

FINAL PROGRAM

Internet Librarian 2012

The Internet Conference and Exhibition for Librarians and Information Managers

October
22–24, 2012

Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
Monterey, California

Transformational Power of Internet Librarians: Promise & Prospect



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INTERNET@SCHOOLS TRACK
October 22–23

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Information Today, Inc.

Internet Librarian 2012

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Transformational Power of Internet Librarians: Promise & Prospect

Interactive Networking Events!

SUNDAY, OCTOBER 21

5:30 p.m. – 7:30 p.m. ▶ DeAnza I (Portola)

Games, Gadgets & Maker Spaces: Transforming Our Libraries

Join our gamers and gadget lovers for an evening of fun, playing, and learning. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and programs. Led by **Erik Boekenstein, Jaap van de Geer, and Brian Pichman**, come and enjoy the networking, learning, but most of all the laughing! Refreshments included.

Opening Reception

Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 22nd from 5:00 p.m. to 6:30 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

Informal Dine Arounds

Plan to meet your colleagues for dinner. See the bulletin board in the registration area.

Conference Blog & Tags

Watch for news and updates before and during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. Plus, find a list of attendees and speakers who will be blogging while at Internet Librarian. The twitter tag for this year's event is **#InternetLibrarian**.

Conference Overview

Information Today Inc., a key provider of technology conferences for more than 30 years, is pleased to announce the 16th annual Internet Librarian — the only conference for information professionals who are using, developing, and embracing internet, intranet, and web-based strategies in their roles as information architects and navigators, webmasters and web managers, content evaluators, digital managers, developers and integrators, taxonomists, searchers, community builders and managers, information providers, trainers, guides, and more. This comprehensive conference and exhibition offers a wide-ranging program designed to meet the needs of librarians, information managers, systems professionals, researchers, content managers, and information specialists.

Internet Café

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

Exhibit Hours

Monday, Oct. 22 5:00 p.m. – 6:30 p.m.
Tuesday, Oct. 23 9:45 a.m. – 3:30 p.m.
Wednesday, Oct. 24 9:45 a.m. – 1:30 p.m.

Free Cybertours!

Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics includes tools for teaching, free Web 2.0 resources, security, power networking, and more.

See pages 22-23 for details.

A Day of Workshops!

Pre-conference workshops on Sunday, October 21st include two full-day academies, Searchers Academy and Web Managers Academy; Usability & UX, two Drupal workshops, two tech planning workshops, a learning symposium, tech skills and web developers boot camps, teen library users, mobile development, and more. *See pages 6-8 for details.*

Conference Presentations & CD-ROMs

Copies of the speaker slides are available for downloading from the conference website <http://www.infotoday.com/il2012/Presentations.asp>. Username/Password: **il2012/il2012** Sessions are being recorded and are for sale at the conference. If you don't want to miss a thing, order your CD-ROM at a special attendee savings by visiting the Mondo Digital table located in the registration area for more information, or their website at www.mondodigitalsolutions.com.

Tuesday Evening Session

Transforming Roles: What Do You Want to Be?

7:30 p.m. – 9:00 p.m. ▶ DeAnza I & II (Portola)

Moderated by **Donna Scheeder**, Congressional Research Service

Marshall Breeding, Author, & "Automation Marketplace" Feature Writer for Library Journal

Nicole Engard, Author

Scott Brown, Social Information Group, & Author

Cecily Walker, Web Service Librarian, &

Renee Chalut, Assistant Manager, Information Services & Training, Vancouver Public Library

Sunrise Sessions!

NEW!

Building on Library Camp Monterey held for the last few years at the Monterey Public Library, we are starting a new series of discussions on Tuesday morning from 8:00 a.m. – 8:45 a.m. So grab some breakfast outside the keynote room in the Marriott, and join the sunrise sessions on the top floor of the conference center (take the bridge over the road to make it faster!). *See page 8 for details.*



Program Chair

Jane I. Dysart ▶

Dysart & Jones Associates

Organizing and Review Committee

Stephen Abram ▶ Gale Cengage Learning

Darlene Fichter ▶ University of Saskatchewan

Sarah Houghton ▶ San Rafael Public Library

Deb Hunt ▶ Information Edge

Ann Jacobsen ▶ Naval Postgraduate School

Joe Murphy ▶ LibraryFuture

Marydee Ojala ▶ Editor, ONLINE Magazine

Barbara Quint ▶ Editor-in-Chief, Searcher

Donna Scheeder ▶ CRS, Library of Congress

Jeff Wisniewski ▶ University of Pittsburgh

8:45 a.m. – 9:45 a.m.	Opening Keynote ► San Carlos Ballroom (Marriott) ► Transforming Knowledge in the Age of the Net ► David Weinberger	
9:45 a.m. – 10:15 a.m.		COFFEE BREAK
	TRACK A ► San Carlos (Marriott)	TRACK C ► DeAnza III (Portola)
	EBOOK BIZ & LIBRARIES	NAVIGATING, SEARCH, & DISCOVERY
10:15 a.m. – 11:00 a.m.	A101 Adventures with Econtent & Epublishing	B101 Websites at the Next Level
11:15 a.m. – 12:00 p.m.	A102 Publishers Update	B102 Building Usable & Accessible Sites
12:00 p.m. – 1:15 p.m.		LUNCH BREAK
1:15 p.m. – 2:00 p.m.	A103 Support Strategies: Staff Training & Micropublishing	B103 Using Ethnographic Methods to Know Customers
2:15 p.m. – 3:00 p.m.	A104 Ebook Economics & Trends	B104 Web Analytics: Using Evidence for Improvement
3:15 p.m. – 4:00 p.m.	A105 Ebook Economics & Trends (<i>cont.</i>)	B105 Drupal Nuggets: Themes, Modules, & Users
4:15 p.m. – 5:00 p.m.	A106 Innovation in Ebooks	B106 LibGuides: User Perceptions, Expectations, & Satisfaction
5:00 p.m. – 6:30 p.m.		
		GRAND OPENING RECEPTION ► In the Exhibit Hall
8:45 a.m. – 9:45 a.m.	Keynote ► San Carlos Ballroom (Marriott) ► Libraries Transformed ► Lee Rainie	
9:45 a.m. – 10:30 a.m.		COFFEE BREAK
	TRACK A ► San Carlos (Marriott)	TRACK C ► DeAnza III (Portola)
	DIGITAL SERVICES	ENTERPRISE 2.0 & INFO SERVICE
10:30 a.m. – 11:15 a.m.	A201 Self-Service: Help Customers Help Themselves	B201 UX & Accessibility
11:30 a.m. – 12:15 p.m.	A202 Digitally Engage Your Community & Campus	B202 Sensible Library Website Development
12:15 p.m. – 1:30 p.m.		LUNCH BREAK
1:30 p.m. – 2:30 p.m.	A203 Accessible Services for All: Digitally Possible	B203 Mobile UX: Responsive Design & Tips
2:30 p.m. – 3:15 p.m.		
3:15 p.m. – 4:00 p.m.	A204 Ebook Patron-Initiated Acquisition (PIA)	B204 Unifying Content Across Platforms
4:15 p.m. – 5:00 p.m.	A205 Mobile Games Deliver Enriched Services	B205 Rebranding the Library's Virtual Presence
7:30 p.m. – 9:00 p.m.		
		TUESDAY EVENING SESSION ► DeAnza I & II (Portola) ► Transforming Roles: What Do You Want to Be?
8:45 a.m. – 9:45 a.m.	Keynote ► San Carlos Ballroom (Marriott) ► Transforming the Library Empire: Possible? ► Steve Coffman & Roy Tennant	
9:45 a.m. – 10:30 a.m.		COFFEE BREAK
	TRACK A ► San Carlos (Marriott)	TRACK C ► DeAnza III (Portola)
	TECHNOLOGY UNDER THE HOOD	INNOVATIVE & EDGY
10:30 a.m. – 11:15 a.m.	A301 Web-Scale Library	B301 Kick-Starting IT Collaboration
11:30 a.m. – 12:15 p.m.	A302 50 Great Mobile Apps for Librarians	B302 The Grateful Dead Archive: Socially Constructed Online
12:15 p.m. – 1:30 p.m.		LUNCH BREAK
1:30 p.m. – 2:30 p.m.	A303 Speed Technology Dating!	B303 Campus & Community Collaborative Research
2:45 p.m. – 3:30 p.m.	A304 HTML5: Power, Promise, Pitfalls	B304 Collaborating to Demonstrate Value
3:45 p.m. – 4:30 p.m.		
		<i>Closing Keynote</i> ► Steinbeck Forum (Conference Center) ► Reinventing Spaces & Places ► Erik Boekesteijn, Jaap van de Geer, Jeff Wisniewski, & Paul Pival

Conference At-A-Glance

MONDAY, OCTOBER 22

COFFEE BREAK

TRACK D ▶ DeAnza I & II (Portola) LIBRARY ISSUES & CHALLENGES

- D101 Public Access & Library Tech Benchmarks
D102 Open Source Trends & Issues

TRACK E ▶ Ferrante (Conference Center) INTERNET@SCHOOLS

- E101 Learning Spaces and iPads—
A Paradigm Shift for Education
E102 Learning in Their Hands—
Portable Devices and BYOD

LUNCH BREAK

- D103 Engaging & Inspiring Staff
D104 Dig Deeper: Hot Topic Discussions
D105 Starting a New Library in the Google Age
D106 The Next Big Thing

- E103 School Librarian/Tech Specialist Collaboration
E104 A Rose Is a Rose, or Promoting
Reading in All Formats
E105 Research Tools on the iPad
E106 Really, Really Basic Search:
What We Need to Be Teaching

GRAND OPENING RECEPTION ▶ In the Exhibit Hall

TUESDAY, OCTOBER 23

COFFEE BREAK

TRACK D ▶ DeAnza I & II (Portola) CREATIVE APPROACHES & COLLABORATIONS

- D201 Retail & Technology Trends:
Service Explosions
D202 Tomorrow's Digital Library Today

TRACK E ▶ Ferrante (Conference Center) INTERNET@SCHOOLS

- E201 The Play, the Playwright, and Your
Scene: Using Google Docs, etc.
E202 Digital Citizenship OMG!! ...
Who Posted That?

LUNCH BREAK

- D203 Innovative, Awesome
Services & Spaces!

- E203 Homework: Breaking the Model
for 21st-Century Learners

COFFEE BREAK

- D204 Artificial Intelligence:
Transforming Reference
D205 Library as Content Creator

- E204 Live-Blogging in the Library
E205 Enriching LibGuides
for K-12 Learning

TUESDAY EVENING SESSION ▶ DeAnza I & II (Portola) ▶ Transforming Roles

WEDNESDAY, OCTOBER 24

COFFEE BREAK

TRACK D ▶ DeAnza I & II (Portola) PLAN & MARKET FOR RESULTS

- D301 Marketing on the Edge
D302 Future-Focused Academic Planning

TRACK E ▶ Ferrante (Conference Center) ENGAGING PEOPLE

- E301 Coaching & Mentoring
E302 Who's Zoomin' Who?
Crowdsourcing Ups and Downs

LUNCH BREAK

- D303 Propel Your Message!
D304 Project Management for Web-Based Initiatives

- E303 Trends in Teen Users and
Technology: A Dynamic Panel
E304 Humor in the Library

Closing Keynote ▶ Steinbeck Forum (Conference Center) ▶ Reinventing Spaces & Places

Preconference Workshops ▶

SUNDAY, OCTOBER 21

9:00 a.m. – 4:30 p.m.

- W1** ▶ **Searchers Academy**
W2 ▶ **Web Managers Academy:**
Usability & Users Experience (UX)

9:00 a.m. – 12:00 p.m.

- W3** ▶ **Measures That Perform**
W4 ▶ **Tech Skills Boot Camp**
W5 ▶ **Drupal Basics**
W6 ▶ **Technology Strategy Planning**
W7 ▶ **Web Developers Boot Camp**
W8 ▶ **Influence Your Way to Successful Initiatives**
W9 ▶ **Guerilla Tech: Subversive Tech Adoption & Deployment**
W10 ▶ **Learning Symposium: Building Staff Skills & Strengths**

1:30 p.m. – 4:30 p.m.

- W11** ▶ **Self-Directed Futures Planning**
W12 ▶ **Teen Library Users: Engaging the Next Generation**
W13 ▶ **Drupal: Next Steps**
W14 ▶ **Technology Planning: What's on Your Horizon**
W15 ▶ **Best Practices in Mobile Development:
Building Your First jQuery Mobile App**
W16 ▶ **Screencasting for Librarians:
Video Tutorials for Online Instruction**
W17 ▶ **Course Redesign: Partnerships & Tips**
W19 ▶ **WordPress for Library Websites: Advanced**
W20 ▶ **DIY Training: Needs Analysis, Open Source
Solutions, & Program Evaluation**

Sunday Evening Program

Games, Gadgets, & Maker Spaces: Transforming Our Libraries

5:30 p.m. – 7:30 p.m. ▶ DeAnza I (Portola)

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Preconference Workshops

Full-Day Workshops ▶ 9:00 a.m. – 4:30 p.m.

W1 ▶ Searchers Academy

Mary Ellen Bates, Principal, Bates Information Services, Inc.

Greg Notess, Reference Team Leader, Montana State University

Gary Price, Co-Founder, INFOdocket & FullTextReports

Marcy Phelps, President, Phelps Research, & Author, Research on Main Street: Using the Web to Find Local Business and Market Information

Barbie Keiser, President, Barbie E. Keiser, Inc.

Want to sharpen your web search skills? Find information in the real-time collaborative and social web? Learn from the experts? Join search veterans, speakers, and authors to learn the latest strategies and techniques for searching online. This fast-paced, newly updated, day-long event allows you to interact with the experts, who share their searching secrets and expertise as they focus on the most-current practices in the field of web research. There's always something new to be learned from these leading-edge panelists. Participants should have basic experience with web searching, but even searchers with an extensive searching background will find tips to polish and advance their skills and will come away with new resources and tools. Academy topics include the following:

- Hidden Tools & Features of the Major Search Engines: Learn about the new and little-known search features of the Big Three.
- Desert Island Databases: What online resources would you consider essential if you were stranded on a desert island?
- Cost-Effective Searching: Online strategies/practices for tough times to get the most for your search dollar and your time.

- Searching the Social Web: Find out how to tap into the social web to glean intelligence.
- Searching the Mobile Web: Best apps and strategies.
- Subject Search Round-Up: Hear from experts on the specific tools and resources for searching in a variety of specialized topics, including health resources

W2 ▶ Web Managers Academy: Usability & Users Experience (UX)

Darlene Fichter, GovInfo Librarian, University of Saskatchewan

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Marshall Breeding, Library Technology Guides

Frank Cervone, Vice Chancellor for Information Services & Chief Information Officer, Purdue University Calumet

Interested in improving your library website and reframing your digital presence from the point of view of the user? This lively, high-level and interactive workshop shares practical ways to assess, design, and improve your online properties for maximum user friendliness. Immerse yourself in this in-depth workshop led by experts and practitioners that incorporates an overview of usability tools and techniques, takes a look at the latest research on designing for a positive user experience, provides tons of tips and tricks to help you avoid common usability and UX pitfalls, and discusses other useful measurement and assessment tools to help you better understand your users.

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

W3 ▶ Measures That Perform

Rebecca Jones, Principal, Dysart & Jones Associates

Moe Hosseini-Ara, Director, Service Excellence, Markham Public Library

What's a meaningful measure, a measure that really "performs"? It's a measure that matters to your decision makers and demonstrates that your services are making a meaningful difference to the library's community, campus, or organization. While Jones has yet to find that "one" magic performance measure during 30 years of working in this sector, she has found, through work with government, academic, public, and corporate libraries, an approach and framework to successfully identify, manage, and communicate measures meaningful to decision makers. Workshop leaders discuss today's useful measures for communicating value and for operational and management purposes. They work with attendees to apply the framework and examples to their situations.

W4 ▶ Tech Skills Boot Camp

Deborah Hunt, Principal, Information Edge

David Grossman, History Room & Reference Librarian, Mill Valley Public Library

As the economy rebounds from one of the worst recessions on record, libraries are hiring again, and new job opportunities are on the rise. In addition, there are countless career options outside the library realm in document management, digital asset management, and more. These new opportunities require an in-depth technical and management knowledge and the ability to harness the internet, social media, epublications, digitization and many other emerging technologies. Join our speakers for an update and leave with a set of new tools and a personalized road map to acquire these critical, technology-based skills to capitalize on the economic recovery and new opportunities.

W5 ▶ Drupal Basics

Sean Fitzpatrick, Drupal Specialist, LISHost.org

This 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
- 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.

W6 ▶ Technology Strategy Planning

Richard Hulser, Chief Librarian, Natural History Museum Los Angeles County

Struggling with the variety of technologies available and how they could best be used to achieve your objectives? Want to know how to incorporate social networking, mobile apps, cloud computing, and other "latest-greatest" with proven core tools and information services? Join former IBM consultant Hulser and understand the elements of technology strategy planning and how to apply them. Learn how to create a strategic plan for your library, enabling effective use of technologies for your organizational needs. Bring your real-world issues and challenges and learn how to identify key elements of your current environment and organizational structure with an eye toward addressing needs. Tools for gaining approval to move forward are also explored.

W7 ▶ Web Developers Boot Camp

Amanda Hollister, Systems Librarian, Broome Community College

Jason Clark, Digital Initiatives Librarian, Digital Access & Web Services, Montana State University Libraries

Are you a solo web developer with an interest in learning basic web scripting? A newbie thrown into your library web programming role because nobody else raised their hand? Somebody with a little more experience but always looking to improve your programming skills? This workshop is for you. Speakers work through the basics of web programming and highlight resources to continue learning. Their emphasis is on mashups and web services as a means to practice these skills. Featured topics include REST and Structured Data (e.g., JSON); common programming routines and functions; building simple video widgets with the YouTube API; mapping data with Google Maps; and learning how JavaScript (jQuery) and PHP work together to create advanced search mashups with the WorldCat API. Note: Bring a laptop to play along with the examples, and have some familiarity with HTML and a scripting language.

W8 ▶ Influence Your Way to Successful Initiatives

Ken Haycock, Research Professor, Marshall School of Business, University of Southern California, & Senior Partner, Ken Haycock & Associates, Inc.

Why are some initiatives more successful than others? Why do some people have more sway than others? Why do our "advocacy" efforts so often go nowhere? There is an abundance of research into these and related questions, some done by researchers working with Ken Haycock's international team looking at factors affecting decisions about library funding. Learn about the six key principles you should master to be successful in any political situation — and every situation is political! Filled with examples of positive use and lack of use of influence, the session gives you insights and strategies for moving ahead the project or initiative that is important to you and your organization or community.

W9 ▶ Guerilla Tech: Subversive Tech Adoption & Deployment

Kyle Jones, Doctoral student, University of Wisconsin-Madison's School of Library & Information Studies

Jacob Hill, Reference Librarian, Elmhurst College

Technology adoption can be a painful process that becomes stuck in committee review, killed by naysayers and doubters who, even without experience or knowledge, deny it outright, or just not knowing where to start. The model used here was created to enable effective technology identification, adoption, and deployment—GuerillaTech. It is the practice of low-risk deployments of technology by small coalitions of library staff in risk-adverse cultures using principles of "intelligent failure" and new definitions of success. It has been the modus operandi of IT-support-focused library staff for several years, and it has proven to be a successful model for the deployment and adoption of all kinds of technologies. Used properly, this model is inexpensive, flexible, and takes the sting out of long-term commitment to technologies. Speakers share key elements in practice and provide hands-on experience in applying GuerrillaTech to situational scenarios. They include illustrative examples of sample technology projects such as IM reference service/text messaging platforms, developing a library website with WordPress, and deploying a print management service.

Afternoon Workshops ▶ 1:30 p.m. – 4:30 p.m.

W11 ▶ Staff-Directed Futures Planning

Rebecca Jones, Principal, Dysart & Jones Associates

Mary Ann Mavrinac, Dean, River Campus Libraries, University of Rochester

Susan Senese, Associate Librarian, Research & Instruction, University of Toronto Mississauga

"Staff-engaged" planning has become the norm in many libraries. But the plans libraries are developing today are so transformational that, to be successfully implemented, staff must be fully integrated in the entire planning process. When planning is "staff-directed" staff share in the learning, decision making and responsibilities of shaping a progressive, meaningful plan for all involved. The result is a transformative yet practical plan, and staff continuing to grow their insights into trends impacting their academy and the Library's critical role in the academy's sustained success. This workshop walks participants through the steps of staff-directed planning, using the recent experiences of the University of Toronto's Mississauga Library. Learn how this approach differs from staff-engaged planning, what works, and what to avoid. Leave this workshop with a draft process for your library that prepares staff at all levels to collaboratively plan the library's foundation for future success.

W12 ▶ Teen Library Users: Engaging the Next Generation

Planned & facilitated by **Stephen Abram**, VP, Gale Cengage Learning

Susan Considine, Executive Director, The Fayetteville Free Library

Brian Pichman, Director, Informational Technology, Mokena Community Public Library District

Justin Hoenke, Teen Librarian at Portland Public Library, Maine

Patrick Sweeney, Branch Manager, San Mateo County Library

Terri Fredericka, Executive Director, InfoOhio

There are a ton of great ideas out there using new technologies and great content to attract and retain teen users in the library. This workshop demonstrates how guitars, video, 3D printing, laser tag, iPhone apps, and more can be tied to programs and library use to engage teens and attract them to the library in any community. And, just as important is how to tie this to their needs for homework

**W10 ▶ Learning Symposium:
Building Staff Skills &
Strengths**

Amanda Jacobs Foust, Electronic Services Librarian, Marin County Free Library

Lauren Stokes, Virtual Library Manager, Las Vegas-Clark County Library District

Yuyun Wirawati Ishak, Research Librarian, Singapore Management University

Leah Ujda, Digital Services Librarian, Wisconsin Center for Education Research, University of Wisconsin-Madison

Andrew Johnson, Metadata Librarian, &
Megan Bresnahan, Assistant Professor, Science & Engineering Librarian, University of Colorado Boulder

Many libraries are working hard to bring staff onboard with emerging technologies, providing training, coaching, and ongoing opportunities for employees to be confident and competent with new tools, services, and approaches. Join this unique workshop in which five libraries share their experiences, advice, and techniques. Two public libraries discuss their approaches in developing a library staff's ability to engage patrons with social networks, train patrons in using social media, and creating content. Then two university libraries guide you through how to train key personnel to adapt to a new academic landscape. Singapore Management University Library has trained staff to use everything from Twitter to Camtasia to develop and manage learning objects and the elearning environment. The Wisconsin Center for Education Research offers strategies and tips to raise staff abilities with security needs, and research data management. The University of Colorado Boulder will provide a model for training librarians to engage in new forms of support for research and scholarly communications.

help, social needs, and reading. The team of presenters is comprised of on-the-ground, in-the-field teen librarians who share their innovations and demonstrate what works and doesn't work. Join this exciting and dynamic workshop and gain insights you can use in your community!

W13 ▶ Drupal: Next Steps

Amanda Hollister, Systems Librarian, Broome Community College

Know the basics of Drupal and want to take it to the next level? Need to get a handle on how views work and how to theme your site? Come learn how to build custom content types and how to display them with views. Put the finishing touches on your site with the panels module and custom themes. This is a hands-on workshop, so bring a laptop to advance and enhance your Drupal site!

W14 ▶ Technology Planning: What's on Your Horizon?

Roy Tenant, Senior Program Officer, Research, OCLC Online Computer Library Center, Inc.

If you want to lead the pack, you need to be planning for lots of different technologies, challenges, and issues. Our leading thinker and practitioner challenges you to think about building strategies and plans for both near- and long-term technology challenges and opportunities. In this interactive workshop, Tenant describes a variety of technologies (e.g., mobile computing, electronic books, data visualization, etc.), illustrates how they impact libraries, and supplies library examples where they exist. You'll leave not only with some tools for planning for technological change, but also with a sense of where things are now and where we are headed.

Connect with attendees!



#InternetLibrarian

Preconference Workshops

W15 ▶ Best Practices in Mobile Development: Building Your First jQuery Mobile App

Chad Mairn, Information Services Librarian, St. Petersburg College
Jason Clark, Digital Initiatives Librarian, Digital Access & Web Services, Montana State University Libraries

By the end of 2012, it is expected that more than 80% of the world's population will have access to a smartphone. Library users will assume that your library can be accessible from anywhere, at any time, and on any device. Now is the time to be ready! During this hands-on webinar, you learn the differences between native and web apps, understand the various technologies (HTML, CSS, JavaScript) and how they work together to build mobile web apps, gain hands-on experience using jQuery Mobile to develop a fully functional mobile-optimized web app, have access to a free web server so you can continue to work/test your project live on the web, continue to work with speakers so you can have a mentor during and after your project. Bring your laptop, mobile devices, tablets, ...

W16 ▶ Screencasting for Librarians: Video Tutorials for Online Instruction

Greg Notess, Reference Team Leader, Montana State University, & Author, Screencasting for Libraries

Screencasts can be used to create quick online tutorials, record one-on-one instruction for reference, and be used for remote teaching. Explore software, techniques, and hosting options for quick video tutorials that demonstrate online library resources or anything else on the web or your desktop. New tools make it simple to create screencasts and share them online. Explore free and fee software such as Jing, Camtasia Studio, Screencast-O-Matic, and others along with hosting options ranging from Screencast.com to Screenr. Learn how to edit screencasts on YouTube, change the cover image, and host on your own web site or blog. In addition to gathering proven tips, techniques, and tricks for quick screencast creation, see examples of advanced editing features such as call-outs, transitions, zooming, and highlights. Bring your own laptop to check out sites that are discussed. Show and tell the easy way!

W17 ▶ Course Redesign: Partnerships & Tips

Tomalee Doan, Head Librarian, Humanities, Social Science, Education & Business Division, & **Chantal Levesque-Bristol,** Director, Center for Instructional Excellence, Purdue University

Donalee Attardo, Director, Instructional Development Center (IDC) in Academic Technologies, ITaP (Information Technology at Purdue)

Are student success and retention rates important at your institution? Purdue University fostered a unique partnership among Center for Instructional Excellence (CIE), Instructional Technology at Purdue (ITaP), and the Libraries to implement Instruction Matters: Purdue Academic Course Transformation (IMPACT). IMPACT focuses on course transformation/redesign of foundational courses, often delivered to freshman in large lectures, and typically challenging for today's students. IMPACT is a funded program targeting redesign for 60 courses in several disciplines reaching all colleges at Purdue during a 3-year period. Support

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Join our gamers and gadget lovers for an evening of fun, playing, and learning. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and programs. Led by **Erik Boekenstein, Jaap van de Geer, and Brian Pichman,** come and enjoy the networking, learning, but most of all the laughing! Refreshments included.

Conference Blogs & Tags

Watch for news and updates before and during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. Plus, find a list of attendees and speakers who will be blogging while at Internet Librarian. The twitter tag for this year's event is #InternetLibrarian.

**Sunday,
October 21**

teams work with each instructor to create a student-centered and engaging, active learning environment.

Workshop presenters discuss the use of technology to enhance student learning in the classroom as well as lessons learned from the first year.

W19 ▶ WordPress for Library Websites: Advanced

Nicole C. Engard, Vice President, Education, ByWater Solutions
Polly Farrington, PA Farrington Associates

Installing WordPress and creating a blog is simple, but what about creating your entire library site using WordPress? There is much more to WordPress than picking a pretty theme and adding a few posts. This workshop, geared toward librarians who have a basic understanding of WordPress, walks librarians through customizing their library websites with this tool. Attendees get hands-on experience that they can take back to their libraries to help redesign their websites, including how to find and install plugins, key plugins for turning WordPress into a powerful CMS, how to make minor edits to template files, configuring custom themes to meet their library's needs, and using WordPress menus to organize pages and posts.

W20 ▶ DIY Training: Needs Analysis, Open Source Solutions, & Program Evaluation

Colleen Harris, Head of Access Services, University of Tennessee–Chattanooga
Ross Ian Vance, Training Manager, Support Seven

As libraries increasingly use technology to deliver additional services, skill gaps emerge in librarians and staff expected to deliver and support those services. It is the responsibility of library technologists to cover these gaps, often without a budget or knowledge of where to start. Attendees learn ways to assess the competencies required of their staff and determine any skill deficiencies in light of the services the library provides (or wants to provide in the future). They also learn how to select or create training initiatives to grow needed skills, and explore what open source tools can be used for training that best suits their library's needs. Speakers demonstrate how to assess training initiatives to determine whether they are successful at developing increased competency as intended. The workshop offers a holistic view of training from needs analysis to formative and summative evaluation. Attendees should plan to bring laptop computers (or similar device).

Tuesday, October 23

8:00 a.m. – 8:45 a.m. ▶ Conference Center

Sunrise Sessions

Publishing & Community Engagement

FACILITATOR: **Cheryl Peltier-Davis,** Archives & Digital Librarian, Nova Southeastern University & Author, Cybrarian's Web

Thanks to new technologies, it has become easier for libraries to be more than content consumers and organizers; many are now content creators or partnering with others to create. Libraries also help communities disseminate their own information: offering writing workshops, sending teen groups out to photograph the city for a photoblog, or even by helping them publish their own stories. This open discussion looks at how libraries can support the publishing needs in their communities. Come share your experiences and learn from others.

Games & Community Engagement

FACILITATOR: **John Maccabee,** CityMystery, Novelist & San Francisco Public Library Board member

Engaging our communities and facilitating learning are fundamental to internet librarians in whatever community they are in – schools, public libraries, universities, enterprises, and government departments. Join our facilitator who is a former novelist, is passionate about games and learning, and understand libraries. He will start the conversation but knows a robust conversation will follow!

Opening Keynote



Transforming Knowledge in the Age of the Net

8:45 a.m. – 9:45 a.m. ▶ San Carlos (Marriott)

David Weinberger, Senior Researcher, Harvard Berkman Center for Internet & Society; Co-Director, Harvard Library Innovation Lab; Author, *Too Big to Know*

An industry watcher and participant for many years, Weinberger gets to the core of the transformations happening around us, especially with respect to the Net. One reviewer commented that this new book discusses “how the economics of data collection, storage, and transmission have profoundly altered not just how we look at expertise and knowledge, but even what we think of as ‘facts.’” Last year’s Internet Librarian keynote speaker, John Seely Brown, calls Weinberger, “one of the most important thinkers of the digital age. If you want to understand what it means to live in a world awash in information, *Too Big to Know* is the guide you’ve been looking for.” Be inspired by Weinberger’s ideas and big-picture perspective. Get new insights to apply to your network, community, and work for a successful and engaged future. Ensure that as internet librarians you are at the core of your customers activities in gathering and creating knowledge.

COFFEE BREAK ▶ 9:45 a.m. – 10:15 a.m.

TRACK A ▶ San Carlos (Marriott)

Ebook Biz & Libraries

This information-packed track brings together librarians, publishers, and innovators to discuss technology, trends, practices, and the business of ebooks that is consuming our thoughts as we navigate the changing landscape.

Moderated by **Amy Buckland**, McGill University Library

A101 ▶ Adventures With Econtent & Epublishing

10:15 a.m. – 11:00 a.m.

Hutch Tibbets, Digital Services Librarian, Douglas County Libraries

Ken Roberts, retired Chief Librarian, Hamilton Public Library

Four of the “big six” publishers won’t sell ebooks to libraries in the U.S. at all, and two have unsustainable models. Conditions are even worse in Canada. Hear how two libraries set off in their own direction to discover ways to purchase content that their patrons desire, while encouraging publishers to work with libraries. Douglas County has signed contracts with more than a dozen publishers and is working with many more. Learn more about the way libraries are taking control of econtent and providing new ways to discover and utilize their collections.

A102 ▶ Publishers Update

11:15 a.m. – 12:00 p.m.

Scott Wasinger, Senior Director, Sales for E-books & Audiobooks, Ebsco Publishing
Stephen Abram, VP, Gale Cengage Learning

This session looks at various publishing models and shares the latest thinking and practices by leading publishers.

LUNCH BREAK ▶ 12:00 p.m. – 1:15 p.m.

A103 ▶ Support Strategies: Staff Training & Micropublishing

1:15 p.m. – 2:00 p.m.

Kreg Hasegawa & Chrissy Knoelke, Librarians, Seattle Public Library (SPL)
Walt Crawford, Author, *The Librarian’s Guide to Micropublishing*

The digital collection, particularly the ebook collection, is the fastest-growing collection at most public libraries. At SPL, audio and ebooks are approximately 10% of the collections budget, and OverDrive circulation increased a dramatic 140% in 2011 to more than 327,000. With a quickly changing environment, the library has committed itself to providing deep and knowledgeable customer service to a wide range of patrons. The technical know-how is not only challenging to patrons but also staff. Hear about the library’s strategies including a redesign of webpages

devoted to ebooks and downloads based on usability testing, the in-house creation of “Getting Started” guides; the development of new digital download classes; a pilot project for drop-in workshops at the branches; the use of a digital media blog for staff; and in-depth training for public services staff across the system. Crawford talks about alternatives to traditional publishing to support patron stories: family stories, personal reminiscences, teen poets, local issues, and history to enrich the community’s story, niche topics, and others that deserve permanence. He shows how libraries can help people organize and preserve those stories in book form and, in the process, strengthen community ties and the library’s role in it. Micropublishing, publishing print books in flexible quantities as small as one copy, with no up-front costs for libraries or patrons, is a growing trend. Hear more!

A104/A105 ▶ Ebook Economics & Trends

2:15 p.m. – 3:00 p.m. & 3:15 p.m. – 4:00 p.m.

Erik Adams, Electronic Resource Librarian, Sheppard, Mullin, Richter & Hampton

Elizabeth Altman, Library Web Services Coordinator;

Doris Helfer, Sciences and Social Sciences Librarian;

Steve Kutay, Digital Services Librarian; &

Mary Woodley, Collection Development Coordinator, California State University (CSU)–Northridge

Gerry McKiernan, Science & Technology Librarian, Iowa State University

Increasingly, libraries are clearing stacks to make way for flexible spaces suited to portable personal technology and replacing print holdings with electronic collections. The session begins with a case study of replacing annually purchased reference books with electronic books, includes an analysis of the economics, review of availability of materials, and a brief look at the difficulties of creating specialized ebooks to fill in gaps. The CSU group share the results of a survey to assess the use of e-reader and tablet devices, their adoption by students and faculty, as well as how frequently and in what environments they are being used for conducting research and completing course assignments. McKiernan looks at the current landscape for digital textbooks; the vendors, platforms and initiatives happening in this space; funding options; predictions; and more!

A106 ▶ Innovation in Ebooks

4:15 p.m. – 5:00 p.m.

Aaron Stanton, CEO, Novel Projects, Inc.

What’s next? Join this exciting session for a look at what’s in the works and what might rock our ebook world in the near future.

EXHIBIT HALL GRAND OPENING RECEPTION ▶ 5:00 p.m. – 6:30 p.m.

IL in Motion

The Internet Librarian program is available in a mobile version and is an easy way to access everything you need during the event at any time.



Enter URL: <http://m.libconf.com>

Smartphone Users
SCAN HERE

Dine Arounds

Plan to meet your colleagues for dinner. See the bulletin board in the registration area.

TRACK B ▶ Steinbeck Forum (Conference Center)

Transforming Web Presence

Get tips, ideas, and insights from our experienced and knowledgeable library webmasters who talk about redesign, implementation, learning about users, usability, and web analytics. Power up your idea engine, and fill up your webmaster toolbox. Find out what users' expectations and perceptions are of library's online presence, and take home some best practices to get started.

Organized and moderated by **Darlene Fichter**, University of Saskatchewan

B101 ▶ Websites at the Next Level

10:15 a.m. – 11:00 a.m.

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

Ever had that feeling there was something missing on your website, or something not quite right... but you couldn't put your finger on it? In addition to the seven essential elements, King describes ways to take your library's web presence to the next level. Leave with lots of insights and ideas to improve your library's website!

B102 ▶ Building Usable & Accessible Sites

11:15 a.m. – 12:00 p.m.

Darlene Fichter, University of Saskatchewan

Danielle Becker, Web Librarian, Hunter College Libraries

Library websites are slowly transforming into powerful, and more importantly, easy-to-use tools. In order to develop the latter, it is essential to perform constant and consistent usability testing. Hear how one university is incorporating usability testing into new product roll outs and what the next steps are. Becker discusses usability testing at Hunter College and shares the key findings of its recent mobile technology study of 700-plus users that helped drive the design of a mobile library site and app.

LUNCH BREAK ▶ 12:00 p.m. – 1:15 p.m.

B103 ▶ Using Ethnographic Methods to Know Customers

1:15 p.m. – 2:00 p.m.

Katie Clark, Public Services & Collection Development, University of Rochester

Learn about the results of a multiyear ethnographic study of undergraduates comparing 2011 results with those of 2006. Study methods included retrospective interviews, photo surveys, and mapping diaries to refresh the data. Subteams investigated new questions, including: How do study groups work together? What devices and applications do students use? How do students learn the ropes? Hear the new observations and how these insights are improving library facilities and services in 2012.

B104 ▶ Web Analytics: Using Evidence for Improvement

2:15 p.m. – 3:00 p.m.

David Dahl, Information Technology Librarian, Towson University

Ryan Hess, Web Services Coordinator, DePaul University Libraries

Dahl champions opening up web usage statistics to everyone in the library. He shares ideas on how to plan for this culture change, tips for overcoming obstacles along the way, and strategies to work with rather than against a more empowered staff. Hess tackles a problem that many libraries face: how to create unified web statistics reports that include the library website, LibGuides, ContentDM, Google Search Appliance, and the library catalog. Learn how to deploy cross-domain Google Analytics code on your platforms, understand the benefits, and gain insights from his organization's experiments, frustrations, and solutions.

B105 ▶ Drupal Nuggets: Themes, Modules, & Users

3:15 p.m. – 4:00 p.m.

Anne Platoff, Web Services Librarian; **Ian Lessing**, Software Development Manager; & **Mai Irie**, Computer & Network Technologist, University of California–Santa Barbara

Dillon Moore, Web Initiatives Librarian, Wilfrid Laurier University Library

Joelle Rosen, Business Analyst, Queens Borough Public Library

In this info-packed session, the first presentation shares highlights of a website redesign processes including what works well with Drupal and what needs tuning and tweaking. The group explain the variety of Drupal modules and capabili-

ties that were used to create a user-focused site including innovative help features, better site search, etc. Moore pops the hood on Drupal's theming system. Take home tips on selecting the right starter theme, and learn about popular layout modules, including Panels and Display Suite. Rosen knows what her library's customers think about the Drupal powered site—numerous feedback channels let them have a say, and hundreds have taken the opportunity to do so. By really listening to customers, her library identified bugs, things that should not have been missed but somehow were, and got some amazing suggestions.

B106 ▶ LibGuides: User Perceptions, Expectations, & Satisfaction

4:15 p.m. – 5:00 p.m.

Roy Degler, Virginia Gravina, Fred Matofari, & Kathleen Kelsey, Digital Library Services, Oklahoma State University (OSU)

Aaron Bowen, Reference/Subject Librarian, California State University (CSU)–Chico Hear OSU library users' expectations and impressions of LibGuides as a tool for accessing information, what external evaluators discovered about LibGuides, and suggestions for improvements from users. Then learn how CSU created course-level LibGuides within Blackboard and the results of a study of users examining effectiveness and use. Find out about shells and the specific technique of LibGuides placement in Blackboard Vista.

EXHIBIT HALL GRAND OPENING RECEPTION ▶ 5:00 p.m. – 6:30 p.m.

TRACK C ▶ DeAnza III (Portola)

Navigating, Search, & Discovery

Despite the many available tools and techniques, finding the right quality and relevant information is still a challenge for Internet Librarians and their clients. This track shares the latest from our experts and practitioners and ensures you will take home lots of tips and tricks for navigating, searching, and discovering the information you need and want!

Moderated by **Richard Geiger**, Information & News Consultant

C101 ▶ Super Searcher Secrets

10:15 a.m. – 11:00 a.m.

Mary Ellen Bates, Principal, Bates Information Services, Inc.

You think you've heard it all, but Bates continues to surprise and impress with new strategies, techniques, and tips for getting the most out of web research. Our well-known super searcher, who has many books to her name and hosts Searchers Academy, provides an up-to-the-minute and jam-packed-with-valuable-tools-and-tips talk about searching the web more effectively. Always with lots of new and exciting secrets, this session is not to be missed!

C102 ▶ Google Search Secrets: 50 Tips!

11:15 a.m. – 12:00 p.m.

Greg Notess, Reference Team Leader, Montana State University, & Publisher, Search Engine Showdown

As Google moves into new areas, from Google+ to Android to Google Drive, search remains its core business. Join our experienced and popular speaker for a fast-paced tour of some of Google's current crop of search techniques, commands, and tricks, from the well-known to the rarely used. Explore Google search secrets in Google's various databases and services.

LUNCH BREAK ▶ 12:00 p.m. – 1:15 p.m.

C103 ▶ Optimizing Search With Your Right Brain

1:15 p.m. – 2:00 p.m.

Natasha Bergson-Michelson, *To the Point Research & Google Search Scholar*
Diane T. Sands, *Librarian & Illustrator, Collection Development Librarian, California Academy of Sciences*

Inquiry and question functions are found in the analytical left brain. But often the right brain knows things the left brain cannot see. Come explore both sides of your brain, and learn how to optimize your search terms by using the creative, intuitive right brain. Our speakers walk you through this innovative technique designed to enhance your search capabilities.

C104 ▶ Search & Discovery Engine Update

2:15 p.m. – 3:00 p.m.

Gary Price, *Co-Founder, INFODocket & FullTextReports*
Tamas Doszkocs, *President, WebLib LLC*
Stephen Burns, *Director, Marketing, Blekko*
Sam Molyneux, *CEO & Co-Founder, SCIENCESCAPE*

Our expert searcher and industry watcher, Gary Price, interviews speakers about new and exciting search engines. Hear the latest about OntoFind's semantic search and knowledge discovery system, Blekko's spam-free search engine, and Sciencescape's discovery engine. Learn how to use these technologies in your environment.

C105 ▶ Discovery Systems

3:15 p.m. – 4:00 p.m.

Robert Fernekes, *Information Services Librarian, Georgia Southern University*
Alison Steinberg Gurganus, *Online Services & Instruction Librarian, San Diego Mesa College*
Athena Hoeppner, *University of Central Florida Libraries*

This session includes three case studies sharing experiences, lessons learned, and insights about discovery systems. Fernekes discusses the research, design, and search strategies of mobile and desktop discovery using EBSCO Discovery Service including both student and faculty perceptions. Gurganus shares the decisions and customizations made to give students the discovery systems they wanted integrated into their website. Hoeppner shares quantitative and qualitative measures, giving insight into whether web scale discovery systems will supplant Google Scholar as the primary search engine used by grad students and faculty for extra disciplinary searching.

C106 ▶ From Overload to "Big Data"

4:15 p.m. – 5:00 p.m.

Amy Affelt, *Director, Database Research, Compass Lexecon*

Big Data has replaced "information overload" as the catch phrase of the moment, and the accompanying commentary is often presented in a way that

creates concern and uncertainty among professionals working in myriad industries. Luckily, Big Data presents a huge opportunity for librarians to latch on to the buzz surrounding this phenomena to market their skills and go beyond current service levels to first curate high-quality data, and then parse through, analyze, and massage it to create knowledge products that are tremendously valuable to our organizations. This session explores Big Data opportunities across industries as varied as shipping, retail, and economic consulting, and showcases deliverables that info pros can create in order to position themselves as solutions, antidotes, and experts in harnessing Big Data to drive critical organization decision-making.

EXHIBIT HALL GRAND OPENING RECEPTION ▶ 5:00 p.m. – 6:30 p.m.

TRACK D ▶ DeAnza I & II (Portola)

Library Issues & Challenges

This discussion stream with a roomful of colleagues at roundtables focuses on a series of topics of interest to innovative librarians. From benchmarks and indicators to open source trends to hot topics and the next big thing, lively discussions will definitely ensue! Join us.

Moderated by Jennifer Koerber, Boston Public Library, & Michael Sauers, Nebraska Library Commission

D101 ▶ Public Access & Library Tech Benchmarks

10:15 a.m. – 11:00 a.m.

Samantha Becker, *Research Project Manager, University of Washington Information School*

This session highlights a set of benchmarks and indicators for measuring the success of and encouraging excellence in public access technology services in public libraries across the country. It then discusses the test of these benchmarks and indicators with libraries across the country to determine whether certain library characteristics, such as population size, staffing levels, or per-capita funding, drive indicator performance, and patron outcomes for further revisions to the framework, assessment protocols, and advocacy tools. An interactive discussion of what inputs and activities matter most for achieving quality public access resources rounds out the session.

D102 ▶ Open Source Trends & Issues

11:15 a.m. – 12:00 p.m.

Marshall Breeding, *Director, Innovative Technology & Research, LibraryTechnology.Org*

Nicole Engard, *VP, Education, ByWater Solutions, & Author, Practical Open Source Software for Libraries*

Libraries have a natural affinity with open source software, and many have implemented it for their strategic automation infrastructure, including ILS and discovery systems. Come hear our speakers' perspectives on the current and emerging trends of open source in the industry relative to proprietary products and how it fares relative to broader trends such as comprehensive resource management, cloud computing, and new-generation discovery. Discuss the trends and issues with your colleagues following our speakers' insights.

LUNCH BREAK ▶ 12:00 p.m. – 1:15 p.m.

D103 ▶ Engaging & Inspiring Staff

1:15 p.m. – 2:00 p.m.

Lisa Hardy, *Sector Manager, Customer Services, & Genevieve Luthy*, *Manager, Virtual Library, Calgary Public Library*
Michelle Boule, *Geek Librarian*

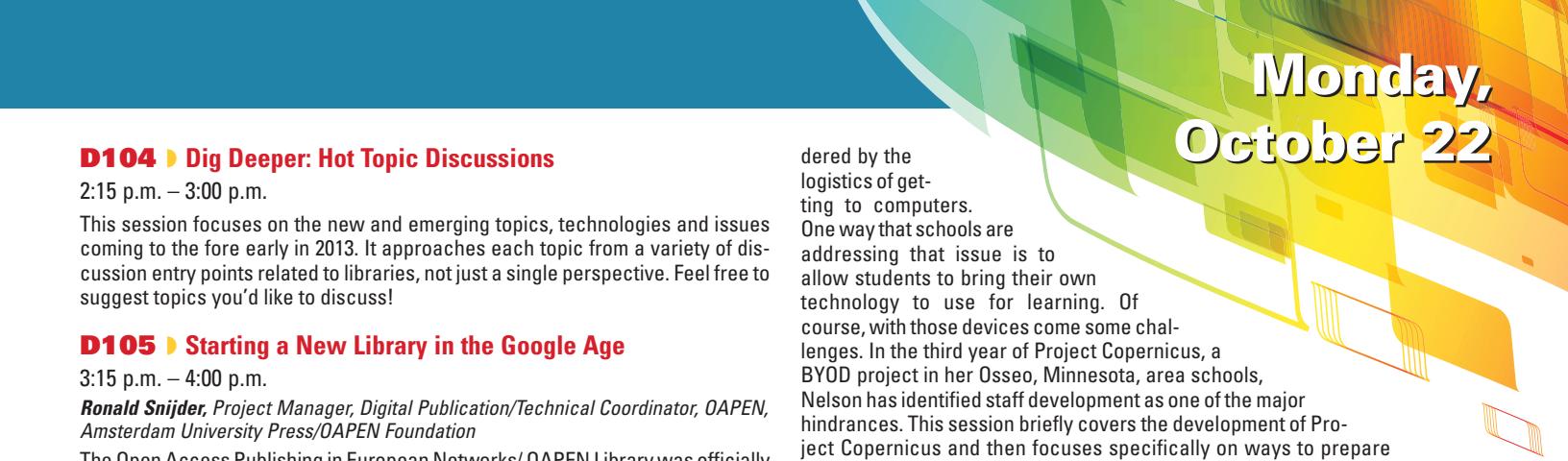
Computers in Libraries keynote speaker Michael Edson urged us to "think big, start small, move fast." It can be easier to move fast with a staff that is ready, willing, and inspired to change. Speakers share ideas and tips gained from their experiences, including crowdsourcing to demonstrate the transformative power of a focused group to overcome any challenge. Then the audience share more ideas with each other.

SAVE THE DATE

Evolving in
New Directions

APRIL 8–10
HILTON WASHINGTON
WASHINGTON, DC





Monday, October 22

D104 ▶ Dig Deeper: Hot Topic Discussions

2:15 p.m. – 3:00 p.m.

This session focuses on the new and emerging topics, technologies and issues coming to the fore early in 2013. It approaches each topic from a variety of discussion entry points related to libraries, not just a single perspective. Feel free to suggest topics you'd like to discuss!

D105 ▶ Starting a New Library in the Google Age

3:15 p.m. – 4:00 p.m.

Ronald Snijder, Project Manager, Digital Publication/Technical Coordinator, OAPEN, Amsterdam University Press/OAPEN Foundation

The Open Access Publishing in European Networks/ OAPEN Library was officially launched at the Frankfurt Book Fair last October. It includes several academic publishers that developed an open access business model for monographs in humanities and social sciences, combined with the creation of the online library. Based on his experience, our speaker leads an interactive discussion of creating a new online library in the Google age.

D106 ▶ The Next Big Thing

4:15 p.m. – 5:00 p.m.

Sarah Houghton, Director, San Rafael Public Library

Brian Pichman, Director, Informational Technology & Digital Innovation Department, & Dave Hesse, Director of Building Operations & Digital Innovation Department, Mokena Public Library

Ben Bizzle, Director of Technology, Craighead County Jonesboro Public Library

Sometimes, it can be most helpful just to hear what libraries are thinking of doing next, as well as visions of the next BIG thing. A small panel of BIG thinkers share brief thoughts on what the BIG things for libraries will be in the next few years, then participants share their institutions' plans for next week, next month, and next year. Have your notepad or mobile device of choice ready to jot down potential collaborators.

EXHIBIT HALL GRAND OPENING RECEPTION ▶ 5:00 p.m. – 6:30 p.m.

TRACK E ▶ Ferrante (Conference Center)

Internet@Schools

Educator-librarians take note: Day 1 of the 2-day, K-12-focused Internet@Schools track brings you loads of expertise on pressing iPads and other mobile learning devices into service, new looks at the LMS/tech coordinator connection, teaching research, and promoting reading.

Organized and moderated by David Hoffman, Internet@ Schools magazine, & Susan Geiger, Moreau Catholic High School

E101 ▶ Learning Spaces and iPads—A Paradigm Shift for Education

10:15 a.m. – 11:00 a.m.

Don Orth, Director, Technology, Hillbrook School, Los Gatos, Calif.

Increased mobility enabled by personal, powerful, portable technology is forcing schools to rethink how learning spaces can best support new approaches to learning. To accommodate the shift to mobile learning, Hillbrook School, located in the heart of Silicon Valley, is now 2 years into a 1:1 iPad program and is developing an agile, experimental learning space called the iLab. Two partner firms—Bretford and HERO, Inc.—are collaborating with Hillbrook to design, plan, build, and assess the iLab. As the school and its partners pursue this project, they are gathering evidence on how best to support agility, learning, and mobility in the digital age. Come listen and learn how the iLab project is informing decisions that will change and improve all Hillbrook learning spaces.

E102 ▶ Learning in Their Hands—Portable Devices and BYOD

11:15 a.m. – 12:00 p.m.

Dawn Nelson, Instructional Media & Technology Coordinator, Osseo (Minn.) Area Schools, Maple Grove, Minn.

Access to information is the true power of the internet, providing resources for teachers and students alike for both teaching and learning. But often it is hin-

dered by the logistics of getting to computers. One way that schools are addressing that issue is to allow students to bring their own technology to use for learning. Of course, with those devices come some challenges. In the third year of Project Copernicus, a BYOD project in her Osseo, Minnesota, area schools, Nelson has identified staff development as one of the major hindrances. This session briefly covers the development of Project Copernicus and then focuses specifically on ways to prepare teachers to successfully incorporate student devices into their classrooms.

LUNCH BREAK ▶ 12:00 p.m. – 1:15 p.m.

E103 ▶ School Librarian/Tech Specialist Collaboration—How We Can All Get Along

1:15 p.m. – 2:00 p.m.

Mary Ann Bell, Professor/Assistant Chair, & Holly Weimar, Assistant Professor/Acting Chair, Department of Library Science, Sam Houston State University, Huntsville, Texas

Drawing on ideas in their soon-to-be-published book *School Librarians and the Technology Department: A Practical Guide to Successful Collaboration*, Bell and Weimar share ways to promote positive relationships between school librarians and technology professionals. They offer practical tips and ideas for establishing collaboration and communication and also for mending fences as needed. Attendees should come away with some specific ways to build bridges between these two departments.

E104 ▶ A Rose Is a Rose, or Promoting Reading in All Formats

2:15 p.m. – 3:00 p.m.

Susan Geiger, Librarian, & Anne Arriaga, Librarian, Moreau Catholic High School, Hayward, Calif.

iPad, e-reader or book! It's all reading, and we still face the issue of motivating readers. Join Geiger and Arriaga as they share new tools to connect readers and books, promote your collections in all formats, and create a vibrant reading community within your school. The pair highlight ways to leverage technology to accomplish this goal, including book discovery tools, QR codes, and social networking. They also share how they reconfigured their physical space and formed partnerships with students to launch an annual read-a-thon.

E105 ▶ Research Tools on the iPad

3:15 p.m. – 4:00 p.m.

Renee Ramig, Director, Technology, Seven Hills School, Walnut Creek, Calif.

As more companies make the decision to stop printing their reference materials, there is more need to find ways for students to access these materials electronically. In this session, Ramig discusses logistics of using iPads in school libraries in both 1:1 programs and in a shared environment. A variety of apps that focus on research are explored.

E106 ▶ Really, Really Basic Search: What We Need to Be Teaching About Finding Quality Sources Online

4:15 p.m. – 5:00 p.m.

Tasha Bergson-Michelsohn, Search Educator, To The Point Research, San Carlos, Calif.

Set aside advanced search for the moment. If you want students to find quality sources when they use popular search engines, you need to reexamine what they know about the basics. Why does typing in a full question make you more likely to get Q&A sites? How does the search process teach you better search terms? What do you gain by reading your results before clicking? Join Bergson-Michelsohn as she helps dispel myths and clears up common misunderstandings about what happens when you search online.

EXHIBIT HALL GRAND OPENING RECEPTION ▶ 5:00 p.m. – 6:30 p.m.

SUNRISE SESSIONS ▶ Conference Center

8:00 a.m. – 8:45 a.m.

Keynote**Libraries Transformed**

8:45 a.m. – 9:45 a.m. ▶ San Carlos (Marriott)

Lee Rainie, Director, Pew Research Center's Internet & American Life Project; Co-Author, Networked: The New Social Operating System

Hear the latest findings of the Pew Internet Project about libraries and the new mix of services they are offering their patrons—and considering offering. Rainie discusses the implications for libraries of the Project's research into how Americans use ebooks and how patrons experience borrowing ebooks from their public libraries. He shares more on how Americans use digital technology and stimulates ideas for new ways to engage our clienteles and communities.

COFFEE BREAK ▶ A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A ▶ San Carlos (Marriott)**Digital Services**

Digital technologies equip libraries to delight patrons, students, and faculty with services they could only imagine a few years ago.

*Moderated by Joe Murphy, LibraryFuture***A201** ▶ Self-Service: Help Customers Help Themselves

10:30 a.m. – 11:15 a.m.

Moe Hosseini-Ara, Director, Service Excellence, Markham Public Library

Markham Public Library, a technology early adopter, was the first library in Canada to install a booksorter/self-check-in machine. Hear how RFID and self-service technologies have transformed circulation processes, and how merchandising the collection and spaces are allowing staff to provide more value added services, improve customer service, and decrease turn-around time and customer interaction with increased volumes.

A202 ▶ Digitally Engage Your Community & Campus

11:30 a.m. – 12:15 p.m.

Michael Sauers, Technology Innovation Librarian, Nebraska Library Commission**Mariana Lapidus**, Reference Librarian & **Samuel King**, Library Manager, Massachusetts College of Pharmacy & Health Sciences (MCPHS)

Want to reach the people in your community who can't make it to library programs, or students and faculty working online? Nebraska Library Commission NCompass Live program broadcasts live, and records in both video and audio a variety of programs, including a monthly "Tech Talk" and a free full-day conference. And, at the MCPHS, librarians use Blackboard 9.1 to expand their educational role, teach collaboratively with faculty, and interact with students online. They enhance students' online experience with Camtasia for tutorials and Elluminate Live for web conferencing. Hear the lessons these organizations have learned and apply them in your environment.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

A203 ▶ Accessible Services for All: Digitally Possible

1:30 p.m. – 2:30 p.m.

Rivkah Sass, Library Director &**Amy Calhoun**, Electronic Resources Librarian, Sacramento Public Library**Andrew Youngkin**, Emerging Technologies/Evaluation Coordinator, National Network of Libraries of Medicine, University of Maryland**Regina Koury**, Electronic Resources Librarian, Idaho State University**Amalia Menon**, Library Specialist, Stanford University

This session focuses on digital solutions libraries have and are developing to serve and delight customers with various disabilities. Sacramento Public Library

(SPL) has one of the largest circulating collections of e-readers. When the National Federation of the Blind filed a complaint with the Department of Justice (DOJ) regarding accessibility of those e-readers for the vision-impaired, SPL and the DOJ worked together to develop a solution. Social media sites are powerful tools for libraries seeking to connect and communicate with users, but many sites pose accessibility barriers to persons with various disabilities. Libraries can use section 508 of the ADA to identify strategies, techniques, and tools to make their social media content accessible to all patrons. How does gesture-based computing, an emerging technology, affect library customers with disabilities? Libraries and information services have made progress, and plans are under way to achieve even more with assistive technology and gesture-based computing.

BREAK ▶ A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

A204 ▶ Ebook Patron-Initiated Acquisition (PIA)

3:15 p.m. – 4:00 p.m.

Lisa Mackinder, Head, Electronic Resources & Serials Acquisitions, & **Keith Powell**, Head, Acquisitions, University of California (UC) Irvine Libraries

At Internet Librarian 2010, UC Irvine Libraries presented its pilot project for PIA of ebooks. The pilot's goal was to save collections budget money while replacing a portion of the traditional print approval plan acquisitions with ebooks used by its patrons. The seemingly insurmountable obstacles of developing the program—the publishers' reluctance to release print and electronic books simultaneously, the difficulty of integrating a PDA program with the print approval plan to avoid purchasing content in duplicate formats—were not insurmountable after all. Now 2 years later, UC Irvine has expanded the program, learned a few lessons, and has data to share.

A205 ▶ Mobile Games Deliver Enriched Services

4:15 p.m. – 5:00 p.m.

Amy Vecchione, Digital Access Librarian, &**Carrie Moore**, Head, Information & Research Services, Boise State University (BSU)**Marlo Young**, Virtual Education Coordinator, &**Gayatri Singh**, Reference Services Coordinator, University of California (UC) San Diego Libraries

BSU Librarians developed a mobile game to make library orientation highly interactive and exciting. "Research Race" is easy to implement, relies on a mobile environment, and meets the objectives to familiarize and introduce students to library services, including the physical and virtual spaces, and showcases the library's mobile initiatives. The game has been repurposed to serve students in specific courses, living in the dorms, and has led to collaborations with other faculty and campus departments. UC San Diego Libraries piloted SCVNGR to offer a virtual orientation to the libraries, core services, and orientations. SCVNGR is a social, location-based mobile gaming platform used by enterprises and educational institutions with 1 to 2 million users. Learn from the experiences and data shared by these libraries.

TRACK B ▶ Steinbeck Forum (Conference Center)**Web User Experience (UX)**

Design and user experience reflect the relevancy and importance of whatever we do. This track is filled with ideas and insights for creating easier-to-use and more interesting user experiences.

*Moderated by Amanda Etches, University of Guelph***B201** ▶ UX & Accessibility

10:30 a.m. – 11:15 a.m.

Frank Cervone, Vice Chancellor, Information Services, Purdue University Calumet

User experience is complex and multifaceted. One of those facets is making services usable to people in different situations. The needs of people with disabilities, both apparent and not, must be considered on our mobile and web platforms if we are to provide good service and abide by federal and state regulations. Cervone looks at some of the common accessibility issues people may have with mobile sites and websites and how to address those issues while still creating a visually stimulating and interactive environment for all.

B202 ▶ Sensible Library Website Development

11:30 a.m. – 12:15 p.m.

Amanda Etches, Head, Discovery & Access, University of Guelph

Every time a new library website gets created, librarians spend a lot of time reinventing the wheel. Everyone—especially patrons—would benefit if libraries were to collaborate. This session highlights common library website design patterns, exposes common library website pitfalls, and suggests more usable alternatives. Etches also discusses properly scoping website projects and offer a free, turnkey library website solution.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

B203 ▶ Mobile UX: Responsive Design & Tips

1:30 p.m. – 2:30 p.m.

Roy Degler, Digital Library Services, Oklahoma State University

William Helman, Digital Services Librarian, &

Juan Francisco Reyes, Grad Student, University of Baltimore

From smartphones to tablets, our customers are accessing our sites from a large variety of devices. Is your website ready? Learn how to design and build an appealing functional website that responds and adapts to the patrons' demands. Degler focuses on transforming websites so that a single design will adapt and respond to the user's device. He discusses using Foundation, a CSS framework, to craft an appealing functional design to meet your patron's needs. Helman and Reyes discuss how many libraries are leveraging the power of HTML5 and JavaScript to develop highly interactive mobile web apps, and how a user-centered approach to mobile web design might work better—from focus group research, through coding, to usability and back.

BREAK ▶ A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

B204 ▶ Unifying Content Across Platforms

3:15 p.m. – 4:00 p.m.

Michael Blake, Web Services Librarian, East Carolina University (ECU)

Just as atomic clocks have automated the process of adjusting for daylight saving time, you too can make updating content simple, painless, and, most importantly, efficient. Learn how the ECU Libraries are harnessing the power of the web to unify content across a variety of platforms using XML and scalable file formats, and consequently, spending less time updating content (maps, events, mobile sites, digital signage, kiosks, etc.) and more time working on that “next big thing.”

B205 ▶ Rebranding the Library's Virtual Presence

4:15 p.m. – 5:00 p.m.

Lora Cokolat, Electronic Resources Librarian, &

Megan Wong, Virtual Library Manager, Santa Clara County Library

Felicity Gilbert, New Technologies Coordinator, Yarra Plenty Regional Library

Natalie Hesch, Product Manager, BiblioCommons, Inc.

Using Drupal as the new CMS enables the construction of more content-driven and dynamic webpages. And since the CMS and core catalog are integrated, users have a seamless user experience, and it's easy for staff to cross-merchandise content across the platforms. Speakers from two different countries partnered with BiblioCommons to redesign their respective websites from basic HTML

to include more Web 2.0 technologies, display their rich content, and enable a smarter and more efficient workflow. They share results of extensive user studies, resulting changes and directions, implementation experiences, lessons learned, and more.

TRACK C ▶ DeAnza III (Portola)

Enterprise 2.0 & Information Service

Enterprises are transforming but still embrace the need for information services. Join this team of experts to find out how to research competitive and business information from social tools, to deal with digital collections and ebooks, to create content for clients, and to use tech tools such as SharePoint, cloud, and mobile apps. Jam-packed with strategies and ideas!

Moderated by Jim Tchobanoff, Tchobanoff Research & Consulting

C201 ▶ Competitive & Business Info in Social Tools

10:30 a.m. – 11:15 a.m.

Scott Brown, Social Information Group, & Author, Social Information: Gaining Competitive and Business Advantage Using Social Media Tools

Social tools such as LinkedIn are continually improving their value and adding features to provide unique business and industry information. Newer entrants like Google+ and Pinterest are also emerging and growing rapidly. Brown shares the best of the very latest tools and features available for business and industry information, illustrates how this leading-edge information ties into your research, discusses which tools are worthwhile additions to your research toolkit, describes how to develop a strategy for evaluating and using these tools, and looks at the future of social tools (including how mobile apps fit into social information), so you walk away with a strategy for tracking the next wave of information sources.

C202 ▶ Ebooks on Wall Street

11:30 a.m. – 12:15 p.m.

Suzanne LeBlanc, Research Librarian, Canada Pension Plan Investment Board

A Bay Street librarian (the Canadian equivalent of Wall Street) discusses the development of an e-collection for the corporate library based on a recent ebook pilot project. Hear how specialized content in ebook format was discovered and made available to three offices across three countries. By bringing an e-collection online all clients were able to benefit from the library's resources, enabling clients to continue working on their research even while off globe-trotting. Learn how a special librarian decided when to include ebooks in her collection, what formats would be supported, how circulation was managed, as well as issues and challenges presented by ebook readers. Discover how working with multiple vendors through one portal was able to support the unique needs of a special library. Lots of helpful tips in this session!

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

C203 ▶ Library Created Content for Clients

1:30 p.m. – 2:30 p.m.

Kathy Cosgrove, Senior Reference Librarian;

Pamela Campbell, Senior Librarian, Digital Projects;

Scott Wolla, Economic Education Specialist, Federal Reserve Bank of St. Louis

Leslie Champeny, Technology Integration, Defense Language Institute

Nalini Mahajan, Director & Webmaster, Marianjoy Rehabilitation Hospital

This session shares the strategies, tools, experiences, and lessons learned from three organizations. The Federal Reserve talks about the various initiatives the library and their partners have to share economic data online with various segments of the public, including award-winning classroom resources for many levels of educators. Champeny describes some of the challenges (politics, formats, etc.) of making products for public distribution from proprietary resources. Mahajan discusses the informative website for parents of children with developmental disabilities and chronic diseases, as well as physicians, clinicians, and other users. She also shares the results of their digital marketing strategy.

Are You Following Us?

We sure hope you are because we have a lot to talk about!

Follow us today at @libconf and make sure you use #internetlibrarian in your tweets. Did you know that several of our speakers list their Twitter accounts on our site? Check them out on our site or scan the QR code for a list. Be sure to follow speakers from the sessions you plan to attend so you can be part of the online conversation!



BREAK ▶ A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

C204 ▶ In the Cloud

3:15 p.m. – 4:00 p.m.

Amy Affelt, Director, Database Research, Compass Lexecon

Richard Hulser, Chief Librarian, Natural History Museum Los Angeles County

Explore some cloud applications that libraries and information centers can use without alarming or stepping on the toes of other departments, especially IT and security. Affelt shares how small steps onto the cloud can accomplish several things: market the information center and its services, promote librarians and info pros in the organization as tech-savvy early adopters of cutting-edge technologies, and establish a new enterprise-wide model that will help other departments and possibly the overall organization take a more positive view of cloud computing and become willing to give it a try. Then hear how one solo librarian challenged with a very tight budget and limited IT support went warp speed to the cloud and used technology as a catalyst for change and collaboration, turning the perception of the library from passive warehouse to an active source of information and education.

C205 ▶ Enterprise 2.0 & Info Service Engagement

4:15 p.m. – 5:00 p.m.

MODERATOR: Stephen Abram, VP, Gale Cengage Learning

Cindy Hill, Manager, Research Library & Bank Archives, Federal Reserve Bank of San Francisco

Scott Brown, Social Information Group

Richard Hulser, Chief Librarian, Natural History Museum

Amy Affelt, Director, Database Research, Compass Lexecon

With so many social media solutions and social techniques pushing the 2.0 revolution, what are libraries doing to use them to engage their organizational clients? Join this interactive audience and panel discussion and hear the latest. Gain some insights and ideas to try in your organization.

TRACK D ▶ DeAnza I & II (Portola)

Creative Approaches & Collaborations

We may think of creativity as the spark of an individual, but the reality is that creative initiatives are most often the result of the collision of disparate collaboratives resulting in variant thinking. Hear how different groups are forging different approaches and how libraries are pursuing emerging technologies to wow their customers.

Moderated by Helene Blowers, Director of Digital Strategy & IT, Columbus Metropolitan Library

D201 ▶ Retail & Technology Trends: Service Explosions

10:30 a.m. – 11:15 a.m.

Adam Elsholz, Campus Librarian, &

Brittany Austin, Laura ten Pas, & Elise Polglaze, Librarians, Fashion Institute of Design & Merchandising (FIDM)

Retail and libraries alike are feeling the impacts of technology that is changing shopper behavior and connecting consumers to consumers. Retail is responding with innovation and experimentation like virtual fitting rooms, new store formats, and experiential shopping. Join FIDM librarians as they introduce you to the new retail and technology trends of Commerce 3.0 and what these mean for libraries. Learn about their approach to teaching undergrads to critically evaluate information online with an analogy such as the importance of sharing information from high-quality brands, picking out the genuine articles from the knock-offs, and getting the information appropriate for the occasion.

D202 ▶ Tomorrow's Digital Library Today

11:30 a.m. – 12:15 p.m.

Paul Pival, Public Service Librarian, &

John Brosz, Visualization Research Coordinator, University of Calgary

University of Calgary's Taylor Family Digital Library (TFDL) opened in 2011 as North America's most technologically advanced library. Sporting an incredible array of cutting-edge technology with touch tables, interactive signage, media walls, multimedia editing suites, and a visualization studio, the TFDL includes some tech-

nology never before used in an academic library. While viewing a virtual tour of the technology, take advantage of TFDL's research and experiences as you plan your library's next-generation interactive technologies.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

D203 ▶ Innovative, Awesome Services & Spaces!

1:30 p.m. – 2:30 p.m.

Tim Donahue, Instruction Librarian, Montana State University (MSU)

Jeroen de Boer, Music Coordinator, Stichting Bibliotheek Midden-Fryslan & Keimpe de Heer, Director, Extelligentia

This session features case studies of libraries harnessing technologies to reinvent spaces and customer connections with content and the digital realm. Developed by Stichting Bibliotheek Midden-Fryslan and Extelligentia, SocialMediaCaster (SMC) is an award-winning interactive kiosk with a touchscreen and RFID reader that bridges the physical library collections to the digital realm of social media. When a library visitor holds any library object in front of the kiosk, it is automatically scanned and a query runs on social media platforms. Query results display on a user-friendly touchscreen linking the user to related resources (books, videos, photos, etc.) in the school and public libraries. Hear about SMC's impact on the community and the library. Then take a look at MSU's use of emerging technologies to integrate catalog results with floor maps, lead users directly to books they are seeking, and reveal the knowledge organization of library stacks, plus see how QR codes are mobilizing stacks, and Flash is animating subject maps.

BREAK ▶ A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

D204 ▶ Artificial Intelligence: Transforming Reference

3:15 p.m. – 4:00 p.m.

Deeann Allison, Director, Computer Operations & Research Services, & Lorna Dawes, Lecturer, Learning Community Librarian, University of Nebraska

Meet "Pixel," the chatbot at the University of Nebraska—Lincoln Library. Artificial intelligence is enabling Pixel and other types of chatbots to be trained and developed to guide and support students navigating the dense library website and complex databases. See Pixel in action and discuss the future of reference services as libraries incorporate artificial intelligence tools.

D205 ▶ Library as Content Creator

4:15 p.m. – 5:00 p.m.

Donna Feddern, Digital Services Librarian, Escondido Public Library

Beth Jane Toren, Web Services & Reference Librarian, West Virginia University Libraries

Inspired by the idea that libraries could be content creators, the Escondido Public Library decided to enhance its digital collection by capturing and sharing the knowledge of local experts through streaming videos and podcasts. The LibraryYOU project, funded by a California State Library LSTA grant, consists of

Cybertours

Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! See pages 22-23 for the schedule.

Exhibit Hours & Internet Café

Monday, October 22 5:00 p.m. – 6:30 p.m.

Tuesday, October 23 9:45 a.m. – 3:30 p.m.

Wednesday, October 24 9:45 a.m. – 1:30 p.m.

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

a website that showcases the collection (libraryyou.escondido.org), a recording studio, and public training classes encouraging patrons to share their knowledge and learn how to communicate through new digital multimedia formats. LibraryYOU highlights the people who make Escondido special, strengthens the library's connections with local businesses, and establishes the library as a technology leader in the community. Feddern discusses how libraries of all sizes and budgets can set up their own LibraryYOU program. Then learn from the experience, experiments, and assessments of using Facebook as a tool for discussions in eLearning, distance, and blended education. Toren reports on why students prefer Facebook over Blackboard, their online experiences, and more.

TRACK E ▶ Ferrante (Conference Center)

Internet@Schools

For Day 2 of the 2-day, K–12-focused Internet@Schools track, speakers discuss online tools that enrich drama studies, digital citizenship, public library/K–12 connections, live-blogging in the library, and LibGuides.

Organized and moderated by David Hoffman, Internet@ Schools magazine, & Susan Geiger, Moreau Catholic High School

E201 ▶ The Play, the Playwright, and Your Scene: Using Google Docs, Sites, and YouTube

10:30 a.m. – 11:15 a.m.

David Boxer, Director, Information Support Services,
The Blake School, Minneapolis, Minn.

Sarah Clark, Research Librarian & Coordinator, Center for Teaching and Learning,
Windward School, Los Angeles, Calif.

Jordan Fox, Upper School Performing Arts Teacher, Windward School, Los Angeles, Calif.

When performing theatrical scenes in high school, students rarely have enough time to learn about the playwright and his or her vision for the play, or to understand the scene they are performing as part of a larger story of the play. Our presenters' model, "The Play, the Playwright, and Your Scene," leverages Google Docs, Sites, and YouTube to address this issue. Learn how it provides an opportunity for students to build a deeper and more 3D vision for their characters. Using Google Sites, students research a playwright's life and work and read a key play. After choosing a scene, students "start a conversation with the playwright," giving them the opportunity to speak in the voice of the playwright and write an original scene based on what they have learned about his or her life. In a project that combines research with creativity, students showcase their work through rich and detailed performances that you'll be able to view.

E202 ▶ Digital Citizenship OMG!! ... Who Posted That?

11:30 a.m. – 12:15 p.m.

Geraldine Maniere, Media Specialist, &

Kari Haugen, English Department Chair, Wood River High School, Hailey, Idaho

Does your school block social networking? Who teaches our youth how to manage their web presence? How many students have access with their personal devices 24/7? Character education, online reputation management, and netiquette do not fit into the time-restricted core class curriculum. As librarians, we need to take this on, including it with library orientation, web surfing, and research lessons. Maniere and Haugen share some fun ways to get a strong message across to students in 10- to 15-minute lessons as well as highlight great websites for students and teachers.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

E203 ▶ Homework: Breaking the Model for 21st-Century Learners

1:30 p.m. – 2:30 p.m.

Stephen Abram, VP, Gale Cengage Learning

Terri Fredericka, Executive Director, InfoOhio

There are three big challenges for public libraries in this century that tie in to K–12 education: 1) Understanding the new curriculum, the Common Core standards and output-based education; 2) Aligning public library services, programs, and training with the needs of the new teen; and 3) Building relationships with school dis-

tricts, schools, and teachers and defining what public libraries can offer them. Abram and Fredericka outline trends in education in North America during the past 10 years and demonstrate how Google Education, subscription products, and textbooks are changing in the face of these trends, highlighting opportunities this brings for public libraries. They also discuss innovative strategies for working with teachers and school boards.

BREAK ▶ A Chance to Visit the Exhibits 2:30 p.m. – 3:15 p.m.

E204 ▶ Live-Blogging in the Library

3:15 p.m. – 4:00 p.m.

Carolyn Foote, Librarian, Westlake High School/Eanes ISD, Austin, Tex.

How do we provoke deeper thinking as students move through the research process? See how live-blogging and chat tools can be used to facilitate more student engagement, spark student collaboration, or to crowdsource answers throughout the library research process. Explore specific tools and use them during the session to discuss the challenges and opportunities of using live-blogging.

E205 ▶ Enriching LibGuides for K–12 Learning

4:15 p.m. – 5:00 p.m.

Lauri Vaughan, Upper School Campus Librarian, &
Sue Smith, Library Director, The Harker School, San Jose, Calif.

Meredith Cranston, Upper School Librarian, The Harker School

LibGuides are not just pathfinders on steroids. They provide opportunities to create information-rich collaboration points among teachers, librarians, instructional technologists, and students. Learn how to showcase student work, invite contribution, and establish shared repositories in the LibGuide environment. Bring your inspired experience and hear about ours for grades K–12.

Tuesday Evening Session

Transforming Roles: What Do You Want to Be?

7:30 p.m. – 9:00 p.m. ▶ DeAnza I & II (Portola)

Moderated by Donna Scheeder, Congressional Research Service

Marshall Breeding, Author, Next-Gen Library Catalogs, Systems Librarian Columnist for Computers in Libraries, & "Automation Marketplace" Feature Writer for Library Journal

Nicole Engard, Author, The Accidental Systems Librarian

Scott Brown, Social Information Group, & Author, Social Information: Gaining Competitive and Business Advantage Using Social Media Tools

Cecily Walker, Web Service Librarian, & **Renee Chalut**, Assistant Manager, Information Services & Training, Vancouver Public Library

The transformational power of Internet Librarians relies on the ability of like-minded, technology-oriented peers to find each other, collaborate, engage in critical discussion, address current challenges, and work together in the profession at large to meet the changing needs of libraries. With the ever-forward drive of new technologies and unique circumstances of each organization, the role of librarians varies widely and evolves rapidly. Three leading experts in the field of library systems and technology and three from information services present key themes and lead an active discussion with audience members about the changing role of information and systems librarians today, what it means for the future, and the risks, rewards, and realities of the journey.

Connect with attendees!



#InternetLibrarian

Keynote



Transforming the Library Empire: Possible?

8:45 a.m. – 9:45 a.m. ▶ San Carlos (Marriott)

Steve Coffman, Vice President, Library Support Services, LSSI — Library Systems & Services

Roy Tennant, Senior Program Officer, Research, OCLC

Libraries and librarians have had many opportunities to take center stage in the knowledge and digital age, but have they? Librarians have all the skills to excel in this age too, but Forbes magazine says a degree in library and information science is one of the worst for finding a job! In our turbulent world there are opportunities and challenges, can we libraries and librarians transform our part of it? Can we have a positive impact? Two controversial, knowledgeable and experienced speakers share their views on these questions.

COFFEE BREAK ▶ A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A ▶ San Carlos (Marriott)

Technology Under the Hood

Technology underpins, supports, and transforms our services. Hear about new library service platforms, mobile apps, digital tools, and the power of HTML5.

Moderated by **Cindy Hill**, Federal Reserve Bank of San Francisco

A301 ▶ Web-Scale Library

10:30 a.m. – 11:15 a.m.

Marshall Breeding, Director, Innovative Technology & Research, librarytechnology.org

One of the main vectors of change in library automation involves the emergence of a new slate of products that move libraries away from locally housed systems to global platforms. These new library services platforms offer libraries an opportunity to operate less in self-contained silos of data and functionality but rather to work in broad web-scale environments of highly shared data, unified workflows across the physical, digital, and electronic materials that comprise their collections. Discovery services have led the way toward this web-scale approach, and now library management is traveling a similar path. Breeding presents a conceptual overview of this new model of library automation and a practical update on the products and services within this new genre, providing their current status of development or deployment.

A302 ▶ 50 Great Mobile Apps for Librarians

11:30 a.m. – 12:15 p.m.

Richard Le, San Rafael Public Library

Thomas Duffy, Jr., Reference Librarian, San Francisco Public Library

The proliferation of mobile apps for smartphones has changed the ways we search for and access information. With a surge in the number of mobile customers, librarians can harness the full potential of these apps to provide innovative, value-added reference services, deliver content, and enhance library programming. In this fun and highly interactive presentation, speakers discuss 50 great apps for Android and Apple devices to help you stay organized, be productive, juggle multiple tasks, and quickly find the information you want. Learn how and where to find the best apps to use at work, at home, or even on the road.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

A303 ▶ Speed Technology Dating!

1:30 p.m. – 2:30 p.m.

Patrick Sweeney, Branch Manager, San Mateo County Library

Toby Greenwalt, Virtual Services Coordinator, Skokie Public Library

Jeremy Snell, Librarian, Mechanics' Institute Library and Chess Room

Andrea Davis, Reference & Instruction Librarian, Naval Postgraduate School

This session uses a speed-dating-like format to showcase as many different websites, digital tools, and mobile apps as possible. There have been multitudes of

useful technology developments in the last year, and our speakers give audience members an opportunity to quickly learn about many of the ones they believe have the potential to be most useful. Some examples of possible websites are turntable.fm, loudsauce.com, kickstarter.com, and liquidspace.com.

A304 ▶ HTML5: Power, Promise, Pitfalls

2:45 p.m. – 3:30 p.m.

Jason Battles, Director, Office of Library Technology, University of Alabama

HTML5 is a popular and powerful revision of the HTML language that allows developers to deliver a desktop application experience in a web browser. Breaking free from operating system requirements and limitations, HTML5's expansive functionality includes 3D graphics rendering and file handling. Anyone working in web development today is familiar with the core HTML5 benefits. However, the limits of HTML5 reach far beyond its more commonly known capabilities for video presentation, slick style elements, and font handling. Battles explores the depths of HTML5's power and how we as librarians can integrate it into our websites and online applications. He looks at bleeding-edge functionality and the direction HTML5 development is heading, shares a realistic evaluation of HTML5 implementation in libraries, looks at the pitfalls, and more.

TRACK B ▶ Steinbeck Forum (Conference Center)

Transformational Collaboratives

For years, libraries have prided themselves on their ability to partner, working cooperatively with others to move initiatives forward. But today's world demands a higher level of partnerships: collaboratives in which libraries work with other organizations to create approaches and services no one organization could do alone. Learn from some great examples!

Moderated by **Donna Sheeder**, Congressional Research Service

B301 ▶ Kick-Starting IT Collaborations

10:30 a.m. – 11:15 a.m.

Helene Blowers, Director, Digital Strategy & IT, Columbus Metropolitan Library

Michael Porter, President, Library Renewal, &
Carson Block, Library IT Consultant, Carson Block LLC

Technology is a key enabler of many innovative strategies, but too often there's a disconnect between IT and library operations and services. Is your IT department continually spinning trying to keep in front of various technology requests? Do library units select products without any input from IT or consideration of the operational impact? Trying to get in front of these issues can be difficult, but it's very manageable with a shared understanding of your organizations' IT strategies. Blowers explores effective methods for creating this understanding and buy-in for IT strategies. Porter and Block share their extensive experience with ways to identify the barriers, create strategies to overcome them, and get IT involved at the right time — all to make a positive difference for the people libraries serve!

B302 ▶ The Grateful Dead Archive: Socially Constructed Online

11:30 a.m. – 12:15 p.m.

Robin Chandler, Project Manager,

Sue Chesley, Head of Digital Initiatives, &

Kate Fortney, Science & Engineering Librarian, University of California Santa Cruz (UCSC) Libraries

The UCSC Libraries, recipient of a 2009 2-year Institute for Museum and Library Services (IMLS) grant, has built the socially constructed Grateful Dead Archive Online (GDAO) website using Omeka open source software. With its release in June 2012, the archive began to actively solicit community engagement to collect artifacts from enthusiastic Grateful Dead fans. This presentation discusses the impact of actively engaging a community of users in areas of collection development (merging a traditional archive with a socially constructed one), intellectual property (fair use and licensing), curation (integrating "the crowd" in the curation and preservation of user-submitted content), and future directions for the development of tools to engage community expert users in workflows to enhance the resource.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

B303 ▶ Campus & Community Collaboration Research

1:30 p.m. – 2:30 p.m.

Amanda Etches, Head, Discovery & Access, University of Guelph

Mangala Krishnamurthy, Reference Librarian, University of Alabama

Many faculty are involved in projects with researchers and community members who aren't on campus or may not have access to the same technology or technological support. University of Guelph takes a user experience perspective, interviewing and observing researchers using their collaborative tools. Their findings suggest how the library can best support research teams. The second presentation discusses how a team of six from College of Nursing and University Libraries worked in creating a video-recorded human patient simulation scenario (HPSS) to connect the dots, and to support the education of student nurses in the area of information technology, information literacy, and nursing informatics.

B304 ▶ Collaborating to Demonstrate Value

2:45 p.m. – 3:30 p.m.

Margaret Hazel, Virtual Branch & Innovative Tech Managing Librarian, Eugene Public Library

Louise Alcorn, Reference Technology Librarian & Webmistress, West Des Moines Public Library

Erik Bobilin, Library Information Supervisor, Kensington Library, Brooklyn Public Library
These three libraries in different areas of the country collaborate with their parent organizations to demonstrate the public library's integral role as part of local government services, supporting services provided by other departments and divisions of their parent organizations. Each uses technology tools and staff to achieve the goals, including intranet, internet, and relationship building, with city IT staff. These public libraries have worked to change the way their parent organizations see them, changing the language of funding to being considered an investment rather than expenditure. Learn their strategies and ways you can use their techniques in your community.

TRACK C ▶ DeAnza III (Portola)

Innovative & Edgy

Innovation means thinking differently, risk-taking, and viewing an "oops" as a fantastic way to find better ways of doing things. Immerse yourself in a day with speakers and participants who are taking risks and gaining rewards as well as lessons.

Moderated by Moe Hosseini-Ara, Markham Public Library

C301 ▶ Awesome Box: Interactive User Ratings

10:30 a.m. – 11:15 a.m.

Annie Cain, Web Developer, & **Matt Phillips**, Software Engineer, Harvard Library Innovation Lab

Users understand the returns box as an interface, and if they understand one box, they can understand two boxes: one for items they thought were "meh" and one for items they thought were awesome. The Awesome Box allows users to easily cast a physical vote for an item they found amazing or useful. That item gets recorded as "Awesome" so the entire community can see what others have found helpful, entertaining, or mind-blowing. See how this interactive Awesome Box works and what the lab is doing with the resulting data.

C302 ▶ Makerspaces: The Transformational Power

11:30 a.m. – 12:15 p.m.

Sue Considine, Executive Director, &

Lauren Britton, Transliteracy Development Director, The Fayetteville Free Library

The Fayetteville Free Library (FFL) is the first public library to launch a free makerspace, the FFL Fab Lab. A makerspace is a place where people come together to create, and collaborate to share resources, knowledge, and stuff. The Lab features 3D printers, a creation lab with a green screen, PSP Super Computer, and digital devices. It is complemented by a number of replicable patron-driven technology services that facilitate innovative connections between people, technology, and knowledge, such as Tech Times, One-on-One Job Search Assistance, and the Skype Author Lecture Series. Speakers discuss how the technologies, a superb team, and a culture of risk-taking and innovation can enable staff and patrons to transform knowledge and learning in your community.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

C303 ▶

Interactive Exhibits: Makers & Smart Objects

1:30 p.m. – 2:30 p.m.

Jeremy William Kemp, Faculty, San Jose State University

Lauren Britton, Transliteracy Development Director, The Fayetteville Free Library

Joe Murphy, Technology Trendspotter & Librarian, LibraryFuture

The popularity of expositions such as the Maker Faire generate a great deal of interest in using microcontroller kits to build technology-enabled devices known as smart objects or embedded computing. Hear how Arduino microcontrollers are being used. The cost of materials is low, and the objects run on open-source code, which is supported by communities of online programmers. Kemp discusses plans to use with students as well as the potential applications of using microcontrollers in objects such as interactive installations or to support database connectivity, moving parts, sounds, videos, and other interactive designs. Murphy & Britton share exciting examples of what is happening in the makerspace area and what opportunities exist for libraries. They explore new areas of technology for libraries willing to take a risk. What is happening in tech that may yield opportunities including new content creation avenues, Instagram, Pinterest, social reading, user behavior shifts with changing mobile operating systems, the death and life of QR Codes, and social apps for rewarding users.

C304 ▶ Academic Makerspaces: Connections & Conversations

2:45 p.m. – 3:30 p.m.

Tod Colegrave, Head, DeLaMare Science & Engineering Library, University of Nevada-Reno (UNR)

Despite traditional/conservative academic library roots on the campus of the UNR, the DeLaMare Science & Engineering Library is partnering with broader community-based "maker" and "coworking" groups in the Northern Nevada area, actively revolutionizing the levels of student and faculty engagement with the library. From hacknights and Arduino microcontroller workshops to concrete canoes and Rube Goldberg Machine competitions, the library is actively building connections and conversations. UNR Libraries is leveraging engaged participants to take the library beyond a collections-based hotbed of student learning and collaboration to being an engine of innovation transforming learning experiences at UNR. Hear gritty details of rapid prototyping, what's working, what's failed, and the reception of 3D printers and scanners in the library.

TRACK D ▶ DeAnza I & II (Portola)

Plan & Market for Results

Just when you thought the conference was almost over, this track of wow-factor case studies comes along. Hear ways to engage staff in marketing and planning that take your library to places in your campuses and communities many never thought possible.

Moderated by Jeff Wisniewski, University of Pittsburgh

D301 ▶ Marketing on the Edge

10:30 a.m. – 11:15 a.m.

Benjamin Bizzle, Director of Technology, & **Melloney Dunlap**, Graphic Designer, Craighead County Jonesboro Public Library (CCJPL)

From its billboard and poster campaign to its YouTube comedy series, CCJPL takes an adventurous approach to increasing community awareness. Compelled to change the perception of the library as an antiquated and boring institution, CCJPL produces aggressive, comedic promotional material that's sure to inspire. Join our speakers for an entertaining look at marketing on the edge.

D302 ▶ Future-Focused Academic Planning

11:30 a.m. – 12:15 p.m.

Susan Senese, Associate Librarian, Research & Info Technology, Univ. of Toronto Mississauga Library (UTML)

Rebecca Jones, Partner, Dysart & Jones Associates

UTML has successfully developed and implemented futures and academic plans to ensure their services and technologies are aligned with the ever-progressing stu-

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dent, faculty, and researchers' needs. As the bar for successful futures and academic plans keeps rising, UML knew the traditional planning approach wasn't in sync with where it is today or where it needs to be in the future. Hear how a staff-directed approach benefited both the planning and the staff; the plan's richness attests to all staff's combined knowledge and energy, and the staff continued to grow their insights into the trends impacting their academy and the library's critical role in the academy's sustained success.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

D303 ▶ Propel Your Message!

1:30 p.m. – 2:30 p.m.

Cindy Fisher, First-Year Experience Librarian, Library Instruction, University of Texas Libraries—Austin

Andrea Davis, Reference & Instruction Librarian, Naval Postgraduate School

Mryna Morales, Program Coordinator, The Yvonne Pappenheim Library on Antiracism, Community Change, Inc.

Julie Strange, Adjunct Professor, University of Maryland

Lindsay Sarin, MLS Program Coordinator, Univ. of Maryland

Andrea Snyder, Job & Career Information Center Manager, Enoch Pratt Free Library

This session focuses on 12 ways to propel the message of the library's value way beyond the library. Three penny-pinching librarians from Maryland guide you through the world of low- or no-cost tools and ideas to use social media, print, and traditional media to reach current and potential customers. Next, hear how librarians from different sectors (public, school, academic, plus library school students) used SXSW interactive as a space to engage techies, journalists, designers, and philanthropists to think creatively and collaboratively about issues important to our field, our work, and our community.

D304 ▶ Project Management for Web-Based Initiatives

2:45 p.m. – 3:30 p.m.

Kelly Coulter, Virtual Services Manager, Richland County Public Library

David Jank, Assistant Professor, Palmer School of Library and Information Science, Long Island University

Libraries are increasingly implementing multiple projects that often blur operational boundaries and departmental lines. Project management is more important than ever. Based on her extensive project experience, Coulter outlines the key elements of successful project management. Jank highlights the key findings of ongoing empirical research study examining what library practitioners involved in internet services management find as best practices, summarizing the lessons learned in terms of e-resource management and support, budgeting, and project staffing.

TRACK E ▶ Ferrante (Conference Center)

Engaging People

This track focuses on human transformations, from coaching and mentoring to crowdsourcing and engaging teens. It reminds us about humor and its importance in our technology and stress-filled lives.

Moderated by **Deb Hunt**, Information Edge

E301 ▶ Coaching & Mentoring

10:30 a.m. – 11:15 a.m.

Rebecca Jones, Partner, Dysart & Jones Associates

Susan Senese, Associate Librarian, Research & Info Technology, University of Toronto Mississauga Library

Joe Murphy, Technology Trendspotter & Librarian, LibraryFuture

A recent Harvard Business Review blog advised those in a new job or a new career or just eager to build their skills to "Go out and find the most qualified or talented mentor, coach, or manager you can, and subject yourself to everything they can throw at

you" (J. Glickman). This trio shows how to identify a coach or mentor, the difference between coaching and mentoring, and the benefits of building a network of mentors.

E302 ▶ Who's Zoomin' Who?

Crowdsourcing Ups and Downs

11:30 a.m. – 12:15 p.m.

Nicholas G. Tomaiuolo, Instruction Librarian, Central Connecticut State University, & Author, User Generated Content

Crowdsourcing's history dates back to the Oxford English Dictionary. Businesses large and small, including Amazon, eSurance, Tiffany, CNN, Yelp, and your local newspaper, do it. Without it, there'd be a serious shortage of content at Project Gutenberg, iStockphoto, YouTube, and Slideshare. ResearchBlogging.org's aggregation of blog postings exclusively discussing the primary literature and the Library of Congress's end-user enhanced photostream leverage it. Perhaps it is afoot in your catalog at this very moment. We accept crowdsourcing's positive applications, but are we also able to recognize all aspects of the phenomenon? This session discusses the benefits and issues involved with encouraging users to contribute content.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

E303 ▶ Trends in Teen Users and Technology: A Dynamic Panel

1:30 p.m. – 2:30 p.m.

MODERATOR: **Stephen Abram**, VP, Gale Cengage Learning

Susan Considine, Ex. Director, The Fayetteville Free Library

Brian Pichman, Director, Informational Technology, Mokena Community Public Library District

Justin Hoenke, Teen Librarian at Portland PL, Maine

A panel of teen librarians is dynamically interviewed about their ideas and innovations in working with and successfully attracting teen users to the public library. Come hear their great experiments, pilots, and programs using things as basic as guitars, simple gaming nights, or as advanced as laser tag, mobile apps, and more. No talking heads and lots of opportunity for audience involvement.

E304 ▶ Humor in the Library

2:45 p.m. – 3:30 p.m.

Jennifer Koerber, Web Services Librarian, Boston PL

As budgets shrink and every library is asked to do more with less, it's easy for library staff and users to forget the joy that a library can bring. As leaders in the future of libraries, we can all help bring a bit of lightness and levity back into our institutions. From appropriate April Fools' Day website "hacks" to videos such as the New Spice sensation, the sky's the limit when it comes to comedy in the library. In this brainstorming session, get inspired to "bring back the funny" to your work environments and communities.

Closing Keynote

Reinventing Spaces & Places

3:45 p.m. – 4:30 p.m. ▶

Steinbeck Forum (Conference Center)

Erik Boekesteijn, Concept Developer & Project Manager, Science & Innovation Department, &

Jaap van de Geer, Head of Innovation, Dok: Delft Public Library

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Paul Pival, Public Services Systems Librarian, University of Calgary

Academic libraries have been building Information Commons, public libraries have built exciting teen rooms with bold colors and furniture, all libraries are building more collaborative work spaces. This session stimulates your imagination with examples of terrific new spaces in libraries, a look at some new accessories that work with new technologies, and more.

Connect with attendees!



#InternetLibrarian

Listen and learn at a series of free cybertours and information sessions for all Internet Librarian 2012 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics and subject areas. They are open to all and add value to your visit. Space is limited so it's first-come, first-served. Join our Net savvy Web experts for a look at their favorite sites and topics! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the Internet Librarian Exhibit Hall at the appropriate time.

Hosted by Amy Trulock, HYP Radio

Tuesday, October 23

Tools for Teaching

10:00 a.m. – 10:15 a.m.

Greg Notes, Reference Team Leader, Montana State University

Explore a wealth of apps, Web 2.0 tools, and software for teaching library users in person and online. From mind mapping to white boards to screencasting to screen shots, these tools can be used in a variety of instructional settings. Check 'em out!

Smart Investing @ the Library

10:30 a.m. – 10:45 a.m.

Sharon Radcliff, Librarian, Saint Mary's College

Have you ever been stumped at the reference desk by a financial or investment reference question? Come take a virtual tour of the course created by Santa Clara County Library and Infopeople using a FINRA grant. It is designed to teach library employees key investment and financial concepts, resources, and reference skills to more effectively meet the educational and information needs of patrons.

Creative Visualizations of Library Data

11:00 a.m. – 11:15 a.m.

Anna L. Creech, Electronic Resources Librarian, University of Richmond

From tweaking Excel graphs to make them more comprehensible to selecting the data points that make the most sense for telling the story you want to tell (i.e., downloads of ebooks in a collection rather than the number of searches in the collection) to eye-catching infographics, library data can be made meaningful to users and funding sources. Creech shares some basic tools for creating these visualizations and provides resources for more advanced work.

Tools for Tapping Into Social Media

11:30 a.m. – 11:45 a.m.

Marcy Phelps, President, Phelps Research Author, Research on Main Street: Using the Web to Find Local Business and Market Information

Do you consider social networking tools a waste of time or something to use for fun or marketing? Do you doubt their usefulness for research? This cybertour provides the top tools you'll need to mine the social web for valuable business and market insights, finding elusive statistics, monitoring your library's brand, or even professional development. Learn how to effectively and efficiently eavesdrop on the conversational web!

Tools to Develop a Personal Learning Network

12:00 p.m. – 12:15 p.m.

Andrew Carlos, STEM & Web Services Librarian, California State University, East Bay

Brooke Ahrens, Instructional Technology Coordinator, Notre Dame High School

From our social connections to our professional learning, we are a node in a vast connected web of people, a network. Today, professional development is an ongoing dialogue and learning process. Hear about different communication mediums and tools for building a professional learning network and ways to use it to the fullest.

Free & Easy to Use Web 2.0 Resources

12:30 p.m. – 12:45 p.m.

Cheryl Ann Peltier-Davis, Archives & Digital Librarian, NSU Archives, Nova Southeastern University

Web 2.0 is designed for new and inexperienced social media users. Our Web 2.0 advocate highlights free Web 2.0 tools on the internet, offering summaries and practical applications of these tools in libraries and other working environments. She looks at creating a book review blog, social bookmarking a reference collection, developing a policy-driven wiki, recording a podcast, creating a tutorial using digital video, attracting fans on a Facebook page, and providing regular tweets on upcoming events in the library.

A New Model for Interactive Children's Publishing

1:00 p.m. – 1:15 p.m.

Cen Campbell, Editor, LittleLit.com

Chiara McPhee, Co-Founder, readIMAGINE

readIMAGINE and LittleLit.com are collaborating to bring together librarians, business school students, animators, authors, and illustrators to develop a sustainable, affordable model for publishing and distributing digital stories in public and school libraries! The partnership involves collaborative programming in a number of different library systems in California, the development of a distribution platform, and original interactive story apps. This groundbreaking initiative will definitely spark your interest!

Enterprise Microblogging: Facebook for Organizations

1:30 p.m. – 1:45 p.m.

Amy Mather, Programming & Life Long Learning, Omaha Public Library (OPL)

Socialcast is a simple, secure, enterprise microblogging platform that helps employees easily connect and share in real time. OPL uses socialcast to report back on conferences, and it is used as a platform to share ideas. OPL also uses Pinterest as a visual idea share. OPL uses BiblioCommons to foster connections between their patrons, who can create lists, review and star rate items, and follow patrons that share similar reading tastes. OPL uses technology tools to connect with the community. Get tips and insights from our speaker!

Collaboration & Sharing: Academic Case Study

2:00 p.m. – 2:15 p.m.

Annette Marines, Instruction Librarian, University of California–Santa Cruz

Cody Hennessy, E-Learning Librarian, University of California–Berkeley

Promoting collaboration and sharing of learning objects across 10 University of California (UC) campuses to leverage expertise and improve efficiency is the focus of this cybertour. Hear about the results of UC's findings and their recommendations (including using social media, investing in an institutional repository, etc.).

Marketing Your Library With QR Codes

2:30 p.m. – 2:45 p.m.

Kathy Harden, Electronic Services Librarian/Associate Professor, University of Mary Hardin-Baylor

Anne Price, Public Services Librarian/Associate Professor, University of Mary Hardin-Baylor

QR codes have created unique opportunities to market your library's resources. This cybertour highlights how to generate and use QR codes and discusses some unique opportunities that can come out of the use of QR codes. Help your community with smartphones and never have to write down a call number again!

Integrating Free Web 2.0 Tools Into the Classroom

3:00 p.m. – 3:15 p.m.

Phyllis R. Snipes, Associate Professor, University of West Georgia

Web 2.0 tools are the key to great treasures of learning, and the school library media specialist is the link to the treasure! This cybertour includes demonstrations of a variety of free web tools that can be used in K–12 classrooms through collaborative planning with classroom teachers; ideas for integrating these tools into lessons; and how to use tools such as Camstudio, Jing, Museum Box, Animoto, Vocaroo, Storybird, ZooBurst, Fotobabble, Blabberize, GoAnimate, Letterpop, BuiLD YouR WiLD SeLF, and Faceyourmanga.

Wednesday, October 24

Top Tips for Building Positive Vendor Partnerships

10:00 a.m. – 10:15 a.m.

Richard P. Hulser, Chief Librarian, Research & Collections, Natural History Museum of Los Angeles County

In the information business, the relationship between buyers and vendors of information products and services often starts out as a buyer-seller connection, but because of the complexities of purchasing or licensing content in print or electronic form, the connection typically grows stronger. Negotiating licensing contracts becomes a key component and knowing how to conduct a good negotiation is important for any information professional responsible for obtaining technology tools, services, or content. Based on research, interviews, and experience, Hulser shares his top tips on what to do and what to avoid when going forward on negotiations and partnerships.

Tips for Improving Web Page Design

10:30 a.m. – 10:45 a.m.

Scott Frey, Reference Librarian, Western State University College of Law

Our speaker wants to hear you say, "I didn't know HTML, CSS, and JavaScript could do that!" His cybertour illustrates how a few tags and scripts can liven up a webpage (in particular with rounded buttons that change color when you click them) or give it added features (enabling touch screen presses on various mobile devices or displaying the library's most recent blog posts).

Password Management

11:00 a.m. – 11:15 a.m.

Jezmynne Dene, Director, Portneuf District Library

We hear it all the time... Make good passwords! Create passwords no one can guess! Ensure your passwords are long and complicated, with capitals and numbers and special characters! This is all good advice, but difficult to implement consistently in daily life. Attend this cybertour to learn about creating and managing the best possible passwords for your library, and for yourself.

Free Biz Resources

11:30 a.m. – 11:45 a.m.

Annis Lee Adams, E-Resources & Reference Librarian, Golden Gate University

Margot Hanson, Web Services & Reference Librarian, Golden Gate University

Have you ever wondered how to answer global, financial, marketing, and demographic reference questions? This cybertour discusses free, innovative tools to solve business questions. It demonstrates several resources that include cool interactive features and impressive graphics to wow your patrons and colleagues.

Top 10 Library Research Strategies

12:00 p.m. – 12:15 p.m.

Keith A. Rocci, First Year Experience Librarian, Mabee Library, Washburn University

In this cybertour, an academic librarian shares his top 10 library research strategies. These best practices can help even the experienced searcher find credible information in databases, indexes, and search engines.

Apps & Apple Devices: Productive iCloud Uses

12:30 p.m. – 12:45 p.m.

Cyrus Ford, Special Formats Librarian, University of Nevada–Las Vegas

This program introduces useful apps for librarians who have two or more Apple devices such as an iPhone, iPad, or MacBook. You can learn how to use the iCloud, sync devices together, and about other useful apps for librarians to work on their projects from different places with different Apple devices without carrying files.

Sharing Library Value

1:00 p.m. – 1:15 p.m.

Sandy Kendall, Director, Mount Sinai Hospital Library

Based on the results of the 2012 Mount Sinai Hospital Library Value Study, this cybertour shares key strategies currently being used to reposition the library, its space, budget, outreach etc. Grab some insights and ideas to use in your community or organization.



Tuesday ► OCTOBER 23

- 10:00 | Tools for Teaching ▶ Greg Notess
- 10:30 | Smart Investing @ the Library ▶ Sharon Radcliff
- 11:00 | Creative Visualizations of Library Data ▶ Anna L. Creech
- 11:30 | Tools for Tapping Into Social Media ▶ Marcy Phelps
- 12:00 | Tools to Develop a Personal Learning Network ▶ Andrew Carlos & Brooke Ahrens
- 12:30 | Free & Easy-to-Use Web 2.0 Resources ▶ Cheryl Ann Peltier-Davis
- 1:00 | A New Model for Interactive Children's Publishing ▶ Cen Campbell & Chiara McPhee
- 1:30 | Enterprise Microblogging: Facebook for Organizations ▶ Amy Mather
- 2:00 | Collaboration & Sharing: Academic Case Study ▶ Annette Marines & Cody Hennessey
- 2:30 | Marketing Your Library With QR Codes ▶ Kathy Harden & Anne Price
- 3:00 | Integrating Free Web 2.0 Tools Into the Classroom ▶ Phyllis R. Snipes

Wednesday ► OCTOBER 24

- 10:00 | Top Tips for Building Positive Vendor Partnerships ▶ Richard P. Hulser
- 10:30 | Tips for Improving Web Page Design ▶ Scott Frey
- 11:00 | Password Management ▶ Jezmynne Dene
- 11:30 | Free Biz Resources ▶ Annis Lee Adams & Margot Hanson
- 12:00 | Top 10 Library Research Strategies ▶ Keith A. Rocci
- 12:30 | Apps & Apple Devices: Productive iCloud Uses ▶ Cyrus Ford
- 1:00 | Sharing Library Value ▶ Sandy Kendall

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We're Surfin' Monterey



Hold on to your seat because we're "Surfin' Monterey" at Internet Librarian this year. Make sure you know the words to this year's theme song and don't even think we won't ask you to sing it!

Scan and Start Surfin'!

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Meet the Authors!

The following authors will be signing at the Information Today, Inc. booth on **Monday, October 22** from **5:00 p.m. – 6:00 p.m.** during the **Grand Opening Reception:**

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co-author, *The Accidental Systems Librarian, Second Edition*

DAVID LEE KING
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author, *Mob Rule Learning: Camps, Unconferences, and Trashing the Talking Head*

AMANDA J. HOLLISTER
co-author, *Open Source Web Applications for Libraries*

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NICHOLAS G. TOMAIUOLO
author, *UContent: The Information Professional's Guide to User-Generated Content*

MICHAEL P. SAUERS
author, *Blogging and RS: A Librarian's Guide, Second Edition*

MARCY PHELPS
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Conference attendees will receive a special 40% discount on all ITI books, directories, and periodicals!

Exhibitor List & Floor Plan

Internet Librarian 2012

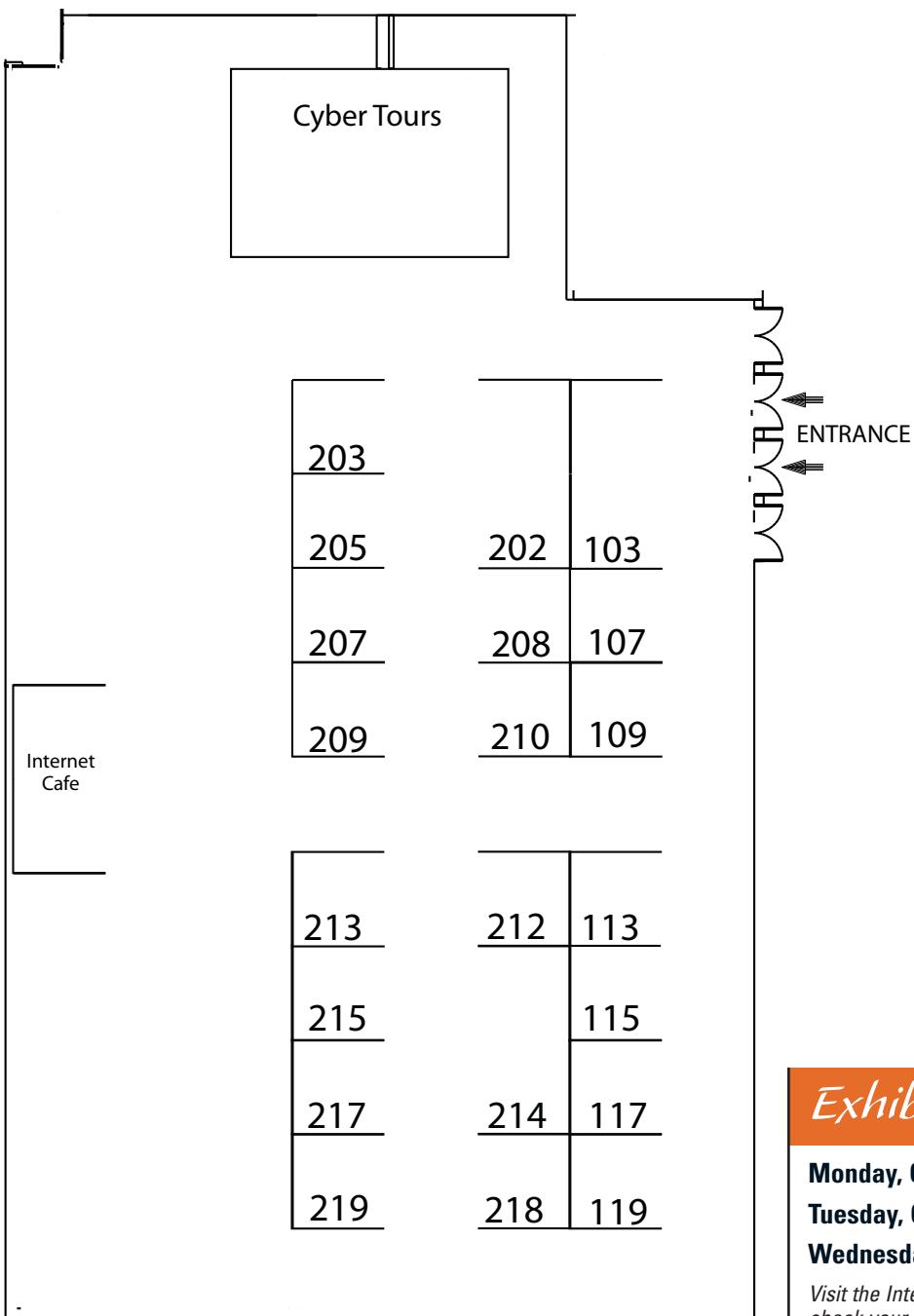
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Exhibit Hours & Internet Café

Monday, October 22	5:00 p.m. – 6:30 p.m.
Tuesday, October 23	9:45 a.m. – 3:30 p.m.
Wednesday, October 24	9:45 a.m. – 1:30 p.m.

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