

ADVANCE PROGRAM

Internet Librarian 2014

The Internet Conference and Exhibition for Librarians and Information Managers

October
27-29

Preconference Workshops
Sunday, October 26

Driving Our Community's Digital Destiny

Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
MONTEREY, CALIFORNIA

Incorporating **INTERNET@SCHOOLS** » October 27-28

Featured Event

 Library Leaders
Digital Strategy Summit
An Event for Library, Archives, and Museum Directors and Executive Management
October 27-28

ORGANIZED AND
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#InternetLibrarian



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Internet Librarian 2014

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**October
27–29**

**Monterey
Conference
Center**

Portola Hotel & Spa
Monterey Marriott

Driving Our Community's Digital Destiny

Today's Internet Librarians are definitely driving the digital directions of their communities, whether those are academic campuses, municipalities, museums, law firms, or non-profit organizations. Many Internet Librarians are taking a leadership role in their communities and illustrating possible digital directions to their communities. They are participating in digital community outreach, digital learning initiatives, and econtent curation. Others are building partnerships with open/transparent government initiatives, museums and art galleries, MOOCs, and more.

This year's Internet Librarian 2014 focuses on the exciting, creative and innovative ways that librarians are not just participating, but driving, the digital directions in their communities. It reflects the strategies, services and tools that enable librarians to engage, connect and build relationships with their communities. It discusses mobile devices and electronic collections and how their use is changing the spaces and services in libraries. It highlights the skills, competencies, and roles that are evolving to deal with all these changes in our communities, campuses and organizations. Hear about leading edge tools and techniques for grabbing the attention of your audience and community at Information Today's 18th annual Internet Librarian.

Join us at the most comprehensive conference for library and information professionals interested in technology to discover the insights, strategies and practices that allow us to push the envelope in expanding the net, managing libraries and digital information, and enhancing the information sharing and learning experience of people in our communities. Internet Librarian 2014 provides attendees with lots of opportunities to meet and hear from leading "movers and shakers" in the information industry in all types of environments—leaders in the information industry are integrating content and delighting their clients, organizing and managing digital content in creative ways, setting the context for excellence in information utilization in their organizations, revolutionizing the roles of info pros, building strong collaborative communities among their customers and colleagues, and using new technologies in exciting ways.



**Program
Chair**

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Dysart & Jones Associates

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Marshall Breeding »
Library Technology Guides

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Sunnyvale Public Library

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University of Pittsburgh

Conference Overview



Information Today Inc., a key provider of technology conferences for more than thirty years, is pleased to announce the 18th annual Internet Librarian— the ONLY conference for information professionals who are using, developing, and embracing Internet and Web-based strategies in their roles as information architects and navigators, webmasters and web managers, content evaluators and curators, 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 Librarian 2014 caters to all interests and all levels of knowledge with five simultaneous tracks, including Internet@Schools, plus many workshop and networking opportunities.

Interactive Networking Events!

SUNDAY, OCTOBER 26 » 5:30 p.m. – 7:30 p.m.

Games, Gadgets, & MakerSpaces: Conference Opening Networking Event

Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs and your spaces with the latest games, gadgets and ideas! Share with a poster what your library is doing with creative making and MakerSpaces in your library. Led by **Brian Pichman, M. J. D'Elia,** and **Stephen Abram,** this event will start your conference experience with lots of learning and laughing! Refreshments included.

Opening Reception

Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 27th 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. Find more information and online registration at www.infotoday.com/il2014.

Internet Café

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

Free Cybertours!

Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics includes mobile apps, filter bubbles, open data policies, and more. Keep your eye on www.infotoday.com/il2014 for the schedule.

Exhibit Hours

Monday, October 275:00 p.m. – 6:30 p.m.
Tuesday, October 289:45 a.m. – 3:30 p.m.
Wednesday, October 299:45 a.m. – 1:30 p.m.

Exhibition

The Internet Librarian 2014 exhibition features leading-edge companies that offer visitors a choice of products covering all aspects of internet technologies, including content providers, online services, software, document and web delivery systems, search engines, and more. For more information on exhibit space, sponsorships, or promotional opportunities, contact:

David Panara » dpanara@infotoday.com

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. The twitter tag for this year's event is **#InternetLibrarian**.

A Day of Workshops!

Includes one full-day academy, Searchers Academy, along with a wide array of half day workshops on topics including information architecture, trends, Drupal, makerspace, negotiating, metrics, designing space, and more. *See pages 6–9 for details.*

Tuesday Evening Session

Libraries & the Internet of Things »

7:30 p.m. – 9:00 p.m.

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

On the 25th anniversary of the Web, Pew has released new research on the Internet of Things: "Many experts say the rise of embedded and wearable computing will bring the next revolution in digital technology. They say the upsides are enhanced health, convenience, productivity, safety, and more useful information for people/organizations. The downsides: challenges to personal privacy, over-hyped expectations, and boggling tech complexity. Our popular speaker Rainie shares the latest research from Pew about libraries and puts it into context with the expanding Internet of Things!

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Conference at-a-glance

8:45 a.m. –
9:45 a.m.

Opening Keynote » **Driving Our Own Destinies** » Brendan Howley

9:45 a.m. –
10:15 a.m.

COFFEE BREAK

TRACK A » DISCOVERY & SEARCH	TRACK B » WEB PRESENCE	TRACK C » CONTENT MANAGEMENT
A101 Super Searcher Tools & Tips	B101 Web Trends to Watch in 2015	C101 Selling Books on Amazon!
A102 Search: Social, Personal, & Everywhere	B102 Designing a New Website From Scratch!	C102 Enhancing CONTENTdm With the Power of Fusion

10:15 a.m. –
11:00 a.m.

11:15 a.m. –
12:00 p.m.

12:00 p.m. –
1:15 p.m.

LUNCH BREAK

A103 30 Mobile Apps for Librarians in 40 Minutes!	B103 Get Agile: Kill the Website Redesign Project	C103 Digitizing Local Content: Visibility, Preservation, & More!
A104 Advances in Discovery	B104 Polishing Up Your Website	C104 Partnering with a Crowdsourced Distributor of Self-Published Ebooks
A105 Social Search, Discovery, Drupal & BiblioCommons	B105 Using Web Analytics & Usability Testing to Turn Heads	C105 Repositories: Models, & Images
A106 Discovery Easy, Delivery Critical	B106 Website Security FAQ	C106 Library Mashups: What's New?

1:15 p.m. –
2:00 p.m.

2:15 p.m. –
3:00 p.m.

3:15 p.m. –
4:00 p.m.

4:15 p.m. –
5:00 p.m.

5:00 p.m. –
6:30 p.m.

GRAND OPENING RECEPTION » In the Exhibit Hall

8:45 a.m. –
9:45 a.m.

Keynote » **Radical Transformation & Co-Created Magic!** » Nina Simon

9:45 a.m. –
10:30 a.m.

COFFEE BREAK

TRACK A » COMMUNITY ENGAGEMENT	TRACK B » USER EXPERIENCE (UX): USER FIRST	TRACK C » ENTERPRISE DIGITAL DESTINY
A201 It's All About Learning!	B201 Unifying UX: Consistency With Content	C201 Twitter for Biz & New Social Media Strategies
A202 Community Curation, Data Alchemy: Bleeding-Edge News	B202 Gathering & Presenting User Input	C202 Librarians in the Age of Analytics

10:30 a.m. –
11:15 a.m.

11:30 a.m. –
12:15 p.m.

12:15 p.m. –
1:30 p.m.

LUNCH BREAK

A203 Engaging Stories Info Blitz	B203 UX Design Tips & Tricks InfoBlitz	C203 Learning From Medical Libraries
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1:30 p.m. –
2:30 p.m.

2:30 p.m. –
3:15 p.m.

COFFEE BREAK

A204 Customer Service & Service Excellence	B204 Cooking Up Some Good UI	C204 Communicating the Value of a Knowledge Audit
A205 Building a 21st-Century Library	B205 User Study & Site Evaluation With Camtasia	C205 Software Giant Best Practices for 21st-Century Digital Libraries

3:15 p.m. –
4:00 p.m.

4:15 p.m. –
5:00 p.m.

7:30 p.m. –
9:00 p.m.

TUESDAY EVENING SESSION » Libraries & the Internet of Things

8:45 a.m. –
9:45 a.m.

Keynote » **Is Technology Changing Our Brains?** » Josh Hanagame

9:45 a.m. –
10:30 a.m.

COFFEE BREAK

TRACK A » INNOVATION: MAKERSPACE & TRENDS	TRACK B » WORLD EBOOK FORUM	TRACK C » UNDER THE HOOD
A301 Making Libraries, Making Makers	B301 Evolving Ebook Models	C301 Library Technology Industry Update
A302 Virtually Interacting With Books & Exhibits	B302 Evolving Ebook Models <i>(continued)</i>	C302 Open Source Trade-Off: Two Cases

10:30 a.m. –
11:15 a.m.

11:30 a.m. –
12:15 p.m.

12:15 p.m. –
1:30 p.m.

LUNCH BREAK

A303 Community Makerspace: Fab Labs & IdeaLabs	B303 Unlimited Ebook Access in Libraries	C303 Rapid Fire: Must-Know Tools & Apps
A304 Tech Wearables: The Next Frontier	B304 Ebook Academy: Training Staff on Ebooks	C304 Digital Signage: Public or Academic, You Can Do It!

1:30 p.m. –
2:30 p.m.

2:45 p.m. –
3:15 p.m.

3:30 p.m. –
4:30 p.m.

Closing Keynote » **The Future of Libraries** » Ken Haycock

MONDAY, OCTOBER 27

COFFEE BREAK

TRACK D »

EVOLVING LIBRARIES

- D101** Not Your Momma's Library!
- D102** Evolving Libraries Delivering New Experiences

TRACK E »

INTERNET@SCHOOLS

- E101** Reading 2.0: Using Technology to Promote Books, Not Replace Them
- E102** Getting the Word Out About Ebooks

LUNCH BREAK

- D103** Startup Thinking & Libraries

- D104** Community Management, More Than Libraries

- D105** Getting MOOC'ed: Free Online Training Going Massive

- D106** The Future of Libraries: Royal Society Report

- E103** Creative Brainstorming Techniques to Transform Your Library

- E104** One High School Library's Efforts to Find Its Place Alongside the Common Core

- E105** Got Data? Big Data & School Libraries

- E106** Library Media Centers to Mobile Learning Centers: A School Library's Evolution

GRAND OPENING RECEPTION » In the Exhibit Hall

TUESDAY, OCTOBER 28

COFFEE BREAK

TRACK D »

MOBILE FOR LIBRARIES & SERVICES

- D201** Adapting Libraries to the Internet of Things
- D202** Gizmo Garage: Closing the Digital Divide One Device at a Time

TRACK E »

INTERNET@SCHOOLS

- E201** Learning to See, Seeing to Learn: Visual Literacy in Education
- E202** Ebooks—What Can We Learn From Student Data?

LUNCH BREAK

- D203** Students, Apps, & Tablets!

- E203** Becoming Your Own Best Advocate: Using the Research of Persuasion and Influence

COFFEE BREAK

- D204** Reaching Users With Mobile Tech

- D205** Mobile Services: Now & Next

- E204** Curate It! Digital Curation as a Learning Strategy

- E205** Grazing, Looping & Skimming: Understanding Students' Digital Habits

EVENING SESSION » Libraries & the Internet of Things

WEDNESDAY, OCTOBER 29

COFFEE BREAK

TRACK D »

DIGITAL ACADEMY

- D301** Library Support for Digital Scholarship at HBS
- D302** Crowdsourcing Library Help & Reference System

TRACK E »

MARKETING, RELATIONSHIPS & SUCCESS

- E301** Identifying Customers & Building Relationships With Social Media
- E302** Focusing on Long-Term Loyalty

LUNCH BREAK

- D303** Academic Libraries: Totally Virtual & Hacked

- D304** Persuasive Technology: Beyond User Needs

- E303** Making It Happen: Getting Things Done

- E304** Libraries United & Influencing the World!! #sxswLAM Storm!

Closing Keynote » The Future of Libraries » Ken Haycock

Internet Librarian 2014

Preconference Workshops »

SUNDAY, OCTOBER 26

9:00 a.m. – 4:30 p.m.

W1 » Searchers Academy: Hacking Search

9:00 a.m. – 12:00 p.m.

W2 » Defining New Metrics for Library Success

W3 » Makerspace NA Library Landscape

W4 » Resource Management: Strategies, Technologies, & Practices

W5 » Design My Library Space

W6 » Tech Trends in Libraries for 2015

W7 » Information Architecture

W8 » Digital Imaging 101

W9 » Let's Give Them Something to Tweet About: Marketing Strategies

W10 » Drupal Essential Tools: Beyond the Basics

1:30 p.m. – 4:30 p.m.

W11 » StartUp Thinking 101

W12 » Tools for User-Focused Digital Sites & Services

W13 » Pumping Up Social Media With New Strategies

W14 » Responsive Web Design

W15 » Tools to Increase Privacy & Reduce Online Tracking

W16 » Grey Lit Boot Camp

W17 » Text Analytics: Semi-Automatic Tagging

W18 » Marketing & Emotional Branding for Long-Term Customer Loyalty

W19 » Negotiating Econtent & Tech Licenses

W20 » Taking Your Site to the Next Level with Drupal

5:30 p.m. – 7:30 p.m.

Sunday Evening Session

Games, Gadgets, & MakerSpaces: Conference Opening Networking Event

Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs and your spaces with the latest games, gadgets and ideas! Share with a poster what your library is doing with creative making and MakerSpaces in your library. Led by **Brian Pichman, M. J. D'Elia,** and **Stephen Abram**, this event will start your conference experience with lots of learning and laughing! Refreshments included.

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

W1 ▶ Searchers Academy: Hacking Search

Mary Ellen Bates, *Principal, Bates Information Services, Inc., & Author*

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

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*

Grace Simms, *Information Technology Librarian, Beeson Law Library, Samford University*

Now that our smartphones can search the web for us, how do info pros set themselves apart from anyone with access to Google? This full-day workshop brings the basic principles of hacking—curiosity, creativity, collaboration—to advanced web research. Searchers Academy

allows you to interact with a series of industry experts, who share their search hacks and expertise in the field of web research. There's always something new to be learned from these leading-edge info pros. Participants should have basic experience with web searching, but even searchers with an extensive searching background will come away with a new attitude and new resources and tools. Academy topics include:

- Hacking Google: Learn about the new and little-known search features that enable you to out-Google anyone... even your clients!
- Hacking the Deep Web: Today's best techniques for identifying and searching the rich content within the deep web
- Hacking the Social Web: How to get the most value from social media, both for research and professional development
- Hacking Your Deliverables: What you can do with your search results to make the information even more valuable
- Hacking Subject Searches: Specific tools and resources for searching in a variety of specialized topics

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

W2 ▶ Defining New Metrics for Library Success

Rebecca Jones, *Dysart & Jones Associates*

Moe Hosseini-Ara, *Director of Culture, City of Markham*

Stephen Abram, *Publisher, Stephen's Lighthouse*

Libraries are challenged to communicate their value in uncertain fiscal and changing environments. Our communities, boards, management, and institutions are asking for stronger and better measurements of our impact and value to help them with decision-making and prioritization. This interactive, half-day workshop looks at the various metrics and measures the library sector uses to manage what it is doing (its activities and individual services) and the value of what it is doing. These are very different measurement objectives and processes, yet complementary and vital. It discusses "measurement" in a broad sense, including the value of selected services, as well as the overall management of processes and services. It is very important that people in the library sector are aware of different measures—with different objectives. Who knows where new ideas will come from? All libraries can learn from each other.

W3 ▶ Makerspace NA Library Landscape

Ken Roberts, *Canadian Consultant, & former Chief Librarian, Hamilton Public Library*

Lauren Britton, *a Founder of the Library Makerspace Movement, & Current Syracuse University Ph.D. Student*

This interactive workshop looks at the maker evolution over the last 4 years. It provides data on both Canadian and U.S. spaces illustrating the types of programs and services being established and developed. If you are considering starting a program in your community, this workshop provides lots of insights, ideas, and practices to build and develop your program. It looks at the services and resources of both successful and challenged initiatives. It discusses financing, sustainability, and community engagement for the maker movement. It tackles the tough questions in a collaborative effort: Are makerspaces one of five key initiatives that public libraries are using to ensure they remain relevant as an OCLC survey says? Are they adopted because it is trendy or because it's part of a fundamental engagement with core issues? Why are these spaces so popular? What challenges do they create? Is a library truly the best home for a community's makerspace? What is the difference between a makerspace, a fab lab and a discovery center? In a time of sustained and rapid change, how do we develop our skills as librarians in these creation spaces to meet the needs of our communities? What does it mean to be a librarian in a makerspace? How do these spaces impact communities: Who is included and who is excluded?

W4 ▶ Resource Management: Strategies, Technologies, & Practices

Marshall Breeding, *Independent Consultant & Founder of Library Technology Guides*

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

W5 ▶ Design My Library Space

Brian Pichman, *Director, Strategic Innovation, Evolve Project*

Jonathan Strand, *AIA, Cunningham Group Architecture, Inc.*

This interactive workshop shares what libraries have done to renovate their spaces, and participants are expected to share their experiences. It discusses the reasons to renovate and change, different innovative methods to do such things, uses statistics and facts about why and how changing and renovating spaces, including forward-facing books shelves, remapping layouts/moving furniture, the need for sitting, and the need for fab labs or hacker spaces, can improve the collection. Bring photos of your library, and help us brainstorm ways to improve and change our structures, hopefully all at low costs!

W6 ▶ Tech Trends in Libraries for 2015

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

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

Preconference Workshops

W7 » Information Architecture

Peter Morville, *President, Semantic Studios*

Interface stands on the shoulders of infrastructure. User experience relies on the foundation systems of information architecture. And, the biggest problem on the web and in the library is still findability. This half-day workshop covers information architecture from top to bottom, explaining how search and navigation systems (and taxonomies and metadata) can be designed to support and shape user behavior.

Explore the concepts, methods, and tools needed to practice information architecture successfully.

- Learn how to make your website, intranet, library catalog, or mobile application more useful, usable, accessible, desirable, credible, and findable.
- Understand how information architecture is evolving to accommodate the challenges of ubiquitous computing and cross-channel user experience.
- See best-in-class examples drawn from library, corporate, e-commerce, education, government, and social media websites and applications.
- Discuss with your instructor and fellow attendees the unique challenges you're facing today. This is an introductory workshop intended for librarians, designers, developers, web managers, content strategists, and information professionals.

W8 » Digital Imaging 101

John Sarnowski, *Director, The ResCarta Foundation, Inc.*

Marcia Sarnowski, *Library Consultant, Winding Rivers Library System*

This introductory workshop focuses on the use of open source and free software to create, validate, index, search, display, and maintain a digital archive of various materials, including photographs, full-text-searchable oral histories and books. Learn how to take simple digital files and turn them into a knowledgebase of standardized archival digital objects, complete with Library of Congress standardized metadata. Build a collection, host it on a website. Make your full-text-searchable oral histories to FADGI guidelines. Capture audio files with Audacity, use digital cameras and scanners to create full-text-searchable

archives with WatchOCR and ResCarta software. Take the free and open source tools and knowledge from this workshop home with you to create a growing and sustainable archive.

W9 » Let's Give Them Something to Tweet About: Marketing Strategies

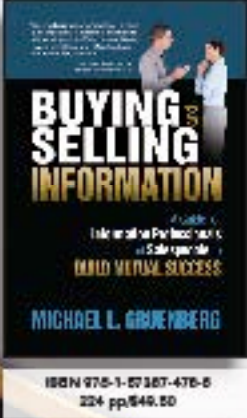
Lynn Lampert, *Chair, Research Instruction & Outreach Services,*
& **Coleen Martin**, *Coordinator, Outreach Services, California State University-Northridge*

This half-day workshop focuses on how librarians can work effectively to build an in-house marketing plan for their library. The facilitating speakers focus on how librarians and staff can develop strategies and identify vehicles that can deliver powerful messages to their communities via both traditional print and online social media platforms. Participants actively discuss key issues including social media engagement, how to set and implement specific goals and strategies for both traditional and online marketing vehicles, and overall marketing project management. Participants are exposed to examples of marketing including digital signage, videos, mobile marketing, social media marketing, publications, websites, blogs, public programming, exhibits, and communications. Participants are encouraged to share their existing and forthcoming marketing campaign projects prior to the workshop in order to receive peer and instructor feedback. Workshop participants develop essential elements of a functional marketing plan draft during the session.

W10 » Drupal Essential Tools: Beyond the Basics

Cary Gordon, *The Cherry Hill Company*

This half day workshop takes an in-depth look at essential site-building tools such as Views, Entity Reference, Display Modes and Blocks, and how these tools can ease the creation of a site that is customized to your specific needs without diving into module development or template files. It has a flexible format to accommodate specific attendee questions, but, also covers the powerful Features module and how it can be used to aid collaborate development and clean deployments. Bring your laptop and play along.



AN ESSENTIAL RESOURCE FOR THE INFO PRO and SALESPERSON

"A must-read for those ready to engage in productive business relationships beneficial to both sides."
—Janice Lachance, CEO, Special Libraries Association

Both sides of the negotiating table are represented in *Buying and Selling Information*—a practical and much-needed guide by a veteran of the electronic information field. Michael L. Gruenberg's time-tested tips, techniques, and anecdotes are geared to helping librarians and salespeople understand what the "other guy" is grappling with and achieve the best possible outcome whenever and wherever information is bought and sold.

infotoday.com

Available wherever books and ebooks are sold, or call
(800) 300-9868 or (609) 654-6266

ISBN 978-1-57167-476-8
224 pp/\$49.50

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

W11 ▶ Startup Thinking 101

M. J. D'elia, *Head (Acting), Learning & Curriculum Support, University of Guelph*

Helen Kula, *Librarian, Institute for Management & Innovation, University of Toronto Mississauga Library*

There is definitely a need for libraries to think like startups! To emulate startup culture, there is some learning to do! This interactive workshop shares information on the build-measure-learn cycle, validated learning, iterative design, continuous improvement, and other components of lean thinking. It emphasizes the importance of hands-on development, prototyping, and hypothesis testing. Join the conversation and make entrepreneurial thinking a habitual part of our library practice and profession. In April 2012, Brian Matthews published a widely circulated white paper that encouraged libraries to "think like a startup." But just how do startups think? Come learn the fundamentals of startup thinking—and see how this can be put into practice in your library. This active learning session focuses on key lean startup concepts such as customer development, the business model canvas, the value proposition, the build-measure-learn cycle, and minimum viable product. Attendees have the opportunity to apply startup thinking to one of their ideas for a new library service or product during this session.

W12 ▶ Tools for User-Focused Digital Sites & Services

Stephen Abram, *Consultant, Lighthouse Consulting, Inc., & Dysart & Jones Associates*

Knowing as much as you can about your audience is key to creating websites and services that resonate with your customers. One of the key tools for doing that is the development of personas to represent the different types of audiences you have—and the values, motivations, and relationships they have. Not only do you learn how to create personas, you get to see the results of several organizations in developing their personas.

W13 ▶ Pumping Up Social Media With New Strategies

Kenn Bicknell, *Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority Library*

Whether your library is reassessing the role of social media, needs to increase the sustainability of an existing program, or is ready to explore more innovative technology, this program provides food for thought in the coming year. Bicknell oversees a suite of social media properties that have garnered attention both nationally and abroad. For example, his library's online Flickr photo collection has logged more than 5.7 million views in just 5 years. He brings his experience and expertise with social media to this workshop of 15 strategic directions for attendees' consideration. Topics include development of a social media program, how to "volumize" existing properties to increase their visibility and use, storytelling through social media, exploring potential collaborations to share and grow audiences, exploiting embedded resources, leveraging open data opportunities,

investigating the potential for infographics and data visualization, taking your social media to the streets, and more! Whether you are looking to initiate or "reboot" your online community engagement activities, this workshop is for you!

W14 ▶ Responsive Web Design

Roy Degler, *Digital Services Librarian, Oklahoma State University*

Want to learn how to design and build responsive websites with a responsive, CSS-based framework? This hands-on workshop focuses on Bootstrap with supplemental information on Foundation. You will learn to control layout using a responsive grid system, apply the framework's CSS to HTML elements, and incorporate select custom jQuery plugins. Participants should come with a basic understanding of HTML/CSS, a laptop, and an opinion (or two). Topics include selecting a Framework, downloading the framework and incorporating it into an HTML document, designing page layouts utilizing a responsive grid system, adding basic page elements using CSS and customizing the CSS, creating navigational elements, incorporating jQuery plugins, integration in third-party tools (i.e., LibGuides), web-fonts, modals, carousels, and CMS integration.

W15 ▶ Tools to Increase Privacy & Reduce Online Tracking

Gary Price, *Library Journal, INFOdocket.com, & FullTextReports.com*

All libraries have important roles to play in teaching customers about protecting their online privacy. Online privacy is a hot topic, a critical part of information and digital literacies—and libraries need to seize this opportunity to provide people with accurate and unbiased information. Price shares tools to teach patrons, students, and customers—tools that can be used by libraries to create public, campus, or customized "online protection" awareness sessions.

W16 ▶ Grey Lit Boot Camp

Sarah Bonato, *Reference Librarian, Centre for Addiction and Mental Health*

Information discovery for the most important evidence is an essential skill of info professionals, but much of info searching focuses on the published literature. Finding and incorporating grey literature search results along with published literature is becoming an increasingly essential step of the searching process. Grey literature can be quickly searched and disseminated for all types research and the inclusion of grey literature search results can benefit all types information requests—a grey literature search need not be just for a systematic or scoping review. This workshop provides an overview of the evolving types of grey literature, intros and demos of selected searching tools for locating grey literature, evaluates the best searching practices for grey literature. It covers the searching process for particular types of reference requests and different types of search methods to locate diverse grey literature documents from both national and international sources. It includes: how to quickly apply quality filters to search results, critical appraisal of grey literature publications, searching for grey literature sources from diverse geographical locations, demos

Sunday Evening Session

Games, Gadgets, & MakerSpaces: Conference Opening Networking Event ▶

5:30 p.m. – 7:30 p.m.

Join our gamers and gadget lovers for an evening of fun, playing, learning, and networking. See how you can transform your thinking, your programs and your spaces with the latest games, gadgets and ideas! Share with a poster what your library is doing with creative making and MakerSpaces in your library. Led by **Brian Pichman, M. J. D'Elia, and Stephen Abram**, this event will start your conference experience with lots of learning and laughing! Refreshments included.

Preconference Workshops

of quick search tips and navigation strategies that can be adapted for a wide range of users. Bring your laptop and practice during the boot camp!

W17 » Text Analytics: Semi-Automatic Tagging

Tom Reamy, Chief Knowledge Architect, KAPS Group

Librarians have long played an important role in enhancing enterprise search primarily through the development of taxonomies and metadata schemas/standards. The use of text analytics software to semi-automate tagging documents can improve search, enhance the value of taxonomies and metadata schemas, and enhance the value of librarians in the enterprise. This workshop by an expert and practitioner covers the basic features of text analytics including auto-categorization, entity extraction, and more. It looks at the text analytics vendor landscape and provides an evaluation process to determine the right software for your organization. It talks about how to develop advanced auto-tagging capabilities, design and implement a hybrid-tagging system that combines the best of human and machine tagging, and the range of applications that can be built on a text analytics foundation

W18 » Marketing & Emotional Branding for Long-Term Customer Loyalty

Elaina Norlin, Regional Library Manager, Broward County Library

How can we change the library culture that loves collecting facts and figures to be more in alignment with today's trends? Traditional marketing focuses on logic with facts, figure charts, and statistical examples to prove a point. While this information is still needed in persuasion, current studies prove that facts and figures are not enough to keep long-term loyalty. Marketing expert Marc Gobe's groundbreaking book *Emotional Branding* states successful emotional branding "brings a new level of credibility and personality to a brand by connecting powerfully with people at a personal and holistic level." When a consumer feels emotionally connected with the brand, it builds a bridge of trust between the brand and the consumer. The new approach to marketing today emphasizes not what your product or service "does," but what it means. Today's most successful brands

(Apple, Nike, BMW) utilize emotional branding consistently in order to maximize customer loyalty. In this interactive workshop, participants learn about emotional branding and how to align both traditional and social marketing together to create a consistent and repetitive message that customers need to form a lasting connection to the library brand; develop a library brand personality; develop a sensorial experience; take current or ongoing library projects; and begin to develop your own unique emotional branding strategy.

W19 » Negotiating Econtent & Tech Licenses

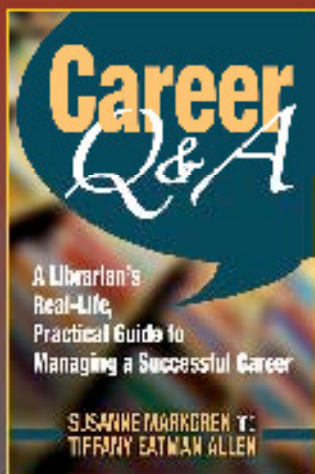
Mike Gruenberg, Owner/President, Gruenberg Consulting LLC

By setting clear goals and expectations, info pros can make the most of meetings and develop mutually beneficial relationships with content salespeople. Get strategies, tips, and techniques from a longtime salesperson, supporter of libraries, and recent author. Filled with real-life situations and real solutions, this interactive workshop provides practical strategies, tips, and tricks for successful negotiations around content purchase and licensing. Be prepared to participate! Bring your latest negotiation frustrations—vendor names not necessary—and get expert views on how it could have resulted in a better ending for the library and how a better plan will help the info pro face future negotiations with more confidence. Gruenberg provides the tools that you can use in your very next negotiation.

W20 » Taking Your Site to the Next Level with Drupal

Cary Gordon, The Cherry Hill Company

When building a Drupal site, sometimes more advanced tools are required to get the site you really want and need. There are often multiple ways to solve a Drupal-problem, and are equally valid for different reasons. The key is knowing what the tools really do and when you would choose one over the other. Common examples: Panels vs. Context + Display Suite? Workflow vs. Workbench? Field Collection vs. Field Group? This half day training workshop covers what these tools do, how to use them, and, most importantly, how to choose which option for your specific site. Bring your laptop and play along!



By Susanne Markgren
and Tiffany Eastman Allen
ISBN 978-1-57387-479-3
\$39.50

A Real-Life, Practical Guide to Managing Your LIS Career

"*Career Q&A* addresses the key LIS career issues you're likely to face, and does so in Markgren and Allen's signature style: realistic, honest, funny, and smart. I can't wait to recommend this book to my students."

—Kim Dority, *Rethinking Information Work* and *LIS Career Sourcebook*

Librarianship is an exciting and rewarding career choice that offers variety, diversity, flexibility, and room to grow. In *Career Q&A*, Susanne Markgren and Tiffany Eastman Allen examine events, transitions, struggles, and advances that encompass and define a librarian's career, answering a range of important questions library professionals face as they move through the various stages of their working lives.

For more than 10 years, Markgren and Allen have collaborated on the popular advice column "Career Q&A With the Library Career People." Here, blending their own best advice with tips and ideas from a number of their savvy peers, they guide current and aspiring information professionals in their pursuit of satisfying careers.

Library Leaders Digital Strategy Summit

An Event for Library, Archives, and Museum Directors and Executive Management

Co-produced by



Information Today, Inc.

DYSART & JONES
ASSOCIATES

OCTOBER 27–28, 2014

Monterey Conference Center

Portola Hotel & Spa | Monterey Marriott

MONTEREY, CALIFORNIA

MONDAY, OCTOBER 27

8:00 a.m. – 8:45 a.m.

BREAKFAST

8:45 a.m. – 9:45 a.m.



JOINT KEYNOTE

Driving Our Own Destinies

Brendan Howley, Chief Strategy Officer
& Lead Content Designer, Yup!

Our broadcast-trained, data-driven investigative journalist, social media enthusiast, and Fortune 500 agency digital/content strategist has won a stack of awards for his branded content work in editorial and digital. He is passionate about libraries and how they impact their communities. Brendan's certain that libraries aren't telling their stories compellingly enough because no one understands how stories spread and sustain—and how data informs story and story informs data. Come and hear his strategies and suggestions for how libraries can truly drive their community's destiny!

9:45 a.m. – 10:00 a.m.

COFFEE with Summit Colleagues

10:00 a.m. – 10:15 a.m.

Introductions and Approach

10:15 a.m. – 11:00 a.m.

Digital Strategies: Key Issues

Mike Ridley, Librarian and Instructor, University of Guelph (former Chief Information Officer & Chief Librarian, University of Guelph)

Just what is a digital strategy, and how does it complement and drive your organization's strategy? Or, as Mike asks, does your organization's strategy drive your digital strategy?

11:00 a.m. – 12:00 p.m.

One-on-One With Brendan Howley: The Digital World of Our Campuses, Communities & Companies

In this interactive, informal discussion with Brendan, hear about the perspectives and perceptions of our users in the increasingly immersive digital environment. Talk with Brendan about factoring their perceptions and our passions into our strategies.

12:00 p.m. – 1:15 p.m.

LUNCH with Summit Colleagues

1:15 p.m. – 2:30 p.m.

Strategy Drivers

Peter Morville, President, Semantic Studios, & Author, Search Patterns, Ambient Findability, & Information Architecture

Peter has worked with many clients in various sectors to craft and implement their strategies. Web and information architecture are key components of a digital strategy. He helps the group identify the key drivers of digital strategies and candidly discusses what his experiences with strategy design and execution have taught him—and how this may help others.

2:30 p.m. – 2:45 p.m.

BREAK

2:45 p.m. – 3:00 p.m.

Roundtable Discussions: What Does This Mean for Us?

3:30 p.m. – 4:15 p.m.

Strategy Challenges

Corinne Hill, Library Director, Chattanooga Public Library

Susan Senese, Chief Information Officer, University of Toronto Mississauga

Donna W., Deputy Chief Information Officer, Congressional Research Service, Library of Congress

Directors talk directly with directors. Speakers identify the challenges organizations in the public, academic, government and corporate sectors face in creating and implementing their digital strategies. These challenges, ranging from technological to privacy to organizational, are all very real and, in many cases, very manageable.

4:15 p.m. – 5:00 p.m.

Rapid-Fire Talks

This is a chance to individually identify your key outcomes from the day's discussions and share these with each other.

5:00 p.m. – 6:30 p.m.

EXHIBIT HALL GRAND OPENING RECEPTION

Information Today, Inc. invites all Summit registrants to a special Exhibit Hall opening reception.

SUNDAY, OCTOBER 26

5:30 p.m. – 7:30 p.m.

Games, Gadgets & Opening Networking Reception



**Join the
Conversation!** #LibrarySummit

Strategic choices and decision-making continue to be a challenge for all library leaders. Options and alternatives abound, so how do we choose what digital solutions best fit for our communities, campuses, corporations, and governments? The Library Leaders Digital Strategy Summit is an interactive, intimate experience for leaders to discuss future scenarios and options with colleagues and industry experts. During the sessions, leaders are challenged with various perspectives and viewpoints to clarify their visions and goals of digital strategy in their organizations environments.

This 2-day Summit is a forum for library directors, CEOs, and CIOs of academic, public, government, and special libraries to problem-solve, discuss, reflect, and network with colleagues. Featuring a blend of high-level presentations, panels, and conversations with practiced thought leaders, and roundtable, facilitated discussions, its aim is for library leaders to stretch their thinking and leave with strategic next steps.



Hosted and facilitated by Mike Ridley, Librarian and Instructor, University of Guelph, and Rebecca Jones, Partner, Dysart & Jones Associates

(Participants will be contacted with preparatory work to ensure everyone is ready to fully engage.)

COST: \$699

(Rates go up after September 26!)

*Includes access to all
3 days of Internet Librarian*

TUESDAY, OCTOBER 28

8:00 a.m. – 9:00 a.m.

BREAKFAST

9:00 a.m. – 9:45 a.m.



JOINT KEYNOTE: Radical Transformation & Co-Created Magic!

Nina Simon, Executive Director, Santa Cruz Museum of Art & History; Author,

The Participatory Museum; & Blogger, Museum 2.0

Hear this engaging story about an organization with no money which in 2 years transformed into a community-driven gathering place. Recent risk-taking activities included kids with sledgehammers, pocket museums in bathrooms, fun with flamethrowers, collaboration with homeless people, and a redefinition of its mission as primarily about community development. Grab many insights and ideas for sparking huge increases in attendance, community relevance, and financial success, as well as an incredible amount of visitor co-created magic!

9:45 a.m. – 10:00 a.m.

COFFEE with Summit Colleagues

10:00 a.m. – 10:15 a.m.

Approach & Outstanding Issues/Questions

10:15 a.m. – 11:15 a.m.

One-on-One With Nina Simon: A Strategy for Radical Transformation

Nina talks frankly about her community engagement and influence strategy as a tool of radical transformation – and how the experience has strengthened the museum financially and as part of the community. This is a chance for Summit participants to go behind the scenes with the keynote speaker.

11:15 a.m. – 12:00 p.m.

Digital Strategy Mapping

Mapping out an organization's digital strategy ensures that everyone knows where you are starting from and where you want to end up. The visualization and discussions in creating the map allow those involved to factor in the issues and considerations - many of which have been discussed at this Summit.

12:00 p.m. – 1:15 p.m.

LUNCH with Summit Colleagues

1:15 p.m. – 2:30 p.m.

Infoblitz: Digital Tools

Brian Pichman, Director, Strategic Innovation, Evolve Project

Michael Nack, Digital Technology Manager, Stanford University Libraries

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

Carson Block, Technology Consultant

Various technologies are—and will—impact libraries and people's lives in ways we've never imagined. A SWAT team of digitally tooled speakers joins us from Internet Librarian to show us technologies that need to be considered as participants map their strategies.

2:30 p.m. – 2:45 p.m.

BREAK

2:45 p.m. – 4:00 p.m.

Strategy Implementation: People Make It Happen

Ken Haycock, Research Professor of Management and Organization, University of Southern California; Senior Partner with Ken Haycock & Associates Inc.

Developing the digital strategy is just the beginning. The hard work for many libraries is influencing key stakeholders to champion, fund, and support the strategy. Ken leads off this discussion by highlighting the research into why some individuals hold more "influential sway" than others. He also leads participants through an exercise to integrate their stakeholders into their strategy map and determine an approach for engaging them with the strategy.

4:00 p.m. – 4:30 p.m.

Rapid-Fire Talks

Participants identify and share their key insights.

4:30 p.m. – 5:00 p.m.

Next Steps, Wrap-Up, & Close

7:30 p.m. – 9:00 p.m.

TUESDAY EVENING SESSION

Libraries & the Internet of Things

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



OPENING KEYNOTE

Driving Our Own Destinies

8:45 a.m. – 9:45 a.m.

Brendan Howley, Chief Strategy Officer & Lead Content Designer, Yup!

Our broadcast-trained, data-driven investigative journalist, social media enthusiast, and Fortune 500 agency digital/content strategist has won a stack of awards for his branded content work in editorial and digital. He is passionate about libraries and how they impact their communities. Howley's certain that libraries aren't telling their stories compellingly enough because no one understands how stories spread and sustain—and how data informs story and story informs data. Come and hear his strategies and suggestions for how libraries can truly drive their community's destiny!

COFFEE BREAK » 9:45 a.m. – 10:15 a.m.

TRACK A » Discovery & Search

Information overload and finding what we need are still key issues for our world. Yes, there are lots of tools, but how do you uncover the ones that will work for you and your customers? Listen to our line-up of experts and top-notch searchers for the latest tools, tips, and techniques. Then hear about some of the latest solutions for discovery.

Moderated by **Jim Tchobanoff**, Tchobanoff Research & Consulting

A101 » Super Searcher Tools & Tips

10:15 a.m. – 11:00 a.m.

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

This popular annual favorite features our super searcher who continues to surprise and impress with new strategies, techniques, and tips for getting the most out of web research. The host of Searchers Academy (where even more secrets are shared) provides an up-to-the minute and jam-packed-with-valuable-tools-and-tips talk that's always a hit! Bates tells us she takes 2 days to research this session—take advantage of her knowledge and gather tips and tools to share with others!

A102 » Search: Social, Personal, & Everywhere

11:15 a.m. – 12:00 p.m.

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

With search engines giving ever-more-personalized results, come and hear how to maximize the potential for personalization for some searches and how to avoid it on others. Our expert searcher covers the best techniques for searching social networks and geographic search techniques. Explore the latest and greatest search tips for maximizing value with Google, Bing, and many other alternatives.

LUNCH BREAK » 12:00 p.m. – 1:15 p.m.

A103 » 30 Mobile Apps for Librarians in 40 Minutes!

1:15 p.m. – 2:00 p.m.

Gary Price, Co-Founder INFOdocket & FullTextReports; Library Journal Columnist

With more than a billion apps available, it's difficult to tell which ones are good. Our eagle-eyed industry watcher shares 30 apps for library customers, info pros, and newbies. For Android and Apple devices, these apps will change the way you search, discover, access, and view information in and beyond the library walls.

A104 » Advances in Discovery

2:15 p.m. – 3:00 p.m.

Marshall Breeding, Independent Consultant, Library Technology Guides

Breeding describes the general landscape of library resource discovery products, the trend toward web-scale, index-based services, and some of the issues that sparked this initiative to bring increased transparency and other improvements to the ecosystem involving libraries, content providers, and discovery service creators. As co-chair of the NISO Open Discovery Initiative, he summarizes the recommended practices that it developed.

A105 » Social Search, Discovery, Drupal & BiblioCommons

3:15 p.m. – 4:00 p.m.

Corey Davis, Systems Librarian, University of Victoria

Will Meredith, Librarian, Media Services, eLearning Support & Resource Sharing, Royal Roads University

Arlene Keller, Web Services Coordinator, &

Stephanie Miller, Access Services Librarian, Multnomah County Library

The first speakers discuss the state of open access in the academy, the degree to which industry players have adapted to the shift in publishing practices, the ways open and social tools such as Mendeley are becoming significant players in discovery, and why profit in academic publishing is shifting to the discovery platform and away from the content. Then hear about the Multnomah County Library which recently won a national award for its new, responsive website, which officially launched in 2013 along with the BiblioCommons discovery layer. Learn about the goals and successes (and lessons learned) of the redesign, including the implementation of an integrated search experience using Apaches Solr and the BiblioCommons API; providing a responsive patron experience; aligning the discovery layer and Drupal website; using Drupal taxonomies for discovery and organization; and streamlining content creation and editing.

A106 » Discovery Easy, Delivery Critical

4:15 p.m. – 5:00 p.m.

Eddie Neuwirth, Sr. Product Manager, Discovery Services, ProQuest Workflow Solutions

Bonnie Imler, Library Director at Penn State University (Altoona)

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

Discovery services for libraries, whether vendor supplied or free tools such as Google Scholar, have proliferated. Users can easily get millions of results returned from a single search with little effort, but little has been done to improve linking to content once discovered. For users, linking remains the single biggest point of failure in the research process as libraries are largely reliant on OpenURL linking technologies which are notoriously error prone when getting to the desired items. This panel discussion features several e-resource librarians discussing how linking is really the most critical aspect of the discovery process for libraries, but it is often the most overlooked and taken for granted. In an era where discovery of content is relatively easy, libraries need to be aware that linking—the process of fulfillment and delivery of desired content—is still hard. When links fail, users think the library has failed and go elsewhere. This panel discusses the latest advances in linking technology, strategies that have improved their library's access to discovered content, and new technologies being introduced to improve linking. They share experiences with usability tests, real world feedback centered around linking to content as well as results of adopting specific technologies/strategies.

EXHIBIT HALL GRAND

OPENING RECEPTION » 5:00 p.m. – 6:30 p.m.

TRACK B » Web Presence

Grab the latest trends, tips and tricks, insights, and ideas from experienced practitioners who talk about new designs, redesigns, polishing websites as well as securing them and analyzing them!

Moderated by **Darlene Fichter**, *University of Saskatchewan*

B101 » Web Trends to Watch in 2015

10:15 a.m. – 11:00 a.m.

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

Website design as a field is still changing rapidly as new technologies and new design ideas are created to make websites more beautiful, functional, and user-friendly. King takes you through the newest web design trends for optimizing user experience; illustrates with examples; and lets you know what to incorporate, what to watch for, and what to ignore.

B102 » Designing a New Website From Scratch!

11:15 a.m. – 12:00 p.m.

Michael Schofield, *Web Services Librarian, Alvin Sherman Library, Research, and Information Technology Center*

The Sherman Library took the unique opportunity to build a public library website where there wasn't one before. This was a fresh start, no baggage, with plenty of time to talk, plan, design, develop, make mistakes, get delayed, and user-test. This session shares the entire process—the whole shebang—answering why the design committee opted to build a mobile-first, responsive, and flat website; the data they used to convince stakeholders to ditch the carousel; the techniques and pains behind development; content strategy; and seeing the website launch. Attendees have a unique look into the workflow of another library, the user-experience research, and best practices that drove decision-making. In short: the committee made the font huge, stopped supporting old Internet Explorers, took all the tabs off the search box, and embraced the white space. This is why.

LUNCH BREAK » 12:00 p.m. – 1:15 p.m.

B103 » Get Agile: Kill the Website Redesign Project

1:15 p.m. – 2:00 p.m.

Tammy Allgood Wolf, *Web Services Librarian, Arizona State University*

Most redesigns involve exhaustive plans, dense reports, and thorough documentation of site requirements. When the website is perfected, this brand-new site is rolled out to users. This is often a lengthy process. The principals of Agile development champion interactions over processes, working software over comprehensive documentation and responding to change over following a plan. These methods encourage small, iterative changes on a rapid development and delivery cycle. This allows developers to respond to needs more quickly and decreases the cognitive load on users while allowing them to more easily adapt to change. Get tips for making a case for library websites to adopt Agile practices—small improvements through iterative changes allow users to adapt and increase user satisfaction.

B104 » Polishing Up Your Website

2:15 p.m. – 3:00 p.m.

Sonya Betz, *Web & Users Experience Librarian, & Robyn Hall*, *Scholarly Communications Librarian, MacEwan University Library*
Tabatha Farney, *Library Director, Web Services & Emerging Technology, University of Colorado–Colorado Springs*

Details matter. Each of these presentations share tips and advice on getting the interactions and content on your website right for your users. MacEwan librarians look at how micro-interactions, the

moments when we delight our users by refining the way we offer services, lead to macro-results. Get concrete recommendations for designing positive micro-interactions with library users in mind. Speakers use their own experience designing a new institutional repository to outline steps to identify, refine, and test micro-interactions with users, and highlight the impact of their strategy on the overall user experience. Farney describes how to take a user-centered approach to weeding the library website. Removing old or irrelevant webpages from the library website does not have to be controversial. Take the drama out of the process by implementing a systematic approach to weeding website content by including your actual community of website users in the decision making. Learn how to identify webpages ready for the recycle bin and how to use a mixture of digital analytics and usability tactics to involve library users in determining when content should be revived or put out to pasture. Learn when to weed, what to weed, and the best strategies for weeding content with minimum inconvenience to all.

B105 » Using Web Analytics & Usability Testing to Turn Heads

3:15 p.m. – 4:00 p.m.

Michael Cianfrani, *Virtual Services Coordinator, Winnetka-Northfield Public Library District*

Stacy Wittmann, *Library Director, Eisenhower Public Library District*

Redesigning a website takes strategy, planning, experience, and staff buy-in. Figuring out whether or not you have created a successful website takes careful monitoring of analytics and being willing to let go of your preconceived notions of what makes a “Good Library Website.” Speakers show you some tools and explain how to use them in order to identify and analyze opportunities to capture and drive conversions. They discuss usability testing methodologies and help you plan and pave a path to Website Awesome Town.

B106 » Website Security FAQ

4:15 p.m. – 5:00 p.m.

Richard Thomchick, *Student, School of Library and Information Science, & Tonia San Nicolas-Rocca*, *Assistant Professor, San Jose State University*

Athena Hoepfner, *University of Central Florida Libraries, Electronic Resources Librarian*


Keeping your “users” login/account information safe is a “must” on the to-do list of any library. SJSU speakers look at the challenges of keeping user data safe and their online activity private. Encryption provides basic security for website visitors, and most sites use HTTPS, an encrypted form of HTTP, to protect sensitive content such as passwords and e-commerce transactions. But it is not enough. Attack kits such as Firesheep and sslstrip have demonstrated just how easy it is to exploit gaps in encryption and compromise user privacy not just on social media sites, but on any web application, including library websites and OPACs. The Electronic Frontier Foundation and others urge us to use HTTPS all the time, on every page, for all content. Get the knowledge and tools you need to identify and plug the HTTPS gaps in library websites, OPACs, blogs, and other web applications so



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. The twitter tag for this year's event is **#InternetLibrarian**.



you can better safeguard the online privacy of your patrons and instill a strong sense of trust in the digital services your organization provides. Take away tips and best practices for HTTPS implementation and a list of free online tools you can use to test your website. Hoepfner explains how libraries can use Shibboleth to improve access to e-resources and protect an individual's privacy. For most libraries, Shibboleth remains a mysterious, little-known alternative to EZ Proxy and IP recognition for authentication and access to e-resources. At first glance, the steep learning curve, unknown administrative requirements, and uncertain advantages can be daunting. Follow Hoepfner's footsteps as she learned Shibboleth basics and jargon, took implementation steps for librarians and for IT, and reached out to users, and grab her lessons learned and options for expressing the value of the effort to administrators.

EXHIBIT HALL GRAND

OPENING RECEPTION » 5:00 p.m. – 6:30 p.m.

TRACK C » Content Management

From selling books on Amazon to using Google's Fusion Tables Tool to creating mashups to digitizing content and dealing with repositories, this stream of content focused sessions provides lots of tips and ideas for managing content!

Moderated by Richard Hulser, Natural History Museum of LA County

C101 » Selling Books on Amazon!

10:15 a.m. – 11:00 a.m.

Edward Keller, *Desk Services Supervisor & Multimedia Specialist, Georgetown University*

There are several reasons for libraries to reduce and de-accession their collections: space issues, collective borrowing agreements among consortia, duplicate copies, preservation, and digitization of monographs and serials. As libraries gain more digital collections, they are reducing their physical collections through weeding. If libraries want to recoup their losses from discards, they can sell discarded/withdrawn library books on Amazon and use the money to finance technology initiatives. Hear about one library's experiment to see how much money could be raised by selling books on Amazon. This session discusses the processes to choose, evaluate, and post books to Amazon; the ways of selling on Amazon; how to create an Amazon seller account; and discovering that some of the books that are being discarded are more than 100 years old, others are out-of-print and/or rare, but some buyers on Amazon want the content of the books and don't necessarily care about condition.

C102 » Enhancing CONTENTdm With the Power of Fusion

11:15 a.m. – 12:00 p.m.

Bryson Duda, *System Support Specialist, University of Lethbridge Library*

Using Google's powerful Fusion Tables tool, you can turn a run-of-the-mill CONTENTdm collection into something remarkable. Fusion Tables makes it simple to use geographic information such as addresses from a collection to create an interactive, engaging map that can be embedded in a website, LibGuide, or CONTENTdm collection. Best of all, the process is completely free and doesn't require any programming ability! See how a simple collection of historic photos was transformed into an exciting visual representation of a city's past. Even if your library doesn't use CONTENTdm, you'll still learn about the process of geocoding and see how easy it is with Fusion Tables.

LUNCH BREAK » 12:00 p.m. – 1:15 p.m.

C103 » Digitizing Local Content: Visibility, Preservation, & More!

1:15 p.m. – 2:00 p.m.

Richard Hulser, *Chief Librarian, Research Collections, Natural History Museum of LA County*

Pamela Jean Vadakan, *Project Lead, California Audiovisual Preservation Project*

Digitization of an historical 16mm film of the re-opening of an excavation site at the La Brea Tar Pits in Los Angeles is one of many examples of content items driving the importance and visibility of the library and archives for a museum's digital presence. This is being done through the California Audio Visual Preservation Project, which is focused on capturing, preserving, and making accessible the fast deteriorating audiovisual resources in research institutions' collections. With funding from a number of sources, including IMLS and the California State Library, a variety of research institutions in academia, museums, and archives are participating in this project. Hear the strategies, challenges, and successes as the project pushes for the final product being online in the Internet Archive.

C104 » Partnering with a Crowdsourced Distributor of Self-Published Ebooks

2:15 p.m. – 3:00 p.m.

Megan Wong, *Virtual Library Manager, Santa Clara County Library District*

Jerry Fan, *Founder/CEO, JukePop, Inc.*

Gone are the days of "vanity press." Today we are ushering in a new era in reading where self-published, serialized fiction is becoming an increasingly popular way to consume stories. JukePop gives self-published authors the platform to easily distribute their "live" ebooks one chapter at a time to libraries. JukePop uses community reading behavior data (i.e., crowdsourcing) to quantitatively determine story quality and demographic appeal, at no cost to either author or reader. Libraries then apply their own set of selection criteria to curate a smaller and more applicable set of ebooks for their communities. This helps libraries deal with the growing number of self-published authors while being able to bring fresh ebooks quickly to their community. Hear how one library teamed up to offer librarian-curated JukePop stories on its website. Speakers discuss their partnership and future plans to include librarian reviews of JukePop content on the JukePop website.

C105 » Repositories: Models, & Images

3:15 p.m. – 4:00 p.m.

Philip Reynolds, *Scholarly Communications Librarian, & Dillon Wackerman*, *Head, Center for Digital Scholarship, Stephen F. Austin State University*

Dennis Brunning, *Director, Design School Library, & Philip Konomos*, *Associate University Librarian, Arizona State University*

Digital repositories most often collect traditional materials, such as theses, articles and images that do not require unique workflows or practices. The first talk discusses how his library dealt with nontraditional materials such as 3D models, embeddable media, student exhibits, and other unique works. Whether due to new file formats,



DINE AROUNDS

Enjoy the ambiance of Monterey in the company of colleagues. Network and meet new people and have some good conversation over dinner. Sign up for an information dine around in October at www.infotoday.com/ii2014.

visual effects, or certain aspects of performance art, there are certain items that require unique expertise and innovative design. Get tips and tricks from our speaker for doing this in your environment. The need for providing information concerning copyright permissions should be part of any academic library's instructional suite of services. The second presentation discusses curating images for visual research. It describes an image management system with Fedora which provides students and faculty with a comprehensive secured as well as open access approach to still and moving images.

C106 » Library Mashups: What's New?

4:15 p.m. – 5:00 p.m.

Nicole C. Engard, VP, Education, ByWater Solutions, & Author, *More Library Mashups: Exploring New Ways to Deliver Library Data*

This session shows what's new with mashups, how they can be used and shares examples from libraries around the world. Hear about easy-to-use tools to mash up library data with content from the web to reach more patrons. Examples include using maps to enhance library data, using IFTTT to curate and publish content and creating library websites with data from several information sources.

EXHIBIT HALL GRAND

OPENING RECEPTION » 5:00 p.m. – 6:30 p.m.

TRACK D » Evolving Libraries

Libraries are being impacted as never before by the continual transformation of the digital space and technologies that flood our society. In this mix, customers' demands, sophisticated needs, speed, and the ability to change and shift are now part of the vocabulary that libraries must contend with. Get lots of ideas and insights from our speakers
Moderated by Deb Hunt, Mechanics' Institute Library

D101 » Not Your Momma's Library!

10:15 a.m. – 11:00 a.m.

Sonya True, Digital Initiatives Library Director, Vanguard University

This session shares studies showing that brains are being rewired like never before and discusses how the new rewired brain and the population variation of multi-level Digital Natives mixed with digital immigrants are affecting how librarians need to contend, teach, and offer new ways of presenting and offering information literacy, resources, and even reinventing the physical library space. Gamification, "info-training," touchability, selfies, interactivity, and visuals abound. See how libraries and librarians can integrate these new demands for the rewired, yet help fill areas where that rewired brain is getting "weakened." Learn why traditional and nondigital librarianship from your "momma's library" is still important to integrate in this new digital library ecosystem.

D102 » Evolving Libraries Delivering New Experiences

11:15 a.m. – 12:00 p.m.

Deb Hoadley, Consultant, Massachusetts Library System

Carolyn Morris, VP, Digital Products, & **Mitchell Davis**, Founder & Chief Business Officer, BiblioLabs, LLC

With the advent of new technologies and digital content, user experiences (UX) from companies such as Netflix and Amazon have diverged from those offered by cultural institutions. The consumer media world has radically changed expectations of the baseline digital UX, and libraries are exploring ways to become consumer media distributors. As media becomes increasingly more mobile, questions about the future of libraries arise: What is at risk if libraries cannot deliver the "Amazon experience"? How do cultural institutions "fit" as publishers and curators? The disjointed environment of the library's digital experience has made one thing clear: Libraries must adapt to Darwinian principles and evolve. Public and private partnerships are

producing stunning digital experiences for library patrons that rival those delivered by the top consumer media companies. Those same collaborative efforts offer cultural institutions the opportunity to control editorial decisions while leveraging software companies to deliver a UX that meets modern consumer expectations and is future-proofed against a quickly changing mobile landscape. The presence of the library implies an inherent trust, a desire to provide information and access without bias—an area in which consumer media often falls short. This session explores the way BiblioBoard has addressed the importance of mobile customer UX, working with leading cultural institutions and libraries worldwide, and the changing nature of the cultural institution as publisher and curator.

LUNCH BREAK » 12:00 p.m. – 1:15 p.m.

D103 » Startup Thinking & Libraries

1:15 p.m. – 2:00 p.m.

Helen Kula, Librarian, Institute for Management & Innovation, University of Toronto Mississauga Library

M.J. D'Elia, Head (Acting), Learning & Curriculum Support, University of Guelph Library

How do startups think? Come learn the fundamentals of "startup thinking" and see how this can be put into practice in your library. This active learning session focuses on key lean startup concepts such as customer development, the business model canvas, the value proposition, the build-measure-learn cycle, and minimum viable product. It also shares the results of the world's first Start Up Weekend for Libraries held earlier this year. You'll be surprised at the process and thinking from that event which developed interesting new library services and products at that event!

D104 » Community Management, More Than Libraries

2:15 p.m. – 3:00 p.m.

Kim Bui Burton, Community Services & Library Director, City of Monterey

Steven Silveria, Director, Library & Information Services, City of Pacific Grove

Ken Roberts, Canadian Consultant & former Chief Librarian, Hamilton Public Library

Moe Hosseini-Ara, Director, Culture, Culture Services, City of Markham

Libraries are positioned in their communities to excel, and many have extended their leadership beyond the library. Hear from a number of librarians who have taken their skills beyond the library into community management. They share their experience in building community-wide websites, managing art and culture as well as convention centers, and they relate how they influence their communities' digital destiny!

D105 » Getting MOOC'ed: Free Online Training Going Massive

3:15 p.m. – 4:00 p.m.

Michael Stephens, School of Library and Information Science, San Jose State University

Emily Hurst, Technology Coordinator, National Network of Libraries of Medicine, South Central Region

Stephens explores the experiences and insights of LIS professionals who participated in "The Hyperlinked Library MOOC" offered by SJSU School of Library and Information Science in 2013. He shares highlights from an ongoing research project to evaluate and refine the MOOC. The research demonstrates large scale professional development on a global level is a distinct possibility. Even before the popularity of the massive open online course (MOOC) format our second presenter's organization offered online classes through a Moodle based online learning system; they just weren't very popular.

As the popularity of MOOCs took off, so did the interest in a newly updated, self-paced class on basic online searching. Hear about its experience with a MOOC aimed at librarians interested in enhancing their search skills, strategies used to make the class self-paced and self-grading, as well as methods to help participants reach their digital destiny by keeping them engaged and active in the online format.

D106 » The Future of Libraries: Royal Society Report

4:15 p.m. – 5:00 p.m.

Ken Roberts, *Canadian Consultant & former Chief Librarian, Hamilton Public Library*

In 2013, The Royal Society of Canada established an Expert Panel on the Future of Libraries and Archives. Composed of eight Canadians, two Europeans, and one American, the panel's final report is being released this fall. Hear from a panel member about their exhaustive process with hundreds of submissions and open hearings across the country. Roberts shares the key messages and recommendations that are applicable to libraries and archives anywhere. The panel hopes its report unites the stratified, silo-oriented world of librarianship and archives around a renewed understanding of our role and importance to a strong and productive citizenry.

EXHIBIT HALL GRAND

OPENING RECEPTION » 5:00 p.m. – 6:30 p.m.

TRACK E » Internet@Schools

For Day 1 of the 2-day, K–12 focused Internet@Schools track, we're focused on ebooks, "being the change," libraries and the Common Core, Big Data!, and mobile learning.

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

E101 » Reading 2.0: Using Technology to Promote Books, Not Replace Them

10:15 a.m. – 11:00 a.m.

Anita Beaman, *Director, Post Baccalaureate Certificate Program in School Librarianship, Illinois State University, Normal, Ill.*

Tired of seeing your students sit in front of a computer while your library's books collect dust on the shelves? Turn their fondness for the online world to your advantage by highlighting your library's offerings with the latest technological tools. Discover and explore the Reading 2.0 Wiki (readingtech.wikispaces.com/) with one of its creators.

E102 » Getting the Word Out About Ebooks

11:15 a.m. – 12:00 p.m.

Katie Beth Miller, *Librarian, Greenhill School, Addison, Texas*

Now that you have selected an ebook platform(s) and have a collection in the works, it's time to get the word out to students and teachers about how to access and use these wonderful resources. At Greenhill School, staff have utilized their library website, Twitter account, blogs, QR codes, class instruction, weekly newsletters, and their library app to promote the ebook collection. For the most part, these are free resources that are easy to use and implement in any school setting.

LUNCH BREAK » 12:00 p.m. – 1:15 p.m.

E103 » Creative Brainstorming Techniques to Transform Your Library

1:15 p.m. – 2:00 p.m.

Cheri Dobbs, *Middle School Librarian and PreK–12 Coordinator, Library Services, Detroit Country Day School, Beverly Hills, Mich.*, & **Marcia Kocheil**, *Middle and High School Librarian, The Galloway School, Atlanta, Ga.*

School libraries are in a constant state of change. Learn how to lead the change by involving constituents in creative brainstorming activities that can help guide your strategic planning process and lead your library in new directions based on student, teacher, parent, and administrator input. Participants in this active session can discover creative brainstorming techniques and thinking exercises to put into practice in a variety of situations.

E104 » Getting Our Feet Wet: One High School Library's Efforts to Find Its Place Alongside the Common Core

2:15 p.m. – 3:00 p.m.

Anne Arriaga, *Head Librarian*, & **Jessica Simons**, *Librarian, Moreau Catholic High School, Hayward, Calif.*

How does a school library serve its community in the quest to implement Common Core Standards? Arriaga and Simons explore this question through the lens of its own library and learning commons' efforts, which include tailoring professional development programs, rethinking collection development, and adding a makerspace to their learning commons. They will also discuss publishers' strategies to address Common Core Standards and supportive online resources.

E105 » Got Data? Big Data & School Libraries

3:15 p.m. – 4:00 p.m.

Evelyn Schwartz, *Librarian and Teacher, Georgetown Day School, Washington, DC*

From Google's Ngram Viewer to Twitter Trends, from the World Bank to Google Public Data Explorer, the prevalence of (and its analysis and collection) is a brave new world for school librarians to understand and use. With Big Data becoming increasingly ubiquitous and easy to use, there is a role for librarians to teach their students how to access and manipulate "raw" data for their work as well as how to understand the basics of how the world around them is using Big Data. In addition to highlighting how Big Data can enrich their research, librarians are also crucial in reminding students about its potential pitfalls. Finally, the increasing ease of access of data collection tools (from SurveyMonkey to Google Forms) means that data analysis (done right!) is a good teachable skill that librarians can introduce to students for both school work and everyday life.

E106 » Library Media Centers to Mobile Learning Centers: A School Library's Evolution

4:15 p.m. – 5:00 p.m.

Michael Russell, *Librarian, Lee's Summit North High School, Lee's Summit, Mo.*

In its 20th year, the Lee's Summit North library is evolving from a 20th-century LMC into a mobile learning center for the future. The presenter details how librarians re-envisioned a space to better meet current and future technologies on a limited budget, highlights a number of presentation and ebook products currently used to increase student learning and motivation, and discusses plans to keep the library relevant during the next 20 years.

EXHIBIT HALL GRAND

OPENING RECEPTION » 5:00 p.m. – 6:30 p.m.



KEYNOTE

Radical Transformation & Co-Created Magic!

8:45 a.m. – 9:45 a.m.

Nina Simon, Executive Director, Santa Cruz Museum of Art & History; Author, *The Participatory Museum*, & Blogger, *Museum 2.0*

Hear this engaging story about an organization with no money which in 2 years transformed into a community-driven gathering place. Recent risk-taking activities included kids with sledgehammers, pocket museums in bathrooms, fun with flamethrowers, collaboration with homeless people, and a redefinition of its mission as primarily about community development. Grab many insights and ideas for sparking huge increases in attendance, community relevance, and financial success, as well as an incredible amount of visitor co-created magic!

COFFEE BREAK » A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A » Community Engagement

Continually engaging customers is one of our largest challenges in libraries. How do we give our communities what they want and need, even more, how do we delight them? Hear from our speakers about the exciting and engaging products and services they are producing for their communities.

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

A201 » It's All About Learning!

10:30 a.m. – 11:15 a.m.

John Szabo, City Librarian, Los Angeles Public Library

Becoming a U.S. citizen, earning a digital badge, and getting a high school diploma are all initiatives of the Los Angeles Public Library, and learning is at the core. Hear about the exciting and different ways that the library is reaching its constituents and the partnerships it's growing to support its activities.

A202 » Community Curation, Data Alchemy & Bleeding-Edge News

11:30 a.m. – 12:15 p.m.

Kenn Bicknell, Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority

This overview of three exciting strategic directions provides inspiration for libraries considering how to strengthen their role as critical community partners. Bicknell explains how libraries can employ news aggregation, community curation, and "data alchemy" to engage and inform both current library users as well as potential users. He reviews how libraries can create (and create a demand for) their own value-added community news and information. It explores how RSS feeds, Twitter, and an auto-generated online newspaper tool give every library the potential to become a reliable, relevant, and respected news source. He explores how new applications of powerful tools such as Historypin and Wikipedia connect people with library collections and resources. Learn how innovative collaborations around these tools can help libraries create a critical role in how their entire community is defined online and how they can seize opportunities regarding both civic "open data" and linked open data for libraries/archives/museums (LODLAM) to position themselves in repurposing and providing valuable public information in new and engaging ways.

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

A203 » Engaging Stories Info Blitz

1:30 p.m. – 2:30 p.m.

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

Peggy O'Kane, Coordinator, Public Service, Maine State Library

Bonnie Lafazan, Library Director, Berkeley College

Gabrielle Doyle, Community Outreach Librarian, Calgary Public Library (CPL)

David Durante, Virtual Services Team, Pierce County Library System (PCLS)

This rapid-fire, pecha-kucha-style, session features 5 libraries and the stories of how they engage their customers. Stokes talks about engaging Las Vegas in the world's playground. Hear how they get the 1.2 million residents of Las Vegas and the rural areas in Clark County engaged with their digital destiny. Learn about the library's tech studios, first Fridays, mob events, iPads in the library, and much more. The State of Maine taxpayers check off a donation to public libraries on their income tax forms. Hear how they used celebrity endorsements and encouraged donations. Learn how one academic library goes beyond information literacy and creates unique programming of tech literacy to reach its community by teaching users the latest trends in free mobile apps, productivity tools, the cloud, and more. Listen to how the CPL is using the internationally recognized Coder Dojo model, a dynamic forum for developing computer coding skills that lay the foundation for web app and game design. Learn more about its small hub of engaged youth and mentors who are excited by the possibilities of their new and developing skills. See the platform developed by PCLS for meaningful online engagement that encourages the community to explore services, collections in an environment focused on discovery, sharing, and progress-tracking using badges, leaderboards, and more.

BREAK » A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

A204 » Customer Service & Service Excellence

3:15 p.m. – 4:00 p.m.

Moe Hosseini-Ara, Director, Culture, Culture Services, City of Markham

In 2012, Markham Public Library (MPL) launched its Customer Service Revolution, a unique, staff-driven initiative to dramatically reframe how customer service is delivered through all avenues. Find out how this project dramatically improved customer service metrics, increased staff engagement, changed MPL's recruiting and training practices, and helped make MPL a leader in innovative service delivery. If you are interested in improving customer service, do not miss this session; the approach used is transferable to any service environment.

A205 » Building a 21st-Century Library

4:15 p.m. – 5:00 p.m.

Travis Duncan, Media Relations Specialist, &

Jeremiah Walter, Community Engagement Specialist, Pikes Peak Library District (PPLD)

Hear what PPLD is doing with a 112,883 square-foot facility that library leaders hope to transform into a new kind of library, a building that will become a showcase for what a library of the future might look like. The goal is to have a regional destination that fosters creativity and innovation among its patrons. Learn about efforts to engage the community, including the launch of a new website to document construction on the project through multiple channels, such as library-created videos and local media coverage, community focus groups, partnerships with local meetup groups and universities, and even a staff rebate program to encourage all staff to get engaged with a new kind of library offering services geared more toward content

creation than simply curation. Join speakers in an interactive group activity to brainstorm what their library is already doing that fits into the mold of a "21st Century Library" and share ideas for how PPLD could better market and engage audiences with these programs.

TRACK B » User Experience (UX): User First

Putting the user first is the gist of this track. From discussions about consistency with content, gathering and presenting user input, design tips and tricks, to evaluation and more, this stream presents lots of practical advice from practitioners.

Moderated by David Lee King, Topeka & Shawnee County Public Library

B201 » Unifying UX: Consistency With Content

10:30 a.m. – 11:15 a.m.

Jordan Fields, Digital Services Librarian, Garfield County Libraries

Mark Noble, Senior Developer, Marmot Library Network

Every library wants the best possible user experience for patrons to access their online collections and services. However, as libraries continue to offer more digital content from different vendors, patrons are increasingly sent to multiple platforms, each with its own interface and functionality. This multitude of platforms creates barriers for patrons, inhibits usability of library resources, and ultimately decreases the value of content purchased by the library. With usability studies driving web development made possible by the use of open source technologies and vendor provided APIs, libraries can unify and continuously improve the user experience to best meet patron needs. Garfield County Public Library District (GCPLD) and the Marmot Library Network have done just that, creating a responsive library website and online catalog that offer a consistent user-driven experience as well as access to materials from multiple content providers in a single interface. Hear about collaboration strategies between GCPLD and Marmot, the creation and use of tools to provide a uniform user experience across platforms (specifically access to CSS, vendor-provided APIs, and code snippets/widgets implemented

using VuFind and Drupal), and the implementation of formal and "guerilla" usability studies to guide ongoing interface development.

B202 » Gathering & Presenting User Input

11:30 a.m. – 12:15 p.m.

Jeff Wisniewski, Web Services Librarian, University of Pittsburgh

This session goes beyond surveys to look at creative ways to gather and present user input. Surveys are tried-and-true ways to gather input from constituents, but there are many other fun and creative ways to hear your users' voices. From user diaries, to flipcards and pens, time-lapse photography, and on-the-ground guerilla surveying using iPads, learn alternatives for gathering and presenting user input to make more informed decisions for your library.

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

B203 » UX Design Tips & Tricks InfoBlitz

1:30 p.m. – 2:30 p.m.

Jennifer Brandon, Web Designer/Librarian, Michigan State University Libraries

Sonya True, Digital Initiatives Library Director, Vanguard University

Suzanna Conrad, Digital Initiatives Librarian, & Head, Digital Services & Technology, Cal Poly Pomona University Library

Mark Schwartz, Communications & Marketing Officer, George Mason University

This fast-paced, information-filled, session shares lots of UX tips, tools, and techniques. Brandon shares the basics of responsive web design and what you need to know to get started. True shares techniques used within successful software design ventures at Apple, Microsoft, Mozilla, and Adobe, even in an instance of a team of two, that helped produce "winning" UI. She gives tips and tools on how to learn to do environment scanning/needs assessments; whip up your personas; practice rapid prototyping with UI design paper cutouts; "chunky-monkey" your design; practice scaffolding, zoning, and eye tracking; and game the system with speed usability testing. Conrad discusses techniques and approaches for making data-driven decisions as well as convincing stakeholders to adopt the learning from this data. She talks about using Google Analytics general statistics, In-Page Analysis click tracking, and Inspectlet usage captures to track how users were navigating the website and begin making preliminary decisions about the amount of content available on the web. Based on search habits research and analysis of search logs, it became clear that users needed a combined search for all kinds of library content. Too much content, however, messes up search results, and so further decisions were made about purging unnecessary content and avoiding future over-archiving of websites. Schwartz discusses garnering buy-in from other information professionals, anticipating reactions of the internal stakeholders while locking on the needs and expectations of the external user, with particular emphasis on presenting a beta of the new site.

BREAK » A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

B204 » Cooking Up Some Good UI

3:15 p.m. – 4:00 p.m.

Sonya True, Digital Initiatives Library Director, Vanguard University

Cooking metaphors abound in this fun and mouthwatering presentation on finding and combining the right ingredients to make up good UX for your hungry library consumers. Learn the five tastes of sweet, sour, salty, bitter, and spicy as applied to UI and instructional design. Other factors include color, portioning, mixing, and plating. See recipes and results of good library and information UI concoctions. Learn of apps and tools that help fill recipe requirements. Also

EXHIBITOR LIST (as of 5/20/14)

Baker & Taylor	EBSCO
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	San Jose State University
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see how the new tactile nature of touchscreens makes “playing with our food” and “eating information food” with our hands the new UI cooking requirement. Bon appétit!

B205 ▶ User Study & Site Evaluation With Camtasia

4:15 p.m. – 5:00 p.m.

Matt Benzing, *Information Technology Librarian, Rensselaer Polytechnic Institute*

Get tips and insights from an extensive study of graduate, undergraduate, and faculty users by combining interviews, user testing, and surveys. The user testing was implemented with Camtasia, an application designed for tutorial construction, that is also very useful for documenting user behavior through screen capture and video recording. The study revealed a number of surprises about users and is currently driving redesign efforts and the purchase of a discovery interface. Hear about a new study of the discovery interface which has been in operation for a semester and how users are interacting with it.

TRACK C ▶ Enterprise Digital Destiny

This track looks at creative information services and innovative digital practices in enterprise libraries. From Twitter for business, to analytics, taxonomies, and communicating value, this track will inspire!

Moderated by Kim Silk, University of Toronto

C201 ▶ Twitter for Biz & New Social Media Strategies

10:30 a.m. – 11:15 a.m.

Amy Affelt, *Director, Database Research, Compass Lexecon*
Kenn Bicknell, *Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority*

You’ve come a long way, Twitter. Especially since the recent Securities and Exchange Commission (SEC) decision that companies can post market-moving information via social media. This is a game-changer for corporate and law firm librarians. How will we find “the first mention” of critical company and industry-related news in the Twitter historical archive? How do the big fee-based proprietary databases (Factiva, Bloomberg, LexisNexis, etc.) stack up with regard to Twitter content? How do we determine which handles are the official ones for corporations and key executives? What happens when we need to find a deleted tweet? How can we tell if a tweet is “fake” and from a hacked or ghost account? What types of Twitter content can be considered Big Data? It’s a mine field, but it’s also exciting! Come and hear how to harness intelligence from the Twitter genie now that it is out of the bottle. Then hear more social strategies from Bicknell, who oversees a suite of social media properties that have garnered attention both nationally and abroad, one online Flickr photo collection has logged more than 5.7 million views in just 5 years. Bicknell focuses on strategic directions—you will want to take them home and try them right away!

C202 ▶ Librarians in the Age of Analytics

11:30 a.m. – 12:15 p.m.

Trevor Smith and **Megan McGuire**, *Faculty Librarians, Mesa Community College*

Tim Gallati, *Senior Librarian, Qualcomm Library & Information Services*

Modern business intelligence (BI) tools make it easier than ever to analyze transactional data. It is now possible for decision makers at all levels of an organization to get answers, spot trends, mine data, and inform strategic plans. Speakers discuss the nature of BI, how it can be applied in a library, how it supports effective decision-making, data collection and storage, analytic tools, and communication strategies. They introduce powerful concepts such as the Data Mart, PowerPivot, and DAX; query analysis; easy web analytics; and Info-

Graphics for storytelling. No pocket protectors provided. Gallati then talks about information-seeking trends and narratives to be found in library usage data. He provides a practical discussion on methods currently in place at the Qualcomm Library to collect, normalize, and analyze usage data from disparate sources including company search logs, library usage statistics, and related sources, to surface valuable insights on the company’s information needs and practices. He includes case studies, details on tools and techniques, and take-aways that can be directly implemented into existing data workflows.

LUNCH BREAK ▶ A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

C203 ▶ Learning From Medical Libraries

1:30 p.m. – 2:30 p.m.

Renee de Gannes-Marshall, *Senior Program Manager, Clinical Products and Services, Canadian Medical Association (CMA)*

Elisabeth Marrapodi, *Library Director, Trinitas Regional Medical Center & Author, Virtual, Augmented Reality & Serious Games for Healthcare*

Nalini Mahajan, *Director, Medical Library, & Web Master, Marianjoy Rehabilitation Hospital*

These three presentations share strategies and tips for

- Rebuilding websites (cma.ca), the channel used to promote and access products and services, especially clinical information. Hear how CMA improved search capability using Ebsco’s Discovery Service and got to a simple and efficient single search experience retrieving high-quality relevant results across third-party licensed and CMA’s own clinical content.
- Using interactive health games to improve consumer health literacy about heart attack, stroke, and medical terminology using two online platforms: the 3D virtual world of Second Life and the library’s website. More than 1,000 people worldwide played the e-health games in the study and showed surprising results. Come and hear those results!
- Social media, which is fast becoming an essential tool for consumers to find and share health information and interact in real-time, regardless of geographic location. Hear how librarians engage with the community in meaningful ways by implementing personalized one-to-one real time communication.

BREAK ▶ A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

C204 ▶ Communicating the Value of a Knowledge Audit

3:15 p.m. – 4:00 p.m.

Cindy Shamel, *Shamel Information Services*

Learn strategies for untying the purse strings, such as identifying management concerns, speaking to those concerns, and communicating the value and benefits achievable through a knowledge assessment in order to gain management support. Included are actual examples, best practices, and lessons learned from the speaker’s depth of experience.


C205 ▶ Software Giant Best Practices for 21st-Century Digital Libraries

4:15 p.m. – 5:00 p.m.

Sonya True, *Digital Initiatives Library Director, Vanguard University*

Richard Hulser, *Chief Librarian, Research Collections, Natural History Museum of LA County*

Old dinosaurs can teach new tricks! As libraries are rapidly moving into a digital information commons convergence, the practices and workflows that normally accompany the software and technology models and product delivery of software giants such as IBM, Microsoft



and Apple, are being “lost in translation.” Never before has the need to transfer the knowledge of these processes over to libraries and information centers (as well as library software companies) been greater as these places are now becoming deliverers, curators, and developers of digital content and apps. Our speakers, formerly of Microsoft and IBM and now library professionals, convey the intrinsic strategies and secrets of process, practices, and workflow that can be utilized in small or large library centers. They relate how and why they shifted from the software world to the library world, share some insider stories, and emphasize the importance of transferring knowledge to the next generation of library digital professionals before it is “lost.”

TRACK D » Mobile for Libraries & Services

We live in a mobile world and mobile technologies are constantly changing. Our audiences expect services to support their mobile lifestyle, work, play, and more. This stream of sessions focuses on how libraries fit into the Internet of Things, building a gizmo garage for training staff and customers on those mobile devices, lending tablets, apps for students, case studies of what other libraries are doing about their mobile strategies, and more!

Moderated by **Joe Murphy**, *Innovative Interfaces, Inc.*

D201 » Adapting Libraries to the Internet of Things

10:30 a.m. – 11:15 a.m.

Channing Wong, *Technology Systems Specialist, Marin County Free Library*

It seems like the Internet of Things has been upon us for years now. There has been a big push by vendors, everyone from appliance manufacturers to electronics and networking vendors, on the adoption of the Internet of Things. However, who are the real adopters? How will it affect library services, and what do libraries need to support these adopters? Wong covers smart homes/spaces, personal devices (FitBit type devices), sensors and systems (maker type of systems such as Arduino and Raspberry Pi), what we can do with the Internet of Things, biometrics health, energy savings and the smart grid, agriculture and gardening, automating home life, shopping (iBeacon), and more. She addresses what the library needs to address to support a mobile world, including workshops for the public on security and privacy, technology and infrastructure considerations, and improving workflow and library services.

D202 » Gizmo Garage: Closing the Digital Divide One Device at a Time

11:30 a.m. – 12:15 p.m.

Jezmyne Dene, *Director, Portneuf District Library*

The Gizmo Garage, a partnership program with the Idaho Commission for Libraries, offers e-readers and tablets to libraries for staff and library user training. The Gizmo Garage belongs to a regional area and is circulated among libraries for events. The Portneuf Library's

events are very popular, leading to more classes and one-on-one sessions to help users learn to use their devices and connect to digital materials. Dene discusses successful staff training concepts and shares different methods for teaching library users. Come hear about the successes of this program and learn how you can build a team to create your own Gizmo Garage!

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

D203 » Students, Apps, & Tablets!

1:30 p.m. – 2:30 p.m.

Amanda Cowell, *Emerging Technologies Librarian, The College of New Jersey (TCNJ)*

Amber Mussman, *Community Relations Manager & Christina Riedel*, *Customer Services Manager, Cedar Rapids Public Library*

The increasing use of web-enabled smartphones, applications designed for smartphone interfaces, and cloud computing is rapidly changing how we and our customers interact with their environments. Recent surveys suggest that college students want to do research on mobile devices, so the TCNJ Library generated a survey to better understand the mobile research habits of undergraduate students. Hear how the results are influencing the design, capabilities, and resources of future mobile research websites. The second presentation discusses tablets2go and how the Cedar Rapids Public Library began lending Google Nexus 7 tablets (50) and Leap Pad Ultra Learning Tablets (80) to the public earlier this year. Not having a similar program to model after, there was no blueprint or guide, so the library staff share their journey from concept to completion, what worked well and what didn't. Learn from their mistakes and successes and start a tablet-lending program at your library.

BREAK » A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

D204 » Reaching Users With Mobile Tech

3:15 p.m. – 4:00 p.m.

Tony Medrano, *CEO, & Jane Goh*, *Senior Director, Product Management, Boopsie for Libraries*

This session discusses some of the innovative ways in which libraries are leveraging mobile technology to acquire more users and increase digital resources circulation.

- It shares case studies of how libraries are partnering with innovative startups such as Uber and other hi-tech companies to reach readers in their community.
- It describes best practices for promoting digital resources via mobile apps that have resulted in a 213% increase in usage for a state library app during a 3-month period.
- It shares original findings uncovered from analysis of millions of app transactions using its Boopsie Analytics platform to reveal mobile usage trends such as what devices are most popular, and what types of services and features are being used most by mobile users.

D205 » Mobile Services: Now & Next

4:15 p.m. – 5:00 p.m.

Expanded library services and technology trends are inspiring librarians and vendors alike to create new mobile solutions. This interactive session highlights examples from a variety of libraries and provides opportunities to share your experiences and ideas, including challenges and successes in engaging users, as well as priorities for the future. A real opportunity to exchange best practices and contribute to the next generation of innovations!



FREE CYBERTOURS

Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics includes mobile apps, filter bubbles, open data policies, and more. Keep your eye on www.infotoday.com/il2014 for the schedule.

TRACK E » Internet@Schools

Day 2 of the 2-day, K-12 focused Internet@Schools track features sessions on visual learning, more on ebooks, library advocacy, digital curation, and kids' information-seeking habits.

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

E201 » Learning to See, Seeing to Learn: Visual Literacy in Education

10:30 a.m. – 11:15 a.m.

Mary Ann Bell, Professor, Sam Houston State University, Huntsville, Texas

Diane Cordell, Consultant and Writer, CyberSmart Education Company, Queensbury, NY

Today's teachers are called upon to address visual literacy and good digital citizenship as part of state and national standards. Students are already communicating with images by way of social networking tools such as Instagram and Snapchat. This presentation addresses how to help students understand, appreciate, create, and share visuals in a safe and appropriate manner. Attendees leave with specific sites and ideas to use with their students at all levels.

E202 » Ebooks—What Can We Learn From Student Data?

11:30 a.m. – 12:15 p.m.

Carolyn Foote, Librarian, Westlake High School/Eanes ISD, Austin, Texas

We are just at the tip of the iceberg when it comes to ebook adoption. What can we learn from student data about current ebook use to help us better promote and purchase titles? Explore student interviews, behind-the-scenes data, and current difficulties to unleash more effective access for students.

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

E203 » Becoming Your Own Best Advocate: Using the Research of Persuasion and Influence

1:30 p.m. – 2:30 p.m.

Ken Haycock, Research Professor, Management and Organization, University of Southern California

Support for school libraries continues to decline, paradoxically, in the era of information. Working with a team of researchers, Haycock has been investigating the principles by which some school districts and principals support school libraries and others do not. The team has validated six principles and drawn several conclusions from their research, not the least of which is that hearing words of support does not necessarily mean that action follows the words. Haycock lays out the six principles and cites examples of what teacher-librarians and others need to do to become more effective in informing



future directions in education and training. Simple yet highly effective behaviors make a difference. Learn them here.

BREAK » A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

E204 » Curate It! Digital Curation as a Learning Strategy

3:15 p.m. – 4:00 p.m.

Brenda Boyer, Information & Technology Resources Department Chair, Kutztown Area School District, Kutztown, Pa.

Digital curation no longer belongs only to librarians and museum curators. In the current digital environment, everyone can be a curator—especially students! Discover how school librarians can help students learn to curate, and why curation is a great strategy for critical thinking as well as a tool for inquiry and establishing niche authority. Learn how curation inspires academic sharing and co-learning as well as digital citizenship. Boyer discusses examples of best practices plus top tools to use. Then, live curation by participants rounds out this fun session.

E205 » Grazing, Looping & Skimming: Understanding Students' Digital Habits

4:15 p.m. – 5:00 p.m.

Kate Lawrence, Director, User Research, & **Deirdre Costello**, Senior User Experience Researcher, EBSCO Information Services, Ipswich, Mass.

Students have unique information-seeking habits, and during the progression from elementary school to high school, the differences in their skills and abilities can be striking. In this presentation, two user researchers from EBSCO share their journey of learning about student and educator behaviors in today's digital environment. Participants learn the difference between how various student personas—"grazers, loopers and skimmers"—consume information, and what role emotions play in consumption of user interface design. Surprising findings on how students feel about image-dominant displays and source types is shared, as well as educator views on the "equity issues" present in today's schools and how those issues impact the role of technology in today's classrooms. The presenters also discuss the most effective methods for researching students, including their experience applying the video diary method, inspired by researchers at Google.

Tuesday Evening Session

Libraries & the Internet of Things » 7:30 p.m. – 9:00 p.m.

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



On the 25th anniversary of the Web, Pew has released new research on the Internet of Things: "Many experts say the rise of embedded and wearable computing will bring the next revolution in digital technology. They say the upsides are enhanced health, convenience, productivity, safety, and more useful information for people/organizations. The downsides: challenges to personal privacy, over-hyped expectations, and boggling tech complexity. Our popular speaker Rainie shares the latest research from Pew about libraries and puts it into context with the expanding Internet of Things!"



KEYNOTE

Is Technology Changing Our Brains?

8:45 a.m. – 9:45 a.m.

Josh Hanagarne, *Librarian, Salt Lake City Public Library, & Author, The World's Strongest Librarian*

"For nearly 20 years I had read between 200 and 300 pages a day. There was nothing I'd choose over reading. Nothing. In 2008 I enrolled in a distance program to earn my MLS degree. I spent more time online that year than probably in all my other years combined. When I finished my degree, I found that my reading—pleasure reading—felt more difficult. I couldn't focus. It felt like more work. As I began to read books like Nicholas Carr's *The Shallows: What the Internet Is Doing to Our Brains*—I realized that it WAS more work than it used to be." Hear our popular Internet Librarian 2013 keynote speaker, Josh Hanagarne, discuss how our brains have changed with the internet, whether we should be concerned about the changes, and, if so, what can be done, if anything.

COFFEE BREAK » A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A »

Innovation: Makerspace & Digital Trends

Makerspace, Fab Labs, and creative making are hot activities for libraries. Hear from a number of libraries active in this arena during the first half of the day. Then learn about digital books in 3D and virtual exhibits as well as implications for wearable tech!

Moderated by Lauren Britton, Syracuse University

A301 » Making Libraries, Making Makers

10:30 a.m. – 11:15 a.m.

CJ Lyne, *TechCentral Manager, Cleveland Public Library (CPL)*

This jammed-packed session shares many ideas and tools you can use to introduce maker services to your library, both virtual and physical, on any sized budget. Learn how TechCentral at CPL is "making makers" from the ground up by incorporating a variety of creative and hands-on services aimed at everyone from children to retirees. Discover ideas for low- or no-cost maker programs such as Create Your Own Font, Make a Tough Wallet Out of a Mail Envelope, and Learn to Code. Also, find out what it took to create MakerSpace at TechCentral, featuring a laser engraver, vinyl cutter, 3D printer, photo/video/music production, and how your library can create a dedicated "make" space that fits community demands and funding resources.

A302 » Virtually Interacting With Books & Exhibits

11:30 a.m. – 12:15 p.m.

Juan Denzer, *Library Systems Specialist, & Ben Andrus*, *Social Science Librarian, Binghamton University Libraries*
John Shoesmith, *Outreach Librarian, Thomas Fisher Rare Book Library, University of Toronto*

As rare books become more delicate with time, making them available to the public becomes harder. Hear about an application that makes it easier to view rare books without ever having to touch them. It combines the Leap Motion hands-free device and 3D-rendered models to create a new virtual experience for the viewer, allowing them to rotate and zoom in on a 3D representation of a rare book. The user can open the virtual book and flip through it using a natural user interface, swiping the hand left or right to turn the page. The application is built on the .Net framework and is written in C+. 3D

models are created using simple 3D software such as sketchup or Blender. Scans of the book cover and spine are created using simple flatbed scanners. The inside pages are scanned using overhead scanners. Denzer and Andrus discuss the technologies used in developing the application, giving tips for any library to implement the application with virtually no coding at all. The second presentation discusses transforming a physical exhibition into a virtual one, adding value to a library's outreach mandate without overburdening IT. Using its existing web content management system, Drupal, this rare book library moved to a model that empowers librarians to mount their own virtual exhibitions, largely independent from the library's ITS staff. Partnering with the university's Museum Studies Program staff began a pilot project using the free, open source CMS Omeka, which is being adopted by museums and libraries of all sizes for the curation of online digital collections, and as a platform for creating born-digital exhibitions. Get practical advice for launching virtual library exhibitions of any size and content, including collaboration, streaming, user experience, creating digital content, web design, and podcasting and videocasting.

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

A303 » Community Makerspace: Fab Labs & IdeaLabs

1:30 p.m. – 2:30 p.m.

Uyen Tran, *Librarian, San Diego Public Library (SDPL)*

Jenny Howland, *Makery Facilitator K-8, &*

Susan Faust, *Librarian, Katherine Delmar Burke School*

Zeth Lietzau, *Manager, Digital User Experience & Community Technology Center, Denver Public Library (DPL)*

Last year, SDPL opened its brand new Central Library, and had the first-ever San Diego Mini Maker Faire. Learn what the maker movement is about, what it means to be a maker, and how you can leverage the maker community to create a low- or no-cost maker environment in your library. In 3 months, with two 3D printers, no programming budget, and only one staff interested in the maker movement, SDPL worked with community volunteers to keep the lab open and expand programming to include Raspberry Pi programming classes, a 3D printing club, classes on 3D design, Nerdy Derby events, and other maker programs. At Burke's, the library and makerspace are deeply complementary. Through research and literature-based activity, the library encourages students to generate information, wrestle with ideas, and tap into their imaginations. The Makery allows students to then turn information, ideas, and imagination into real-life and virtual products that further learning, creative confidence, and self-expression. The Burke's Library and Makery together inspire a new adage: The whole is greater than the sum of its parts. The Denver Public Library, sometimes called the people's university, is working on using badges to capture and enhance a portion of what its community is learning. Whether it's for a Photoshop project created in its teen makerspace (ideaLAB) or as a prerequisite for enrollment in a community college course, DPL is exploring how badges for in-library learning can be useful for its customers, at varying levels of formality. Come to hear what DPL learned from its experiences so far, and what's next.

A304 » Tech Wearables: The Next Frontier

2:45 p.m. – 3:30 p.m.

Barbara Fullerton, *Owner/Researcher, Librarian in the Cloud, Inc.*

The big tech trend this year is wearables and that will not change! This market brought in \$8B in 2013, and by 2017, it is projected to be more than \$20B. Learn about wearable tech and apps in this fast-paced session. Here are a few examples: Jawbone's "Up Coffee" tracks your caffeine intake; smartwatches track your health and contacts your doctor; smartbands for wireless calling; personal trainer trackers; mood nail polish; live logging cameras; smart socks; tag

reader gloves, etc. What would this bring to the landscape of the information professional? Imagine the possibilities: Big Data consumption and how to apply it to your clients, GPS for information location, unique training opportunities, new tech positions, and much more.

TRACK B » World Ebook Forum

With the fast and continuous changes in technology, publishing, and practices, we continue to learn from each other. Hear about models and practices from North America and the U.K. Get ideas, insights, and strategies for dealing with ebooks and e-resources in your environment.

Moderated by **Dick Kaser**, VP, Content, Information Today, Inc.

B301/302 » Evolving Ebook Models

10:30 a.m. – 12:15 p.m.

Megan Wong, Virtual Library Manager, Santa Clara Co. Library District

James English, Senior Product Owner, Library Simplified, The New York Public Library

Discover library ebooks. Borrow immediately. Read anywhere, anytime—all in three clicks or less. Introducing Library Simplified, or Readers First, a North America-wide project led by NYPL to employ technology and innovation in library policies to deliver a customized ebook experience for library patrons. Get a sneak peek at this exciting, open source tool.

Hutch Tibbetts, Web Content Developer, Douglas County Libraries (DCL)

In 2013, DCL won a grant to do a statewide ebook pilot project in Colorado. Partnering with the Spanish company Odilo, DCL designed the framework to offer ebooks throughout the state. With a combination of signed contracts with publishers, in-browser ebook readers, and the use of an Adobe Content Server, DCL has been able to encode DRM and circulate ebooks. Along with implementing a recommendation engine in the catalog and touchscreen displays in branches, they're finding new ways to market and promote ebooks to its users.

Christine Peterson, E-book Program Manager, Amigos Library Services

Hear how Amigos has been building an ebook platform that enhances ebook services libraries already use or becomes a library's only ebook service. Beginning with the DCL model, changes were made to include the number and types of libraries able to use the service, as well as the functionality. Get an update on the project, learn the issues Amigo confronted, and the changes that had to be made to make this a working service, as well as the development that is currently underway.

Helen Leech, Virtual Services Manager, Surrey Library Service, U.K.

The rapid rise of the ebook has meant public libraries across Europe are scrambling to keep up, and the road has been littered with catastrophes. Many are similar to the U.S., such as the reluctance of publishers to "sell" to public libraries and the difficulties of coping with DRM software, but some are different—as the multitude of languages and small publishers, or the problems of European copyright law, and the nonsense of the fact that "Public Lending Right" (the law

that means authors get paid per book loaned) only applies to print books. There are a number of campaigns going on, from Shelf Free in the U.K. to EBLIDA's "Legalise it!" to Sweden's "Say Hello to Your New Librarian." Leech provides an overview of e-lending in Europe from the point of view of a public librarian who's been working with the Society of Chief Librarians in the U.K. to try and move the situation forward.

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

B303 » Unlimited Ebook Access in Libraries

1:30 p.m. – 2:30 p.m.

Tim Rogers, Executive Director, NC LIVE

Harry Tuchmayer, Director, New Hanover County Public Library

John Sherer, Spangler Family Director, UNC Press

Carolyn Morris, VP, Digital Products, BiblioLabs, LLC

LIVE has provided statewide ebook access to North Carolina's public and academic libraries since the early days of NetLibrary. Like most consortia, the licensing approach always included a set number of simultaneous users or ungodly fees for unlimited use. In late 2013, NC LIVE began working with North Carolina's publishing community to put together a pilot project that will enable the consortium to purchase ebooks in perpetuity while also providing an affordable avenue for unlimited use for all 200 member libraries. Join representatives from NC LIVE, participating publishers, and member libraries who talk about the successes and challenges of heading out into the great wide open world of ebooks!

B304 » Ebook Academy: Training Staff on Ebooks

2:45 p.m. – 3:30 p.m.

Amanda Foust, Electronic Services Librarian, &

Mildred Arencibia, MetaData Librarian, Marin County Free Library

Join Marin County Free Library staff as they share their tips and tricks for their innovative and comprehensive staff training. eBook Academy is a 4-week intensive, hands-on program that covers all of the library's downloadable and streaming media: ebooks, e-audiobooks, and digital magazines. Foust and Arencibia share their training modules, best practices, and tips and tricks.

TRACK C » Under the Hood

There are so many advances in tools, devices, and applications that libraries can—and are—using to enhance both library processes and user experiences. This track covers both hardware and software and provides lots of ways to keep up and look ahead!

Moderated by **Marshall Breeding**, Library Technology Guides

C301 » Library Technology Industry Update

10:30 a.m. – 11:15 a.m.

Marshall Breeding, Independent Consultant, Library Technology Guides

Libraries worldwide spend almost \$2 billion/year on technology hardware, software and services and are constantly considering prudent strategic technology investments. Author of the "Automation Market

HAVE YOU TOLD YOUR LIBRARY LEADERS?

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See pages 10-11 for more info.



Library Leaders

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place Industry Report” (Library Journal, 2002–2013) and the “Library Systems Report” (American Libraries, 2014). Breeding has the incredible ability to explain the current state of the industry and what we need to watch for in the future to factor into our technology decisions today.

C302 » Open Source Trade-Off: Two Cases

11:30 a.m. – 12:15 p.m.

Julie Finklang, eBranch Manager, San Mateo County Library
Megan Wong, Virtual Library Manager, Santa Clara County Library District

Is your library considering open source technology? Open source technology is largely considered to be an affordable option for budget-challenged libraries because it is, theoretically, free. In reality, the true costs of open source technology may not become clear until the project is well underway. Libraries need to evaluate the total resource requirements of open source technology before embarking on this digital direction. San Mateo County Library launched a Drupal-based website in 2010 and is now embarking on a redesign using the BiblioCommons BiblioCMS. Santa Clara County Library is taking the opposite approach and considering moving from BiblioCMS to Drupal. Speakers share their experiences with evaluating and implementing both open source and vendor-based technologies.

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

C303 » Rapid Fire: Must-Know Tools & Apps

1:30 p.m. – 2:30 p.m.

Brian Pichman, *Evolve Project*
Jocelyn Leavitt, *Co-Founder, Hopscotch*
John Dexter, *President & COO, Scannx, Inc.*
Michael Pilkington, *Director of Operations, Robo 3D*
Christie Veitch, *Education Director, Modular Robotics*
Sally Carson, *CEO, Pinocc.io*

No post-lunch slump in this session! Hear overviews of seven tools and their applications in 60 minutes (that's 7 minutes each, with a few minutes for questions or exclamations of awe). The list includes:

- Hopscotch: Leavitt shows this free app to teach programming on iPads.
- Book scanning services: Dexter looks at what libraries are doing and how to leverage library technology from the library book scanner to mobile technology, keeping your library relevant in its local community.
- Programming for high school girls.
- Partnering with startup companies.

C304 » Digital Signage: Public or Academic, You Can Do It!

2:45 p.m. – 3:30 p.m.

Helen Josephine, *Head, &*
Michael Nack, *Digital Technology Manager, Stanford University Libraries*
Phil Gunderson, *ILS Coordinator, &*
Uyen Tran, *Librarian, San Diego Public Library*

Think digital signage is too expensive or too technical for your library? These case studies show otherwise. Learn from Stanford University Libraries' partnership with the MobiSocial Computing Laboratory, where researchers in the MobiSocial Lab provided expertise, programming, and hardware, with the library providing the display monitors, test environment, and feedback for the new digital signage technology. The Oalla software system transforms a passive display monitor into a digital community board that users interact with using their mobile phones. Two-way communication with text messaging, visible posts, and ratings of services provide patron interaction with library information, other users, and campus services. Then hear how San Diego

PL's Public Tech Services team created interactive visual displays of digitized collections on iPads mounted on stands throughout the new Central Library. Patrons flip through pages of rare manuscripts and other materials that otherwise can't be handled. iPads are leveraged for digital signs, built-in Photo app, JavaScript source code, and image optimization.

TRACK D » Digital Academy

The digital environment, including content, learning objects, course delivery and interaction, support, and tools, is critical for higher-ed students, faculty and libraries. Immerse yourself in how academic libraries are leaders in creating the digital academy and its many experiences.

Moderated by Jeff Wisniewski, University of Pittsburgh

D301 » Library Support for Digital Scholarship at HBS

10:30 a.m. – 11:15 a.m.

Michael Hemment, *Director, Digital Scholarship Research & Development, Knowledge & Library Services (KLS), Harvard Business School (HBS)*

KLS at the Harvard Business School recently completed a study to identify and address the evolving research needs of HBS faculty and students. Hemment summarizes the findings of the investigation and discusses some of the key infrastructure and organizational changes being developed for “Baker 3.0”: a new information management and technology infrastructure, strategic partnerships with HBS IT and Harvard Business Publishing, and a more collaborative and adaptive KLS organization. He shares some of the most popular digital scholarship products and services being developed by KLS.

D302 » Crowdsourcing Library Help & Reference Systems

11:30 a.m. – 12:15 p.m.

Ilana Stonebraker, *Business Information Specialist, &*
Tao Zhang, *Digital User Experience Specialist, Purdue University*

Two librarians at a large public university, with the aid of a computer science research assistant and an IMLS Sparks! Ignition grant, created a crowdsourced library help system, CrowdAsk, to test the viability of a crowdsourced reference model. CrowdAsk provides a centralized and engaging platform for students in a class to receive assistance, and experts, including librarians, faculty, and students, to share knowledge and experience within the user community. CrowdAsk is a gamified system, relying on points and badges to encourage user activities. Asking questions, answering questions, and voting up/down questions and answers lead to points and badges to encourage learning and engagement. There are many levels in the system with various privileges, many of which can be reached through points while administrative privileges are assigned. This talk covers the development of CrowdAsk over a year, as well as beta-testing with 500 users in entry-level information literacy and English composition classes and usability testing of CrowdAsk with experienced and novice users.

LUNCH BREAK » A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

D303 » Academic Libraries: Totally Virtual & Hacked

1:30 p.m. – 2:30 p.m.

Mary Beth Sancomb-Moran, *University of Minnesota Rochester (UMR)*
Chrissy Klenke, *Earth Sciences & Map Librarian &*
Tara Radniecki, *Engineering Librarian, DeLaMare Science & Engineering Library, University of Nevada–Reno (UNR)*

Two libraries share their virtual, hacked, and successful journeys. UMR is a new campus with a totally virtual library. Students conduct

research exclusively online. The librarian's role, instead of being diminished by the absence of books, has increased in importance and urgency. Teaching students to access information and disseminate its importance is the focus of information literacy for UMR's campus. At DeLaMare, the library went from being full of books (and no students) to a vibrant knowledge hub. Incorporating maker resources and encouraging a hacking mentality, DLM successfully changed its library culture from passive to passionate. The staff's dedication to the success of their students created an organic space where students learn, make, hack, discover, geek out, and hang out. Adopting the maker culture helped DLM become a central figure in the university's mission for excellence in teaching and learning.

D304 ▶ Persuasive Technology: Beyond User Needs

2:45 p.m. – 3:30 p.m.

Yoo Young Lee, *Indiana University Purdue University Indianapolis (IUPUI)*

For a variety of reasons, even an extensive usability test may fail to uncover user needs. Persuasive technology, or persuasive computing, is a new way of thinking about usability and how technology can change people's experiences and behaviors. Learn how this cutting-edge technique is applied at IUPUI University Library to give users an engaging digital user experience and connect them with the library's valuable resources and services.

TRACK E

Marketing, Relationships & Success

This track is all about relating to customers and stakeholders. From book authors to practitioners to SXSW participants, the insights, ideas, and strategies are key to success, and you won't want to miss them!

Moderated by Donna Scheeder, Congressional Research Service, Library of Congress

E301 ▶ Identifying Customers & Building Relationships With Social Media

10:30 a.m. – 11:15 a.m.

Christie Koontz & Lorri Mon, *Authors, Marketing and Social Media: A Guide for Libraries, Museums and Archives*

Join us to hear about strategic marketing principles and strategies to help you connect with your social media customers and stakeholders to strengthen your social media communication. Speakers discuss information on identifying and involving stakeholders, a 4-step marketing model, market research, market segmentation, market mix strategy, and evaluation. Along with strategies, speakers also present case studies illustrating the value of social media communication when directed by and built upon strategic marketing principles. Grab lots of tips and insights and go beyond promotion to develop a planned and deliberately managed marketing campaign.

E302 ▶ Focusing on Long-Term Loyalty

11:30 a.m. – 12:15 p.m.

Elaina Norlin, *Regional Library Manager, Broward County Library*

How can we change the library culture which loves collecting facts and figures to be more in alignment with today's trends? Marketing

expert Marc Gobe's groundbreaking book *Emotional Branding* states that successful emotional branding "brings a new level of credibility and personality to a brand by connecting powerfully with people at a personal and holistic level." When a consumer feels emotionally connected with the brand, it builds a bridge of trust between the brand and the consumer. What is emotional branding? Norlin discusses how to align both traditional and social marketing together to create a consistent and repetitive message that helps customers form a lasting connection to the library brand.

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

E303 ▶ Making It Happen: Getting Things Done

1:30 p.m. – 2:30 p.m.

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

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

E304 ▶ Libraries United & Influencing the World!! #sxswLAM Storm!

2:45 p.m. – 3:30 p.m.

Carson Block, *Technology Consultant, Carson Block Consulting Inc.*

The involvement of libraries, archives, and museums at one of the biggest tech conferences in the world reached a fever pitch in 2014. A number of organizations and partners (including ALA, PLA, DPLA, ER&L, the Harvard Library Test Kitchen, EveryLibrary, and library vendors) organized under the banner of #sxswLAM (Libraries, Archives & Museums) to connect with the technology and creative community at the annual South by Southwest conference in Austin Texas. From presenting at the conference (getting in is no small feat) to hosting houses (#ideadrop house), purchasing booth space in the vendor hall, and hitting the streets with one-to-one guerilla advocacy, libraries are getting noticed. Come to this session to learn about this growing presence and how you can get involved!

CLOSING KEYNOTE PANEL

The Future of Libraries: Challenges & Strategies

3:45 p.m. – 4:30 p.m.

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

Corinne Hill, *Library Director, Chattanooga Public Library & Library Journal's Librarian of the Year*

John Szabo, *City Librarian, Los Angeles Public Library*

Susan Senese, *Chief Information Officer, University of Toronto Mississauga*

Donna Scheeder, *Deputy Chief Information Officer, Congressional Research Service, Library of Congress*

Haycock summarizes the challenges facing libraries today. Our panel reacts and discusses those challenges then addresses strategies for dealing with those challenges. Hear what strategies leaders in our field are using to solidify a positive destiny for the future.

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4

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Delegates are responsible for their own travel arrangements and hotel accommodations.

Hotel Information

The Monterey Marriott and the Portola Hotel & Spa are the official conference hotels for Internet Librarian 2014. Discounted room rates of \$209 at the Portola and \$199 at the Marriott for a single or double room (plus applicable taxes) have been arranged for attendees who book prior to October 3, 2014. Please note that the discounted room block is subject to availability and therefore is not guaranteed. So, please book early.

Reservations should be made online at:

<https://resweb.passkey.com/go/infotoday2014>

Monterey Marriott

350 Calle Principal, Monterey, CA 93940
Marriott Reservations Line: 877-901-6632

Portola Hotel & Spa

Two Portola Plaza, Monterey, CA 93940

Exhibit Hours

Monday, October 27 5:00 p.m. – 6:30 p.m.

Tuesday, October 28 9:45 a.m. – 3:30 p.m.

Wednesday, October 29 9:45 a.m. – 1:30 p.m.

Registration Desk Hours

Sunday, October 26 8:00 a.m. – 4:30 p.m.

Monday, October 27 8:00 a.m. – 6:30 p.m.

Tuesday, October 28 8:00 a.m. – 5:00 p.m.

Wednesday, October 29 8:00 a.m. – 3:00 p.m.

Discounts

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: first person @ \$499; second person and all additional registrants @ \$369. After September 26, 2014, add \$20 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. (Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details.) Discounts are not available for preconference workshops.

Cancellations and Substitutions

Cancellations will be accepted if received in writing no later than September 19, 2014. Full refunds minus a \$50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made. Please indicate the name and the title of the person who will be replacing the original registrant. After this date, changes must be made at the conference.



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Web site: www.infotoday.com

NOTE: The sponsors and management of Internet Librarian 2014 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker. Information Today, Inc. assumes no liability for the acts of their suppliers nor for the safety of any Internet Librarian 2014 participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.

Registration Information



Personal Information

Name _____

Job Title _____

Organization _____

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City _____

State, ZIP _____

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Payment Method

Payment must accompany advanced registration. Check or money order should be made payable to:

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Charge to:

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YOUR TYPE OF LIBRARY: (Check One)

1 ☐ College/University

2 ☐ Medical

3 ☐ K-12

4 ☐ Government

5 ☐ Corporate/Business

6 ☐ Other (please specify) _____

7 ☐ Law

8 ☐ Public

YOUR JOB FUNCTION: (Check One)

1 ☐ Systems Librarian

2 ☐ Acquisitions Librarian

3 ☐ Reference Librarian

4 ☐ Other (please specify) _____

5 ☐ Researcher

6 ☐ Web Master

7 ☐ Corporate Librarian

8 ☐ Director

9 ☐ Administrator

Registration Fees

Preconference Workshops ▶ SUNDAY, OCTOBER 26 *(includes lunch)*

FULL ☐ 1 \$259 \$269
AM ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 \$169 \$179
PM ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐ 15 ☐ 16 ☐ 17 ☐ 18 ☐ 19 ☐ 20 \$169 \$179

Full 3-Day Conference ▶ *Does not include workshops*

☐ Full 3-day, October 27-29 \$499 \$519

I select the following day only:

☐ Monday, October 27 \$259 \$269

☐ Tuesday, October 28 \$259 \$269

☐ Wednesday, October 29 \$259 \$269

Internet@Schools Track ▶ October 27-28

☐ Track E-Internet@Schools only \$199 \$209

Library Leaders Digital Strategy Summit ▶ October 27-28

☐ 2-day Library Leaders Summit *(Also includes access to all 3 days of Internet Librarian)* \$699 \$749

☐ **Exhibition Only** *(October 27-29)* FREE FREE

☐ **YES**, I want to subscribe to ITI NewsLink, the information and library professional's FREE email newsletter highlighting the information that both users and producers of information products and services need.

TOTAL

Internet Librarian 2014

The Internet Conference and Exhibition for Librarians and Information Managers

October 27-29

Monterey Conference Center

Portola Hotel & Spa
Monterey Marriott

Featured Event

Library Leaders

Digital Strategy Summit

An Event for Library Archives, and Museum Directors and Executive Management

October 27-28

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- › 20 workshops
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