community can help strengthen a library’s in-person community and contribute to community resilience in times of stress. But how do you develop this? The answer is as varied as there are kinds of libraries. This panel of experienced social media folks, from a variety of academic and public libraries, shares how they develop, run, and troubleshoot their libraries’ online communities.

D204 • Building Community Partnerships
2:30 p.m. – 3:15 p.m.
Nancy Howe, Public Relations/Outreach Librarian, Baldwinsville Public Library
Melissa Christakos, Coordinator of Reference Services, Chesapeake Public Library
Cheryl Delson, Instruction Librarian, & Zeke Alcala, Student, Irvine Valley College

Get plenty of tips and ideas from our three partnership experts! Baldwinsville PL has adopted this philosophy and built unique community partnerships as a result. Staff are facilitating audiobook clubs for Alzheimer’s patients who find reading frustrating, marketing and handling social media for the local organizations, offering “wildly popular” tech help drop-in and, yes, even weekly “vendors” at the local farmers’ market. As a result of their efforts, local organizations contact the library when they need a partner. The Chesapeake PL provides the means between partners and the community to offer programming that makes a difference. Learn about three very different types of educational opportunities the library has been able to organize and deliver to their surrounding area through the use of technology, all reinforcing the library’s core initiative of workforce development that has also opened doors to new partners, library outreach, and opportunities for library members. Irvine Valley College has a large veteran community seeking secondary degrees or certificates after serving their country. Meanwhile, research tools and resources have changed at such a rapid pace, many returning veteran students feel left behind, intimated, or confused by what’s expected of them for college research. Additionally, an increasing number of veterans are suffering from PTSD, learning, and/or physical disabilities that make sitting in traditional classrooms stressful, if not close to impossible. While the library has provided in-person workshops and orientations to help students with college research, it has now moved to the web. Staff work with the veterans to find out how and when they would most likely use the library; what prevents them from using the library or its online resources; and what they would find engaging in an online workshop. The goal is to provide library services where and when they are needed and in a format that is comfortable, easy to use, and meaningful to them (and not just to other librarians).

exhibit hours & internet stations

The Exhibit Hall is located on the Terrace Level.

Monday, April 27 ........................................ 9:45 a.m. – 6:00 p.m.
Networking Reception .................................. 5:00 p.m. – 6:00 p.m.
Tuesday, April 28 ........................................ 9:45 a.m. – 4:00 p.m.

Check your email or power up your laptop or other mobile device at this special area located in the Exhibit Hall. (Device chargers not provided.)
COFFEE BREAK  ●  Sponsored by Springer
3:15 p.m. – 4:00 p.m.  ●  IN THE EXHIBIT HALL

D205  ●  Makerspace: Community, Partners & Impact
4:00 p.m. – 4:45 p.m.
Sue Considine, Executive Director, Fayetteville Free Library
Our experienced speaker shares how she and her team engaged their community with their makerspace and STEM projects, have become a community platform, and built partnerships with all sorts of experts and groups in their community. She also discusses the impact of the library and it’s programs on the community.

TRACK E  ●  INTERNET@SCHOOLS

E201  ●  Remaking School Libraries—Library and Tech Share a Space
10:45 a.m. – 11:30 a.m.
Alison Seese, Head Librarian, & Evelyn Schwartz, Assistant Librarian, Georgetown Day School, Washington, D.C.
In the summer of 2014, Georgetown Day School renovated the entire second floor of its high school campus, and the heart of the renovation was the library! It removed some stacks, added moveable walls, brought the IT department into the library, created an innovation lab/makerspace, and, of course, added beanbag chairs and genius bars. Is it a marriage made in heaven? Find out more at this session, where the speakers candidly share their experiences, from the planning process to the honeymoon period and beyond. Discussions range from the big, tangible issues of managing shared spaces to the more subtle ones of delineating responsibilities and services to the library users, be they students or teachers. The speakers provide a list of “do’s!” and “don’ts!” for those who are also thinking of remaking their libraries.

E202  ●  A Thousand Voices: The Power of Storytelling
11:45 a.m. – 12:30 p.m.
Diane Cordell, Consultant and Writer, CyberSmart Education Company, Queensbury, New York
Ursula K. LeGuin reminded us that “there have been no societies that did not tell stories.” Explore how to use this universal feature of every country and every culture to connect people in meaningful ways. Cordell shares specific tools and techniques to help school community members—students, staff, parents, and other library users—find common truths as they share their unique stories.

LUNCH BREAK  ●  CASH CONCESSIONS IN EXHIBIT HALL
12:30 p.m. – 1:30 p.m.

E203  ●  What Is Your School Library’s Virtual Presence?
1:30 p.m. – 2:15 p.m.
Holly Weimar, Associate Professor/Chair, & Karin Perry, Assistant Professor, Sam Houston State University, Library Science Department, Huntsville, Texas
With a greater number of students, parents, and teachers participating in the virtual world, where does the school library’s virtual presence land? Weimar and Perry share information regarding David Loertscher’s Virtual Learning Commons, along with examples of current practices among school libraries. Come hear suggestions and recommendations for how to improve the status of the school library’s virtual presence and discuss and share your own ideas and current practices. The takeaways from this presentation include school library and librarian advocacy; a vision for how the school library supports student learning and collaboration in the virtual environment; and ideas for implementing and improving your library’s virtual presence.

E204  ●  Literacies for Life: Teaching Literacies Across Formats and Platforms
2:30 p.m. – 3:15 p.m.
Karyn Silverman, High School Librarian and Educational Technology Department Chair, & Joy Piedmont, High School Technology Integrator, Little Red School House & Elisabeth Irwin High School, New York, New York
Online and offline life cannot really be distinguished anymore, as we and our students move between the two constantly. Successfully navigating the constant streams of information and data for understanding and communication is as critical as learning to read. At their school, Silverman and Piedmont co-teach a multisession high school foundations course that examines privacy, digital identity, search, intellectual rights and responsibilities, and media and visual literacy in the context of finding and communicating information. The pair share their curriculum and the changes they have seen in the upper grades as they have refined the course. Each year, they redesign in response to the changing world and their evolving understanding of these literacies. Call it library or technology, research or design, this is a curriculum that addresses the genuine needs of today’s students.

COFFEE BREAK  ●  Sponsored by Springer
3:15 p.m. – 4:00 p.m.  ●  IN THE EXHIBIT HALL

E205  ●  Beyond Books: The Logic of the Makerspace and Library Connection
4:00 p.m. – 4:45 p.m.
Julie McLeod, Director of Technology, & Liz Fleskes, Assistant Head of Lower School, Good Shepherd Episcopal School, Dallas, Texas
Makerspaces are revolutionizing high school and public library spaces around the country. At their pre-K–8 school, our speakers challenged themselves to create an inviting, purposeful, and thought-provoking makerspace that would engage their youngest learners as well as their budding adolescents, offering a wide array of possibilities to explore, play and learn. They selected their library for the makerspace because it aligned with and extended the philosophy underlying the library as a place to explore and create knowledge; not “to get” but “to grow.” In this session, McLeod and Fleskes describe their rationale, their process, and the steps that they took to bring all school stakeholders on board to make this a reality. Attendees leave with a blueprint of their process that you can use to create a makerspace unique to your school community.

tuesday evening session
Decades of Innovation & Tips for the Future
7:30 p.m. – 9:00 p.m.  ●  International Ballroom East
Marshall Breeding, Independent Consultant, Library Technology Guides & 30 year veteran for CIL!

Panel:
Jason Griffey, Founder & Principal Consultant, Evenly Distributed
Meg Backus, IT Manager, Anchorage PL
Jan Holmqvist, Global Librarian, Denmark
Darlene Fichter, Govinfo Librarian, University of Saskatchewan

Libraries have experienced incredible change since the first Small Computers in Libraries Conference thirty years ago. The realm of library technology likewise has seen dramatic transformation. Breeding, whose career has paralleled CIL, highlights some of the interesting, amusing, and important touchstones marked by this important annual conference. He offers tips on how to stay relevant over time through continual innovation! A panel then presents some technologies we need to be watching over the next few years!
can be successfully applied in libraries and other working environments. Developed specifically for “info pros” who want to use tech tools to innovate, improve, and add value to services, it focuses on innovative concepts and trends that are rapidly being “mashed up” and adopted in the library world. Learn about tools and apps supporting the latest trends in cloud storage, crowdfunding, ebooks, makerspaces, MOOCs, news aggregation, photo and video sharing, self-publishing, social networking and bookmarking, video conferencing, visualization, and wearable technology.

LUNCH BREAK • 12:15 p.m. – 1:30 p.m.

A303 • Library, Archives & Museum Integration
1:30 p.m. – 2:15 p.m.
Sam Passey, Library Director, Uintah County Library & Ryan Mattson, IT Department, Uintah County
Is this the way of the future? Learn how Uintah County successfully integrated its Library, Archives, and Museum into one department. They share the good, the bad, and the ugly. Learn how they make it work and some of the challenges of balancing priorities with our professional “cousins”.

A304 • Innovative Funding Alternatives
2:30 p.m. – 3:30 p.m.
Brian Pichman, Director, Strategic Innovation, The Evolve Project
Crowdsourcing support (through sites such as Kickstarter or Indiegogo) is a challenging and often daunting task. In order for a truly successful campaign, there are a variety of steps that need to be meticulously maintained and followed. This session helps you learn the basics, from start to finish, about launching your new idea through a crowdsourced campaign. It also discusses various methods and strategies to find extra money so that you may do more! It shares strategies and methods from a business perspective that libraries can use to have successful wins. Learn how to do more with less, find new sources for funding, and build a strategy to get more for your library.

A305 • Linked Data & New Cataloging Experience
3:45 p.m. – 4:30 p.m.
Sharon Q. Yang, Systems Librarian, & Marilyn Quinn, Fine & Performing Arts Librarian, Rider University
Cataloging with RDA in USMARC is only temporary and transitional. The ultimate solution is BIBFRAME, currently on trial by the Library of Congress and other libraries. A year ago, no one knew what the successor of MARC would be like, but now it has a tangible form. BIBFRAME, an abbreviation of Bibliographic Framework Initiative, is based on linked data and the semantic web technologies. Speakers describe both the technology underneath and user experience with the BIBFRAME and linked data model. They focus on the latest development of BIBFRAME and its flexibility for accommodating community profiles, interconnecting them, and adding value to information by creating new data. They share their experiences and insights with BIBFRAME accompanied by demos that show it as more than a replacement of MARC, since it represents forward-thinking in information and content organization. Hear about semantic web applications in libraries and the future of cataloging.

A301 • Creativity & Innovation for Libraries
10:30 a.m. – 11:15 a.m.
Matt Hamilton, IT Manager, Denver Public Library & Co-Author, Make It Here: Inciting Creativity and Innovation in Your Library
Whether you are planning a dedicated makerspace at your library, or just want to offer great maker programming, Hamilton will inspire you to work with your community to design, experiment, innovate, and create at your library. He discusses why the maker movement and libraries are a perfect match, shares makerspace ideas and programs for all ages, and supplies ideas and anecdotes from makerspaces and innovators that will inspire.

A302 • Social Media & Mobile Apps: Tips & Tools for Innovative Services
11:30 a.m. – 12:15 p.m.
Cheryl Pettler-Davis, Digital Initiatives, Cataloguing, & Metadata Services Librarian, The University of the West Indies
As the volume of free online resources continues to grow exponentially, so do the challenges faced by librarians and other information professionals in their task of finding, evaluating, and facilitating community access to this free content. This presentation promotes free social media tools and mobile apps and shows how these
Anyone can find a small business. But how do you find clients? Librarians can help entrepreneurs create personas of their preferred clients, use online tools to pinpoint how they are connecting through technology with their customers and members. Get lots of ideas to use with your community!

Moderated by Donna Scheeder, Library Strategies International & IFLA President Elect

### B305 • Community Librarian & Teaching Tips for Tech

#### 3:45 p.m. – 4:30 p.m.

**Shelley Archibald**, Community Librarian, Technology, Burlington Public Library  
**Tracy Treeco**, Senior Librarian, & **Nate Stone**, Program Coordinator, Denver Public Library

Community-led librarians listen to the community in order to discover what they want from the library. But what does this mean for technology? From learning to use a mouse to designing a robot, community technology needs can be varied. What if your community doesn’t know what technology is available to them or its potential? How do you leverage community partnerships to make technology resources available to everyone? Archibald talks about how to discover the needs in your community, connect people to technology covertly, and change how we see and do technology in the library world. Denver PL staff discuss its Community Technology Center, which teaches 50–60 tech classes a month on everything from moving a mouse to beginning with JavaScript. They share what they’ve learned about teaching technology effectively during the last several years. Using their web development classes as a focus, they talk about the development and implementation of the library’s current web development class track (HTML, CSS, JavaScript, and WordPress) and compare it with our programs teaching web development to teenagers, including a 2-week DevCamp for teens held this past summer. They discuss how they approach teaching teens and adults differently, ways to tailor the same material to different demographics, and how class selection, lesson plan development, and evaluation process work. Put their technology teaching tips to work right away in your community.

Moderated by Hannah Sommers, NPR

### B301 • Digital Lifestyles: Connecting in a Changing Online Environment

#### 10:30 a.m. – 11:15 a.m.

**Kate Engelbrecht**, Adult Services Librarian, & **Angel Truesdale**, Adult Services Specialist, Charlotte Mecklenburg Library

Are you looking for new ways to assist and connect with library users? There are tons of tools and new digital technologies that can broaden your online presence. As more and more people develop digital lifestyles, spending significant time online, libraries can capitalize on this opportunity to connect with and provide services to tech-savvy users and new adults. Users are now living in the “cloud” with several options to store files, communicate through video, consult health services, and engage in online distance learning to enhance their everyday lives.

#### 11:30 a.m. – 12:15 p.m.

**Brandy McNeil**, Associate Director, Technology Training, & **Steve DeOlas**, Program Coordinator, New York Public Library (NYPL)

Come find out how you can take your technology training program to another level at your library. This session helps you rejuvenate all aspects of your program, including hiring and training of staff, designing and building new computer labs, curriculum design, partnering with community organizations, having an online and social media presence, and marketing and building relationships with key people. Learn all about how the NYPL TechConnect program doubled its tech attendance to 80k in just under 2 years, by taking a blended learning approach, traditional strategies, and tapping into the tech trends to create innovative practices and services.

#### 12:15 p.m. – 1:30 p.m.

**Nick Taylor**, Supervisor, Tech Experience & **Erika Bayer**, Technology Specialist, Arapahoe Library District

Since the emergence of e-books and skyrocketing Wi-Fi usage, public libraries have seen an influx of customers seeking increasingly complex technology assistance. Hear how one library district identified this need in its community and created a unique, customer-facing technology team working under the IT department. The superstar team is comprised of former engineers, retail workers, and librarians who all help patrons with technology needs from an Apple Store inspired Tech Bar service point in each library branch. These needs have ranged from 3D printing a missing piece of gym equipment to dropping beats in our media labs to resurrecting dead laptops. To further the community’s tech knowledge, the team also showcases the library’s investment in beta technologies such as Oculus Rift and Google Glass. Get tips and techniques from inception to implementation, and staff and patron feedback, as well as how it might be replicated on a small or large scale at your library.

#### 2:30 p.m. – 3:30 p.m.

**Mallory Arents**, Head, Adult Programming, & **Amanda Goodman**, User Experience Librarian, Darien Library

Anyone can find a small business. But how do you find clients? Librarians can help entrepreneurs create personas of their preferred clients, use online tools to pinpoint those potential clients, and make targeted marketing decisions. More members are using libraries as their co-working space and to run their small business. Our experienced librarians show you how to make your members money!
discusses three different studies the NIST Research Library conducts using bibliometrics to make data-driven decisions: an annual collection impact study, a biannual journal collection development study, and a large-scale evaluation of its print journal archives. She discusses the tools used to gather and analyze the data, the decisions made using the results of the bibliometrics studies, and how the library uses the data to demonstrate its impact to stakeholders. Howard University and Swets present their findings from a recent study on metrics to quantify the importance of their resources, measure return on investment, and justify their decisions before budget holders. Learn how you can apply the same methodologies to your decision-making process.

C304 • Collaboration & Coordination in Federal Libraries
2:30 p.m. – 3:30 p.m.
Deborah Balsamo, National Program Manager, EPA National Library Network
David McBee, Command Librarian, U.S. Army Corps of Engineers
James King, Branch Chief/Information Architect, NIH Library
Richard Huffine, Former Senior Director, U.S. Federal Government Market, ProQuest & Independent Information Professional

Many federal libraries today operate with a large amount of autonomy but within the context of some larger structure: department, agency, or even branch of the government. This panel explores approaches that different federal agencies are taking to collaborate while operating in a decentralized structure.

C305 • Multi-Institutional Collaboration
3:45 p.m. – 4:30 p.m.
Richard Hulser, Chief Librarian and Curator, Natural History Museum of Los Angeles County

This panel highlights some of the innovative approaches taken by multi-institutional collaborations and consortia. The presentations will cover the perspectives of libraries, museums, and other stakeholders involved in a large-scale digital initiative. It will discuss the challenges and successes of this collaborative approach.

D301 • Designing Spaces for Staff Innovation & Integrated Services
10:30 a.m. – 11:15 a.m.
Sharon Bostick, Dean of Libraries, Illinois Institute of Technology, & Bryan Irwin, Principal, Saski Associates
Liz McGee, Director, Digital Library Experiences, SOLUS

As libraries continue to transform and grow, the role of the library as a physical space has increased in importance. But one area often given less attention in designs is staff space. In today’s more user-centric library model, traditional departmental divisions are being replaced by blending of skills, expertise, and new models of staff interaction. Bostick and Irwin look at how academic libraries are incorporating these staff spaces as a critical part of change management. McGee shares her work in designing spaces to bring together physical and digital resources for 21st-century customers. Using 4 Square Thinking and Planning, she shows examples of the physical and digital in perfect harmony, with space planning based on the way their new and future customers want to learn and interact in order to be successful.

D302 • Keeping Up: Tools, Apps, & Practices
11:30 a.m. – 12:15 p.m.
Jessica Riggins, Member Services Coordinator, & Beth Farmer, Assistant Director, Tampa Bay Library Consortium

Continuous innovation and transformation are what all organizations require for success. Get lots of insights and ideas from our speakers who are redesigning physical spaces, using cool tools and other industries to keep current with new technology and practices, streamlining workflows, and merging with other departments.

Meet Your Favorite Information Today, Inc. Authors at Computers in Libraries 2015!

On Monday, April 27 from 5:00 p.m. – 6:00 p.m. during the Networking Reception in the exhibit hall, the following authors will be signing at the Information Today, Inc., booth:

Information Today, Inc.’s most popular authors converge on Washington DC for Computers in Libraries. For attendees, it’s the place to meet the industry’s top authors and purchase signed copies of the latest ITI books at a special 40% discount.

- Amy Afflet
- Cheryl Ann Pettier-Davis
- Michael L. Gruenberg
- Donald H. Hawkins
- David Lee King

Stop by the ITI booth to get your signed copy!
Conference attendees will receive a special 40% discount on all ITI books, directories, and periodicals.
issues. How do you stay current? How do you keep it all organized? During this jam-packed session, speakers introduce 20 tools for keeping up with the world of libraries in technology, and then demo useful tools, apps and practices to keep it all straight.

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

**D303  Tech Gadget Goodness: Learning From CES** 1:30 p.m. – 2:15 p.m.
Brian Pichman, The Evolve Project
Hear what our information industry and gadget geek learned when he recently attended the Consumer Electronics Show (CES) promoting libraries to the exhibitors. The CES show is one of the largest technology shows in the industry; it’s where companies from around the world release new products, unveil innovative ideas, and do hands-on demonstrations. Pichman brings all the action to you in this jammed-pack session of tech gadget goodness. Learn what new technology is out there and how it affects libraries and their communities. Discover what tech we should implement in our makerspaces and fablabs. Pick up lots of ideas and insights from our ambassador to CES!

**D304  Library Tech = More Community Time** 2:30 p.m. – 3:30 p.m.
MODERATOR: Michelle D’Couto, Lead Product Manager, ProQuest
Kathryn Silbarger, Senior Librarian, Digital Content Services, Marist College
James Hammocks, Head, Library Technologies, Ball State University
Peter Zhang, Access & Discovery Department Head, University of Texas–Arlington
Digital resources are dominating library collections and changing how library’s holdings are assessed and evaluated. This affects the workflow of the library staff, meaning that library management systems must evolve to meet their needs. Three cutting-edge libraries have pioneered the change by implementing a new library services platform at their libraries. Each shares their experience and how implementation is enabling their libraries to be strong community partners in research. They discuss how they have used technology to help their academic communities by streamlining their workflows and gained more efficiency with a new integrated management system capable of capturing all formats in the library collection. They talk about the ways new functionality has enabled library staff to make data-driven decisions about their collections to better meet member needs and expectations, and how it eliminates redundant tasks and provides staff relief from resource management to devote more valuable time to their researchers.

**D305  Successful Academic Library Makeover!** 3:45 p.m. – 4:30 p.m.
Todd Colegrove, Head of DeLaMare Science & Engineering Library, & Tara Radniecki, Engineering Librarian, University of Nevada, Reno
For thousands of years libraries have been connecting people and technology; makerspaces in libraries offer seemingly unlimited potential for springboarding learning, discovery, innovation and entrepreneurship. How much is real, and how much hype? From 3D Printers and laser cutters to microprocessors and robotics toolkits; hear examples of everything that’s gone wrong—and the things that have gone right that make it all worthwhile.

**TRACK E  METRICS, MANAGEMENT, & EVALUATION** Lincoln East

This track is filled with strategies, techniques, and tips for successful assessment and evaluation as well as ways to use metrics and analytics to reach stakeholders and customers!

Moderated by Moe Hosseini-Ara, City of Markham

**E301  Keys to Success With Assessment & Evaluation** 10:30 a.m. – 11:15 a.m.
Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois
Libraries and information agencies are under increasing pressure to demonstrate value. The key to demonstrating actual value is good data on services and programs. Cervone reviews the key considerations in an effective assessment and evaluation program and provides ideas and tools for your own assessment and evaluation efforts.

**E302  DIY Library Metrics** 11:30 a.m. – 12:15 p.m.
Kim Silk, Special Projects Officer, Canadian Research Knowledge Network (CRKN)
Ian Reid, VP Subscriber Support, Counting Opinions
Libraries of all kinds—public, academic, special and government—are being asked to demonstrate their value. While we all agree that demonstrating the impact of our outcomes is crucial to our success (and even our survival), many of us are working in libraries that do not have the skill set to tackle impact studies. Our speakers look at crunching your own numbers to demonstrate impact, including learning how to build your own impact models using common key performance indicators (KPIs). They discuss how to use the data you are already collecting to measure impact, and how developing new data collection tactics will help you define and differentiate your value.

**E303  Logic Model for Value: Intro & Practice** 1:30 p.m. – 2:15 p.m.
Moe Hosseini-Ara, Director, Culture, City of Markham
This session provides an intro for using the logic model to review and improve services and, to look at how the services are developed, delivered, and managed. It uses real world examples to show the model in practice.

**E304  Altmetrics: Meaningful Metrics for Management** 2:30 p.m. – 3:30 p.m.
Larry Traynor, Senior Product Specialist, & Marianne Parkhill, Marketing Consultant, Plum Analytics
Richard Hulser, Chief Librarian and Curator, Natural History Museum of Los Angeles County
Sharon O. Yang, Systems Librarian, & Patricia Dawson, Science Librarian, Rider University
Citation counts have long been the standard measure of academic research usage and impact. As the internet is becoming more popular for scholars to disseminate information and research, alternate metrics (also called altmetrics) are recognized as valid indicators for the significance of digital scholarship. They include activities on social networking sites, blogs, and wikis such as views, downloads, saves, cited, tweets, mentioned or discussed. Traynor highlights some practical ways institutions are using these new metrics today and what the future holds. Hulser shares his experience with altmetrics and other tools to raise the awareness and relay the importance of library services to management and the general community. Rider librarians discuss web-based traditional metrics and major altmetric sites accompanied by demos. They also talk about related issues such as open access content and authors’ release of copyright to the publishers as well as what early research is showing: that open access content attracts more attention, and altmetrics are early indicators of scholarly impact for published works; research that receives more attention on the internet also receives more citations in publication; successful cases of promotion and tenure are reported supported by altmetrics.

**E305  Analytics for Social Media** 3:45 p.m. – 4:30 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Many libraries use social media channels to connect with customers, to answer questions, and to just “be there” for their community. Do you know if your social media channel is successful, and are you meeting your library’s goals? Most social media channels have analytics or insights that will help figure this out. This talk explores analytics for different social media channels and explains what you should track and why.
Listen and learn at a series of free cybertours and information sessions for all Computers in Libraries 2015 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & subject areas. They are open to all and add value to your visit. Space is limited so it’s first-come, first-served. Join our Net savvy Web experts and experienced practitioners for a look at their favorite sites, topics, and practices! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the Computers in Libraries 2015 Exhibit Hall at the appropriate time.

MONDAY, APRIL 27

3D Printing Tips & Tricks
11:30 a.m. – 11:45 a.m.
Todd Colegrove, Head of DeLeMere Science & Engineering Library, & Tara Radniecki, Engineering Librarian, University of Nevada, Reno
From one academic library’s nearly three years’ experience of providing and supporting 3D printing services across disciplinary and organizational boundaries, this exploration of the realities of 3D printing discusses who’s using the services, and for what, problem resolution tips, and more.

Digital World Relevancy & the Library App!
12:30 p.m. – 12:45 p.m.
Megan Vizzini, Director, Accounts & Business Development, Boopsie, Inc.
Mobile devices are an integral part of everyday life. As mobile device adoption tops 90% globally and nearly 90% of people’s time is spent in apps, your library needs to be equipped to reach this mobile population. A mobile app is no longer a technology of the future—it’s a must for staying relevant in today’s digital world and connecting with your customers in a way they are accustomed to.

Measure the Future
1:00 p.m. – 1:15 p.m.
Jason Griffey, Founder & Principal Consultant, Evenly Distributed
Imagine having a Google-Analytics-style dashboard for your library building: number of visits, what patrons browsed, what parts of the library were busy during which parts of the day, and more. Measure the Future is going to make that happen by using simple and inexpensive sensors that can collect data about building usage that is now invisible. Making these invisible occurrences explicit will allow librarians to make strategic decisions that create more efficient and cost-effective experiences for their patrons. Come learn about this new project, and how it might help your library.

Big Ideas on a Small Budget
1:30 p.m. – 1:45 p.m.
Brian Rickman, Director, Strategic Innovation, Evolve Project
Is your budget tight? Space limited? Have great ideas but just need help getting them going? The library world is full of great thinkers and creative people. Through talking with other libraries across the country, here are some great ideas that were done on a small or no budget at all. Attend this session for tips on how to get your next BIG idea implemented. We will discuss everything from program ideas to cool tech solutions.

Intelligent Document Capture
2:00 p.m. – 2:15 p.m.
Joe Heary, Chief Technology Officer, Zimmerman Associates, Inc.
Capturing machine printed text can reach 100% accuracy with basic Optical Character Recognition (OCR) for searchable content and metadata extraction, but what makes hand-printed and handwritten content such a challenge and how is the industry responding? Get an overview of the current trends in document capture and hear about the advances in current capture technologies to include Intelligent Character Recognition (ICR) and Intelligent Word Recognition (IWR).

Setting Social Media Strategies
2:30 p.m. – 2:45 p.m.
Lennea Bower, Program Specialist, Virtual Services, Montgomery County Public Libraries
It sometimes seems as though everyone and organization is on popular social media platforms, such as Facebook and Twitter, making it imperative for your organization to be there too. At the same time, new platforms emerge on a nearly daily basis. What is the best response to the overwhelming demands social media places on your limited time and resources? Get some basic strategies, including setting goals for your communications, selecting and managing platforms, and matching content to platform.

Library Trends from IFLA
3:30 p.m. – 3:45 p.m.
Donna Scheeder, Library Strategies International & IFLA President Elect
Hear about the societal trends that IFLA (the International Federation of Library Associations) identified in a recent report after consultation with information industry leading thinkers. Scheeder, a long-time industry practitioner, looks at the societal trends identified by the IFLA report and discusses what they mean for the change agenda for libraries and librarian.
TUESDAY, APRIL 28

Data Visualization with gRaphael
10:30 a.m. – 10:45 a.m.
Brian Smith, Applications & Web Developer, Reaching Across Illinois Library System

gRaphael is one of several available JavaScript libraries for creating pie, bar, and other data charts. Combined with some additional scripting, these tools make it possible to add dynamic and animated charts to your website without relying on commercial software or the cloud. For Drupal websites, an integration module makes gRaphael especially easy to use. Get lots of tips and tricks!

Big Data Opps for Info Pros
11:30 a.m. – 11:45 a.m.
Terence K. Huwe, Director of Library & Information Resources, Institute for Research on Labor & Employment, University of California, Berkeley

Big Data and its transformative potential has exploded but what about changing the “culture” of research to facilitate greater collaboration. Researchers are increasingly being asked to preserve their datasets, and to adopt widely recognized best practices to encourage the re-use of data. Universities and their libraries are working hard to develop coordinated services that can ease the burdens—and raise the potential—of data management initiatives. Huwe provides an overview of some of the leading projects and their goals, new roles for librarians, and the challenge of bringing about the necessary cultural changes to make Big Data initiatives thrive. Listen to his intro and join Track A on Wed for lots more on the topic!

Top Ten Apps & Opps to Watch
12:30 p.m. – 12:45 p.m.
Gary Price, Co-Founder, INFOdocket & FullTextReports

Our eagle eye industry watcher shares his top ten “must watch tech” for the coming year. Not to be missed!

Digital Inclusion of the Local Community – The Digital Third Room
1:00 p.m. – 1:15 p.m.
Boris Zetterlund, Senior Advisor, Axiell Group

The public library is advancing as a third room community platform for Reading - Learning - Inspiration - Creativity – Meetings. How does the library work digitally to support these changes? Are Twitter and Facebook enough? This cybertour discusses these themes and shows how libraries in Scandinavia and the world have started to cope with the digital world and the library’s future. It includes a look at the necessary structural and technical changes and tools for that future.

Digital Asset Management Systems 101
1:30 p.m. – 1:45 p.m.
Cary Gordon, President, The Cherry Hill Company

As more libraries are setting up digital collections, a number of digital asset management systems (DAMS) are emerging into what used to be a limited field. Islandora, CONTENTdm and Hydra are some of the frontrunners in what’s available. This cybertour discusses what digital asset management systems do, gives a brief demo of Islandora, and shares how it differs from CONTENTdm and Hydra, and touches on cost and skills.

Communicating Via Text
2:30 p.m. – 2:45 p.m.
Ruthanne Price, Systems, Technology & Training Librarian, Vaughan Public Libraries

Using Shoutbomb, the Vaughan Public Libraries (a soon-to-be-8-branch municipal public library in the suburbs outside Toronto) brought text-based notification services to their patrons. Hear about the difficulties, work-arounds, adaptations, and successes encountered on the route to texting patrons.

An Essential Resource for Innovating, Improving, and Adding Value to Library Services in the Digital Age.

“The Cybrarian’s Web 2 is a really useful, at-your-fingertips resource covering some cool online tools, apps, services, and resources ... this second installment focuses on some lesser-known but still extremely useful tools that can help librarians in the workplace and beyond.”

—David Lee King, from the Foreword

In The Cybrarian’s Web 2, Cheryl Ann Peltier-Davis presents 61 free tech tools and shows how they can be successfully applied in libraries and information centers. Written for info pros who want to innovate, improve, and create new library services, Volume 2 combines real-world examples with practical insights and out-of-the-box thinking.

You’ll discover an array of great web resources and mobile apps supporting the latest trends in cloud storage, crowdfunding, ebooks, makerspaces, MOOCs, news aggregation, self-publishing, social bookmarking, video conferencing, visualization, wearable technology, and more—all tailored to the needs of libraries and the communities they serve.

infotoday.com
Available wherever books and ebooks are sold, or call (800) 300-9868 or (609) 654-6266.
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**Exhibit Hours**
The Exhibit Hall is located on the Terrace Level.
Monday, April 27 ..................9:45 a.m. – 6:00 p.m.
**Networking Reception** ....5:00 p.m. – 6:00 p.m.
Tuesday, April 28 .................9:45 a.m. – 4:00 p.m.
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