FINAL PROGRAM

# 22nd ANNUAL COMPUTERS IN LIBRARIES 2007

North America's Largest Technology Conference & Exhibition for Librarians and Information Managers

## BEYOND LIBRARY 2.0:
## Building Communities, Connections, & Strategies

Arlington, VA

## April 16–18, 2007
## Hyatt Regency Crystal City ■ Arlington, Virginia

**Internet@Schools East ■ April 16–17**

- Info Discovery and Search Engines
- Content Management
- Web Design, Development, and Usability
- Learning, Communities and Collaboration
- Web 2.0 Tools and Roles
- Building and Managing Digital Libraries, Repositories and E-Collections

LEARNING PARTNER

SLA Connecting People and Information

MEDIA SPONSORS

Computers in Libraries · InformationToday · ONLINE · MultiMedia & Internet@Schools · SEARCHER

**www.infotoday.com**

# We are the calm of subscription management®.

## Customer Devoted. Technology Smart. Subscriptions Delivered®.

Wolper Subscription Services delivers like no one else. Imagine print publications, e-journals, books and CD-ROMs flowing smoothly into your company or library.

While other subscription agencies routinely acquire and manage subscriptions, only Wolper brings passionate initiative to the task. With Wolper on your side, you can expect a full range of prompt, courteous services customized to your individual requirements. So you receive the subscriptions you need, when you need them, with the management and budgeting systems you require.

With over 25 years of experience in subscription management and extraordinary client retention rate, our #1 reason for success is simple: We're absolutely devoted to making your job easier and providing results.

Discover how Wolper's service can bring something new to your subscription management—peace of mind.

**We invite you to experience the difference.**

Wolper®
SUBSCRIPTION SERVICES

## Experience the calm at Booth #222

Call 610.559.9550 to speak with us today or visit us at:
www.wolper.com or sales@wolper.com

# ISI Web of Knowledge℠

Find out more about the completely new *ISI Web of Knowledge*! It's not just another upgrade. Instead, it's a total shift that brings all levels of users – from novice to professional – new and dynamic ways to search, discover, and organize their research.

From searching to analysis to managing your information with *EndNote*® and *EndNote*® *Web* – you'll discover the difference the new *ISI Web of Knowledge* can make.

Take the next step at Computers in Libraries – Thomson Scientific booth #518.

THE POWER OF TEN
10 YEARS OF *WEB OF SCIENCE*®
100 YEARS OF DISCOVERY

**Take the next step**
**isiwebofknowledge.com**

THOMSON™

THOMSON GALE

# *The right answers — right when they need them*

## *Gale Virtual Reference Library*

**Reference eBooks — available cover-to-cover, 24-7**

With reference eBooks from *Gale Virtual Reference Library*, your patrons will enjoy unlimited use of your entire e-reference collection — any time of the day.

## *Thomson Gale PowerSearch*

**Powerful integrated searches — just a click away**

*Thomson Gale PowerSearch* is an innovative cross-search platform that allows users to search most of your Thomson Gale online databases with one simple search. It retains all the functionality you've come to expect from our databases, and offers a simpler design with enhanced usability, increased customization capabilities and greater flexibility.

## *Literature Resource Center*

**The definitive source for literary research**

*Literature Resource Center* is the most comprehensive literary collection available online. Available around the clock, it provides your patrons with single-search access to an assortment of literary reference works, critical information on authors and their works, current journal articles and more.

***Learn how you can keep your content delivering — even when your library is closed.***

## Visit us at Booth #514.

1-800-877-GALE
www.gale.com

©2007 Thomson Gale, a part of the Thomson corporation. Thomson and Star Logo are trademarks and Gale is a registered trademark used herein under license.

## BEYOND LIBRARY 2.0:
## Building Communities, Connections, & Strategies

### Continental Breakfast
Get the day off to a great start by joining us for a continental breakfast each morning between 8:00 and 9:00 a.m. in the Regency Ballroom Foyer before the keynote session.

### Conference Presentations
Conference attendees are provided with the printed Collected Presentations, which contain many of the speakers' handouts. Conference CD-ROMs are available for purchase at The Digital Record table in the Regency Ballroom Foyer. Order at the show or visit them online at www.digitalrecord.org. Orders will be shipped 4–6 weeks after the conference. Following the conference many presentations can be found on the conference Web site, www.infotoday.com/cil2007.

### Free Receptions & Dine Arounds
Information Today, Inc. invites all registrants, exhibitors, and exhibition visitors to receptions on Monday and Tuesday in the Exhibit Hall. Join us for the Exhibit Hall Grand Opening Reception on Monday from 5:00 p.m. – 7:00 p.m. On Tuesday, the reception will be from 5:00 p.m. – 5:45 p.m. The receptions provide opportunities to renew acquaintances and meet new colleagues in a relaxed atmosphere. Also, be sure to sign up in the Registration Area for Dine Arounds to a wide variety of DC area restaurants.

### Internet Café
Check your e-mail at the Internet Café located in the Exhibit Hall.

### Exhibit Hours
**Monday, April16** | 9:45 a.m. – 5:45 p.m. | *Grand Opening Reception*
**Tuesday, April 17** | 9:45 a.m. – 5:45 p.m. | *Reception 5:00 p.m.*
**Wednesday, April 18** | 9:45 a.m. – 3:15 p.m.

### Cybertours
Plan to pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours in the Computers in Libraries 2007 Exhibit Hall.

### Tuesday Evening Session sponsored by PALINET
*Free and open to all registrants, exhibitors, and Exhibit visitors. Enjoy coffee and cookies before the session courtesy of PALINET.*

***The First InfoTubey Awards: YouTube Productions@CIL 2007***
7:30 p.m. – 9:00 p.m. | Regency E/F

**HOSTED BY**
***Bill Spence,*** *VP, Information Technology, Information Today, Inc.*

These awards will be presented to those organizations or individuals for outstanding YouTube productions. Premiering at the 2007 Computers in Libraries conference, these awards recognize those creating YouTube library-related productions. Awards will be presented to the top five productions that demonstrate creativity, humor, and sincerity (of course!) in marketing a library or library services or enhancing the library's value.

### Conference Wiki
**http://cil2007.pbwiki.com**
Check it out for conference tips, networking, sightseeing, and practice your wiki skills!

### Location Key
**Exhibition Level "E"**
Registration | Exhibits

**Ballroom Level "B"**
Continental Breakfast | Keynotes | Conference Sessions

**Third Floor**
Internet@Schools

MEDIA ADVISORY—Information Today, Inc. welcomes press and blog coverage of our conferences. The content of individual talks, presentation graphics, and handouts belongs to the speakers and/or conference organizers and may not be duplicated or distributed in whole or in substantial part, by print, electronic, or any other means, without the express written consent of Information Today, Inc. Written permission is required to publish, broadcast, or otherwise distribute transcripts or audio/video recordings of any talk or session by any means, including "podcasting." Brief excerpts and quotes are permitted in the context of a critical review or broadcast segment. Please link to official transcripts, handouts, or other media objects hosted at the speakers' or Information Today, Inc.'s Web sites.

22nd ANNUAL
# COMPUTERS IN LIBRARIES 2007

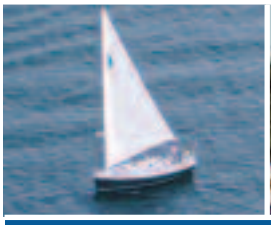
Conference Overview

*We are pleased to present the 22nd annual Computers in Libraries— the most comprehensive North American conference and exhibition on all aspects of library and information delivery technology. Although the tools and technology available to libraries and information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2007 remain the same.*

## Program Chair
***Jane I. Dysart***
*Dysart & Jones Associates*

## Organizing/Review Committee
***Stephen Abram,*** *SirsiDynix*
***D. Scott Brandt,*** *Purdue University Libraries*
***Marshall Breeding,*** *Vanderbilt University*
***Susan Fifer Canby,*** *National Geographic Society*
***Darlene Fichter,*** *University of Saskatchewan*
***Mary Lee Kennedy,*** *Harvard Business School*
***Jill Konieczko,*** US News & World Report
***Kathy Dempsey,*** *Editor,* Computers in Libraries
***Andrew Pace,*** *North Carolina State University Libraries*
***Donna Scheeder,*** *Law Library of Congress*
***Aaron Schmidt,*** *North Plains Public Library*

**Information Today, Inc.**
**143 Old Marlton Pike, Medford, NJ 08055**
**Phone: 609-654-6266 • Fax: 609-654-4309**
**E-mail: custserv@infotoday.com • Web site: www.infotoday.com**



## TABLE OF CONTENTS

Conference At A Glance . . . . . 6
Workshops . . . . . 8
General Conference . . . . . 12
Internet@Schools East . . . . . 22
Cybertours . . . . . 25
Speaker Directory . . . . . 26
Exhibitor List & Floor Plan . . . . . 30
Exhibitor Directory . . . . . 32

# Conference At-A-Glance

22nd ANNUAL
## COMPUTERS IN LIBRARIES 2007

### PRECONFERENCE WORKSHOPS ■ Sunday, April 15

*9:00 a.m. – 4:30 p.m.*

**W1:** Searchers Academy
**W2:** Web Managers Academy: Survival Guide for Library Web Site Redesigns

*9:00 a.m. – 12:00 p.m.*

**W3:** Project Management for Libraries
**W4:** Social Tools for Your Library
**W5:** Simple Solutions for Dynamic Web Services Using RSS
**W6:** Wikis: Basics, Tools, & Strategies
**W7:** Web 2.0: A Users' Guide

*1:30 p.m. – 4:30 p.m.*

**W8:** Organization Charts & Structures for the 2.0 World
**W9:** Tips & Strategies for Launching an IM Reference Service
**W10:** Integrating RSS into Your Web Site
**W11:** Tips for Effective Technology Change Agents
**W12:** Games, Gaming & Libraries

### POSTCONFERENCE WORKSHOPS ■ Thursday, April 19

*9:00 a.m. – 4:30 p.m.*

**W13:** Digitization 101

*9:00 a.m. – 12:00 p.m.*

**W14:** Super Charged Blogging
**W15:** Teaching Web Search Skills
**W16:** Risk Management, Game Theory, & Fair Use
**W17:** Podcasting & Videocasting Bootcamp
**W18:** Networking 101
**W19:** Mining the Internet for Business Intelligence

*1:30 p.m. – 4:30 p.m.*

**W20:** Mining Blogs & RSS for Research
**W21:** Creating Online Tutorials in Less Than 30 Minutes
**W22:** Search Engine Optimization for Library Web Sites
**W23:** Utilizing the New Multimedia Web
**W24:** From Thesaurus to Ontology: Advanced Taxonomy Course

## GENERAL CONFERENCE ■ Monday, April 16

*9:00 a.m. – 9:45 a.m.* — Regency Ballroom

OPENING KEYNOTE
**Web 2.0 & the Internet World** ■ ***Lee Rainie,*** *Director, Pew Internet & American Life Project*

*9:45 a.m. – 10:15 a.m.* — **COFFEE BREAK**

| | TRACK A — Regency E/F | TRACK B — Washington | TRACK C — Potomac | TRACK D — Regency A/B/C/D |
|---|---|---|---|---|
| | **SEARCH ENGINES** | **WEB DESIGN & DEVELOPMENT** | **COMMUNITIES & COLLABORATION** | **DIGITAL TRENDS** |
| *10:15 a.m. – 11:00 a.m.* | **A101:** Alternative & Customized Search Engines (SEs) | **B101:** Planning & Implementing Library 2.0 | **C101:** Building Communities, Connections & Strategies | **D101:** Organization 2.0 |
| *11:15 a.m. – 12:00 p.m.* | **A102:** Social Search Engines | **B102:** Student's World: Photo Diary Study | **C102:** Building Collaboration, Communication, & Community Online | **D102:** Heat Up Your Browsing with Firefox |
| *12:00 p.m. – 1:15 p.m.* | **LUNCH BREAK** | | | |
| *1:15 p.m. – 2:00 p.m.* | **A103:** Mobile Search | **B103:** Mashups, Remixing Info, & Making Data Browsable | **C103:** Privacy, Security, Social Networking & Libraries | **D103:** Info Life with the Feds |
| *2:15 p.m. – 3:00 p.m.* | **A104:** Engines for Multimedia Search | **B104:** Cool Tools & Toolkits for Webmasters | **C104:** Building Community | **D104:** Millennials & the Library |
| *3:15 p.m. – 4:00 p.m.* | **A105:** Using Google & SEs to Expose Digital Collections | **B105:** Information Design for the New Web | **C105:** Building an Online Virtual Community | **D105:** Gaming & Libraries: Engaging Strategies |
| *4:15 p.m. – 5:00 p.m.* | **A106:** Metasearch & Clustering Engines | **B106:** Social Bookmarking & Folksonomies | **C106:** Knowledge Services | **D106:** Gadgets, Gadgets, Gadgets! |

*5:00 p.m. – 7:00 p.m.* — **GRAND OPENING RECEPTION IN THE EXHIBIT HALL**

## GENERAL CONFERENCE ■ Tuesday, April 17

*9:00 a.m. – 9:45 a.m.* — Regency Ballroom

KEYNOTE
**Gaming, Learning, & the Information World** ■ ***Elizabeth Lane Lawley,*** *Rochester Institute of Technology*

*9:45 a.m. – 10:30 a.m.* — **COFFEE BREAK**

| | TRACK A — Washington | TRACK B — Regency A/B/C/D | TRACK C — Regency E/F | TRACK D — Potomac |
|---|---|---|---|---|
| | **CONTENT MANAGEMENT** | **SOCIAL SOFTWARE IN ACTION** | **LEARNING** | **PLANNING & MANAGING DIGITALLY** |
| *10:30 a.m. – 11:15 a.m.* | **A201:** What's a Mashup & Why Would I Want One? | **B201:** Using a CMS to Build Community: Rhumba with Joomla | **C201:** From Core Competencies to Learning 2.0 | **D201:** Accelerated Planning |

# INTERNET@SCHOOLS East

## MONDAY, APRIL 16 — Roosevelt/Lincoln

*9:00 a.m. – 9:45 a.m. — Regency Ballroom*
**OPENING KEYNOTE: Web 2.0 & the Internet World**

**WEB 2.0 TOOLS AND YOU—PART 1**

*10:15 a.m. – 11:00 a.m.*
**S101: Wikis + Media Specialists = Community!**

*11:15 a.m. – 12:00 p.m.*
**S102: MySpace, the "Evil Twin" of Web 2.0**

**TECHNOLOGY, RESEARCH, AND THE SCHOOL LIBRARY**

*1:15 p.m. – 2:00 p.m.*
**S103: Because the Internet Is Not a Library! —The Guided Inquiry Process**

*2:15 p.m. – 3:00 p.m.*
**S104: Technology as Change Agent**

*3:15 p.m. – 4:00 p.m.*
**S105: Primary Research Online: How Students Bring Local History to Life**

*4:15 p.m. – 5:00 p.m.*
**S106: What's New on the Horizon at the Library of Congress**

*5:00 p.m. – 7:00 p.m.*
**GRAND OPENING RECEPTION in the Exhibit Hall**

## TUESDAY, APRIL 17 — Roosevelt/Lincoln

*9:00 a.m. – 10:00 a.m.*
**KEYNOTE: Web 2.0 Meets Information Fluency**

**WEB 2.0 TOOLS AND YOU—PART 2**

*10:30 a.m. – 11:15 a.m.*
**S201: Gaming Technologies in Libraries 1.0**

*11:30 a.m. – 12:15 p.m.*
**S202: School-to-Museum Videoconferencing**

**LIBRARY OUTREACH VIA THE INTERNET**

*1:30 p.m. – 2:30 p.m.*
**S203: Leveraging the Web for Reading, Part 1**

*3:15 p.m. – 4:00 p.m.*
**S204: Leveraging the Web for Reading, Part 2**

*4:15 p.m. – 5:00 p.m.*
**CLOSING KEYNOTE:**
**Gary's Latest Web Research Update**

## EXHIBIT HOURS

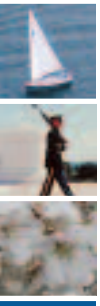
**Monday, April 16** . . . . . 5:00 PM to 7:00 PM
**Tuesday, April 17** . . . . . 9:45 AM to 5:45 PM
**Wednesday, April 18** . . . . . 9:45 AM to 3:15 PM

| | | | | |
|---|---|---|---|---|
| *11:30 a.m. – 12:15 p.m.* | **A202:** Open Access & the Government | **B202:** Comments in the Catalog | **C202:** Dynamic Instructional Content | **D202:** Project Planning: Using Blogs & Wikis |
| *12:15 p.m. – 1:30 p.m.* | **LUNCH BREAK** | | | |
| *1:30 p.m. – 2:30 p.m.* | **A203:** Search Tools Using Controlled Vocabularies | **B203:** Cutting-Edge Tech Leaders | **C203:** Learning with Wikis & Blogs | **D203:** Innovative Libraries: Best Practices & Tales from the Stacks |
| *2:30 p.m. – 3:15 p.m.* | **COFFEE BREAK** | | | |
| *3:15 p.m. – 4:00 p.m.* | **A204:** What's Hot with RSS! | **B204:** My Own Café: Interactive Teen Community | **C204:** Podcasting Possibilities for Library Instruction | **D204:** Easing Renovation with Web 2.0 Tools |
| *4:15 p.m. – 5:00 p.m.* | **A205:** Giving People What They Want | **B205:** The Social Web | **C205:** Gaming & Learning | **D205:** Guiding Libraries & Info Pros Through Change |
| *5:00 p.m. – 5:45 p.m.* | **RECEPTION IN THE EXHIBIT HALL** | | | |
| *7:30 p.m. – 9:00 p.m.* | Regency E/F — EVENING SESSION<br>**The First InfoTubey Awards** ■ HOSTED BY ***Bill Spence,*** *Information Today, Inc.* | | | |

# GENERAL CONFERENCE ■ Wednesday, April 18

| | | | | |
|---|---|---|---|---|
| *9:00 a.m. – 9:45 a.m.* | Regency Ballroom — KEYNOTE<br>**World Digital Libraries** ■ ***John Van Oudenaren,*** *Senior Advisor, World Digital Library Initiative, Library of Congress* | | | |
| *9:45 a.m. – 10:30 a.m.* | **COFFEE BREAK** | | | |
| | **TRACK A** — Regency E/F<br>**INFORMATION DISCOVERY & SEARCH** | **TRACK B** — Potomac<br>**DIGITAL SYSTEMS & OPERATIONS** | **TRACK C** — Washington<br>**REPOSITORIES & DIGITAL LIBRARIES** | **TRACK D** — Regency A/B/C/D<br>**DIGITAL INSIGHTS & INNOVATIONS** |
| *10:30 a.m. – 11:15 a.m.* | **A301:** 30 Search Tips | **B301:** The New Library Automation Landscape | **C301:** Repositories & Digital Initiatives | **D301:** Trends in Mobile Tools & Applications for Libraries |
| *11:30 a.m. – 12:15 p.m.* | **A302:** Keeping One Click Ahead | **B302:** Catalogs/OPACs for the Future | **C302:** Implementing DSpace at NASA | **D302:** Reinventing the Library in the Internet Era |
| *12:15 p.m. – 1:30 p.m.* | **LUNCH BREAK** | | | |
| *1:30 p.m. – 2:30 p.m.* | **A303:** Searching, Finding, and the Information Professional | **B303:** Improving Content with Customer Conversations | **C303:** Museum-Library Digital Project Collaboration | **D303:** Building Libraries in Virtual Worlds |
| *2:30 p.m. – 3:15 p.m.* | **COFFEE BREAK** | | | |
| *3:15 p.m. – 4:00 p.m.* | **A304:** Federated Search: State of the Art | **B304:** Innovative Tools for Reference Service | **C304:** Repository Essentials: from Soup to Nuts | **D304:** The Library of the Future |
| *4:15 p.m. – 5:00 p.m.* | **A305:** Book Search Engines Update | **B305:** Production to Portal: Info Delivery Channels | **C305:** Repository Partnerships & Faculty | **D305:** Tech Freebies & Program Ideas |

**Check www.infotoday.com/cil2007 for conference updates!**





## Searchers Academy W1

***9:00 a.m. – 4:30 p.m.*** **FULL DAY**

**MODERATOR: *Mary Ellen Bates,*** *Principal, Bates Information Services*
**FACULTY: *Gary Price,*** *Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com*
***Marcy Phelps,*** *President, Phelps Research*
***Mary Ellen Bates,*** *Author,* Super Searchers Cover the World *&* Super Searchers Do Business

Want to sharpen your skills? Learn from the experts? Join search veterans, speakers, authors, and columnists from *Searcher, ONLINE,* and *EContent* magazines and the "Super Searcher" series of books to learn the latest strategies and techniques for searching online. This fast-paced, day-long event introduces you to the experts who share their searching secrets and expertise as they focus on the most current practices in the field of Web research. There's always something new to be learned from these leading-edge panelists. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find tips to polish and advance their skills and will certainly come away with new resources and tools. Academy topics will include:

- Search Engine Review: Look at key features of general-purpose and highly specialized search engines, specialized directories, and guides.
- Searching the NEW Web: Learn about what's new in searching podcasts, tracking memes, social bookmarking services, and other portions of the "new Web."
- Tips for Using the Top Search Engines: Get an in-depth review of the hidden and undocumented features of Google and Yahoo!.
- Cool Tools & Techniques: Learn about new resources and tools for searching more effectively.

## Web Managers Academy: Survival Guide for Library Web Site Redesigns W2

***9:00 a.m. – 4:30 p.m.*** **FULL DAY**

***Darlene Fichter,*** *Head, Indigenous Studies Portal, University of Saskatchewan*
***Frank Cervone,*** *Assistant University Librarian for Information Technology, Northwestern University*
***Jeff Wisniewski,*** *Web Services Librarian, University of Pittsburgh*
***Marshall Breeding,*** *Director, Innovative Technologies and Research, Vanderbilt University*

Does your library Web site need a redesign? What are the signs? Where do you start? One place to begin is by analyzing the strengths and weaknesses of your current site. Learn how to use Web site analytic tools to discover how the current site is used. Pick up new usability methods that can help you test proposed revisions early so that the new design doesn't just "look" better, but also "works better" for the users. See how other libraries are using content management systems, database-driven content, federated search, and OpenURL resolvers to provide customized and personalized content for users. Explore how social software applications including blogs, wikis, tagging and RSS fit in the mix. Pack your toolbox and take home tips, tools, checklists, and new design techniques that you can immediately put to use. Learn about common pitfalls and success factors for library redesigns. Topics will include:

- Redesign process
- Practical project management
- Web content management systems
- Usability and ethnographic methods: affinity mapping, photo reports, and map diaries

## Project Management for Libraries W3

***9:00 a.m. – 12:00 p.m.***

***Mary Auckland,*** *O.B.E., Consultant, & former Director, Library and Learning Resources, University of the Arts, London, UK*

This half-day workshop explores the elements of successful project management and how projects might best be planned, implemented, and monitored. Aimed at anyone responsible for managing a project within their library or information organization, this interactive workshop encourages participants to share their own experiences and knowledge. It discusses key factors related to successful project management, methodologies and tools, proven techniques and tips for managing projects, and examples and case studies.

## Social Tools for Your Library W4

***9:00 a.m. – 12:00 p.m.***

***Aaron Schmidt,*** *Director, North Plains Public Library & Publisher, Walkingpaper.org*

Socialize your library with the latest social software—instant messaging, Weblogs, wikis, social browsers, Flickr, del.icio.us, and more. Use these new technologies to create and cement your online presence within your community whether you are part of a public, academic, special, or school library. Filled with practical examples of libraries utilizing these techniques, this workshop provides lots of easy-to-implement ideas for your environment.

## Simple Solutions for Dynamic Web Services Using RSS W5

***9:00 a.m. – 12:00 p.m.***

***Amanda Etches-Johnson,*** *Reference Librarian, McMaster University*

Content syndication through RSS provides excellent potential for turning your static library home page into a dynamic resource for your users! This workshop provides tips, tricks, and tools for using RSS to deliver targeted content and Web services through simple syndication tools, OPML, and other powerful (but easy-to-use) RSS applications. Participants have the opportunity to discuss the potential applications of RSS tools within their own library settings and walk away with concrete techniques and strategies for implementing these tools to build dynamic Web services at their libraries.

## Wikis: Basics, Tools, & Strategies W6

***9:00 a.m. – 12:00 p.m.***

***Meredith Farkas,*** *Distance Learning Librarian, Norwich University*

Wikis allow for unprecedented collaboration and knowledge-sharing and have the potential to fill many needs within the library and information professions. This half-day workshop by an expert wiki creator discusses the basics of wikis—what they are, how they can be used, and how to successfully implement one at your library. It covers wiki concepts and uses many real-world applications to illustrate the power and ease-of-use of wikis. Learn about the many ways wikis can be used in libraries and the information industry. Gather lots of ideas and links to free resources for creating your own wikis as well as tips for making them successful in your environment.

## Web 2.0: A Users' Guide W7

***9:00 a.m. – 12:00 p.m.***

***Ran Hock,*** *Online Strategies, & Author,* The Extreme Searcher's Internet Handbook

It is time to separate out the hype regarding "Web 2.0" and get down to "What is it really?" and "What can it do for me?" After a brief look at the technical side, including the terminology, etc., this workshop focuses on what Web 2.0 is really about—the user—and looks at the central facets of Web 2.0, including participation, publication, social software, sharing, "the Web as platform," and more. It is filled with examples of Web 2.0 in action, including some things you may already be using but just don't realize it, plus things you should be planning to use, as well as a look at where Web 2.0 is headed.

## CYBERTOURS

Plan to pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours in the Computers in Libraries 2007 Exhibit Hall.

*Please see page 25 for full descriptions.*

# PRECONFERENCE WORKSHOPS ■ Sunday, April 15

## Organization Charts & Structures for the 2.0 World W8

***1:30 p.m. – 4:30 p.m.***

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

Traditional organizational hierarchies of "top down" or silo functions no longer work when we're working with social software; are under pressure to create or change services at the speed of light; or are working closely with people in different departments, time zones, or countries. Teamwork and "working virtually" sound terrific, but the road to implementing them can be rocky. Structuring today's organizations isn't easy, and neither is the change that goes along with it– especially when it means giving up jobs, titles, offices, and departments that we're used to. This workshop leads you through types of organizational structures to consider, how to choose one most suitable for your situation, and ways to keep smiling and sane while you introduce changes to your organization's–and your own–working structures.

## Tips & Strategies for Launching an IM Reference Service W9

***1:30 p.m. – 4:30 p.m.***

***Amanda Etches-Johnson,*** *Reference Librarian, McMaster University*

IM the library! If your users are on instant messaging (IM), your library should be too! This workshop explores the potential for using instant messaging to communicate with users and provides participants with a road map for planning and launching an IM service at their library. Using case studies and real-world examples, the workshop covers a range of considerations, from planning and staffing to technological considerations and best practices, for running an IM reference service at your library.

## Integrating RSS into Your Web Site W10

***1:30 p.m. – 4:30 p.m.***

***Michael Sauers,*** *Technology Innovation Librarian, Nebraska Library Commission*

RSS feeds are an excellent way to receive information from the Internet. What many people don't know is that you can receive that information and easily repurpose and republish it on your Web site with little technical know-how. Imagine automatically posting up-to-date local or industry headlines on your library's home page. This is what you can do in just a few simple steps. Our expert Internet trainer shows you how. This workshop also covers additional RSS tools and services, including one that will create feeds from content without its own feed and another that will turn your text-based content into a podcast automatically.

## Tips for Effective Technology Change Agents W11

***1:30 p.m. – 4:30 p.m.***

***Roy Tennant,*** *User Service Architect, California Digital Library*

To be effective libraries must adopt new technologies ever faster. But libraries are often bureaucratic, slow-moving organizations that require staff who are knowledgeable and effective change agents. How can you be such a person? What skills, strategies, and methods can you acquire and employ to help your organization move ahead quickly and effectively? What are the pitfalls and barriers you can avoid or overcome? Learn what it takes to be an effective advocate for change in your organization with practical tips and guidance from a battle-hardened technology warrior. Tennant covers planning strategies, sources for keeping up with technology, coping mechanisms and more.

## Games, Gaming & Libraries W12

***1:30 p.m. – 4:30 p.m.***

***Jenny Levine,*** *Internet Development Specialist & Strategy Guide, American Library Association, & Publisher, TheShiftedLibrarian.com*
***Aaron Schmidt,*** *Director, North Plains Public Library, & Publisher, Walkingpaper.org*

If you don't know MMORPGs from DDR, this workshop is for you. It addresses two related aspects of gaming in libraries: hosting gaming events and gamings' impact on learning. Learn how gaming can make your library more fun and how you can use gaming to participate in this developing form of literacy. Workshop attendees will also have the opportunity to play some games, increasing their understanding of gaming's appeal and possible applications in their environment.

# POSTCONFERENCE WORKSHOPS ■ Thursday, April 19

## Digitization 101 W13

***9:00 a.m. – 4:30 p.m.*** **FULL DAY**

***Jill Hurst-Wahl,*** *President, Hurst Associates, Ltd., & Senior Instructor, Syracuse University School of Information Studies*

Digitization is much more than converting a physical or analog object into its digital equivalent. It is about efficiently repurposing crucial information resources to improve how these resources are used by staff, colleagues, and end users. For libraries, it can open the collection to a much larger user-base, whether that user-base is comprised of researchers, students, or businesspeople. Most digitization programs are doomed from the start because the focus is on the conversion process instead of other, critical pre-scanning issues such as selection criteria, preservation of original documents, metadata creation, software and hardware concerns, integration into existing systems, and legal issues. These issues and more are discussed in this workshop: digitization definitions; the five major steps in digitization process; roles for project managers and team members; critical success factors; copyright and other intellectual property issues; marketing to colleagues, collaborators and users; funding; typical program stoppers and inhibitors; and digitization trends.

## Super-Charged Blogging: Delivering Innovative Enterprise and Client Services W14

***9:00 a.m. – 12:00 p.m.***

***Sabrina Pacifici,*** *Law Librarian, & Editor/Publisher of LLRX.com and beSpacific.com &* ***Connie Crosby,*** *Library Manager, WeirFoulds LLP*

Taught by experienced bloggers, this workshop looks at what communication methods could be replaced by blogging, what manual or online processes could be replaced or supplemented by blogging, and how RSS and news feeds from both local and enterprisewide, fee-based services or free services can improve delivery and awareness of information. It illustrates what can be done with blog applications (e.g., Blogger, TypePad, WordPress, Movable Type); audio posts/podcasting; video posts; posting from cell phones or PDAs; and other hot new features and/or gadgets. With case studies and interactive discussions the following issues are considered: enterprise blogging for certain departments or processes (e.g., getting a reference group or catalogers to create and share resources and ongoing updates); marketing services within an organization and to an organization's clients; blogging ethics and guidelines; strategies for collaborative blogging; getting nonbloggers to post; using blogs to create RSS feeds; news aggregators; types of information suitable for blogging (i.e., how to set up processes by which you can gather, analyze, compile, and publish current content to your blog); selling blogging as a worthwhile venture in your organization; and more.

## Teaching Web Search Skills W15

***9:00 a.m. – 12:00 p.m.***

***Greg Notess,*** *Montana State University, & Author,* Teaching Web Search Skills

Our expert presents proven techniques for teaching Web searching, not just to beginners but also to those who think they already know everything about Web search. Using practical examples and tips, Notess covers the advantages, disadvantages, and techniques for hands-on training; demonstration sessions; and online, self-paced guides for teaching others about Web search skills and strategies. Anyone involved in teaching and training, within any environment, will gain important insights and strategies for teaching Web search skills.

## Risk Management, Game Theory, & Fair Use (Cancelled) W16

***9:00 a.m. – 12:00 p.m.***

***K. Matthew Dames,*** *Editor, OpenWyre*

The fair use clause of the Copyright Act of 1976 is perhaps the most difficult copyright exception to understand. Given its broad application and fact dependency, information professionals find it very difficult to make business decisions about content use based on a fair use analysis, thereby effectively rendering this exception useless to the information community. This advanced workshop seeks to demystify fair use and restore it as a viable copyright exception for information professionals. Using a fair use checklist developed by IUPUI's Copyright Management Center, an analysis of contemporary case law, and elements of game theory, Dames, editor of *CopyCense,* guides info pros through a strategic analysis of fair use that will assist them in making prudent business decisions about using protected works without a license or without receiving permission from the copyright owner. This presentation builds on participants' fundamental understanding of U.S. copyright law as it applies to libraries, archives, museums, schools, and universities.

## Podcasting & Videocasting Bootcamp W17

***9:00 a.m. – 12:00 p.m.***

***David Free,*** *Georgia Perimeter College, Decatur Campus Library*
***David Lee King,*** *Digital Branch & Services Manager, Topeka and Shawnee County Public Library*

Podcasting is one of today's hottest social computing applications. But what can this emerging technology do for libraries? What is a videoblog and why use one on your library's Web site? This in-depth workshop, featuring two experts in the field of library podcasting and videocasting, answers these questions and more. Come explore and discuss how libraries are using podcasts and videocasts for outreach and learning through a variety of case studies, including tips on what types of content work best for different types of libraries. Detailed information on what to consider when planning for and implementing pod/videocasting at your library are provided along with an up-close and personal look at a variety of creation tools. Gain some hands-on experience in making podcasts and videocasts by producing content live during the session!

## Networking 101 W18

***9:00 a.m. – 12:00 p.m.***

***Frank Cervone,*** *Assistant University Librarian for Information Technology, Northwestern University*

Have you ever wondered what a subnet or DNS cache is? Have you ever wondered just how all that digital information flies around the Internet? If so, this is the workshop for you! This broad introduction to networking concepts, specifically for librarians, covers the basic terminology of networking, glimpses the infrastructure behind the Internet, illustrates how information travels across network access methods and how wireless access works, and examines the hot topics related to network security. This workshop provides a solid foundation for doing your own basic network troubleshooting, and with a better understanding of how networks are constructed, both at home and in the workplace, you will be able to deal with the techies in your world.

## Mining the Internet for Business Intelligence W19

***9:00 a.m. – 12:00 p.m.***

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

Discovering new sites on the Web is not a problem; thousands exist for every topic under the sun. Identifying those to which you should link when time and money are a consideration—not to mention comprehensive nature, timeliness, and accuracy of the data—is the key. This how-to half-day workshop focuses on using the Internet/Web as a source for business intelligence. This practical primer, by an experienced researcher, acquaints attendees with the vast array of business and management information sources that reside on the Internet today, where and how to access "the best," and how to improve your business monitoring efforts, deepening your organization's knowledge of markets (global, regional, national, and local), industry sectors, and company-specific activities and strategies. Methodologies for performing research on the Web are presented and many resources highlighted.

## Mining Blogs & RSS for Research W20

***1:30 p.m. – 4:30 p.m.***

***Sabrina Pacifici,*** *Law Librarian, & Editor/Publisher of LLRX.com and beSpacific.com &* ***Connie Crosby,*** *Library Manager, WeirFoulds LLP*

This workshop focuses on leveraging the best of free and low-fee Web sites as well as Web-related services to support research services. It includes "best of the Web" for CI (competitive intelligence), legislation, news, public services, government documents, and information—sites you need to know about and incorporate in your daily work routine.

## Creating Online Tutorials in Less Than 30 Minutes W21

***1:30 p.m. – 4:30 p.m.***

***Greg Notess,*** *Montana State University*

Online tutorials used to be extremely time-intensive to create. With the increase in reference and instruction to distant users in all types of libraries, as well as the need for just-in-time learning in many organizations, we need quicker ways to create tutorials to transfer information and demonstrate online library resources. New tools make it quick and easy to create online demonstrations and tutorials with a minimum of effort, to record screen actions, and to add a voice commentary. Explore using software such as Camtasia, Captivate, and Wink to quickly create online tutorials for your distance users.

## Search Engine Optimization for Library Web Sites: Get Found By Search Engines! (Cancelled) W22

***1:30 p.m. – 4:30 p.m.***

***Erik Arnold,*** *Vivisimo Search, &* ***Barbie Keiser,*** *President, Barbie E. Keiser Inc.*

Ranking high in the search results of major engines is obtainable for all library Web sites. This workshop covers the strategies, tools, and techniques that search marketing pros use to increase visibility and traffic for their clients' Web sites. It focuses on site design and content considerations that will naturally attract traffic from search engines to your site. This workshop helps you understand how search engines work and how they rank your site, design search-engine-friendly sites and pages, apply search engine optimization techniques to your site, and more.

## Utilizing the New Multimedia Web W23

***1:30 p.m. – 4:30 p.m.***

***Ran Hock,*** *Online Strategies, & Author,* The Extreme Searcher's Guide to Web Search Engines

Among current Web trends, one of the most significant and exciting is the growing importance, quantity, and searchability of multimedia content—images, audio, and video. This session explores the new sources and interfaces that are out. The session provides attendees with an increased awareness of the possibilities and also the skills, techniques, and tricks for most effectively accessing this multimedia material. It discusses the increasing role of XML, RSS, speech recognition, and other technologies in providing extensive metadata, searchable transcripts, improved relevance, and other valuable features that can accompany these important resources.

## From Thesaurus to Ontology: Advanced Taxonomy Course W24

***1:30 p.m. – 4:30 p.m.***

***Marjorie M.K. Hlava,*** *President, &* ***Jay Ven Eman,*** *Ph.D., CEO, Access Innovations, Inc.*

This advanced taxonomy workshop covers what it takes to make the switch from a thesaurus to an ontology. Moving from a well-formed, standards-compliant thesaurus to a W3C OWL ontology is a straightforward process. The workshop outlines the process and discusses the pros and cons of the switch such as what can you do with one that you cannot do with the other, what search implementation options you have with each, application to actual text or information objects, and more. Experience with thesaurus construction or knowledge of the NISO Z39.19 standard is useful.

# From one cooperative, countless success stories

## Start your success story in OCLC booth 311

**WorldCat:** access to resources for anyone with Web access

**Online reference:** newer, better ways to share cataloging data

**Selection:** streamlined acquisitions workflows

**Collection analysis:** tools for effective collection development

**Digital collections:** online access to unique and special materials

**eContent:** eBooks, eAudiobooks and eJournals that enrich 21st century library collections

**OCLC CAPCON:** eContent, training, digitization/preservation and consulting

Join us for breakfast, 7:30 am, Tuesday, April 17,
Hyatt Regency Crystal City

Founded on the principles of cooperation and worldwide access to information, OCLC provides technology and services that help library users succeed in more than 110 countries. Discover today how you can bring that success to your library.

OCLC

**www.oclc.org**

## OPENING KEYNOTE ■ Regency Ballroom ■ 9:00 a.m. – 9:45 a.m.

### Web 2.0 & the Internet World

***Lee Rainie,*** *Director, Pew Internet & American Life Project*

What is Web 2.0 and what does it mean for our world which is underpinned by the Internet? Web 2.0 has become a catch-all buzzword that people use to describe a wide range of interactive online activities and applications, some of which the Pew Internet & American Life Project has been tracking for years. Rainie brings the latest statistics and talks about current trends in consumer participation in the Web and Internet. He also looks ahead to what some call Internet II and shares the latest thinking and predictions for 2020.

### Coffee Break

***9:45 a.m. – 10:15 a.m.***

## SEARCH ENGINES
**TRACK A**
Regency E/F

Search engines (SEs) rule the information world today. Hear the latest on harnessing their power, from tips and inside information to thoughts and speculations. Join us for a true learning experience.

*Moderated by* ***Anne Mintz,*** *Director of Knowledge Management, Forbes Inc.*

### Alternative & Customized Search Engines (SEs) A101

***10:15 a.m. – 11:00 a.m.***

***Mary Ellen Bates,*** *Bates Information Services & Author,* Building and Running a Successful Research Business

This tip filled session from an experienced super searcher focuses on less well known search engines. It highlights advantages of using these search engines as well as how to roll your own search engine—customize it for your audience. Some of the SEs covered include Clusty, Exalead, Rollyo, Yahoo Search Builder, Google Co-op, Swiki, Gigablast Custom Topic Search, and more.

### Social Search Engines A102

***11:15 a.m. – 12:00 p.m.***

***Gary Price,*** *Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com*
***Steve Mansfield,*** *CEO, Prefound*

The fast-changing world of social networks, social software, and other related technologies is having an effect on search engines. Join panelists from different social search engines as they discuss the new tools out there.

### Lunch Break

***12:00 p.m. – 1:15 p.m.***

### Mobile Search A103

***1:15 p.m. – 2:00 p.m.***

***Megan Fox,*** *Web & Electronic Resources Librarian, Simmons College*
***Gary Price,*** *Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com*

This session looks at the hottest mobile search provider offerings and potential applications for information seekers and librarians. Users on the go don't want to wade through a list of Web results—they want answers to their questions. Hear what makes mobile search different from a regular search engine, learn about the most interesting and unique features of these services, and get a sneak peek at what's coming down the development pike for mobile search.

### Engines for Multimedia Search A104

***2:15 p.m. – 3:00 p.m.***

***Ran Hock,*** *Online Strategies & Author,* The Extreme Searcher's Guide to Web Search Engines

This session is full of tips, techniques, and tricks from different search engines for searching non-HTML content: audio, video, images, and other formats such as RSS/XML. Hock also discusses speech recognition and other technologies which provide extensive metadata, searchable transcripts, and more.

### Using Google & SEs to Expose Digital Collections A105

***3:15 p.m. – 4:00 p.m.***

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

Using the Vanderbilt Television News Archive experience in expanding interest and exposure of its collection of digital video, Breeding illustrates how it increased sources of income by making metadata available for harvesting by the major search engines. Metadata that was otherwise hidden from search engine harvesting was presented in such a way that it could be harvested by search engines by creating static Web pages for each of the 805,000 abstracts within the Archive's TV-NewsSearch database. In addition to HTML-based site maps, the designers used the XML Sitemap Protocol developed by Google for efficient harvesting of the metadata and used the Google Webmaster's interface for monitoring how the site is accessed via Google. Learn about this successful strategy for increasing activity on the Archive's Web site, increased use of its collections, and significant increases in income.

### Metasearch & Clustering Engines A106

***4:15 p.m. – 5:00 p.m.***

***Tamas Doszkocs,*** *Senior Computer Scientist, National Library of Medicine (NLM)*

This session talks about metasearch and clustering engines and how these engines differ from other types of search engines. It illustrates using NLM's metasearch and clustering engine, AllPlus, a highly customizable general purpose tool that utilizes sophisticated natural language processing tools and techniques to access heterogeneous information sources on the open and hidden Webs. Value-added capabilities include specialized spellcheckers; automatic mapping of search queries to thesauri, such as the Medical Subject Headings Thesaurus and the Unified Medical Language System; automatic generation of concept clusters for focused drill-down and query refinement and limited question answering. The session also looks at diverse applications of the AllPlus technology in government, academia, and other library settings.

### Grand Opening Reception in the Exhibit Hall

***5:00 p.m. – 7:00 p.m.***

## GRAND OPENING RECEPTION

Monday, 5:00 p.m. – 7:00 p.m.

Information Today, Inc. invites all registrants, exhibitors, and exhibition visitors to a reception in the Exhibit Hall. It will provide an opportunity to renew acquaintances and meet new colleagues in a relaxed atmosphere.

## WEB DESIGN & DEVELOPMENT
**TRACK B**
Washington

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

### Planning & Implementing Library 2.0 B101
***10:15 a.m. – 11:00 a.m.***

***David King,** Digital Branch & Services Manager, Topeka & Shawnee County Public Library*

Has your library discussed creating a Flickr account? A MySpace teen site? Creating a blog? All these ideas are great, yet all have the potential to fail if not implemented well. This session provides practical planning and implementation tips for dealing with emerging digital trends, focusing on setting up new Web 2.0 services such as MySpace, blogs, and Flickr to meet client needs.

### Student's World: Photo Diary Study B102
***11:15 a.m. – 12:00 p.m.***

***Nicole Hennig,** Web Manager and Usability Specialist, MIT Libraries*

The MIT Libraries embarked on a Photo Diary Study using a method from the field of anthropology known as a "cultural probe" to gather qualitative user experiences. As a qualitative approach, a cultural probe tends to generate creative thinking and insight related to a user group's behavior. Students recorded with a camera, notes, or screen shots all of their information-seeking activities related to their academic lives for a week, and then shared their stories. Results were coded and analyzed to suggest trends and to move beyond impressions and anecdotes, bringing a larger pattern of behavior into sharper focus. The effort yielded insights about the students' information goals and tasks and was valuable in prioritizing future work. Learn about the study's methodology and data gathering and analysis, as well as the fascinating insights.

### Lunch Break
***12:00 p.m. – 1:15 p.m.***

### Mashups, Remixing Info, & Making Data Browsable B103
***1:15 p.m. – 2:00 p.m.***

***Derek Willis,** Research Database Manager,* The Washington Post
***Karen Huffman,** Manager, Knowledge Initiatives, National Geographic Society*

This session demonstrates how information can be remixed and shared to create new information products and services. Willis focuses on how to put data and databases in the hands of users via Web browsers using open source tools. Using examples of applications built and used at *The Washington Post* and elsewhere, the session concentrates on the tasks of obtaining data and using the Web application framework Django to create Browsable sites that provide users with the ability to drill down and explore data sets. Huffman looks inside the enterprise and shows how National Geographic has implemented and integrated RSS, blogs, wikis and mind mapping on its intranet and collaborative work initiatives. Speakers share their stories, lessons learned, and practical steps for getting started.

## MEET THE AUTHORS!

Meet the "The Extreme Searcher," **Randolph (Ran) Hock**, at the Information Today, Inc. booth during the Grand Reception on Monday, April 16 from 5:30 to 6:30 p.m. Ran will be signing copies of *The Traveler's Web*, *The Extreme Searcher's Internet Handbook, Second Edition* and *Yahoo! to the Max*.

**Michael P. Sauers**, author of *Blogging and RSS: A Librarian's Guide*, will be signing copies of his book during the coffee break on Tuesday, April 17 from 2:30–3:15 p.m. Stop by the Information Today, Inc. booth to get your copy!

### Cool Tools & Toolkits for Webmasters B104
***2:15 p.m. – 3:00 p.m.***

***Jeff Wisniewski,** Web Services Librarian, University of Pittsburgh*
***Darlene Fichter,** Head, Indigenous Studies Portal, University of Saskatchewan*
***Frank Cervone,** Assistant University Librarian for Information Technology, Northwestern University*

This session reviews excellent free toolkits from Google, Yahoo!, and Mozilla to help webmasters do their jobs more effectively and efficiently. Learn about how people are or are not finding your site, how to quickly and effectively test the accessibility of your pages, and how aligned with accepted usability heuristics your site is. From Google's new Webmaster Tools to Firefox's accessibility plugins to Yahoo's pattern library, get a tour of these effective free tools that together can help you take your site to the next level.

### Information Design for the New Web B105
***3:15 p.m. – 4:00 p.m.***

***Ellyssa Kroski,** Reference Librarian, Columbia University and Information Consultant, Ellyssa Kroski & Associates Consulting*

Information design has changed, and keeping it simple is the key. Web 2.0 companies adhere to the principle of simplicity and their applications possess a singularity of purpose. Designers aim for intuitive and usable interfaces that are continuously evolving in response to user needs. This session discusses the new trend in designing simple, iterative, and nimble Web sites that has shifted the way that users interact with today's Web.

### Social Bookmarking & Folksonomies B106
***4:15 p.m. – 5:00 p.m.***

***Ellyssa Kroski,** Technical Support Librarian, University of Florida*
***Robert Cagna,** Department Head, Access and Document Delivery, University of Pennsylvania Biomedical Library*

This session focuses on how to encourage academic social networks. Find out how social bookmarking tools can help users find, use, share, and form networks in academia. Kroski describes the tagging system being developed at University of Florida to bookmark and "label" library resources and discusses the pros and cons of folksonomies. Learn about the process of designing and testing the open source system so that it is enticing to other universities, easy to deploy, and easy-to-use. Cagna describes how PennTags, one of the first academic community-focused social bookmarking sites, is working in action. Hear how members of the Penn Community quickly collect and maintain URLs, links to journal articles and records in the online catalog and online video catalog. Speakers share lessons learned along the way in implementing a social bookmarking service in academia.

### Grand Opening Reception in the Exhibit Hall
***5:00 p.m. – 7:00 p.m.***

## COMMUNITIES & COLLABORATION
**TRACK C**
Potomac

The 2.0 world is all about conversations, collaboration and communities. Our speakers highlight what "library 2.0" is all about with lots of examples, strategies, research, and more.

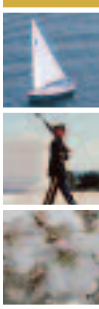
*Moderated by **Mary Auckland,** O.B.E., Consultant*

### Library 2.0: Building Communities, Connections, & Strategies C101
***10:15 a.m. – 11:00 a.m.***

***Ken Roberts,** CEO, Hamilton Public Library*

Is your organization integral to its community? Hear how partnerships, hard work, and Library 2.0 strategies, including investigating Second Life, have catapulted this public library into the mainstream within its community. Former children's librarian, author and storyteller, as well as municipal chief information officer, Roberts shares lessons learned for building strong participative and interactive communities.





## Building Collaboration, Communication, & Community Online

C102

***11:15 a.m. – 12:00 p.m.***

***Meredith Farkas,*** *Distance Learning Librarian, Norwich University & Author,* Social Software in Libraries: Building Collaboration, Communication, and Community Online

Social software is rapidly changing the way we all work and play online. It is also opening up new opportunities for reaching out to patrons and providing library services. This program explores the brave new world of social software and how libraries can capitalize on these tools to improve communication between the library and its patrons, build online communities, and better share information professionally. Farkas, the author of *Social Software in Libraries,* defines social software, describes its characteristics, and highlights some of the popular social tools being used today. She shares practical tips on successfully implementing social software in libraries and illustrates with libraries that are using social software in innovative ways.

## Lunch Break

***12:00 p.m. – 1:15 p.m.***

## Privacy, Security, Social Networking & Libraries: "Me, My Space, & Eye"

C103

***1:15 p.m. – 2:00 p.m.***

***Alane Wilson,*** *Senior Library Market Consultant, OCLC*

Alane discusses OCLC's new report, which explores the Web of social participation through the lenses of privacy, trust, and the value of information. She focuses on social networking, as well as the behaviors, values, and expectations of participants in a survey conducted by Harris Interactive on behalf of OCLC in the U.S., Canada, Germany, France and Japan. The research hopes to discover if the values of librarians are congruent with the values of the people libraries serve and looks at the origins and history of "privacy" as a core professional value in librarianship. Learn whether libraries' practices and policies with regard to privacy and personalization are congruent with their communities, and come away with insights and ideas for building closer connections with your communities.

## Building Community

C104

***2:15 p.m. – 3:00 p.m.***

***Karen Huffman,*** *National Geographic Society*
***Michelle McLean,*** *Casey-Cardinia Library Corporation*

Huffman focuses on how intranets are designed and developed to work toward building a sense of community through the organization's corporate intranet portal. She highlights strategies to broaden the community to include affiliates and international partners and shares challenges and lessons learned. McLean focuses on Library 2.0 and libraries building community initiatives currently happening in Australia.

## Building an Online Virtual Community

C105

***3:15 p.m. – 4:00 p.m.***

***Mark Puterbaugh,*** *Information Services Librarian, Eastern University*

This session discusses how Eastern University opened its VBI world to the college community, allowing students, faculty, and others to assist in building the virtual world. It explains how this has helped the library create closer ties with its community through social interaction in this virtual environment.

## Knowledge Services: Challenges, Lessons Learned, and Prospects for the Future

C106

***4:15 p.m. – 5:00 p.m.***

MODERATOR: ***Guy St. Clair,*** *Consulting Specialist for Knowledge Services, SMR International, & Special Consultant for Knowledge Services, EOS International*

PANELISTS:
***Hoyt W. Galloway,*** *Customs and Border Protection Information Resource Center, U.S. Department of Homeland Security*
***Lois Ireland,*** *Corporate Information Resource Center, Freddie Mac*
***Bob Mast,*** *Federal Aviation Administration*

EOS International's company motto is "Connecting People to Knowledge." This session highlights their clients who are involved in knowledge management/knowledge services initiatives in their organizations. Success, though, comes with a variety of considerations, including some that require a distinctly optimistic vision. This panel discusses some of the issues these leaders faced when implementing their initiatives. Challenges, lessons learned, and tips for overcoming perceived barriers are shared, and attendees will go away with renewed enthusiasm for connecting their internal clients with knowledge.

## Grand Opening Reception in the Exhibit Hall

***5:00 p.m. – 7:00 p.m.***

# DIGITAL TRENDS

**TRACK D**

Regency A/B/C/D

Dealing with a digital world presents many challenges and opportunities. This series of talks presents some fresh ideas for digital libraries of the future and their infrastructure, building online virtual communities, using social software for communication and collaboration, dealing with the millennial generation, and competencies for federal librarianship as well as looking at gadgets which will influence our 2.0 world.

*Moderated by* ***Aaron Schmidt,*** *Director, North Plains Public Library*

## Organization 2.0

D101

***10:15 a.m. – 11:00 a.m.***

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

Social software, digital tools and new ways of working demand new roles, competencies and working arrangements. From virtual branch managers to digital coaches to matrixed management, our libraries are responding with innovative people processes and solutions. This session starts the day with the most critical component for any digital environment: the people.

## Heat Up Your Browsing with Firefox

D102

***11:15 a.m. – 12:00 p.m.***

***Jessamyn West,*** *Librarian.net blog*

A tricked out Firefox browser can deliver you the smoothest, cleanest, most usable Internet experience around. The huge range of Firefox extensions and themes makes it the perfect library browser choice. West highlights and demos a few different Firefox transformations geared towards seniors, Web developers, reference librarians, and teens. Anyone who works at a computer or maintains a patron computer—Mac, PC, Ubuntu, or whatever—will come away with a taste of what's possible and the tools to make what's possible a reality. There will be time for show and tell if you've been itching to show off your own favorite browser configuration.

## Lunch Break

***12:00 p.m. – 1:15 p.m.***

## MEET THE AUTHORS!

On Tuesday, April 17 from 5:00–5:45 p.m. at the Information Today, Inc. booth, author **Meredith G. Farkas** will be signing copies of *Social Software in Libraries: Building Collaboration, Communication, and Community Online* and authors **Michael E. Casey** and **Laura C. Savastinuk** will be signing copies of their book *Library 2.0: A Guide to Participatory Library Service*.

## Info Life with the Feds

D103

***1:15 p.m. – 2:00 p.m.***

***Roberta Shaffer,*** *Executive Director, FLICC*

This session looks at competencies for federal librarianship. Using research from the Education and Human Resources Working Groups and the Library of Congress' recently published Workforce Transformation Initiative for the Digital Age, it highlights the new professional competencies needed for a successful career in the federal workforce.

## Millennials & the Library

D104

***2:15 p.m. – 3:00 p.m.***

***Marshall Breeding,*** *Director for Innovative Technologies & Research, Vanderbilt University Library*

It's clear that the students entering our colleges and universities come with expectations of information-seeking unlike any previous generation. How the Millennial Generation interacts with media and content rubs against the grain of the technologies currently in place in libraries for delivering content to users. Breeding will explore the technology trends currently playing out in the library automation arena and discuss how these might be employed to better engage the new generation of library users without negative affects on the post-Millennials.

## Gaming & Libraries: Engaging Strategies

D105

***3:15 p.m. – 4:00 p.m.***

***Jenny Levine,*** *Internet Development Specialist & Strategy Guide, American Library Association*

Creating engaging strategies for different segments of your community is always a challenge. Our speaker, a talented gamer and long-time blogger, shares her thoughts on using gaming to attract and engage library users. Be prepared for exciting new ideas and insights.

## Gadgets, Gadgets, Gadgets!

D106

***4:15 p.m. – 5:00 p.m.***

***Barbara Fullerton,*** *Manager, Library Relations, 10KWizard*
***Sabrina Pacifici,*** *Editor & Publisher, LLRX.com & beSpacific.com*
***Aaron Schmidt,*** *Director, North Plains Public Library*

Join our experienced and entertaining panel in a fun and fast-paced tour around the changing world of gadgets as they look at the latest products, services and tools that will influence our digital strategies in a 2.0 world.

## Grand Opening Reception in the Exhibit Hall

***5:00 p.m. – 7:00 p.m.***

### GRAND OPENING RECEPTION

Monday, 5:00 p.m. – 7:00 p.m.

Information Today, Inc. invites all registrants, exhibitors, and exhibition visitors to a reception in the Exhibit Hall. It will provide an opportunity to renew acquaintances and meet new colleagues in a relaxed atmosphere.

## KEYNOTE ■ Regency Ballroom ■ 9:00 a.m. – 9:45 a.m.

### Gaming, Learning, & the Information World

***Elizabeth Lane Lawley,*** *Director, Rochester Institute of Technology, Lab for Social Computing & recent Visiting Researcher, Microsoft Corp.*

Information professionals have always been balanced at the center between knowledge, technology, and people. Today, more than ever, we need to find ways to integrate our activities into our clients' and communities' work flows and lives. Lawley looks into the future at the opportunities and challenges associated with the new social technologies and practices, discusses recent research and trends, and provides thought-provoking insights for us as we plan for the future.

### Coffee Break—A Chance to Visit the Exhibits

***9:45 a.m. – 10:30 a.m.***

## CONTENT MANAGEMENT
**TRACK A**
Washington

From music to maps, mashups are popping up all over, serving up delicious new content for Web site visitors. Learn more about designing and integrating compelling content to create mashups and new products and services for your clients, and keep up with CM issues such as open access and government, search tools with controlled vocabularies, what's hot with RSS, and more.

*Moderated by* ***Richard Geiger,*** San Francisco Chronicle

### What's a Mashup & Why Would I Want One? A201

***10:30 a.m. – 11:15 a.m.***

***Darlene Fichter,*** *Head, Indigenous Studies Portal, University of Saskatchewan*

A "mashup" mixes content from independent sources to create something new. Many mashups are simple to create and require little technical know-how, allowing Webmasters of all sorts to put on their creative thinking cap. Jump on board and take a tour of interesting mashups, including library mashups, and explore the opportunities for libraries and how to remix library and other content to create new and innovative services. Take away tools that you can use to build mashups, for users or yourself, and recommended sites to learn more.

### Open Access & the Government A202

***11:30 a.m. – 12:15 p.m.***

***James King,*** *Chief Librarian, Naval Research Laboratory*

This session explores the comparative advantage of the federal government as it relates to the open access movement. It discusses the implications and imperatives for federal libraries as well as the potential impact on access to government information.

### Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

### Search Tools Using Controlled Vocabularies A203

***1:30 p.m. – 2:30 p.m.***

***Jan Herd,*** *Library of Congress*
***Joyce W. Koeneman,*** *Digital Librarian, National Transportation Library, Research and Innovative Technology Administration, USDOT*
***Tamas Doszkocs,*** *Senior Computer Scientist, National Library of Medicine (NLM)*

Pulling from government library expertise in taxonomies, ontologies, and other information structures, this panel showcases examples of controlled vocabulary search tools.

### Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

### What's Hot with RSS! A204

***3:15 p.m. – 4:00 p.m.***

***Steven Cohen,*** *Senior Librarian, Law Library Management, Incorporated & Creator, Librarystuff.net*

Without RSS, most of the tools that we enjoy using in the 2.0 Web world wouldn't exist. RSS is still the dominant force for assisting users in keeping up with the huge volume of content that suits their needs. It can also be a viable resource for following up on research. Join our expert for a lively and fun session on how to use RSS effectively in the workplace. He shares his tips and tricks for customizing and personalizing your RSS experience.

### Giving People What They Want A205

***4:15 p.m. – 5:00 p.m.***

***Amy Rudersdorf,*** *NC State University Libraries*
***Jennie Benford,*** *University/Heinz Archivist, Carnegie Mellon University Libraries*
***Lisa Saywell,*** *Planning Coordinator & Scholarly Communications Librarian, University of Wisconsin-Madison*
***Vicki Tobias,*** *Digital Services Librarian/Digital Repository Coordinator (interim), University of Wisconsin Digital Collections Center, University of Wisconsin-Madison*
***Aaron Brenner,*** *Digital Projects Librarian University Library System University of Pittsburgh*

This session explores the continuing shift from "real world" to "digital world" user expectations. With examples from both high-use digital collections and user surveys, speakers discuss the collision of expectation and experience—both of the user and the digital resource provider. Topics include the evolution of users' passive states of receipt to active places of comment, embedding of traditional library and archival mediation and reference services within the online experience, and the transformation through digitization of primary sources into a new sort of secondary source as well as the impact of digitization on source material as experienced by both users and content providers.

## SOCIAL SOFTWARE IN ACTION
**TRACK B**
Regency A/B/C/D

Libraries today are embracing new social software tools to better serve their library community. Learn from the libraries that are leading the way with emerging technology and hear from the creators of some of the Web's hottest new applications.

*Organized & moderated by* ***Steven Cohen,*** *Librarystuff.net &* ***Ellyssa Kroski,*** *Columbia University*

### Using a CMS to Build Community: Rhumba with Joomla B201

***10:30 a.m. – 11:15 a.m.***

***Catherine Morgan,*** *Director, Information Technology Services, &* ***Tao Gao,*** *Web Administrator, South Carolina State Library (SCSL)*

SCSL decided to use an open source content management system (CMS) to build a library community-focused Web site. The new design takes advan-

tage of the latest technological advances in content management and social networking software. Built on the open source content management system Joomla, the Web site is a content–rich resource for the state's librarians, government employees and citizens. Features include access to RSS feeds, blogs, calendars, forums, and more. This session highlights the development process, the challenges of using a CMS as well as its unique features, lessons learned, and practical advice for transforming a static Web site into a content-rich, dynamic, and interactive Web site.

### Comments in the Catalog: Community Interaction B202

***11:30 a.m. – 12:15 p.m.***

***Glenn Peterson,*** *Hennepin County Library*

The Hennepin County Library has added the capacity within its OPAC for user commenting. Within the first month, the library received 770 comments contributed by 635 patrons. This feature enables patrons to interact with library resources directly. Through user-created comments, the library has the opportunity to build an atmosphere of online community as users are empowered to engage in and ignite conversations within the library's Web site.

### Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

### Cutting-Edge Tech Leaders B203

***1:30 p.m. – 2:30 p.m.***

***Tim Spalding,*** *LibraryThing*

Join us for a unique hour-long afternoon session with an exciting panel composed of cutting-edge technology leaders. Major industry players talk about their applications and their value in the library arena.

### Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

### My Own Café: Interactive Teen Community B204

***3:15 p.m. – 4:00 p.m.***

***Kathy Lussier,*** *Assistant Administrator, Technology, &*
***Vickie Beene-Beavers,*** *Assistant Administrator for Youth Services, Southeastern Massachusetts Library System (SMLS)*

With My Own Café, the SMLS has created an interactive teen community. Patrons from 100+ libraries in southern Massachusetts can register to participate on the site. With more than 75 library staff administrators, My Own Café is able to tempt its users with iPod giveaways, user polls, active message boards, downloadable music files, and a homework help info center.

### The Social Web B205

***4:15 p.m. – 5:00 p.m.***

***Jesse Andrews,*** *Architect, CommerceNet, & creator, Book Burro*

This session discusses new technologies and software that improve content integration and social interaction on the Web. Andrews discusses social Web browsers that facilitate the use of many Web-based social services, including blogging, photosharing, advanced (live) search, news aggregators, and social-networking services. As the co-creator and co-maintainer of Userscripts.org, Andrews highlights the use of a greasemonkey scripts repository which also serves as a development resource, encouraging continued growth in the greasemonkey community by promoting mashups, "ideas" sharing, and as a contact point for greasemonkey programmers. Join this creative speaker who has also developed a browser extension that allows the user to search multiple sources for a book simultaneously, including online booksellers and libraries, Book Burro.

## FREE EVENING RECEPTION

Tuesday, 5:00 p.m. – 5:45 p.m.

Information Today, Inc. invites all registrants, exhibitors, and exhibition visitors to a reception in the Exhibit Hall. It will provide an opportunity to renew acquaintances and meet new colleagues in a relaxed atmosphere.

## LEARNING
### TRACK C
Regency E/F

In the fast-paced and changing 2.0 world, learning is beginning to look different. Hear about new learning strategies, practices, and tools from our experienced practitioners.

*Organized and moderated by* ***Rebecca Jones,*** *Dysart & Jones Associates*

### From Core Competencies to Learning 2.0 C201

***10:30 a.m. – 11:15 a.m.***

***Helene Blowers*** *&* ***Lori Reed,*** *Public Library of Charlotte Mecklenburg County (PLCMC)*

Want to know how to bring 550 staff members up-to-speed all at the same time and propel them forward to begin exploring emerging technologies on their own? From PLCMC's experience, you build a comprehensive four-tier core competency program and offer Learning 2.0 which encourages staff to track their own self discoveries via a blog!

### Dynamic Instructional Content: Library 2.0 on a Budget C202

***11:30 a.m. – 12:15 p.m.***

***Chad Boeninger,*** *Ohio University Libraries*

Library 2.0 gives libraries the tools and resources to take their library instruction programs out of the classroom and into patrons' virtual spaces. Many of these tools are available as open source applications or for free. This presentation demonstrates Library 2.0 tools to create podcasts, screencasts, and videos, and their applications for virtual instruction, plus showcases programs for creating surveys for student feedback and learning assessment.

### Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

### Learning with Wikis & Blogs C203

***1:30 p.m. – 2:30 p.m.***

***Michelle Boule,*** *The University of Houston*
***Meredith Farkas,*** *Norwich University*

Active learning is the buzzword in education, but many reflective learners are left to fend for themselves in today's classrooms and organizations. This session discusses teaching social software with social software. It looks at the possibilities for using wikis and blogs in the classroom to facilitate learning with a diverse student population, providing a place where students take charge of their own information discovery, and providing an assessment tool for instructors. It discusses the use of blogs and wikis in planning and teaching Five Weeks to a Social Library, a free online course designed to educate librarians about social software and how it can be used in libraries, as well as how other libraries can use these tools to provide online learning to their own staff, community, and beyond.

### Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

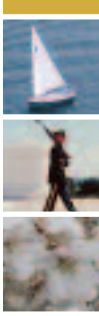
### Podcasting Possibilities for Library Instruction C204

***3:15 p.m. – 4:00 p.m.***

***Rachael Clemens,*** *California State University Fullerton*

This session describes a podcasting project developed to deliver library instruction to on-campus students and distance education nursing students at California State University Fullerton. As students spend less or even no time physically on campus, the project provides alternative means of delivering effective information literacy learning opportunities for students on their own time, in their own space. Following an initial survey of nursing faculty to determine their information literacy expectations for their students, digital instruction modules were created to address these needs. Ten separate modules were offered and promoted as online tutorials for download as podcasts. Clemens demonstrates the mechanics of creating





a podcast for posting online with an RSS feed and outlines the time involved, software/hardware requirements, and costs.

### Gaming & Learning — C205

***4:15 p.m. – 5:00 p.m.***

***Shu Liu,*** *Metadata Librarian, Colorado State University*
***Tammy Allgood,*** *Digital Delivery & Design Librarian, Arizona State University (ASU)*

Liu focuses on current developments of learning objects and provides real examples from academia and business. She covers what learning objects are, what their core characteristics include, and looks at the future of learning objects and their relations to library resources. Allgood talks about how ASU librarians took into account the attributes of the "millennial generation" and are providing information in an engaging and interactive way. They began with a board game used in lower-division English courses to teach library instruction and created an online version. More than a tutorial, the online version is a fully interactive, single-player game environment. An omnipresent map mode allows for fast exploration; first-person action mode allows for scripted interactions between characters and systems; problem-solving modes allow for task completion; resource allocation mode allows players to view and combine collected items. This game simulates the complex processes of selecting, using, and evaluating multiple sources of information within a library setting—an innovative way to teach information literacy and library skills.

## PLANNING & MANAGING DIGITALLY
**TRACK D**
Potomac

Planning for the future in an Internet world is challenging as our underpinning infrastructure, tools, and technologies continue to change. Hear some leading edge stories and frameworks that may help you plan for the coming years.

*Moderated by* ***Jill Hurst-Wahl,*** *Hurst Associates*

### Accelerated Planning — D201

***10:30 a.m. – 11:15 a.m.***

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

Organizations know the importance of strategic and business planning, but struggle with getting time for staff to do this planning. Jones outlines a process by which libraries can complete plans in days rather than months and yet still engage staff, stretch thinking, and articulate specific steps to take towards their desired future.

### Project Planning: Using Blogs & Wikis — D202

***11:30 a.m. – 12:15 p.m.***

***Nicole Engard,*** *Jenkins Law Library*

Fostering communication is what planning is all about. Hear about firsthand experiences that grew out of a strategic plan that stated the communication and collaboration where lacking in the library. Staff felt they were in the dark when it came to projects being worked on in other departments and expressed dissatisfaction with the level of communication between management and the rest of the staff. The results were a homegrown intranet to foster communication and collaboration between all areas of the library. Engard discusses the ways in which the intranet helped project planning and communication with its use of blog and wiki applications. In addition to increasing communication, it has eliminated the influx of e-mail messages during a project and allows for archiving project discussions.

### Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

### Innovative Libraries: Best Practices & Tales from the Stacks — D203

***1:30 p.m. – 2:30 p.m.***

***Jill Hurst-Wahl,*** *Hurst Associates, &*
***Christina K. Pikas,*** *Librarian, R.E. Gibson Library & Information Center, Johns Hopkins University Applied Physics Laboratory*

How are libraries creating pro-innovation atmospheres? What are they doing to ensure a culture that values change? Speakers present case studies of academic, public, and special libraries that are heralded for the innovative environment. Hear what these libraries are doing and learn what your library could do to become more innovative.

### Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

### Easing Renovation with Web 2.0 Tools — D204

***3:15 p.m. – 4:00 p.m.***

***Elizabeth Black*** *&* ***Rebekah Kilzer,*** *Systems Librarians & Assistant Professors, The Ohio State University Libraries*

Renovation of the Thompson Library, with 1.5 million items and 150 personnel, is a challenge. Even with an interim facility, which is 2.25 miles from central campus, remaining materials and personnel are in other libraries across campus. Web 2.0 concepts, based on interactive communication between parties in disperse locations, are the key to providing service to patrons and communication among library faculty and staff. Hear about the tools in use now and planned for the future, including blogs with the latest renovation news, wikis for storing reference materials, desk notes, and communication. Black and Kilzer share their experiences in keeping everyone connected, plans for moving into the digital age with electronic reserves into a course management system, and support for mobile devices and IM. The use of Web 2.0 tools is definitely impacting renovation disruptions for both library patrons and personnel.

### Guiding Libraries & Info Pros Through Change — D205

***4:15 p.m. – 5:00 p.m.***

***David King,*** *Digital Branch & Services Manager, Topeka & Shawnee County Public Library*

These days, libraries are all about change—especially technology changes! While many of us are able to steer successfully through those changes, others get stuck along the way. This "change management 101" session explains how to successfully get the library and the info pros through change. King discusses change and the transition stages people go through with change; guidelines to navigate through change, both for frontline staff and for managers; and provides recommendations on successfully transitioning staff through change.

## TUESDAY EVENING SESSION ■ Regency E/F ■ 7:30 p.m. – 9:00 p.m.

### The First InfoTubey Awards: YouTube Productions @ CIL 2007 sponsored by PALINET

NEW!

**HOSTED BY** ***Bill Spence,*** *VP, Information Technology, Information Today, Inc.*

**PANELISTS:** ***Marshall Breeding,*** *Vanderbilt University;* ***Darlene Fichter,*** *University of Saskatchewan;* ***Kathy Dempsey,*** *Editor, Computers in Libraries;* ***Rebecca Jones,*** *Dysart & Jones Associates;* ***Aaron Schmidt,*** *North Plains Public Library*

Watch award winning YouTube library productions as awards are presented to those organizations or individuals for outstanding YouTube productions. Premiering at the 2007 Computers in Libraries conference, these awards recognize those creating YouTube library-related productions. Awards will be presented to the top five productions that demonstrate creativity, humor, and sincerity (of course!) in marketing a library or library services or enhancing the library's value.

*Free and open to all registrants, exhibitors, and exhibit visitors. Visit www.infotoday.com/cil2007 for more information.*

## KEYNOTE ■ Regency Ballroom ■ 9:00 a.m. – 9:45 a.m.

### World Digital Libraries

***John Van Oudenaren,*** *Senior Advisor, World Digital Library Initiative, Library of Congress (LC)*

Hear what's happening with respect to a world digital library from LC and collaborating institutions worldwide that are striving to develop a plan for a World Digital Library (WDL). The plan will identify issues related to digitization and organization of WDL collections, including presentation, maintenance, standards and metadata, and the selection of primary materials representing all world cultures. The plan will also identify resources required to digitize and launch an online presentation of the WDL. Hear about the plan's progress, partners, and see what the future might look like for a WDL.

### Coffee Break—A Chance to Visit the Exhibits

***9:45 a.m. – 10:30 a.m.***

## INFORMATION DISCOVERY & SEARCH

**TRACK A**

Regency E/F

Discovering and finding information is a shared goal of info pros and users alike. This series of programs looks at what's new for researchers and highlights many tools and tips for efficient information discovery and findability.

*Moderated by* ***Susan Fifer Canby,*** *VP, Libraries & Information Services*

### 30 Search Tips — A301

***10:30 a.m. – 11:15 a.m.***

***Mary Ellen Bates,*** *Bates Information Services*

Want to turbo-charge your Web research? This popular session, updated to the minute, is jam-packed with valuable tips about how to search the Web more effectively. You don't need to be an expert to use these techniques, but even long-time researchers will learn some new tricks!

### Keeping One Click Ahead: Best of ResourceShelf — A302

***11:30 a.m. – 12:15 p.m.***

***Gary Price,*** *Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com*

Keeping up with all the changes in our industry and one step ahead of our clients is one of the biggest challenges for info pros. Our expert shares his top tips and techniques from the search and search engine world to equip you with what you need to stay in step with our fast-changing online information world.

### Lunch Break — A Chance to Visit the Exhibits

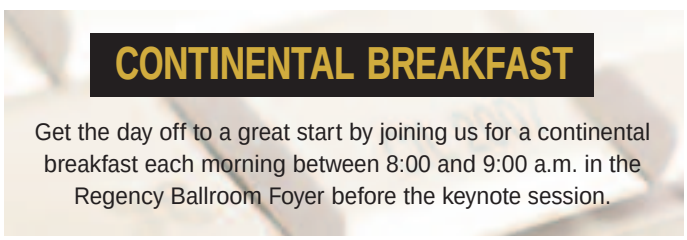
***12:15 p.m. – 1:30 p.m.***

### Searching, Finding, and the Information Professional — A303

***1:30 p.m. – 2:30 p.m.***

***Marydee Ojala,*** *Editor,* ONLINE Magazine

Understanding the brave new world of search is a constant challenge for information professionals. Information retrieval has a curiously archaic ring as we consider Web search, findability, and alternative sources. Not only should researchers be fluent in traditional online search, but they also need to learn Web search techniques, understand how semantic clustering and automated indexing will affect search results, and grasp the nuances of incorporating nontextual information into their research routine. The future lies in less searching, more finding.



### CONTINENTAL BREAKFAST

Get the day off to a great start by joining us for a continental breakfast each morning between 8:00 and 9:00 a.m. in the Regency Ballroom Foyer before the keynote session.

### Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

### Federated Search: State of the Art — A304

***3:15 p.m. – 4:00 p.m.***

***Frank Cervone,*** *Assistant University Librarian for Information Technology, Northwestern University*

***Jeff Wisnewski,*** *Web Services Librarian, University of Pittsburgh*

In order to identify a federated search system that meets your institution's needs, you need to know what's available. From just a few key players a few years ago, the federated search marketplace has taken off, with numerous vendors, some familiar, some not, offering a multitude of systems with different feature sets. From basic search and retrieval to clustering and visualization, this session describes the array of products available and helps you make sense of the dynamic federated search marketplace.

### Book Search Engines Update — A305

***4:15 p.m. – 5:00 p.m.***

***Greg Notess,*** *Publisher, SearchEngineShowdown.com*

Step back from the copyright debates and compare how Google Book Search, the Open Content Alliance, individual publishers' initiatives, and Amazon's "Search Inside the Book" actually work. What are their limitations? Learn how best to use these new tools to find the information needed within books online.

## DIGITAL SYSTEMS & OPERATIONS

**TRACK B**

Potomac

Using new tools, systems and strategies to thrive in a 2.0 world, our speakers provide practical advice, ideas, and working examples of digital systems and operations.

*Moderated by* ***Donna Scheeder,*** *Law Library of Congress*

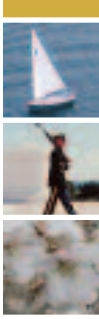
### The New Library Automation Landscape — B301

***10:30 a.m. – 11:15 a.m.***

***Marshall Breeding,*** *Director for Innovative Technologies & Research, Vanderbilt University Library*

Over the course of the last 2–3 decades, the library automation industry has followed a relatively leisurely evolution, mostly focused on computerizing traditional library processes. The rapid changes in the global information landscape present enormous challenges to libraries and the companies involved with building library software, especially in the transition to increased proportions of digital content. Web services have gained wide acceptance as the preferred approach for interoperability. Open source software continues its rise in the library automation space. More importantly, user expectations have risen. Web-savvy users come to the library with little tolerance for clunky and unintuitive systems. Libraries urgently need better and more innovative software. Breeding gives his assessment on how the library automation industry as a whole, and each of the major companies, have changed to meet these challenges.





## Catalogs/OPACs for the Future

B302

***11:30 a.m. – 12:15 p.m.***

***Roy Tennant,*** *User Services Architect, California Digital Library*
***Tim Spalding,*** *LibraryThing*

Our panelists, leading experts, build on their popular CIL session from 2006. They once again take a look at the current state of the art of integrated library systems and speculate where OPACs are going in a 2.0 world.

### Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

## Improving Content with Customer Conversations

B303

***1:30 p.m. – 2:30 p.m.***

***Rich Wiggins,*** *Michigan State University & Author,* Search Analytics for Your Site

Making content searchable and usable is critical to libraries and search analytics can be the key to understanding customer needs, improving access, navigation and findability of content. Any organization that has a searchable Web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. Get tips, techniques and insights from our experienced practitioner and author.

### Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

## Innovative Tools for Reference Service

B304

***3:15 p.m. – 4:00 p.m.***

***Tomalee Doan,*** *Head, &* ***Hal Kirkwood,*** *Instruction Coordinator, Management & Economics Library, Purdue University*

This session focuses on tools used to enhance reference service, including the use of Footprints from Unipress, to manage reference-question workflow and tracking; the development and implementation of a customized library browser toolbar; and the creation of a concept/proximity map for visual database selection. It also highlights the Business Knowledge FAQ created by Wharton and implemented by a dozen or so top business schools as a shared databank of business reference questions. The more it is tapped into, the more it builds the knowledge bank.

## Production to Portal: Info Delivery Channels

B305

***4:15 p.m. – 5:00 p.m.***

***Marjorie M.K. Hlava,*** *President, Access Innovations*

People have nine different learning styles and accommodating those in the creation of a user interface and serving up data behind it which will really satisfy customer needs is crucial to the success of an information rich portal. This talk discusses key aspects for designing and delivering information, including examples of good and poor sites and the reasoning behind them. It covers the workflow necessary to approach the creation and maintenance of the sites over the long term as well as how to engage and retain users which will determine the success or failure of libraries in the years to come. Learn how to rethink and revamp your delivery channels.

## EXHIBIT HOURS

**Monday, April 16**
5:00 p.m. – 7:00 p.m. ■ *Grand Opening Reception*

**Tuesday, April 17**
9:45 a.m. – 5:45 p.m. ■ *Reception 5:00 p.m.*

**Wednesday, April 18**
9:45 a.m. – 3:15 p.m.

## INTERNET CAFÉ

*During exhibit hours, check your e-mail at the Internet Café located in the Exhibit Hall.*

## REPOSITORIES & DIGITAL LIBRARIES

**TRACK C**

Washington

By leading the way in institutional digital repository implementation, libraries have an opportunity to move from being passive transfer agents of information to active partners in dissemination. As digital publishing technologies transform the structure of scholarly communication, libraries must be—and, in some cases are—setting the pace. Join us for a look at the issues, key components, and working examples of digital repositories.

*Moderated by* ***Julia Schult,*** *Groton Public Library*

## Repositories & Digital Initiatives

C301

***10:30 a.m. – 11:15 a.m.***

***Frank Cervone,*** *Information Technology Librarian, Northwestern University*

Institutional digital repositories are all the rage, but not all repositories are created equal. Learn about the issues involved in setting up a repository, what software is available, how a repository works, and how it can substantially improve digital preservation. Through this step-by-step road map and looking at examples of repositories that have been implemented, you'll leave this session understanding key issues related to repositories and libraries and be ready to plan for your own.

## Implementing DSpace at NASA

C302

***11:30 a.m. – 12:15 p.m.***

***Greta Lowe,*** *Librarian, Library and Information Services Branch, Office of the Chief Information Officer, NASA Langley Research Center*

This session looks at the implementation of the DSpace institutional repository system and development of the Langley Technical Library Digital Repository (LTLDR). LTLDR contains archival copies of core technical reports in the aeronautics area dating back to the NASA era and other specialized collections relevant to the NASA Langley community. Extensive metadata crosswalks were created to facilitate moving data from various systems and formats to DSpace. The Dublin Core metadata screens were also customized. The OpenURL standard and Ex Libris' Metalib are being used in this environment to assist our customers with either discovering full-text content or with initiating a request for the item. Hear about the challenges, the experiences, and lessons learned.

### Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

## Museum-Library Digital Project Collaboration and the K–12 Community

C303

***1:30 p.m. – 2:30 p.m.***

***Emily Gore,*** *NC ECHO Project Manager, State Library of North Carolina*
***Lynn Wagner,*** *Executive Director, Tobacco Farm Life Museum*
***Linda Teel,*** *Head, &* ***Hazel Walker,*** *Outreach Coordinator, Teaching Resources Center, Joyner Library, East Carolina University*

This session discusses the NC ECHO's Heritage Partners grant program and its support of the development of the Eastern NC Digital Library. Materials were evaluated through focus groups and workshops with area K–12 educators from varying disciplines to assess their needs and usability requirements. Three area museums also participated and interacted with educators to make artifact selections for digitization. The panel discusses the results, highlights the interface and site navigation, as well as the additional resources added. Bringing together museums, libraries and the K–12 community has many challenges, including a different vocabulary and means of describing and presenting objects. These challenges, along with the panels' experiences and lessons learned, are discussed.

## Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

### Repository Essentials: From Soup to Nuts

C304

***3:15 p.m. – 4:00 p.m.***

***Roy Tennant,*** *University of California, Berkeley*

This session describes what's needed to create and manage an institutional repository, from software options to implementation models. It looks at the do's and don'ts of building a repository, highlights applications, and provides lots of tips and cautions.

### Repository Partnerships & Faculty

C305

***4:15 p.m. – 5:00 p.m.***

***Suzanne Bell,*** *Economics/Data Librarian, University of Rochester*

Institutional repositories (IRs) are the hot new project for libraries around the world. IRs represent roles we are already adept at: collection and preservation of materials and making them accessible to others. But IRs also offer an expanded role, the collection now coming from our own academic communities. We are, in essence, acting as publishers for their work to the world. The problem is that part about "coming from our own communities"—in many cases the material isn't coming. This session explores the issues, what to try, and what to avoid. Even the challenge of trying to collect content, however, presents an opportunity for working more closely with faculty on something they truly care about—their research.

## DIGITAL INSIGHTS & INNOVATIONS

**TRACK D**

Regency A/B/C/D

To keep up with a fast changing 2.0 world, we need lot of new ideas and insights to fuel the innovations in our libraries and our services. This series of talks presents new trends in the mobile arena, looks at new ways to reinvent your library buildings and services as well as your virtual presence, and will definitely stimulate your thinking for the future.

*Moderated by* ***Jill Konieczko,*** *Library Director,* U.S. News & World Report

### Trends in Mobile Tools & Applications for Libraries

D301

***10:30 a.m. – 11:15 a.m.***

***Megan Fox,*** *Web & Electronic Resources Librarian, Simmons College*

Fox provides a fast-paced overview of the current hardware available and how new technologies are making hand-held computers not just palatable but preferable for on-the-go users. She highlights the latest developments in applications for mobile and hand-held tools and how these can and are being utilized by libraries and information seekers of all kinds. Come hear what's happening with traditional information vendors and mobile interfaces, the mobile optimized Web, point-of-need answers, reference texting, and multimedia (such as podcasting and location-free TV) for your mobile device.

### Reinventing the Library in the Internet Era

D302

***11:30 a.m. – 12:15 p.m.***

***Rebecca Ranallo Kahl,*** *Internet & Media Services Manager, Cuyahoga County Public Library*
***Aniel Sud,*** *Web Developer Evangelist, Ektron, Inc., &* ***Clyde Miles,*** *EVP, Optiem*

Some say libraries are struggling to remain relevant in the Internet era—and for many libraries, the challenge is real. But don't tell that to Cuyahoga County Public Library (CCPL) officials. Their vision is to become the public's first source of information and to position the library as a national leader by providing innovative, high-quality programs and services. This case study discusses their strategies and experiences in making their vision a reality. They worked with an up-and-coming, local interactive marketing agency to redesign their site and implement a Web content management system that offers extensive resources to visitors, including access to research, events, and classes with online registration, book clubs, blogs written by subject-matter experts, and special sections for targeted audiences, such as teens, seniors, and teachers. Site visitors can "take out" downloadable files, such as e-books, audio books, and videos. Hear about CCPL's creative solutions for being a valuable resource to the community.

## Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

### Building Libraries in Virtual Worlds

D303

***1:30 p.m. – 2:30 p.m.***

***Lori Bell,*** *Director, Innovation, Alliance Library System*
***Matt Gullett,*** *Educational Technology, &*
***Kelly Czarnecki,*** *Teen Librarian, Imaginon, Public Library of Charlotte & Mecklenburg County*
***Tom Peters,*** *CEO, TAP Information Services*

Virtual worlds such as Second Life, Active Worlds, and World of Warcraft are growing at amazing and increasing rates. These presenters will talk about their experiences, challenges, and successes in creating a library presence in Second Life for adults and teens. Involvement for all types of libraries will be discussed as well as how your library can get involved in these projects or start your own. A growing number of users are on the Internet in the virtual worlds. Libraries need to be there, too.

## Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

### The Library of the Future

D304

***3:15 p.m. – 4:00 p.m.***

***Louise Parker Berry,*** *Director, &* ***Alan Kirk Gray,*** *Darien Library*
***Peter Gisolfi,*** *Managing Partner, Peter Gisolfi Associates, Architects and Planners*

What if you were building a completely new library—at a time of accelerating technological change— and had to make decisions about what successful libraries will embody in 10 or 20 years? What are the current trends that will have staying power, and what are fads that will wash away? How do you design a building that will have physical presence and architectural significance and still plan for services and technology uses that library patrons haven't even begun to think about? After planning for 4 years for a 55,000 square foot library, the staff changed their thinking about important elements of the building after watching technology greatly affect the future of libraries. They are betting on RFID, opting for no circulation or reference desk, predicting most reference activity will be provided online in 5 years and 7x24 online reference services in 10 years, much of it done remotely from the staff members' homes. Hear their strategies for enhancing customer service and having the library continue its role as the cultural center of the community.

### Tech Freebies & Program Ideas

D305

***4:15 p.m. – 5:00 p.m.***

***Janie Hermann,*** *Technology Training Librarian &*
***Robert Keith,*** *Tech Aide, Princeton Public Library (PPL)*
***Matt Gullett,*** *Librarian, &* ***Robin Bryan,*** *Technology Education Manager, ImaginOn, Public Library of Charlotte & Mecklenburg County*

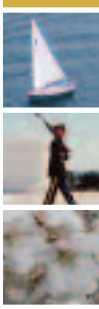
Discover how you can take one innovative program and turn it into the cornerstone for a broader range of technology training for both the public and your library staff. Hermann and Keith, PPL's technology teaching team, talk about the Fantastic Freebies program they used to jumpstart their 2.0 Technologies Training initiative. This program, in which staff and patrons are trained together, is expanding monthly with great success. They illustrate with a quick tour some of the hottest freebies and examine a few of the newest and most useful tools to keep you on the cutting edge of technology. Gullett and Bryan discuss new ideas and perspectives for any sized library and budget to place in your teens and tweens programming portfolio. They provide lots of resources, including ideas, sites, program plans, software, and hardware recommendations on technology oriented programs to offer in your own environment.

## CONFERENCE WIKI

**http://cil2007.pbwiki.com**

Check it out for conference tips, networking, sightseeing, and to practice your wiki skills!





# INTERNET@SCHOOLS East

## MONDAY, APRIL 16 ■ Roosevelt/Lincoln (Third Floor)

### Web 2.0 & the Internet World

CIL/I@S EAST OPENING KEYNOTE
REGENCY BALLROOM

***9:00 a.m. – 9:45 a.m.***

***Lee Rainie,*** *Director, Pew Internet & American Life Project*

What is Web 2.0 and what does it mean for our world which is underpinned by the Internet? Web 2.0 has become a catch-all buzzword that people use to describe a wide range of interactive online activities and applications, some of which the Pew Internet & American Life Project has been tracking for years. Rainie brings the latest statistics and talks about current trends in consumer participation in the Web and Internet. He also looks ahead to what some call Internet II and shares the latest thinking and predictions for 2020.

**Coffee Break — *9:45 a.m. – 10:15 a.m.***

**WEB 2.0 TOOLS AND YOU — PART 1**

### Wikis + Media Specialists = Community!

S101

***10:15 a.m. – 11:00 a.m.***

***Judy Hauser,*** *Oakland Schools, Oakland, MI*

As Web 2.0 empowerment tools, wikis are coming into their own in the library media specialist community. Hauser spotlights three wiki projects that have been a major help to LMSs throughout Michigan. The first—the Regional Educational Media Center Association of Michigan Wiki Project—covers wikis addressing ALA library standards. The second is a wiki collaboration between the Library of Michigan, media specialists, and members of various Michigan library associations. The third project is the Michigan Association for Media in Education Annual Conference Wiki.

### MySpace, the "Evil Twin" of Web 2.0

S102

***11:15 a.m. – 12:00 p.m.***

***Susan Geiger,*** *Moreau Catholic High School, Castro Valley, CA*

The popular social networking site MySpace elicits fear and loathing from teachers, administrators, and parents to the point where many schools and districts have blocked the site. But face it! Teens continue to join MySpace and its many relatives in statistically staggering numbers. This session, by an experienced librarian and Internet@Schools co-moderator, explores why kids love social networking sites and, most importantly, how you can use "TheirSpaces" to teach online safety and responsibility.

**Lunch Break**
***12:00 p.m. – 1:15 p.m.***

**TECHNOLOGY, RESEARCH, AND THE SCHOOL LIBRARY**

### Because the Internet Is Not a Library!— The Guided Inquiry Process

S103

***1:15 p.m. – 2:00 p.m.***

***Carol Gordon, Ross Todd,*** *and* ***Pam Chesky,*** *Center for International Scholarship in School Libraries (CISSL), Rutgers, the State University of New Jersey, New Brunswick, NJ*
***LaDawna Harrington,*** *Avenel Middle School, Avenel, NJ*

Students today are given assignments that often look only for one correct answer. It is imperative that library media specialists and teachers challenge students to think creatively and to solve authentic problems, something they can't do through quick searches on the Internet. Guided inquiry is a process that develops strong research skills which can be carried over to solving almost any of the assignments and/or problems our students will face down the line. Guided inquiry takes the collaboration of teachers, media specialists, and administrators to plan meaningful assignments and to set realistic schedules to allow this to happen within the traditional school time structure. This presentation discusses the process and demonstrates how it can be done!

### Technology as Change Agent

S104

***2:15 p.m. – 3:00 p.m.***

***Michelle Kowalsky,*** *Whippany Park High School, Whippany, NJ*

When teachers at Whippany Park High School needed help creating their own Web pages, they turned to—who else?—the library staff! But library staffers were soon overwhelmed in attempting personalized, individual tutoring in HTML for 80 teachers! Their response was to market Moodle, the self-proclaimed constructivist teaching tool, to teachers. Since Moodle does not lend itself to a linear lesson style or static, one-way delivery of information, teachers had to adapt in order to satisfy their "personal Web page" goals. Now, the teachers are hosting forums and having learners talk to each other; they are posting homework, PowerPoint presentations, and links; they are thinking globally and interdisciplinarily about courses and departments; and they are empowered to use library databases and RSS feeds. Hear the story of how "mysterious techie things" have become mainstream, implementation tips, and lessons learned.

### Primary Research Online: How Students Bring Local History to Life

S105

***3:15 p.m. – 4:00 p.m.***

***Kevin McGrath,*** *Newton North High School, Newton, MA;*
***W. Dean Eastman,*** *Beverly High School, Beverly, MA*

The goal: Provide educators with ideas and technological tools designed to spark innovation in teaching local history and civics at the high school level. The model: A program at primaryresearch.org for teaching and learning local history. Learn how the program works, how the presenters use technology to broaden students' understanding of local history, and how students become actively involved in civic service through digitization and archiving projects. Speakers illustrate, with real examples, the process of student research in the field and in the school, the use of the local environment as a history laboratory, the approach to gathering data and finding sources of information, the role of collaboration with a wide range of institutions, and more!

### What's New on the Horizon at the Library of Congress

S106

***4:15 p.m. – 5:00 p.m.***

***Gail Petri,*** *Library of Congress, Washington, DC*

The Library of Congress has exciting new resources and initiatives for librarians and beyond. Take a tour of the updated Teachers Page and explore new online primary source content. Learn about an online LOC Virtual Institute, Internet2 opportunities, and a Lifelong Literacy Initiative. There is something online for everyone at the Library of Congress!

**GRAND OPENING RECEPTION**

**5:00 p.m. – 7:00 p.m.**

Information Today invites all registrants, exhibitors, and exhibition visitors to the Exhibit Hall for a Grand Opening Reception on Monday, April 16. It will provide an opportunity to renew acquaintances and meet new colleagues in a relaxed atmosphere.

It isn't getting any easier to be a school media or technology specialist in this era of shrinking budgets and ... sometimes ... shrinking support for media programs. But this is still an era of unprecedented opportunities! Opportunities and methods to boost your students' success, and help your teachers and administrators do likewise with current and cutting-edge technologies and resources. And opportunities to demonstrate and publicize those successes–and the essential nature of your media programs–in the process.

Come learn about those opportunities and methods from leaders in the profession like **Joyce Valenza, Carol Gordon, Ross Todd,** and others, as well as from practitioners just like you! As they share their ideas and successes and you share yours, you'll all be shoring up support for 21st-century library media programs!

*Moderated by* ***David Hoffman,*** *Information Today, Inc. and* ***Susan Geiger,*** *Moreau Catholic High School*

# TUESDAY, APRIL 17 ■ Roosevelt/Lincoln (Third Floor)

## Web 2.0 Meets Information Fluency

I@S EAST KEYNOTE

***9:00 a.m. – 10:00 a.m.***

***Joyce Valenza,*** *Springfield Township High School, Erdenheim, PA*

There's a shift afoot in the 21st century work environment: To be most effective, today's students (aka tomorrow's workforce) need to creatively combine several relatively traditional skills with emerging information and communication tools. And they'll need to practice those skills in an information landscape that is genre-shifting, multi-modal, media-rich, participatory, socially connected, and brilliantly chaotic. Valenza explores how the shifts, described as Web 2.0, impact instruction and how those Web 2.0 shifts are enhanced by a focus on information fluency.

## Coffee Break — A Chance to Visit the Exhibits

***10:00 a.m. – 10:30 a.m.***

### WEB 2.0 TOOLS AND YOU — PART 2

## Gaming Technologies in Libraries 1.0

S201

***10:30 a.m. – 11:15 a.m.***

***Gloria Reaves,*** *McKinley Technology High School (MTHS), Washington, DC*

Hear how a much lauded, newly renovated, public technology high school in the nation's capital is moving to the forefront in the effort to prepare the next generation of employees for jobs yet to be named and employers whose products are yet to be created. MTHS is the first school to install a Vicon Motion Capture Studio used by students to design educational videogames. The major purpose of the gaming emphasis is to provide a support structure that will enhance students' academic and practical skills in the core curriculum areas of biotechnology, broadcast technology, and information technology. This session discusses how the evolving library program works with students and teachers in this innovative and technology-infused environment. Reaves looks at the use of 3-D gaming software being employed to create a virtual tour of the library as well as a library orientation, and more. The idea, she notes, is to create and sustain interest in using the library by way of technology the students enjoy and are familiar with–and at the beginning of the 21st century, gaming is it!

## School-to-Museum Videoconferencing: Field Trips Without Leaving Class

S202

***11:30 a.m. – 12:15 p.m.***

***Stacy Hasselbacher,*** *The Mariners' Museum, Newport News, VA*

Insurance, gas, bus scheduling ... There's no doubt that educational field trips have become more and more difficult. But you don't have to give up the wonderful resources that museums and zoos have to offer. Many informal educational institutions now offer their programming via videoconference, and this session discusses how to find Internet videoconference programming that meets your specific needs and views some actual school-to-museum videoconference programming.

## Lunch Break — A Chance to Visit the Exhibits

***12:15 p.m. – 1:30 p.m.***

### LIBRARY OUTREACH VIA THE INTERNET

## Leveraging the Web for Reading, Part 1: Book Reviews and Scavenger Hunts

S203

***1:30 p.m. – 2:30 p.m.***

***Frances Michaels*** *&* ***Karen Long,*** *Mary G. Porter Traditional School, Woodbridge, VA;* ***Hilary Welliver,*** *Dover Public Library, Dover, DE*

Hear from a librarian and a technology teacher about success with "Got Books," a Web page on their school's Web site designed to promote reading among middle school students by providing a forum for reviewing books and a source for finding peer-recommended books. Learn how you can start a similar program at your school. Then, discover how you can continue to reach students over the summer: Internet Scavenger Hunts reach the children where they are, feed their curiosity, and hone their online research skills. Successful Internet Scavenger Hunts host Hilary Welliver of Dover Public Library's Summer Reading Program shares examples of the popular program and provides information for successfully implementing your own version.

## Coffee Break — A Chance to Visit the Exhibits

***2:30 p.m. – 3:15 p.m.***

## Leveraging the Web for Reading, Part 2: Booktalk 2.0

S204

***3:15 p.m. – 4:00 p.m.***

***Donna Johns,*** *Newton North High School, Newton, MA*

Extend the power of your booktalks by using the latest social software to meet your students where they gather in cyberspace and to connect them to books and reading. Blogs, podcasts, wikis, and MySpace can be used to revitalize your program and connect your students to reading in a meaningful way. Johns demonstrates examples of dynamic ways to use these tools to get and keep students reading.

## Gary's Latest Web Research Update

I@S EAST CLOSING KEYNOTE

***4:15 p.m. – 5:00 p.m.***

***Gary Price,*** *ResourceShelf and Ask.com, Washington, DC*

In a rapid-fire I@S East closing session, Web search guru Gary Price reviews what's happening with the major Web search players. He offers a hearty helping of specialized databases, as well as tools that you and your K–12 colleagues can use to make online work easier and more productive. As anyone who's heard Gary speak will tell you, you'll leave his session almost breathless and very up-to-date!

## Reception in the Exhibit Hall

***5:00 p.m. – 5:45 p.m.***

*MultiMedia & Internet@Schools* is a source of practical information for school librarians and technology specialists on today's and tomorrow's education technology tools and resources and how they can be used to further teaching and learning. Each issue is written for the professionals who make or influence decisions on school technology purchases, including library media specialists, technology coordinators, classroom teachers, and administrators.

*Sponsored by* **MultiMedia & Internet@Schools**

## GOVERNMENT LIBRARIES

*Sponsored by the **Federal Library and Information Center Committee and FEDLINK***

### Metasearch & Clustering Engines — A106

***Tamas Doszkocs,** Senior Computer Scientist, National Library of Medicine*

### Knowledge Services: Challenges, Lessons Learned, and Prospects for the Future — C106

MODERATOR:
***Guy St. Clair,** Consulting Specialist for Knowledge Services, SMR International, & Special Consultant for Knowledge Services, EOS International*

PANELISTS:
***Hoyt W. Galloway,** Customs and Border Protection Information Resource Center, U.S. Department of Homeland Security; **Lois Ireland,** Corporate Information Resource Center, Freddie Mac; **Bob Mast,** Federal Aviation Administration*

### Info Life with the Feds — D103

***Roberta Shaffer,** Executive Director, FLICC*

### Open Access & the Government — A202

***James King,** Chief Librarian, Naval Research Laboratory*

### Search Tools Using Controlled Vocabularies — A203

***Jan Herd,** Library of Congress*
***Joyce W. Koeneman,** Digital Librarian and Head Tech Services, National Transportation Library*
***Tamas Doszkocs,** Senior Computer Scientist, National Library of Medicine*

### Implementing DSpace at NASA — C302

***Greta Lowe,** Librarian, Library and Information Services Branch, Office of the Chief Information Officer, NASA Langley Research Center*

## PUBLIC LIBRARIES

### Library 2.0: Building Communities, Connections, & Strategies — C101

***Ken Roberts,** CEO, Hamilton Public Library*

### Comments in the Catalog: Community Interaction — B202

***Glenn Peterson,** Hennepin County Library*

### My Own Café: Interactive Teen Community — B204

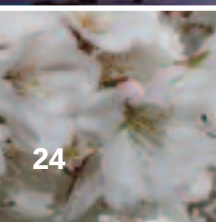
***Kathy Lussier,** Assistant Administrator, Technology, Southeastern Massachusetts Library System (SMLS)*

### From Core Competencies to Learning 2.0 — C201

***Helene Blowers** & **Lori Reed,** Public Library of Charlotte & Mecklenburg County (PLCMC)*

### Reinventing the Library in the Internet Era — D302

***Rebecca Ranallo Kahl,** Internet & Media Services Manager, Cuyahoga County Public Library*
***Aniel Sud,** Ektron, Inc., & **Clyde Miles,** EVP, Optiem*



***This year's CIL event features three specialized streams of programs within the conference, each focusing on a different type of library—government libraries, special libraries and public libraries.***

## SPECIAL LIBRARIES

### Mashups, Remixing Info, & Making Data Browsable — B103

***Derek Willis,** Research Database Manager, The Washington Post*
***Karen Huffman,** Manager, Knowledge Initiatives, National Geographic Society*

### Building Community — C104

***Karen Huffman,** National Geographic Society*
***Michelle McLean,** Casey-Cardinia Library Corporation*

### Knowledge Services: Challenges, Lessons Learned, and Prospects for the Future — C106

MODERATOR:
***Guy St. Clair,** Consulting Specialist for Knowledge Services, SMR International, & Special Consultant for Knowledge Services, EOS International*

PANELISTS:
***Hoyt W. Galloway,** Customs and Border Protection Information Resource Center, U.S. Department of Homeland Security; **Lois Ireland,** Corporate Information Resource Center, Freddie Mac; **Bob Mast,** Federal Aviation Administration*

### What's Hot with RSS! — A204

***Steven Cohen,** Senior Librarian, Law Library Management, Incorporated, & Creator, Librarystuff.net*

### Accelerated Planning — D201

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

### Project Planning: Using Blogs & Wikis — D202

***Nicole Engard,** Jenkins Law Library*

### Implementing DSpace at NASA — C302

***Greta Lowe,** Librarian, Library and Information Services Branch, Office of the Chief Information Officer, NASA Langley Research Center*

### Trends in Mobile Tools & Applications for Libraries — D301

***Megan Fox,** Web & Electronic Resources Librarian, Simmons College*

*Listen and learn at a series of free cybertours and information sessions for all Computers in Libraries 2007 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & subject areas. They are open to all and add value to your visit. Space is limited so it's first-come, first-served.*

## TUESDAY, APRIL 17

### Wikis: A Beginner's Look

***10:30 a.m. – 10:45 a.m.***

***Chad F. Boeninger,*** *Reference & Instruction Technology Coordinator, Ohio University Libraries*

Hear about great ways that wikis can be used in libraries and the information industry. Learn about resources for creating your own wiki and tips for making them successful in your environment.

### Best Tools & Techniques for Local Search

***11:30 a.m. – 11:45 a.m.***

***Marcy Phelps,*** *Phelps Research*

Local search can be used for a wide range of purposes, from a simple contact look up to comparing markets. This session covers some of the newest and unexpected resources for uncovering hidden online local information.

### Federated Searching 2.0

***12:30 p.m. – 12:45 p.m.***

***Brad Gernand,*** *Library Manager, Institute for Defense Analyses, Science & Technology policy Institute*

*Presented by Sydney*PLUS *International*

Discover how federated searching can broadcast queries across a wide range of databases, creating a one-search solution. Drawing on his experiences implementing this type of technology, Brad Gernand talks about how this tool fits into the idea of Library 2.0, giving users access to a "virtual collection" that extends beyond the library.

### Podcasting 101: Easy Audio Casting

***1:00 p.m. – 1:15 p.m.***

***David Free,*** *Public Services Librarian, Georgia Perimeter College*

Our experienced podcaster, talks about podcasting – what it is and why librarians would be interested in this new technology and media. He illustrates the technology and provides examples and links of interest.

## WEDNESDAY, APRIL 18

### Five Freebies in 15 minutes

***10:30 a.m. – 10:45 a.m.***

***Janie L. Hermann,*** *Technology Training Librarian, Princeton Public Library*

The number of free services, sites and downloads on the Web is multiplying monthly at an astonishing rate in a new era of Internet innovation fueled by Web 2.0 and social software. This session highlights some of the hottest freebies currently available online for no cost and demonstrates how you can use them in your library.

### Content Management & the Library

***11:30 a.m. – 11:45 a.m.***

***Mike McKenney,*** *ILS Software Engineer, Pierce County Library System*

This session provides tips for improving content management, specifically integrating a search engine (SE) into an existing content management system. McKenney illustrates how the Polaris SE works in the public library.

### Business Info Online: Super Searcher Strategies

***12:30 p.m. – 12:45 p.m.***

***Mary Ellen Bates,*** *Bates Information Services & LibrarianOfFortune.com*

The author of six online research books, including *Super Searchers Cover the World* and *Mining for Gold on the Internet,* Bates provides tips for conducting business research online, and staying current on new business and finance information.

### Ten Tips for Teaching 2.0 Classes at a Public Library

***1:30 p.m. – 1:45 p.m.***

***Janie L. Hermann,*** *Technology Training Librarian, Princeton Public Library*

Are you thinking about teaching blogging, Flickr, RSS and other 2.0 technologies? Princeton Public Library has been successfully teaching a wide array of 2.0 classes for over a year. Come learn how it does it and how you can do it too.

### Market Research to Fit Your Budget

***2:30 p.m. – 2:45 p.m.***

***Marcy Phelps,*** *Phelps Research*

Are you working on a tight budget? Does your team need their research both fast and cheap? Learn from our research specialist about tips and sites for online market research that don't cost a bundle.

### 15 Minutes to Creating Library Groupies

***3:00 p.m. – 3:15 p.m.***

***Mary Ellen Bates,*** *Bates Information Services*

Do you want to create fanatical loyalty among your clients or patrons? Mary Ellen Bates provides a whirlwind tour of tips for creating the kind of loyalty usually enjoyed only by rock stars and Kate Winslet.

### Using Interactive Web Conferencing Software to Teach in Two Places at the Same Time

***3:30 p.m. – 3:45 p.m.***

***Pam Enrici,*** *Medical Librarian, University of Minnesota (UM)*
***Sharon Brown,*** *Trainer, National Training Center & Clearinghouse*

This session illustrates using an interactive Web conferencing software (Breeze—now Acrobat Connect) to do hands-on teaching of PubMed, the NLM Gateway and ClinicalTrials.gov in two separate locations at the same time. See snippets of the sessions, hear highlights of setting up in two locations and a discussion of the pros and cons of using an interactive Web conferencing software to teach.

### *NEW ADDITION! Attracting Youth: Animation Stations*

***4:30 p.m. – 4:45 p.m. - See Web site for details***

### Internet Map Resources

***1:00 p.m. – 1:15 p.m.***

***Ran Hock,*** *Online Strategies*

There's a wide world of maps out there on the Web. This cybertour provides a sampling of what's available, including historical maps, thematic maps, route planners, interactive maps, and more—for research, for travel, and just for fun.

### Social Networking Sites: What, How & Why

***1:30 p.m. – 1:45 p.m.***

***Amanda Etches-Johnson,*** *User Experience Librarian, McMaster University Libraries*

You've heard the hype behind MySpace & Facebook. Now get the real goods on what these sites are all about, how they work, and why libraries should care!

### RSS Readers

***2:30 p.m. – 2:45 p.m.***

***Frank Cervone,*** *Assistant University Librarian for Information Technology, Northwestern University*

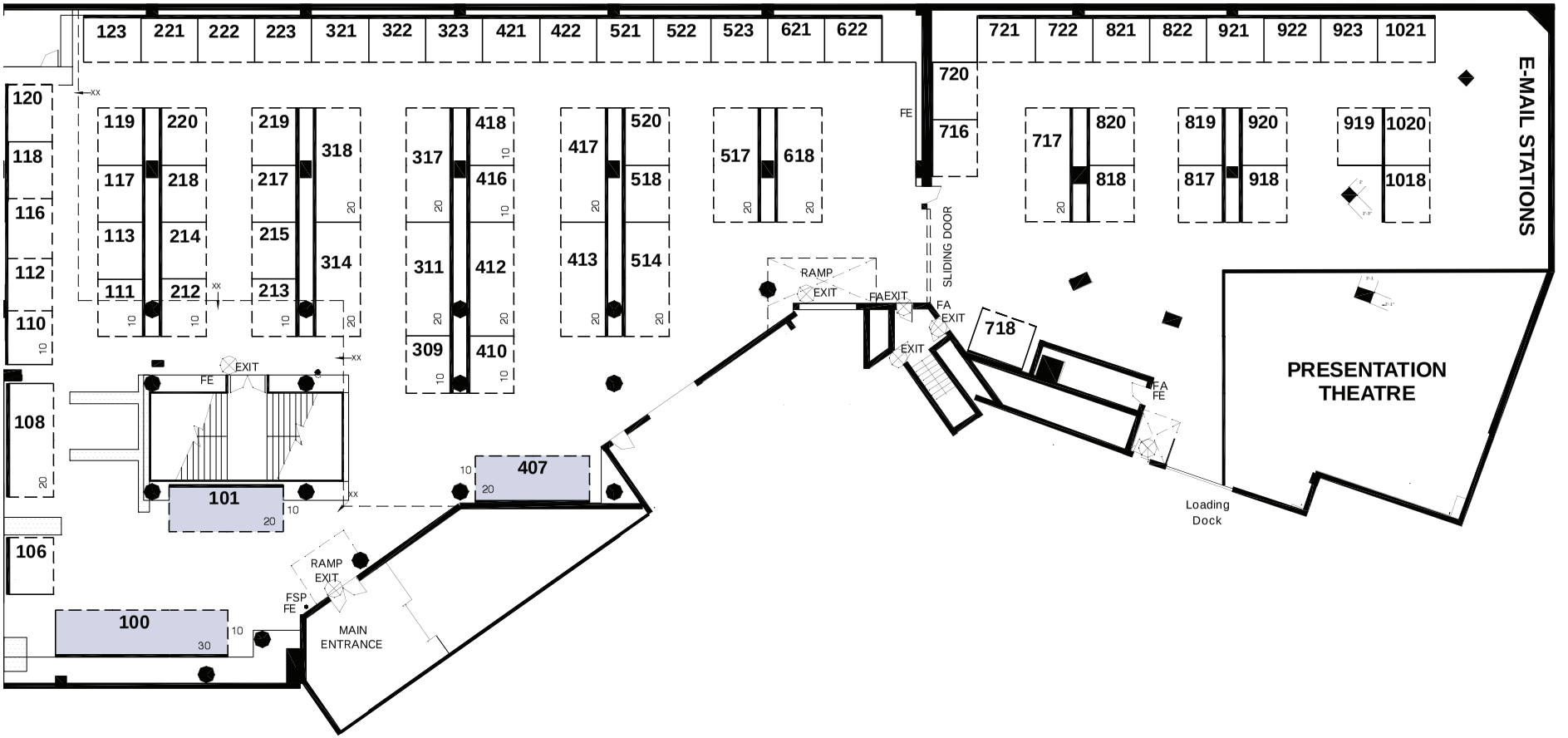
Trying to select an RSS reader but simply overwhelmed by the possibilities? Join this cybertour for a quick overview of some of the readers available today and learn which packages are best for your set of needs.

# Exhibitor List

*The following is a list of exhibitors and a map of the Exhibit Hall at Computers in Libraries 2007. The industry's most important companies are exhibiting at the 2007 conference, giving attendees an extraordinary opportunity to sample the latest in library automation and technology.*

| EXHIBITOR | BOOTH NO. |
|---|---|
| 3M Library Systems | 318 |
| Acquire Media | 720 |
| American Psychological Association | 123 |
| Answers.com | 522 |
| Aptara | 722 |
| AWE | 417 |
| Basch Subscriptions/ The Reference Shelf | 919 |
| Bibliotheca RFID Library Systems | 422 |
| Blackwell Publishing | 106 |
| CMS, Inc. | 521 |
| Colllexis Inc. | 821 |
| Comprise Technologies | 317 |
| Cuadra Associates, Inc. | 309 |
| Data-Planet | 819 |
| ebrary | 217 |
| EBSCO Information Services | 413 |
| Elsevier | 100 |
| Encyclopaedia Britannica | 622 |
| EnvisionWare, Inc. | 407 |
| EOS International | 220 |
| Ex Libris USA | 621 |
| Facts On File | 120 |
| Faronics, Inc. | 110 |
| Faulkner Information Services | TBD |
| Follett Software Co. | 111 |
| Greenwood Publishing Group | 322 |
| H.W. Wilson Company | 117 |
| IBISWorld, Inc. | 214 |
| IEEE | 321 |
| Image Access/ Digital Library Systems Group | 817 |
| Indus MIS, Inc. | 113 |
| Information Today, Inc. | TBD |
| Inmagic, Inc. | 721 |

| EXHIBITOR | BOOTH NO. |
|---|---|
| Innovative Interfaces, Inc. | 520 |
| Leadership Directories | 112 |
| LexisNexis | 717 |
| Librarica LLC | 718 |
| LibraryThing.com | 822 |
| Mergent, Inc. | 818 |
| Neal-Schuman Publishers, Inc. | 119 |
| NewsBank, Inc. | 421 |
| Northern Micrographics | 215 |
| OCLC Online Computer Library Center, Inc. | 311 |
| OVID Technologies | 418 |
| Oxford University Press | 323 |
| PALINET | 219 |
| POLARIS Library Systems | 118 |
| ProQuest CSA | 412/416 |
| PTFS, Inc. | 618 |
| Safari Books Online | 212 |
| Serials Solutions | 410 |
| SirsiDynix | 517 |
| Softlink America, Inc. | 314 |
| Special Libraries Association | 820 |
| Springer | 116 |
| Standard & Poor's | 213 |
| Swets | 101 |
| Sydney*PLUS* International | 523 |
| The Library Corporation—TLC | 918 |
| TheStreet.com Ratings, Inc. | 223 |
| Thomson Gale | 514 |
| Thomson Scientific | 518 |
| William S. Hein & Co., Inc. | 716 |
| Wolper Subscription Services | 222 |
| World Book, Inc. | 221 |
| WT Cox Subscriptions | 218 |

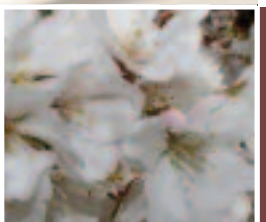



## EXHIBIT HOURS

**Monday, April 16**.....5:00 PM to 7:00 PM
*Grand Opening Reception*

**Tuesday, April 17**.....9:45 AM to 5:45 PM
*Reception 5:00 P.M. – 5:45 p.m.*

**Wednesday, April 18**.....9:45 AM to 3:15 PM



22nd ANNUAL

# COMPUTERS IN LIBRARIES 2007

## *Floor Plan*

# A WEALTH
## of marketing information and tips
## for you and your library

www.infotoday.com

## Marketing Library Services

The "How-To" Marketing Tool Written Exclusively for Librarians

The Marketing Library Services newsletter is the premier source of ideas and news for savvy library marketers. Whether you work in a corporate, special, academic, school, or public library, MLS will help you call attention to your library, your services, and your value to the community you serve. It's the ONE source you need if you are serious about attracting new visitors to your library and keeping the regular ones coming back.

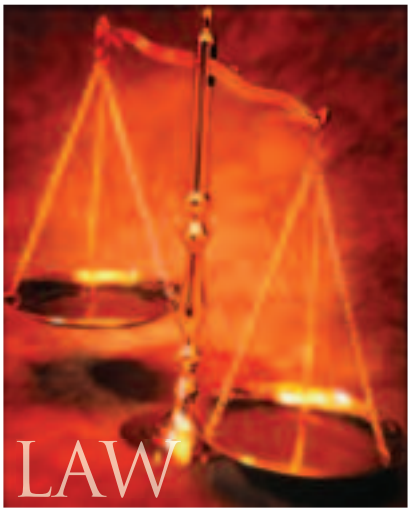
MLS will provide you with valuable how-to information on developing marketing strategies, creating powerful marketing materials, organizing special traffic-generating programs, communicating positively with visitors to your library, acquiring library and information center funding, getting the tools you need to do your job efficiently and effectively, and so much more.

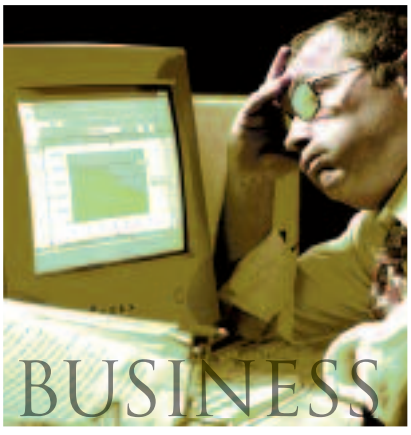
### Reserve your FREE copy of *MLS* today

**For a FREE TRIAL ISSUE of *MLS* simply call (800) 300-9868 or send an e-mail to custserv@infotoday.com.**

If you like it, pay just $73.95 for five more issues (6 issues total) when the bill arrives. That's a savings of $10 off the basic U.S. subscription price. If you are not pleased with your FREE copy, return the bill marked "Cancel" and have no further obligation.

Information Today, Inc. 143 Old Marlton Pike • Medford, NJ 08055






# A database collection about behavior in many disciplines.

**PsycINFO®**
Comprehensive coverage with 2.25 million abstracts

**PsycARTICLES®**
World's largest full-text database in psychology

**PsycBOOKS™**
Full-text chapters from APA books

**PsycEXTRA®**
Gray literature abstracts and full text

**PsycCRITIQUES™**
Incisive book reviews

Psychology is the science of behavior. That's why APA's suite of databases is essential to so many fields of study—business, law, education, medicine, nursing, and more. License all five databases to build an integrated core collection supporting programs, coursework, research and practice throughout your institution. This multidisciplinary relevance makes APA databases an exceptional value for your electronic resource dollar. And that value keeps growing as APA continually expands the content.

Learn more at www.apa.org/databases and www.apa.org/librarians.

Request your **Free 30-Day Trials** and licensing information at www.apa.org/accountrep30. Or call 800-395-8074 ext. 300 or 202-336-6155 ext. 300.

**Visit APA at Computers in Libraries 2007, Booth 123.**

AMERICAN PSYCHOLOGICAL ASSOCIATION