



Tri-State College Library Cooperative (TCLC)

presents the 2014
Annual Spring Program

...what it means for your
library

Come find out on April 25th!

SugarLoaf Hill, Chestnut Hill College, 9:30am to 3:30pm

9:30 AM Registration & Breakfast

12:15 PM Lunch

10:00 AM Welcome

1:30 PM Monica G. Maceli, Ph.D.,

10:15 AM Brent Smith, Ph.D.,
Associate Professor of Marketing, St. Joseph's University
"One Marketer's Guide to the Plight and Delight of Library Users"

Assistant Teaching Professor,
College of Computing & Informatics, Drexel University
"Between a Rock and an OPAC: Designing Usable Library Interfaces"

11:15 AM Ben Levin, *Founder & Chief Agitator, Chamjari*
Interactive Experience Design
"Pervasive UX: Research, Design & Testing Everywhere, All the Time"

2:30 PM Craig MacDonald, Ph.D.,
Assistant Professor, School of Information & Library Science
Pratt Institute
"Everything is User Experience (and Vice Versa): Insights for Libraries, Archives, and Museums"

More information, including directions, available at TCLC's website: www.tclclibs.org

TCLC/PaLA Members: \$35

Non-TCLC/PaLA members: \$70

(Fee Includes Breakfast & Lunch)

Registration Form- Please send in this form with your check payable to TCLC by APRIL 14th to
TCLC, c/o Rosemont College Library, 1400 Montgomery Avenue, Rosemont, PA 19010-1699

Name: _____ Email: _____

Institution: _____ Phone: _____

Special Needs? _____

Transportation from SEPTA Chestnut Hill (East) and Chestnut Hill (West) Stations is available.
Please select pickup time if needed:

9:10am (Chestnut Hill East Station)

9:24am (Chestnut Hill West Station)

This project is made possible by a grant from the U.S. Institute of Museum and Library Services as administered by the Pennsylvania Department of Education and the Commonwealth of Pennsylvania, Tom Corbett, Governor, through the College and Research Division (<http://crdpala.org/>) of PaLA. Show your appreciation by becoming a member of PaLA! And if you are a member – thank you!