

FINAL PROGRAM

20th Anniversary



20TH ANNUAL COMPUTERS IN LIBRARIES 2005

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

Hilton Washington | March 16-18, 2005

EXTENDING OUR REACH

- Searching and Search Engines
- Digital Content Management
- Web Design, Development, and Usability
- Intranets, Portals, and Knowledge Management
- E-Learning, Information Literacy, and Training
- Building and Managing Digital Libraries and E-Collections
- Web Tools and Roles
- Internet@Schools East



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20TH ANNUAL COMPUTERS IN LIBRARIES 2005 CONFERENCE OVERVIEW

We are pleased to present the 20th annual Computers in Libraries – the most comprehensive North American conference and exhibition on all aspects of library & information delivery technology. Although the tools and technology available to libraries & information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2005 remain the same.

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 International Ballroom Center before the keynote session.

Conference Presentations

Conference attendees are provided with the Collected Presentations which contain many of the speakers' handouts. Conference CD-ROMs are available for purchase at The Digital Record table in the Registration Area. Order at the show or visit them online at www.digitalrecord.org. Orders will be shipped 4-6 weeks after the conference.

Free Receptions & Dine Arouds

Join us in the Exhibit Hall on Wednesday and Thursday between 5:00 and 5:45 p.m. for a Wine and Cheese Reception. It's a great way to visit with exhibitors in a relaxed atmosphere as well as catch up with old and new colleagues alike. Also, be sure to sign up in the Registration Area for Dine Arouds 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

Wednesday, March 16 | 9:45 a.m. – 5:45 p.m. | Reception 5:00 p.m.

Thursday, March 17 | 9:45 a.m. – 5:45 p.m. | Reception 5:00 p.m.

Friday, March 18 | 9:45 a.m. – 3:15 p.m.

Speaker and Press Room

The Bancroft Room is available for speakers and registered press Wednesday through Friday.

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 2005 Exhibit Hall.

Wednesday Evening Session sponsored by PALnet

Free and open to all registrants, exhibitors and exhibit visitors. Enjoy coffee and cookies before the session courtesy of Palinet.

TechForum 2005: Looking at Dead & Emerging Technologies

7:30 p.m. – 9:00 p.m. | International Ballroom East

MODERATOR: D. Scott Brandt, Purdue University Libraries

PANELISTS: Megan Fox, Simmons College

K. Matthew Dames, Seso Group, LLC

Genie Tyburski, Ballard Spahr Andrews & Ingersoll, LLP

Stephen Abram, Sirsi

Nancy Nelson, Nelson Associates

Marshall Breeding, Vanderbilt University

Aaron Schmidt, Thomas Ford Memorial Library

Firmly in the knowledge age, organizations and communities are striving to become learning organizations and centers, and librarians are extending their reach and becoming more critical to the transfer. Our popular "dead technology" session focuses this year on those technologies that will, and will not, allow us to transfer knowledge to our clients in easy, cost-effective, and relevant ways. This session features some new views as well as some of our long-term Computers in Libraries experts, pioneers, and practitioners. It is free and open to all registrants, exhibitors, and exhibit visitors. Come and hear our panel's predictions of future-challenged technologies as they praise and condemn available and emerging technologies.



Program Chair

Jane I. Dysart

Dysart & Jones Associates

Organizing/Review Committee

Stephen Abram, Sirsi

D. Scott Brandt, Purdue University Libraries

Marshall Breeding, Vanderbilt University

Steven Cohen, PubSub Concepts, Inc.

Darlene Fichter, University of Saskatchewan

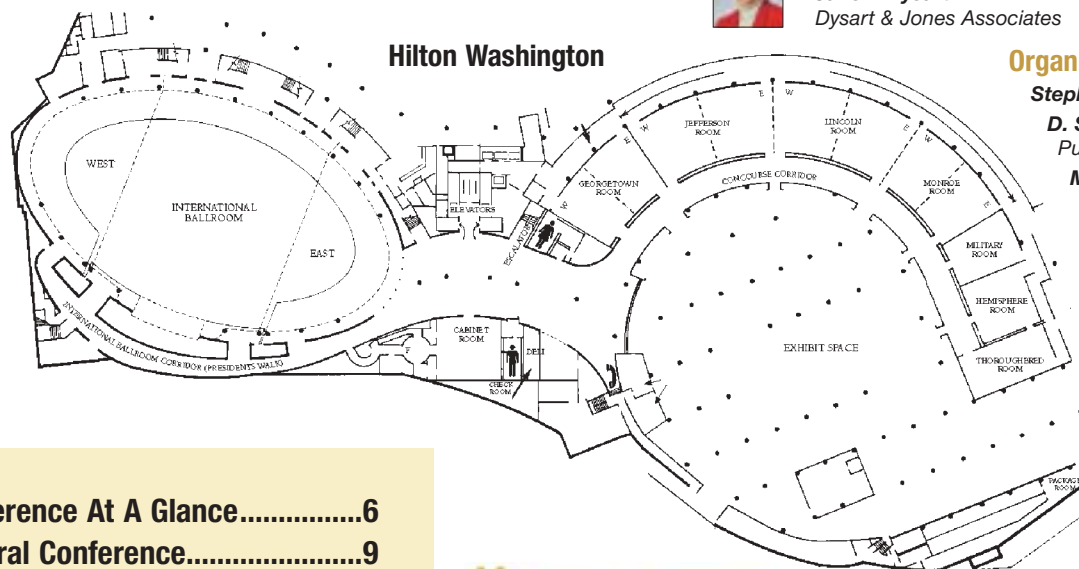
Mary Lee Kennedy, Harvard Business School

Kathy Dempsey, Editor, Computers in Libraries

Andrew Pace, N.C. State University Libraries

Donna Scheeder, Law Library of Congress

Julia Schult, Hamilton College



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CONFERENCE AT A GLANCE

20TH ANNUAL COMPUTERS IN LIBRARIES 2005

PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 15

9:00 a.m. – 12:00 p.m.	W1: Searchers Academy Bates, Price, Sherman, Notess, Hock	W2: Web Managers Academy Fichter, Cervone, Wisniewski, Breeding	W3: Service Strategy Jones	W4: Facet Analysis Gruenberg	W5: Technology Planning for Libraries Stephens & Schmidt	W6: Current Awareness Delivery Options Price & Tyburski	W7: The Future Library—Now! McCrank	W8: Advanced Weblogs Levine & Cohen
1:30 p.m. – 4:30 p.m.	W1 continued	W9: Toolbox of Techniques Brandt & Stephens	W10: Building Taxonomy Structures Bertolucci	W11: Leadership Strategies for Tech Innovation Conger & Olson	W12: The Library as a Place Cohen & Cohen	W13: Managing Your Brand Still		

POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 19

9:00 a.m. – 12:00 p.m.	W14: Web Content Management McQueen	W15: Making the Business Case Kennedy	W16: Practical XML & XSLT Tennant	W17: Organizational Weblogs: Opportunities, Strategies, Tools Fichter	W18: Finding Business Information Online Bates
1:30 p.m. – 4:30 p.m.	W14 continued	W19: Creating Customized Marketing Plans Dempsey	W20: Harvesting Metadata Using OAI-PMH Tennant	W21: Yahoo!: The Other Necessary Search Engine Hock	W22: Federated Searching Minick & Hanna

GENERAL CONFERENCE — WEDNESDAY, MARCH 16

9:00 a.m. – 9:45 a.m.	International Ballroom Center	OPENING KEYNOTE CIL & the Digital Decades Clifford Lynch		Jefferson Room
	TRACK A International Ballroom Center INFORMATION DISCOVERY & SEARCH	TRACK B International Ballroom West WEB DESIGN & DEVELOPMENT	TRACK C International Ballroom East E-RESOURCES & BEING DIGITAL	TRACK D Jefferson Room CRITICAL ISSUES FACING LIBRARIES
10:30 a.m. – 11:15 a.m.	A101: Implementing Federated Searching: Issues and Answers	B101: Targeting Library Web Sites to Specific User Groups	C101: Born Digital & Managing Digitally	D101: Connecting with Your Community
11:30 a.m. – 12:15 p.m.	A102: JerseyClicks & KC Research: Content Gateways	B102: Web Services: Enabling a New Generation of Library Technology	C102: Managing Electronic Resources for Multiple Audiences	D102: Electronic Resource Management
1:45 p.m. – 2:30 p.m.	A103: The Homeland Security Digital Library (HSDL)	B103: Designing User Interfaces for Federated Search Engines	C103: Technology for the Information Commons	D103: What Do Gartner's Predictions Really Mean to Libraries?
3:15 p.m. – 4:00 p.m.	A104: Thirty Search Tips in 40 Minutes	B104: Designing Navigation that Works	C104: Institutional Digital Repositories	D104: Rural Library Challenges
4:15 p.m. – 5:00 p.m.	A105: Tips for Keeping Up: Expert Panel	B105: Using LAMP to Make Your Library Shine	C105: Collaborative Digital Collection Building	D105: The Future of the Special Library
7:30 p.m. – 9:00 p.m.	International Ballroom East	WEDNESDAY EVENING SESSION TechForum 2005: Looking at Dead & Emerging Technologies D. Scott Brandt		

GENERAL CONFERENCE — THURSDAY MARCH 17

International Ballroom Center		KEYNOTE Information Innovation Bruce James		International Ballroom West		International Ballroom East		Jefferson Room	
TRACK A COMMUNITIES & COLLABORATION		TRACK B WEB SYSTEMS & OPERATIONS MANAGEMENT		TRACK C LEARNING		TRACK D TECHNOLOGY PLANNING & TRENDS			
9:00 a.m. – 9:45 a.m.	A201: Social Software 101	B201: RFID: Rollocking Fun in All Departments	C201: How Libraries Support Distance Education	D201: Academic Libraries & Technology: Future Directions					
10:30 a.m. – 11:15 a.m.	A202: Wikis @ Your Library?	B202: Linux-Based Public Workstations: Issues and Applications	C202: Teaching Roles of Librarians: New Variations	D202: continued					
11:30 a.m. – 12:15 p.m.	A203: Collaboration & IM: Breaking Down Boundaries	B203: Managing Libraries with Creative Data Mining	C203: Addressing Plagiarism: Copyright's Not So Little Cousin	D203: Collaborative Technology Planning					
1:45 p.m. – 2:30 p.m.	A204: Building Communities in the "Palm" of Your Hand	B204: Desktop/Server Security	C204: Convincing People that the Web Is Not the Only Answer	D204: Optimizing Technology in Libraries					
3:15 p.m. – 4:00 p.m.	A205: LISNews — Collaborative Blogging	B205: Practical Privacy Pointers for Libraries	C205: Can Learning Styles Influence Training and Web Design	D205: Wireless Libraries					
4:15 p.m. – 5:00 p.m.									

GENERAL CONFERENCE — FRIDAY, MARCH 18

International Ballroom Center		KEYNOTE Delighting the Real User: Personas in Action Mary Lee Kennedy & Stephen Abram		International Ballroom West		International Ballroom East		Jefferson Room	
TRACK A SEARCH ENGINES		TRACK B PEOPLE & TOOLS		TRACK C CREATIVE CONTENT		TRACK D IMPACT: TODAY & TOMORROW			
9:00 a.m. – 9:45 a.m.	A301: Search Engine Update	B301: Web Project Management for Libraries	C301: Content Deployment Cases	D301: Space: The Future Frontier					
10:30 a.m. – 11:15 a.m.	A302: Start Your Engines!	B302: Instant Messaging: Providing Services & Enhancing Communication	C302: Libraries & Institutional Content Management Systems	D302: Implementing Knowledge Management					
1:45 p.m. – 2:30 p.m.	A303: Specialty Engines	B303: OceanNet—Our Unlimited Office Space	C303: Taxonomies and Classifications and Ontologies: Oh My!	D303: Portals, Libraries, & Avoiding the Trash Bin					
3:15 p.m. – 4:00 p.m.	A304: Evaluating Search Tools	B304: Portal Implementation Challenges	C304: Digital and Print: Strategies for Both	D304: Fit & Well: Technology & Services					
4:15 p.m. – 5:00 p.m.	A305: Cool Search Tools & Sites	B305: Building an Online Community	C305: Innovative Content Access: Academic Case Studies	D305: Leading-Edge Technologies & Libraries					

INTERNET@SCHOOLS EAST 2005

International Ballroom Center		KEYNOTE: New Internet Literacies for Teachers		International Ballroom West		International Ballroom East		Jefferson Room	
TRACK A COMMUNITIES & COLLABORATION		TRACK B WEB SYSTEMS & OPERATIONS MANAGEMENT		TRACK C LEARNING		TRACK D TECHNOLOGY PLANNING & TRENDS			
9:00 a.m.	S101: Tips for Designing Effective Library Media Web Sites	B201: RFID: Rollocking Fun in All Departments	C201: How Libraries Support Distance Education	D201: Academic Libraries & Technology: Future Directions					
10:30 a.m.	S102: Link Checking: A Better Way to Search the Web	B202: Linux-Based Public Workstations: Issues and Applications	C202: Teaching Roles of Librarians: New Variations	D202: continued					
11:30 a.m.		B203: Managing Libraries with Creative Data Mining	C203: Addressing Plagiarism: Copyright's Not So Little Cousin	D203: Collaborative Technology Planning					
1:45 p.m.		B204: Desktop/Server Security	C204: Convincing People that the Web Is Not the Only Answer	D204: Optimizing Technology in Libraries					
2:45 p.m.		B205: Practical Privacy Pointers for Libraries	C205: Can Learning Styles Influence Training and Web Design	D205: Wireless Libraries					
3:45 p.m.									
5:00 p.m.									

GENERAL CONFERENCE — WEDNESDAY, MARCH 16

KEYNOTE

International Ballroom Center

CIL & the Digital Decades

9:00 a.m. – 9:45 a.m.

Clifford Lynch, Executive Director, Coalition for Networked Information (CNI)

One of CIL's most-popular speakers over the last 20 years, Lynch is never one to shy away from making predictions or sharing his views of the future. Lynch looks at our progress since the inception of the CIL conference in the context of our future. He talks about how libraries can benefit from the next generation of the Net; the new roles of content, knowledge, and information professionals in digital libraries and the digital world; and shares some strategies for us as we move toward our even more digital future. As one of the leading visionaries in the information industry and executive director of a 200-member consortium of leadership organizations that are exploring digital content and technologies, his views are not to be missed!

Coffee Break — A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

INFORMATION DISCOVERY & SEARCH TRACK A

International Ballroom Center

Moderated by *Anne Mintz, Forbes Inc.*

Implementing Federated Searching: Issues and Answers

A101

10:30 a.m. – 11:15 a.m.

Frank Cervone, Assistant University Librarian, Northwestern University

Based on an implementation case study at Northwestern University, this session explores the concepts and technologies employed to implement federated search and looks at implementation questions and concerns. In addition to information derived from the case study, the session covers the broader perspective related to what software is currently available and how various standards, such as OpenURL, OAI, and XML, relate to these new services.

JerseyClicks & KC Research: Content Gateways

A102

11:30 a.m. – 12:15 p.m.

Scherelene Schatz, Project Manager, JerseyCat and JerseyClicks, New Jersey State Library

David King, Web/IT Project Manager, Kansas City Public Library

JerseyClicks provides federated searching of the full-text databases provided to New Jersey residents by the NJ State Library, the NJ Library Network, and LSTA funds. The first presentation introduces the JerseyClicks portal, its searching capabilities, its IP and library card authentication programs, and the setup required for the system administrator. The second presentation describes Kansas City Public Library's KC Research project, including the participants, the technology, and funding models. It illustrates how federated searching is being used, the Web-harvesting software used, and how current Web technology is providing a single search interface for localized research content gathered from separate Web sites, databases, and other resources. Speakers provide tips, techniques and lessons learned that can be applied in your setting.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

The Homeland Security Digital Library (HSDL) Intelligent MetaSearch Engine

A103

1:45 p.m. – 2:30 p.m.

Tamas Doszkocs, Computer Scientist, National Library of Medicine

Marion McNealy, Content Specialist, Homeland Security Digital Library, Dudley Knox Library, Naval Postgraduate School (NPS)

The HSDL of the Naval Postgraduate School provides access to over 150 databases via federated searching. The initial prototype employed a conventional metasearch engine. HSDL technical staff recommended the deployment of a more sophisticated metasearch technology that goes

beyond the simple broadcast search and result merging approaches of typical metasearch tools offered by library OPAC vendors. HSDL staff evaluated both commercial offerings, such as Vivisimo, and advanced research projects, such as the National Library of Medicine (NLM) ToxSeek concepts clustering engine. They decided to collaborate with the NLM in implementing HSDLSeek, a highly innovative metasearch technology with advanced natural language processing and intelligent data fusion and results clustering capabilities. This session highlights criteria to look for in your evaluation of federated tools, shares the lessons learned in the NPS experience, and discusses the key functional capabilities of HSDLSeek.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Thirty Search Tips in 40 Minutes

A104

3:15 p.m. – 4:00 p.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!

Tips for Keeping Up: Expert Panel

A105

4:15 p.m. – 5:00 p.m.

Gary Price, Founder, ResourceShelf.com & Search Engine Watch

Genie Tyburski, Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP

Steven Cohen, PubSub Concepts, Inc., & Author, Keeping Current — Advanced Internet Strategies to Meet Librarian and Patron Needs

Keeping up with all the changes in our industry is one of the biggest challenges for info pros. This expert panel shares tips and techniques for improving your chances of staying in step with our fast-changing online information world.

Wednesday Evening Session — See page 2

7:30 p.m. – 9:00 p.m. | International Ballroom East

WEB DESIGN & DEVELOPMENT TRACK B

International Ballroom West

Organized and moderated by *Darlene Fichter, University of Saskatchewan, & Northern Lights Internet Services*

Targeting Library Web Sites to Specific User Groups

B101

10:30 a.m. – 11:15 a.m.

David King, Web/IT Project Manager, Kansas City Public Library

Meeting the needs of all users in one library site is often an impossible task. When should libraries develop Web sites or Web site areas that target special groups of users? What does a targeted Web site look like? David King focuses

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on “ready, aim, fire” and outlines methods for identifying how to meet specific user communities such as usability studies and mining Web usage statistics. He looks at ways to tailor sites to meet particular needs and discusses methods of marketing and promoting Web sites to specific audiences by using special tools such as RSS, IM, and/or e-mail. Find out how you can delight library Web site visitors by designing targeted sites that meet their needs.

Web Services: Enabling a New Generation of Library Technology

B102

11:30 a.m. – 12:15 p.m.

Frank Cervone, Assistant University Librarian, Northwestern University
Larry Mrazek, President, LCM Research, Inc.

“Web services” are services and components that can be used on the Internet to provide extended functionality. Web services provide a standard of providing information using XML-related technologies such as SOAP, WSDL, and UDDI. Cervone explains how Web services extend the functionality of library services into new areas. Mzarek outlines methods of using Amazon’s Web services to display additional information about books, CDs, and other media types on a Web-based library catalog. Web services provide an open interface to much of the content from Amazon’s site, enabling libraries to include additional information (editorial reviews, customer ratings, book covers, and similar items) from Amazon’s database. Mzarek also describes methods of capturing and displaying information from Amazon for analysis.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Designing User Interfaces for Federated Search Engines and Subject Pages

B103

1:45 p.m. – 2:30 p.m.

J. Michael Visser, Product Manager, Endeavor Information Systems
Darlene Fichter, Data Library Coordinator, University of Saskatchewan

Visser describes the process and benefits of working collaboratively with libraries on interface design for federated search. Listening to and watching students work provides the feedback necessary to make a particular interface the best it can be. Usability testing has helped prove the value federated searching provides to students, and has identified areas for improving the user experience. Fichter shares initial results of testing subject portal pages and describes the results from a series of usability studies looking at the effective design of library subject pages. Through a rapid cycle of testing, design changes, and retesting, subject pages were adapted and changed based on user behavior. Learn about some of the difficulties faced by participants in using the designs and the challenges faced in creating an effective interface for subject pages.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Designing Navigation that Works

B104

3:15 p.m. – 4:00 p.m.

Louise Gruenberg, Principal, Answers Research & Communication Services

Ever asked yourself, “Where am I, where do I need to go, and how can I get there from here?” The best navigation devices effortlessly ground and orient site visitors, making it possible for them to rapidly learn how to move around the site’s attractions while going about their business. Although some navigation devices are becoming Web conventions, there is plenty of room for improvement. Gruenberg talks about the developing standards and describes how navigation is effected by tacit vs. explicit, the use of subtle cues as part of design to communicate orientation, and global, subsite, and ancillary navigation devices. She will also look at features that can be adapted from print publications and point out common mistakes to avoid when designing navigational systems.

EVENING RECEPTIONS

All registrants, exhibitors, and exhibition visitors are invited to receptions in the Exhibit Hall from 5:00 – 5:45 p.m. on Wednesday and Thursday evenings.

Using LAMP to Make Your Library Shine

B105

4:15 p.m. – 5:00 p.m.

Andrew White, Associate Director,
Joseph Balsamo, Systems Administrator, &
Khaled Saeed, Resource Support Technician, Stony Brook University

The LAMP model (Linux/Apache/MySQL/PHP, Python, PERL) of open source software provides greater flexibility than typical off-the-shelf software solutions. Using LAMP technologies, Stony Brook University Library has been able to implement a dynamic and searchable Web site, a staff solution for electronic resources management, an interactive remote live librarian, and a helpdesk ticketing system supporting both internal staff and external library users. The speakers explain the value and flexibility that several open source software solutions can provide to libraries in their efforts to keep pace with rising costs, aging equipment, and user expectations

Wednesday Evening Session — See page 2

7:30 p.m. – 9:00 p.m. | International Ballroom East

E-RESOURCES & BEING DIGITAL TRACK C

International Ballroom East

Moderated by **Hope Tillman**, Babson College

Born Digital & Managing Digitally

C101

10:30 a.m. – 11:15 a.m.

Joyce Koeneman, Digital Librarian and Head of Technical Services,
Jane Watson, Head of Public Services, &
Roger Garren, Reference Librarian, National Transportation Library (NTL)

Mandated by Congress, the NTL has only begun its journey as a service to the transportation industry and as a member of the small circle of national libraries. The NTL is distinguished by its virtual aspects and by having been born digital. The NTL has no brick instance. It exists as a conglomerate of information services, systems, and electronic products, including a digital collection of documents of importance to transportation researchers. This session discusses the partnerships and collaboration challenges, the infrastructure and systems supporting the library, the virtual reference technologies and systems, and much more. It provides insights to help others build their digital libraries.

Managing Electronic Resources for Multiple Audiences

C102

11:30 a.m. – 12:15 p.m.

Valentina Mayz, Library Web Administrator, & **Mair Bonnin**, Web Librarian, Reference Dept., Nova Southeastern University (NSU)

When the main library at NSU became a joint-use facility with Broward County, Florida, librarians were faced with the challenge of managing electronic resources for distance and traditional students, faculty, alumni, and the public. To manage the nearly 200 databases for four diverse patron types, the library Web team created an Oracle database and ColdFusion application. Online forms now allow staff to quickly make additions and changes and to manage the myriad combinations of license requirements, access restrictions, and authentication issues. Learn their strategies for managing electronic resources to provide customized access for a variety of clients.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Technology for the Information Commons in a Special Library

C103

1:45 p.m. – 2:30 p.m.

Rosa Liu, Research Library & Information Group Leader, &
Nancy Allmang, Reference Librarian, NIST

Recently, “Information Commons” has become a buzz phrase with two meanings—a gathering place for sharing new technologies, and a virtual

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spot for accessing digital information. This case study reviews the concepts of an information commons, the library's balancing of bricks and the clicks aspects of its services, and the technologies utilized by the NIST Research Library to provide its customers with both. Hear how the library upgraded its wireless laptop lending program to a WiFi Protected Access network, added a PDF/OCR scanning station, instant messaging reference, and more. Learn about the NIST virtual library with links to open-access journals, RSS locators, aggregators and streaming media, and hear their plans for federated searching and an institutional repository/digital library.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Institutional Digital Repositories

C104

3:15 p.m. – 4:00 p.m.

Frank Cervone, Assistant University Librarian, Northwestern University

Libraries have an important role to play in the development of digital repositories. By leading the way in institutional repository implementation, libraries have an opportunity to move from being passive transfer agents of information to active partners in dissemination. Furthermore, libraries can ensure their future relevance as digital publishing technologies transform the structure of scholarly communication. Learn about the issues involved in the development of digital repositories and how these resources are being used today, as well as the issues related to selecting digital repository software.

Collaborative Digital Collection Building

C105

4:15 p.m. – 5:00 p.m.

Frank Menchaca, VP & Publisher, Thomson Gale

Mark Sandler, Collection Development Officer, University of Michigan

Digitization can transform library collections in numerous ways by promoting access, bridging the gap between the library and the student/researcher/client, and even generating revenues that can be used for maintaining and expanding holdings. This session addresses collaboration between libraries and commercial publishers with a case study highlighting the benefits, challenges, lessons learned, and the practical and logistical aspects of collaboration.

Wednesday Evening Session — See page 2

7:30 p.m. – 9:00 p.m. | International Ballroom East

CRITICAL ISSUES FACING LIBRARIES TRACK D

Jefferson Room

Organized and moderated by **Stephen Abram**, VP, Innovation, Sirsi Corporation

Connecting with Your Community

D101

10:30 a.m. – 11:15 a.m.

Patrick Fleming, Product Manager, Sirsi Corporation

Eric B. Jacobs, President, The Fubsy Group, LLC

Manuel A. Paredes, Deputy Library Director, Cherry Hill Public Library

Cherry Hill Public Library staff in New Jersey had a big challenge. They had to close their library building for months to finish construction of the new building. How do you provide services when you have no building? And how do you keep your valuable services in the public consciousness until the grand opening? Hear how Cherry Hill partnered with local library systems to sustain traditional services but also used the opportunity and latest technologies to partner and build a community Web site that called in the mayor, the municipality, the school board, and local businesses. This session is filled with insights and ideas!

INTERNET CAFÉ

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

Electronic Resource Management

D102

11:30 a.m. – 12:15 p.m.

Andrew K. Pace, Head, Systems, North Carolina State University Libraries

Nathan D.M. Robertson, Systems Librarian, Johns Hopkins University

Berit Nelson, VP Product Management, Sirsi

Everyone is talking about ERM. What does it mean? It has to be more than just managing electronic resources. E-resources have to be managed in the context of your print monograph and serials collections. There can't be two solitudes, can there? This session discusses this critical topic that is challenging our user environments, our budgets and our technology architecture. There are emerging standards and new protocols like OpenURL resolvers and federated search and e-book and Serial A-Z lists that help. But these standards and protocols do not yet provide an integrated solution to problems faced by libraries in effectively managing collections, real and virtual. What is the solution?

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

What Do Gartner's Predictions Really Mean to Libraries?

D103

1:45 p.m. – 2:30 p.m.

Stephen Abram, VP, Innovation, Sirsi

Every day you read a new forecast about what whiz-bang technology will be most important next. How do we separate the wheat from the chaff? This session shows the work that Sirsi and Gartner have done together to try to identify and see which technologies are coming and when. Abram, librarian and an industry strategic thinker, provides perspectives on what technologies really matter and why. Which ones are really strategic and which ones are going to be the most important in the near and long term? Come prepared to share your insights in this facilitated discussion.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Rural Library Challenges

D104

3:15 p.m. – 4:00 p.m.

Ristiina Wigg, Director, Southern Tier Library System

Denise Garofalo, Library Director, Astor Home for Children, and Library Trustee, Marlboro Free Library

Nancy Nelson, Director of Library Services, Clinton Community Library

Two decades of library computing have passed, yet many rural libraries, some proximate to large urban centers, are still not or just going online. This session provides a survey of opportunities and solutions from three practitioners: one is a library systems director, another is a librarian and library trustee, and the third a library director. Bring your questions and share your own solutions.

The Future of the Special Library

D105

4:15 p.m. – 5:00 p.m.

James King, Chief Librarian, Naval Research Laboratory

With the constant wave of changes that have washed over libraries through the past decade, many libraries are hunkered down into a defensive position, fighting to stay alive. Between these waves of disruptive change, many librarians are looking at trends and patterns to discern how the next wave of change will affect them. Peering into the future is a dangerous pastime, with predictions having less accuracy than a local weather forecaster. Since it is often said that the best way to predict the future is to invent it, this session gazes into the future being planned for the Naval Research Laboratory. Learn about important environmental forces affecting libraries, hear some leading strategies, and gain some insights to use in planning your library's future.

Wednesday Evening Session — See page 2

7:30 p.m. – 9:00 p.m. | International Ballroom East

GENERAL CONFERENCE — THURSDAY, MARCH 17

KEYNOTE

International Ballroom Center

Information Innovation

9:00 a.m. – 9:45 a.m.

Bruce James, Public Printer of the United States, U.S. Government Printing Office (GPO)

Learn from the efforts of the GPO about how to deal with important policy issues regarding electronic government information and how to re-invent your organization. This keynote session looks at efforts to transition government information to the Web, develop easy finding tools, and tackle the challenges of preservation, thereby ensuring public access and authenticity. Bruce James highlights the latest developments in digital content management and shares lessons learned.

Coffee Break — A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

COMMUNITIES & COLLABORATION TRACK A

International Ballroom Center

Social networking, social software, and collaboration are hot topics today. Information professionals have been collaborating for a long time, with consortia packages and interlibrary loan initiatives. There are, however, more ways in which librarians can collaborate with each other on projects and group work utilizing online tools and the latest gadgets.

Organized and moderated by **Steven Cohen**, Librarian, PubSub Concepts, Inc. & **K. Matthew Dames**, Principal & CEO, Seso Group, LLC

Social Software 101

10:30 a.m. – 11:15 a.m.

K. Matthew Dames, Principal & CEO, Seso Group, LLC

Social software is about more than a blog, a wiki, or a Palm handheld. Instead, it is a vehicle for communication that can put librarians at the center of our organizations' collaborative efforts. Some suggest that the increased availability of social software means that the librarian's role is diminished or unnecessary, but librarians can use the social software movement to their advantage at a time when their value is being questioned. This session looks at the issues, including how librarians can and are leveraging social software for collaborative purposes.

A201

Wikis @ Your Library?

11:30 a.m. – 12:15 p.m.

Will Richardson, Supervisor, Instructional Technology & Communications, Hunterdon Central Regional High School

A wiki is an open community for building a knowledge base around a particular topic. But do wikis belong in libraries? This session illustrates experiences with wikis and discusses how these Web communities can be successful in group work in a library or any educational environment.

A202

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Collaboration & IM: Breaking Down Boundaries

1:45 p.m. – 2:30 p.m.

Aaron Schmidt, Reference Librarian, Thomas Ford Memorial Library
Michael Stephens, Technology Training & Web Development, St. Joseph County Public Library

A recent survey indicated that nearly 70 percent of the U.S. university Internet population used IM. This session covers research, applications, case studies, usage, workflow impact, and ethics of IM. Schmidt and Stephens

A203

EVENING RECEPTIONS

All registrants, exhibitors, and exhibition visitors are invited to receptions in the Exhibit Hall from 5:00 – 5:45 p.m. on Wednesday and Thursday evenings.

look at the many uses of IM, from in-house staff communication to the delivery of content and discussions with customers, as well as utilizing IM to confer and plan with colleagues no matter where they are.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Building Communities in the "Palm" of Your Hand

A204

3:15 p.m. – 4:00 p.m.

Megan Fox, Web & Electronic Resources Librarian, Special Projects Analyst for Administration and Planning, Simmons College

PDA's are popular because they can be used to access e-mail, the Internet and send instant messages to friends. But PDA's can also be used as tools to exchange documents and ideas among groups. Fox discusses how PDA's can assist librarians in taking part in collaborative efforts within any type of environment, be it a university setting or a public or corporate environment.

LISNews — Collaborative Blogging

A205

4:15 p.m. – 5:00 p.m.

Blake Carver, Creator of LISNews.com, & Librarian, New York Power Authority

Carver, an experienced blogger, discusses the issues — pros and cons — with moderating a collaborative Weblog for the library community. He talks about the software that powers LISNews, interesting stories from the past 5 years, and tips on how to run a collaborative Weblog within your network.

WEB SYSTEMS & OPERATIONS MANAGEMENT TRACK B

International Ballroom West

There are a number of capabilities available and emerging to help us better manage our system infrastructure and, ultimately, our library operations. The case studies presented here help us understand these tools, their potential, and the impact they may have on our operations, patrons, and our entire library.

Moderated by **Terence Huwe**, University of California, Berkeley

RFID: Rollicking Fun in All Departments

B201

10:30 a.m. – 11:15 a.m.

Edith Sutterlin, Technical Services Dept. Manager, Northland Public Library
Mary Griswold, Circulation Supervisor, Kalamazoo College Library
Frank Palazzo, Library Product Manager, Checkpoint Systems, Inc.
Karen Saunders, Assistant City Librarian, Santa Clara City Library
Emmett F. Erwin, President and CEO, Bibliotheca Inc.

Panelists from both the library and RFID developers discuss the advantages and challenges of the technology. They also identify the issues in planning and implementing library conversion to RFID and describe how different libraries have addressed these challenges. A project manager describes ways her library focused on turning this potentially stressful conversion into "rollicking fun" for staff and volunteers alike.

GENERAL CONFERENCE — THURSDAY, MARCH 17

Linux-Based Public Workstations: Issues and Application

B202

11:30 a.m. – 12:15 p.m.

Perry Horner, Coordinator, Library Technology Support & Development, Arizona State University at the West Campus

Implementing Linux for public workstations in a library setting can be a daunting task without clear goals and expertise. The Arizona State University West Library successfully implemented its own version of Linux-based public workstations and servers in July 2003. This session covers the library's decision to use Linux, the special approaches used for library workstations, and issues around library needs and open source solutions. Horner outlines the resources required for a successful implementation, and how to consider the implications for patrons and support staff.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Managing Libraries with Creative Data Mining

B203

1:45 p.m. – 2:30 p.m.

Ted Koppel, Senior Product Manager, Standards Implementation, The Library Corporation

Suliang Feng, Administrator, Automation & Technical Services, & Elyse Adler, Research and Special Projects Administrator, with Hongfei Li, & Weimin Zhang, Nashville Public Library

Every minute a library is open for business, its circulation system relentlessly produces statistical information. PAC and library database users add to the collection of user data all day and all night. Data mining has been taking place for years in airlines, credit-card companies, and most other industries to track behavioral patterns and use these to make decisions regarding operations, services and service delivery. This presentation outlines how libraries can learn from data mining efforts in other industries, while maintaining their reputation for trust and anonymity. Koppel discusses approaches to applying statistical analysis, both inside and outside the library, to better understand clientele behavior. Feng and Adler relay their experience at Nashville Public Library in "mining out" buried, unstructured data and transforming it into meaningful, structured information to formulate the most efficient and effective decisions for your institution.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Desktop/Server Security

B204

3:15 p.m. – 4:00 p.m.

Bryan Dunham, Information Technology Coordinator, Kitchener Public Library

Marshall Breeding, Library Technology Officer, Vanderbilt University

This session looks at successful strategies being used by libraries to secure desktops. Dunham covers the steps to securing desktops/servers, the tools he uses (AV, DeepFreeze, Active Directory, and automated updates), the rationale, and best practices used today. Breeding looks at the strategies and practices of academic libraries.

Practical Privacy Pointers for Libraries

B205

4:15 p.m. – 5:00 p.m.

Karen Coombs, Electronic Services Librarian, SUNY Cortland

While many people discuss the policies libraries should have in place to deal with privacy issues, little has been said about the practical side of privacy protection. This session discusses the technical aspects of privacy issues from the types of user data that a library may be potentially collecting to strategies and tools for protecting user privacy. The audience will learn the numerous places in which libraries collect data concerning their users as well as technical strategies for protecting user privacy, which will include IP-washing, delinking of user data, and data archiving routines that aggregate data removing personally identification.

www.infotoday.com

LEARNING TRACK C

International Ballroom East

In the intervening years since the first CIL conference, there have been many, many presentations on the changing nature of librarian roles as teachers, instructors, and trainers. Most or all of this has been impacted heavily by technology, although it should not be technology that drives our decision-making. But for teaching, instruction and training, it certainly has had an influence—much of what we deal with relates to using the Internet for delivery of services or the Web for accessing resources. We have moved beyond showing people which buttons to push to facilitating knowledge and critical-thinking skills. This track addresses many of the issues that have surfaced and resurfaced over the last 20 years: educating in an increasingly online world, dealing with the effects of technology when teaching, and looking differently at how we instruct in an attempt to adapt and do it better.

Organized and moderated by **D. Scott Brandt**, Technology Training Librarian, Purdue University

How Libraries Support Distance Education

C201

10:30 a.m. – 11:15 a.m.

Susan Clayton, Off-Campus Services Librarian, Armacost Library, University of Redlands

Max Anderson, Educational Services Librarian, SOLINET

Everything strives to be online, and secondary education likes to think it has been in the forefront of doing so. And just as flesh-and-blood students need brick-and-mortar libraries, virtual students need online library services. Clayton and Anderson start by looking at one university's experience in delivering services within a regional system, focusing specifically on issues related to providing library instruction over a distance. Then they look at the best practices and technology used by a large library network.

Teaching Roles of Librarians: New Variations

C202

11:30 a.m. – 12:15 p.m.

Melissa Harvey, Computer Science Librarian, Carnegie Mellon University

Barbie Keiser, President, BEK Inc.

Librarians have had to adapt in many ways over the last 20 years, and approaches to teaching information literacy have had to be modified. Not only do we have to think about online, 24/7 access to digital resources both inside and outside of the library, we often have to look at the larger role of our impact on workers in the digital economy. Two different views on the role of teaching are presented here. The first looks at the skills and knowledge needed to teach virtually, rather than in the classroom. The second looks at the far-reaching impact of information literacy on productivity in the national and global economy and librarians' participation in it.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Addressing Plagiarism:

Copyright's Not So Little Cousin

C203

1:45 p.m. – 2:30 p.m.

Susan Herzog, Information Literacy Librarian, Eastern Connecticut State University

Steve Garwood, Program and Services Coordinator, INFOLINK

While some may argue that plagiarism is not in the purview of library-related instruction, it is an issue and opportunity that is tied directly to critical thinking and materials citation. Two similar perspectives are given here on the practical nature of dealing with plagiarism. Both focus on the role the Internet plays in helping spread and fight plagiarism. One presenter looks at it

EVENING RECEPTIONS

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from the context of working with faculty to detect and prevent it. The other looks at it from the perspective of operating within a large library network.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Convincing People that the Web Is Not the Only Answer

C204

3:15 p.m. – 4:00 p.m.

Nicholas Tomaiuolo, Instruction Librarian, Central Connecticut State University

Jeanne Holba Puacz, Reference & Systems Librarian, Vigo County Public Library

You know it—so there's no sense preaching to the choir. But what about others—how do we sell the idea of using quality information resources that are not easily stumbled across on the Web? Two interesting perspectives give us insights to help our daily struggles. Tomaiuolo shares results of a study on the perception of faculty regarding student use of the Web—to what degree do they feel their students are doing OK? Puacz presents a public library perspective dealing with a similar theme—how can patrons be sold on something that, by common misconception, probably isn't as good as Google? ("If it were, I would have heard of it.")

Can Learning Styles Influence Training and Web Design?

C205

4:15 p.m. – 5:00 p.m.

Allan Kleiman, Head, Reference Department, Westfield Memorial Library
Pamela Enrici, Associate Librarian, University of Minnesota

When you design, how do you take into account the learning styles of your students, patrons, or staff? There are so many variables to look at and account for to ensure online learning is effective. What should you pay attention to when you plan, design and develop e-learning? Here we look at two scenarios: designing effective e-training for older adults, and incorporating visual, auditory, read/write, and kinesthetic learning preferences into Web design for instruction.

TECHNOLOGY PLANNING & TRENDS TRACK D

Jefferson Room

The morning features pioneers from the information industry who look at what the future holds for libraries with respect to technology. The afternoon sessions focus on the implications of leading-edge technologies on libraries as well as on top strategies for teamwork between librarians and technology specialists.

Moderated by **Nancy Melin Nelson**, Nelson Associates

Academic Libraries & Technology: Future Directions

D201 & D202

10:30 a.m. – 11:15 a.m. & 11:30 a.m. – 12:15 p.m.

Nancy Melin Nelson, President of Nelson Associates, Founding Editor and Chair of CIL Magazine and Conference

Laverna Saunders, University Librarian, Duquesne University, and The Virtual Librarian

Marshall Breeding, Library Technology Officer, Vanderbilt University, author, editor, conference and workshop leader

Computers in Libraries has seen the change from stand-alone to worldwide computing. The 1980s can best be represented and understood in alphanumeric terms: There was OCLC, of course, and its companions the Research Libraries Group, UTLAS, and, for the Apple computer, CASPR. Also, MS and PC-DOS, not to mention the M300 workstation, CD-ROM (and WORM and DRAW), 1200 baud, version 3.1.... The list goes on and on. As libraries moved via onramps onto the Information Highways into the '90s, we were well on our way to a totally integrated electronic library enhanced by the rise of the Internet, by campus-wide to regionally based networks, and now to full access of textual and graphical resources in digital data-

bases created, managed, and best understood by information professionals worldwide. Early experts in academic computing who worked and reported on the scene during these changing times move beyond the past early technologies with other 'been there' experts in the field to predict what's ahead. Insights from these pioneers and leaders will definitely help your technology planning.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Collaborative Technology Planning

D203

1:45 p.m. – 2:30 p.m.

Tamera LeBeau, Branch Manager, & **Judy Hoefler**, IT Supervisor, Sacramento Public Library

Can library public services staff and technology staff happily co-exist? Can they actually learn from one another? Hear about the innovative approach taken by the Sacramento Public Library system in reinventing its technology planning and implementation process. Presenters discuss the successes and challenges of a team approach to technology planning and implementation, encouraging attendees to share some of their experiences with technology planning and implementation in their own libraries.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Optimizing Technology in Libraries

D204

3:15 p.m. – 4:00 p.m.

Michael Stephens, Technology Librarian, St. Joseph County Public Library

Jeff Steely, Assistant Director for Client Services, Baylor University Libraries

Join our speakers for a stimulating discussion of where technology for libraries is headed, which new developments they see as best bets for successful projects, and their tips on strategies, deployment, and technical problems.

Wireless Libraries

D205

4:15 p.m. – 5:00 p.m.

Andrew White, Associate Director, **John Patti**, Systems Administrator, & **Khaled Saeed**, Resource Support Technician, Stony Brook University

Wireless technology is a definite trend and can be a liberating way for library users to gain access to Internet and library information sources. However, there are lots of challenges: user support, network security, government regulations (especially for hospital libraries and medical facilities), competing wireless technology standards, and more. This session discusses those challenges in the context of collaborative work between a medical library and networking groups that resulted in unencumbered network access from the widest range of computer platforms. Gain useful strategies and ideas and hear lots of lessons learned from these practitioners.

PRESENTATION LINKS

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the Computers in Libraries 2005 general sessions! Links will be posted on the Computers in Libraries 2005 Web site (www.infotoday.com/cil2005/presentations) three to four weeks after the conference.

GENERAL CONFERENCE — FRIDAY, MARCH 18

KEYNOTE

International Ballroom Center

Delighting the Real User: Personas in Action

9:00 a.m. – 9:45 a.m.

Mary Lee Kennedy, Executive Director, Harvard Business School Library
Stephen Abram, Vice President, Innovation, Sirsi Corporation, & President, Canadian Library Association

It is a great challenge to understand and develop information products for the person behind the glass — the real end user. Whether you're a librarian in community libraries, colleges, academe, or government; a system pro; or a vendor, we all know we still have work to do aligning electronic information experiences with the users' real behaviors. We cannot insist that they change their behaviors for our portals, OPACs, and products. Through a major study of public library personas, the speakers have used a sophisticated process to identify and develop key personas for public library users and other information-intensive markets. They share their process, findings and tips on how to improve product development efforts and initiatives in virtual libraries and learning portals.

Coffee Break — A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

SEARCH ENGINES TRACK A

International Ballroom Center

Hear the latest industry trends, tools, and techniques in the search engine arena from search experts, industry leaders, watchers, and practitioners.

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

Search Engine Update

10:30 a.m. – 11:15 a.m.

Chris Sherman, Associate Editor, *Search Engine Watch*, & Co-Author, *The Invisible Web*

This session looks at the trends in the search engine market for 2005. It highlights recent changes in specific Web search engine tools, provides tips about what we should be looking for next year, and discusses the impact for information professionals. Our expert believes that dramatic changes may lie ahead for librarians and information professionals. Come hear his predictions!

A301

Start Your Engines!

11:30 a.m. – 12:15 p.m.

Greg Notess, Publisher, *Search Engine Showdown*
Ran Hock, Principal, *Online Strategies*

Our popular panel of search engine creators and experts talks about their engines—what's new in the way of features and improvements, what's planned in the near future, and one of the most innovative uses of their product by a client. Get the inside scoop!

A302

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Specialty Engines

1:45 p.m. – 2:30 p.m.

Gary Price, Co-Author, *The Invisible Web*, Publisher of *ResourceShelf.com*

Raul Valdes-Perez, CEO, *Vivisimo, Inc.*

Jefferey LaPlante, Sr. VP of Sales, *Xrefer*

This session highlights some of the specialty engines that can supplement your regular SEs. Learn from the horse's mouth about tips and techniques for improving your search-and-find activities.

A303

INTERNET CAFÉ

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

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Evaluating Search Tools

3:15 p.m. – 4:00 p.m.

Mary Ellen Bates, *Bates Information Services*

New Web tools—search engines, metasearch engines, catalogs, and directories—meet our eyeballs on a regular basis. Many arrive with a great deal of hype, some of it legitimate, much of it exaggerated. How can we effectively assess Web search tools in order to determine if the tools can stand alongside other Web search essentials? Bates shares the criteria she uses for search tool assessment, as well as helpful methods for evaluating new search tools.

A304

Cool Search Tools & Sites

4:15 p.m. – 5:00 p.m.

Gary Price, Founder, *ResourceShelf.com* & *Search Engine Watch*
Tara Calishain, Author, *Web Search Garage* & Founder & Editor, *ResearchBuzz*

Two experts share their secrets and favorites. Join us for a fast-paced session filled with useful tips, tools and the coolest sites!

A305

PEOPLE & TOOLS TRACK B

International Ballroom West

Technology may get the attention, but it is people who make that technology work. Technology has enabled us to adopt new services, such as virtual reference, and improve many of our processes. This track looks at how people work together and collaborate to create and share information and knowledge. It highlights various tools, from instant messaging to portals to online communities, and illustrates how these tools are helping libraries of all sizes in all sectors with services, collections, and operations.

Moderated by **Hope Tillman**, *Babson College*

Web Project Management for Libraries

10:30 a.m. – 11:15 a.m.

Jason A. Clark, *Reference/Web Services Librarian, Williams College*

Talking to library Web site managers about Web project management often leads to a collective groan. Ad-hoc committees, sporadic project work, and shifting deadlines all make for a difficult management process. What are the particular challenges of a library Web project and what can a Webmaster do to address these challenges? Learn strategies behind successful library Web project management, how new technologies (php and MySQL project tracker application, a team Weblog, etc.) can be applied to project work, and take home practical tips for better managing your projects.

B301

GENERAL CONFERENCE — FRIDAY, MARCH 18

Instant Messaging (IM):

Providing Services & Enhancing Communication

B302

11:30 a.m. – 12:15 p.m.

Kristine Ferry, *Advanced Technologies Librarian*, & **Tomalee Doan**, *Library Director, Kresge Library- Ross School of Business, University of Michigan*

IM can be an efficient tool for organizational communication. Speakers discuss how their staff used IM as a new way to control e-mail overload and to communicate effectively internally and with other departments. Using IM as a method of workplace communication presented some political and administrative challenges. Hear about how this technology won over even the most reluctant users and has become a mainstay form of communication for staff.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

OceanNet — Our Unlimited Office Space

B303

1:45 p.m. – 2:30 p.m.

Mei He, *Librarian*, **Christine Matteo**, *Chief Librarian*, & **Misun Lyu**, *Senior Librarian, Ocean County Library*

Ocean County Library's staff intranet has just had a complete makeover. With the vision of being "indispensable," it is user-friendly, pretty to look at, fun to play with, and, most important of all, improves information sharing a great deal throughout a big system, consisting of more than 500 staff in 20 branch locations. This session provides a tour of the navigation structure, and focuses on the applications it offers (online discussion board, self-maintained staff directory, online forms, search, original artwork), as well as useful tools and tips for other intranets.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Portal Implementation Challenges

B304

3:15 p.m. – 4:00 p.m.

Carol Penne, *Senior Librarian, International Monetary Fund*
Zachary Wahl, *Program Manager, Project Performance Corporation*

Designing a portal to work for a diverse set of users can be fraught with competing interests, timetables, and "ownership" issues. Business users, IT management, and information professionals must work together in order to align their often-competing viewpoints and goals. This presentation discusses the issues to be addressed during a portal project and presents best practices to help mitigate such issues. The presenters, who have extensive experience implementing a host of portal solutions, share their lessons learned, their viewpoints on the challenges that must be overcome to build a successful portal, and solid strategies for you to use in your implementation.

Building an Online Community

B305

4:15 p.m. – 5:00 p.m.

Chrystie Hill, *Community Coordinator, WebJunction, OCLC*
Max Anderson, *WebJunction Community Moderator, Educational Services Librarian, SOLINET*

Steven Bell, *Director, Paul J. Gutman Library, Philadelphia University*

Panelists share their experiences as members of WebJunction, an online community for library staff to share ideas, solve problems, take courses, and have fun. They focus on "Read, Learn, and Share" as a model of online community building that supports technology, advocacy, and development for libraries; tools that help library staff acquire and maintain library hardware, software, and systems; use of online community forums and programs for sharing best practices and engaging in discussions with peers and subject experts; expansion of WebJunction with more community topics, involvement, and custom content and programs from partner organizations such as state libraries.

CREATIVE CONTENT

TRACK C

International Ballroom East

Content management has become an area rich with creativity! Libraries are pursuing every opportunity to integrate, organize, and manage information objects to create the content, collections, and services that were once only imagined.

Moderated by **Julia Schult**, *Hamilton College*

Content Deployment Cases

C301

10:30 a.m. – 11:15 a.m.

Barrett Jones, *Librarian, International Monetary Fund*
Valentina Kalk, *Marketing and Rights Manager, Office of the Publisher, The World Bank*

The Joint World Bank-International Monetary Fund Library serves the staff of both the World Bank and the IMF in Washington, D.C., and around the world. The library recently implemented organization-wide access to Factiva, an online news service. This session covers the "lessons learned" from this project, including technical solutions and project management tips. The World Bank's e-Library, a full-text collection of publications and reports for use by subscribing institutions, was inaugurated in 2003. Kalk discusses the challenges of deploying content for an institutional publisher, and the changes needed in workflow, staff skills, technology, and internal organization.

Libraries & Institutional Content

Management Systems

C302

11:30 a.m. – 12:15 p.m.

Pam Cabe, *Reference Librarian, Wake Forest University School of Medicine*

Carol Knoblauch, *Product Manager, Open Text Corporation*

Based on the need to unify Web sites within a given institution, many universities, colleges and organizations are requiring all departmental Web sites to be converted to an institutional content management system that uses one standard template for the institution. Cabe discusses one library's conversion to a content management system and institutional template, the issues encountered, lessons learned and solutions. Knoblauch discusses enterprise content management (ECM) — the new killer app. With Gartner adding a Magic Quadrant to evaluate ECM vendors, executives are investigating these tools to manage the unstructured information. IT will be spending billions on technology solutions. ECM provides an extensive suite of tools for collaboration and knowledge management that naturally lends itself to support the objectives of enterprise libraries. Knoblauch helps us to understand the business problems addressed by these technologies and to recognize opportunities to insinuate the information center as an advocate for specialized treatment of intellectual assets.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Taxonomies and Classifications and Ontologies: Oh My!

C303

1:45 p.m. – 2:30 p.m.

Andrew Podolsky, *Senior Ontologist, Convera*

Lillian Gassie, *Director, Acquisitions & Development &*

Angela Pitts, *Taxonomy Specialist, Naval Postgraduate School*

Podolsky outlines the current technologies for automated categorization and classification, state-of-the-art practices, and how to find the best combination of solutions that will meet your present and future needs. Gassie and Pitts then describe the process used at the Postgraduate School for integrating the faceted taxonomy into a portal so that content is automatically categorized. They talk about how they are maximizing findability, the ongoing tasks of tweaking both the taxonomy and the tool to ensure precision in auto-categorization, and lessons learned.

GENERAL CONFERENCE — FRIDAY, MARCH 18

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Digital and Print: Strategies for Both

C304

3:15 p.m. – 4:00 p.m.

Roy Tennant, User Services Architect, California Digital Library
Richard Kaplan, Director of Libraries, Massachusetts College of Pharmacy and Health Sciences

As we work towards becoming digital libraries, we must develop strategies for making effective content decisions. For example, when can we eliminate print journals or retrospective journal collections in favor of digital? How can we make our print collections more compelling for our users? Tennant and Kaplan provide principles, guidelines, tips, and lessons learned to help you create winning strategies for your clientele by looking at your specific environment as well as external factors and trends.

Innovative Content Access: Academic Case Studies

C305

4:15 p.m. – 5:00 p.m.

David Stewart, Associate Director, Public Services, **Molly Barnett**, Associate Director, Technical Services, & **Craig Cunningham**, LAN Administrator, Coy C. Carpenter Library/Wake Forest University School of Medicine

The Carpenter Library is constantly seeking innovative ways to help students, health professionals, faculty, and consumers find the information they need to make better decisions. The library staff present their progress in using Cuadra STAR and Microsoft Access to make faculty-authored publications searchable, including speeches, presentations, and grant information, along with journal articles and book chapters. They also describe how Microsoft Access databases enable the management of electronic journals and textbooks as well as providing a searchable interface for Web site users. This session demonstrates how by utilizing “at hand” software, any library can create an effective and efficient tool for managing e-resources.

IMPACT: TODAY & TOMORROW TRACK D

Jefferson Room

Libraries and technology have a great deal in common: Both change lives. As libraries continue to harness technology to develop innovative services and operations and further extend their reach into client communities, the impact of libraries is strengthened. This track broadens our thinking and stretches our imagination by looking at today’s successes and tomorrow’s possibilities.

Moderated by **John Latham**, SLA

Space: The Future Frontier

D301

10:30 a.m. – 11:15 a.m.

Jennifer Kutzik, Information Technology Technician, & **Don Albrecht**, Coordinator — Library Technology Services, Colorado State University (CSU) Libraries

In times of shrinking operating funds, it is tempting to plan for a smaller physical library presence in lieu of an expanding virtual presence. This case study from CSU (enrollment 23,000) illustrates a succession of innovative user services, resulting in increased library space dedicated to walk-in patrons. Despite electronic reserves, submission of reference questions online, and external availability of full-text e-journal titles, CSU Libraries gate counts remain strong. Specific technologies coupled with creative use of physical space provide patrons with compelling reasons for visiting the library in person.

Implementing Knowledge Management (KM)

D302

11:30 a.m. – 12:15 p.m.

Christine Holiday, Army Librarian, US Army Defense Ammunition Center

The Department of Defense expects to lose a large number of senior personnel within the next 5 years. When they leave, these personnel will take with them critical “know-how” and experience developed over 30 years and through three wars. This session provides an overview of “Project Exodus,”

a knowledge management methodology to harvest and transfer critical knowledge from personnel involved in Operation Iraqi Freedom ammunition reset operations. Learn from their strategies and create your own KM application.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Portals, Libraries, & Avoiding the Trash Bin

D303

1:45 p.m. – 2:30 p.m.

Melissa Harvey, Computer Science Librarian, Carnegie Mellon University (CMU)

CMU implemented a campus-wide portal in fall 2003. Librarians have been a major part of the effort—collaborating across campus, moving the library to the forefront in the development process. The CMU portal is enabling the libraries to become a more prominent and thriving resource. Since the CMU campus wants everything to be on the desktop, its library staff has developed ways to deliver content as faculty and students travel around the world, while at the same time, meeting their needs at remote campuses in Silicon Valley and Qatar. The CMU portal is evolving into a “meeting place” for the campus community to come together to further their educational goals. This session shares mistakes, lessons learned, as well as tips for successful leadership in content management.

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Fit & Well: Technology & Services

D304

3:15 p.m. – 4:00 p.m.

Adrienne Kreger-May, Senior Librarian, Rodale Inc.

Rodale Library shares its fitness regime from technology “workouts” to value added service “exercises.” It illustrates various innovative ways that have been implemented to centralize corporate resources and enhance value to users in all locations. It pays particular attention to balancing and maintaining technological innovations without undermining services and provides strategies for looking at one aspect of a library and knowing that it can be morphed into another library product or service.

Leading-Edge Technologies & Libraries

D305

4:15 p.m. – 5:00 p.m.

Roy Balleste, Associate Law Library Director, Nova Southeastern University Law Library

Perry R. Bratcher, Library Systems Manager, Northern Kentucky University

Is there a place for quantum computers, biometrics, and other leading edge technologies in our libraries and information services? Hear about what’s out there, what the impact could be, and how libraries might harness these technologies in the future.

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East



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**MultiMedia &
Internet@Schools**

March 17-18, 2005

When Internet@Schools East made its debut in March 2004, it was a big success. One attendee told her library media specialist discussion list colleagues, "I went and it was the best conference I have ever attended. Go if you can." Well, we're back! So here's your chance!

If you're a K-12 library media or technology specialist with information technology and the Internet on your mind, we've got another packed, practical, and forward-looking program for you this year. Join your colleagues and 20 speakers in Washington, D.C., to learn how to leverage the Internet, make technology initiatives happen, and raise your professional skill set and profile. You'll get an educational technology "infoboost" that will inspire you and serve you well back at your school or media center.

THURSDAY, MARCH 17 | Lincoln West

THURSDAY OPENING KEYNOTE

New Internet Literacies for Teachers

9:00 a.m. – 10:00 a.m.

Will Richardson, Supervisor of Instructional Technology, Hunterdon Central Regional High School, Flemington, NJ

A host of new Internet technologies are changing the way we find, manage, and distribute information. From Web logs to Wikis to RSS to online bookmarking services, the possibilities for collaboration and sharing are almost limitless, as are the ways students and teachers can benefit in the classroom. In his second I@SEast opening keynote, veteran classroom teacher and technology supervisor Will Richardson will share an overview of the tools being used to foster this new literacy and a framework for integrating them into teaching practices.

LEVERAGING THE INTERNET, PART 1

10:30 a.m. S101: Tips for Designing Effective Library Media Web Sites

11:30 a.m. S102: Link Checking: A Better Way to Search the Web

MAKING TECHNOLOGY INITIATIVES HAPPEN

1:45 p.m. S103: Creating Online Student Portfolios: Action and Reflection

2:45 p.m. S104: Linking Books and State Standards of Learning: The CONNECTIONS Database

3:45 p.m. S105: The Shongololo Interconnectivity Project

5:00 p.m. RECEPTION—in the Exhibit Hall

FRIDAY, MARCH 18 | Lincoln West

RAISING YOUR PROFESSIONAL SKILL SET—AND PROFILE!

9:00 a.m. S201: National Board Certification for the LMS: What It Is and How to Get It

10:00 a.m. S202: Data Gathering: Why You Need the Numbers, How to Get Them, and What to Do with Them

11:15 a.m. S203: Technology Training in the Library—From Desktop Dinosaurs to Tablet PCs

LEVERAGING THE INTERNET, PART 2

1:30 p.m. S204: Free and Fee-Based Online Science Resources for the K-12 Community

2:30 p.m. S205: Using the Internet to Increase Information Literacy Skills

3:30 p.m. S206: Blogging@Schools: What It Is, How It Works, and Great Ways to Use It

INTERNET@SCHOOLS

East

THURSDAY, MARCH 17 | Lincoln West

Moderated by **David Hoffman**, Editor, MultiMedia & Internet@Schools & **Robert Lackie**, Rider University

New Internet Literacies for Teachers

OPENING KEYNOTE

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Coffee Break — Visit the Computers in Libraries Exhibit Hall

10:00 a.m. – 10:30 a.m.

LEVERAGING THE INTERNET, PART 1

Tips for Designing Effective Library Media Web Sites

S101

10:30 a.m. – 11:15 a.m.

Sally Brewer, Associate Professor, Library Media & Technology, University of Montana, Missoula

Donna Baumbach, Director, and

Matt Renfro, Webmaster, SUNLINK, Orlando, FL

This session will provide practical tips and suggest tools that you can use to make your school library media center's Web site provide reference resources and services, support teaching and learning, and promote information literacy and student achievement. By the end of the session, you'll be able to:

- Identify the important elements of a good LMC Web site.
- Highlight valuable electronic resources through the site.
- Use your Web site to market LMC programs and services.
- Understand how it can support teaching and learning.
- Understand how it can promote information literacy.
- Understand how it can promote student achievement.

Link Checking: A Better Way to Search the Web

S102

11:30 a.m. – 12:15 p.m.

Paul Barron, Library Manager, University of Mary Washington College of Graduate and Professional Studies, Fredericksburg, VA

Research indicates that Web page links are analogous to citations and that authors link to the best Web pages within the same category, thus creating a small Web—a community—between pages of similar topics. Once a great resource is located, additional Web searches may not be necessary. In this session, you'll discover how to save time looking for other useful Web sites, and you'll learn complex Boolean and domain-limited link-checking techniques using Yahoo!, AltaVista, and cool Web tools such as Touchgraph—which graphically displays links to a site—and Thumbshots—which visually compares link checks of two search engines.

Lunch Break — Visit the Computers in Libraries Exhibit Hall

12:15 p.m. – 1:45 p.m.

MAKING TECHNOLOGY INITIATIVES HAPPEN

Creating Online Student Portfolios: Action and Reflection

S103

1:45 p.m. – 2:30 p.m.

Athena Maikish, Co-Director of Technology, National Cathedral School, Washington, DC

See and hear how a middle school class created online portfolios using Macromedia Dreamweaver. You'll receive a brief overview of Dreamweaver, a timeline and a plan for development, and exposure to many real seventh grade sites, all of which will prepare you to help teachers accomplish the same feat with students at your school.

Linking Books and State Standards of Learning: The CONNECTIONS Database

S104

2:45 p.m. – 3:30 p.m.

Anne McCracken, Education Specialist, Library, **Sarah Hopwood**, Education Specialist, Library, and **John Zipperian**, Software Engineer, Fairfax County (Virginia) Public Schools

CONNECTIONS is an online database that helps teachers, parents, and others working with children to select books that reinforce the Virginia Standards of Learning. The presenters will give you an overview of the history and purpose of CONNECTIONS, followed by a demonstration of the features of the site. They will share information and technical requirements so that you may create a similar database for your state.

The Shongololo Interconnectivity Project

S105

3:45 p.m. – 4:30 p.m.

Joy Rosario, Deputy Chief Education Specialist, and **Lunga Molapo**, Chief Education Specialist, KwaZulu-Natal Department of Education, South Africa

The Shongololo Interconnectivity Project is a library-based online e-mail project involving and connecting 20 developing/disadvantaged schools in deep rural KwaZulu-Natal in South Africa, 20 technologically developed urban schools in the same province, and 20 schools in and around Manchester in the U.K. In describing the project, the presenters demonstrate how it has helped bridge the digital divide and encourages cultural exchanges nationally and globally using very limited resources. They hope to grow the project to include interested schools in the U.S. and Canada, so learn how you can be a part of it as well.

Reception — Visit the Computers in Libraries Exhibit Hall

5:00 p.m. – 5:45 p.m.

FREE EVENING RECEPTIONS

5:00 p.m. – 5:45 p.m.

Information Today invites all registrants, exhibitors, and exhibition visitors to receptions on Wednesday, March 16 and Thursday, March 17 in the Exhibit Hall.

They provide opportunities to renew acquaintances and meet new colleagues in a relaxed atmosphere.

Moderated by **David Hoffman**, Editor, MultiMedia & Internet@Schools & **Robert Lackie**, Rider University

RAISING YOUR PROFESSIONAL SKILL SET—AND PROFILE!

**National Board Certification for the LMS:
What It Is and How to Get It**

S201

9:00 a.m. – 9:45 a.m.

Pam Nutt, Media Specialist, McGriffin-Spaulding School System, and School Board Member, Henry County (Georgia) School System

Are you thinking of going through the National Board for Professional Teaching Standards certification process for library media specialists? Do you want to know what to expect and how to prepare yourself for the tests and the writing samples? Learn how to be successful the first time around from someone who's been through the process. Passing the National Boards is an honor and, depending on your state, can be very financially rewarding.

**Data Gathering: Why You Need the Numbers,
How to Get Them, and What to Do with Them**

S202

10:00 a.m. – 10:45 a.m.

Mary Alice Anderson, Lead Media Specialist, Winona Area Public Schools, MN

Data gathering, data-driven decision-making, and accountability are today's buzzwords. Library media specialists take note! Data provides the information needed for advocacy and gaining program support. Data is a tool for program and job survival; it can be used for strategic planning; it's essential when presenting information to others; it provides numbers that administrators and school boards can readily understand; and it adds to your professional credibility. In this session, long-time MultiMedia & Internet@Schools columnist Mary Alice Anderson presents case studies of successful data-gathering initiatives, practical tips for making data collection routine, and suggestions for making sure the data is quickly accessible. Sample templates will be available.

Break — Visit the Computers in Libraries Exhibit Hall

10:45 a.m. – 11:15 a.m.

**Technology Training in the Library—
From Desktop Dinosaurs to Tablet PCs**

S203

11:15 a.m. – 12:00 p.m.

Marge Johnson, Library Department Chair, and **Jennifer Rooker**, District Technology Consultant, Hinsdale Township High School District 86, Hinsdale, IL

This session is a case study proving that successful staff development is not a "one-size-fits-all" solution. When 350 teachers received tablet PCs in a districtwide initiative, it was the library staff together with the technology leadership team and the administration who helped integrate the new technology into the curriculum. The goal was to personalize instruction, respond to requests for technical demonstrations, and promote collegiality. The move to tablet technology was a 7-year journey. Learn how, along the way, staff development was refined and adapted to the changing needs of the teachers as dictated by the changes in technology.

Lunch Break — Visit the Computers in Libraries Exhibit Hall

12:00 p.m. – 1:30 p.m.

LEVERAGING THE INTERNET, PART 2

**Free and Fee-Based Online
Science Resources for the K-12 Community**

S204

1:30 p.m. – 2:15 p.m.

Robert Lackie, Associate Professor—Librarian, and **Robert Congleton**, Assistant Professor—Librarian, Rider University, Lawrenceville, NJ

Searching the Web may seem an easy task. Just type in your terms and look at all the results—until, of course, you are engulfed in your hits, drowning in the inevitable consequences of a bad keyword search. A more efficient, viable alternative is to search combinations of superb free Web directories/portals and free/fee-based vendor resources, with an emphasis on quality over quantity. This presentation and accompanying material will assist in your important, continuing quest to develop stimulating additions to traditional K-12+ science curricula. You'll learn about a variety of free quality K-12 science Web resources and survey and explore favorite K-12 free/fee-based science/education databases. In addition, the presenters will introduce you to a 5-step method for evaluating Web sites that will help both you and your students.

**Using the Internet to Increase
Information Literacy Skills**

S205

2:30 p.m. – 3:15 p.m.

Sheila Gersh, Director of Technology and International Projects, Center for School Development, City College of New York

Here's an opportunity to broaden your understanding of how to use the Internet to boost information literacy skills and enhance classroom instruction. Through examining a wide variety of Web sites, other resources, and projects, you'll learn how to create activities to engage your students in, for example, inquiry-based collaborative learning, while developing their information literacy skills and teaching them to use the Internet in an efficient, effective, and safe way.

**Blogging@Schools: What It Is,
How It Works, and Great Ways to Use It**

S206

3:30 p.m. – 4:30 p.m.

Susan Herzog, Information Literacy Librarian, and **Catherine Tannahill**, Assistant Professor, Eastern Connecticut State University, Willimantic, CT

Lara Zeises, Young Adult Author, *Bringing Up the Bones* and other titles, Wilmington, DE

Blogging has rapidly become the newest essential tool for the savvy educator. And you don't have to be a "techie" to do it. Susan Herzog and Catherine Tannahill will help you learn to use Weblogs, or "blogs," to communicate with students and parents about library programs or new book acquisitions ... or whatever else you want. They'll demonstrate how you can publish and archive student work and more, showing you a wide variety of educational blogs along the way. Our second presenter, Lara Zeises, will add her perspective as a young adult author, about using blogging to connect with teens and to help them find a safe outlet for expression and a sense of community. She'll talk about how she discovered blogging and what she and other authors write about in their blogs.



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.

PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 15

Searchers Academy

9:00 a.m. – 4:30 p.m.

MODERATOR: *Mary Ellen Bates*, Principal, Bates Information Service
FACULTY: *Gary Price*, Publisher, ResourceShelf.com & News Editor, Search Engine Watch
Chris Sherman, Co-Author, The Invisible Web, & Associate Editor, Search Engine Watch
Greg Notess, Publisher, Search Engine Showdown
Mary Ellen Bates, Author, Super Searchers Cover the World & Super Searchers Do Business
Ran Hock, Principal, Online Strategies & Author, The Extreme Searcher's Internet Handbook

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 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. Academy topics include:

- A review of general-purpose and highly specialized search engines, specialized directories and guides, and other resources for finding hidden Web content.
- An overview of what can and can't be found through search engines and why.
- Cool tools and new techniques for getting the most from your Web searches, managing search results, and staying updated on info industry trends.
- Getting inside the mind of a searcher, and learning new ways to approach difficult research projects.

Web Managers Academy: Building Next-Generation Library Web Sites

9:00 a.m. – 4:30 p.m.

Darlene Fichter, Data Library Coordinator, University of Saskatchewan & President, Northern Lights Internet Solutions
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Marshall Breeding, Library Technology Officer, Vanderbilt University

You've done usability testing, you've done some redesign, but you still need to make your site more responsive to your customer's needs. Come and learn about the latest trends and techniques to create more customer/patron-friendly Web sites. Leave with a clear understanding of what federated searching and OpenURL resolvers are and how both can improve your Web site; how to enable publishing of customized and personalized content; and the latest in good design and usability research and practice.

Topics include:

- Maximizing the return on investment for a library's Web site
- Web content management systems
- Designing with Web standards: CSS and XHTML
- Usability research update
- New tools such as federated search, link resolvers, and Web services

The session provides opportunities for discussions and sharing expertise with other attendees. Taught by experienced experts, this workshop is a good, 1-day crash course for Web development managers wanting to move to the next level.

Service Strategy: How to Get the Right "Mix" of Services

9:00 a.m. – 12:00 p.m.

Rebecca Jones, Partner, Dysart & Jones Associates

Libraries and information centers have a long tradition of adding new services or enhancing existing services and programs in response to client needs and wants. This tradition results in a portfolio of services and products that grows with more "addition" than "subtraction." But as resources continue

W1

FULL DAY

to tighten, libraries need to make tough decisions that better balance the "adding" with "subtracting." In the nonprofit and business environments, this is called service portfolio management. This workshop outlines what libraries can learn from other sectors in using a systematic method to make those tough decisions and effectively manage their service portfolios. The focus is on developing a service strategy and portfolio that best serves clients, today and tomorrow, without draining financial or human resources and is driven by the library's mandate and goals.

Facet Analysis: Faceted Classification Techniques for Organizing Site Content & Structure

9:00 a.m. – 12:00 p.m.

Louise Gruenberg, Principal, Answers Research & Communication Services (ARCS)

This interactive information architecture workshop discusses the use of faceted classification as a technique for developing top-down organization formats for the design of Web sites and subsites. Those unfamiliar with facet analysis should think of it as the theory behind card sorts. The workshop defines faceted classification (Ranganathan, British Classification Research Group, etc.), discusses using facet analysis as an information architecture technique, provides a case study and six steps for top-down site organization using faceted classification techniques, addresses Spiteri's Model of Facet Analysis, and provides questions to ask when doing facet analysis. Come and learn the processes to apply to use facet analysis as a planning and design tool.

Technology Planning for Libraries: Avoiding Technolust & Technobust

9:00 a.m. – 12:00 p.m.

Michael Stephens, Technology Librarian, St. Joseph County Public Library
Aaron Schmidt, Reference Librarian, Thomas Ford Memorial Library

Deploying new technologies requires effective technology planning. How do we serve our users with innovative technology and still remain within our budgets? Michael Stephens discusses current hot technologies such as RFID, WiFi, MP3, DRM, and federated searching and how they might fit into library technology plans. He covers what to consider when planning new technology initiatives, including: cost, training, ROI, staffing, etc. Technolust (defined as wanting technology for the sake of technology) is a frequent pitfall for technology enthusiasts. Learn how to create a well-written technology plan that serves as a guide to help you avoid technobust!

Current Awareness Delivery Options

9:00 a.m. – 12:00 p.m.

Gary Price, Co-Author, The Invisible Web, Publisher, ResourceShelf.com, & News Editor, Search Engine Watch
Genie Tyburski, Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP

Electronic current awareness services are critical for users of all types of libraries and information services. This practical, half-day workshop provides an overview of the many options for delivering specialized current information. Nationally known experts Price & Tyburski examine current awareness needs and choices from start to finish, look at strategies, tools, and resources for gathering new information, and investigate delivery technologies. Learn about the pros and cons of initiating such services via e-mail and Web-based newsletters, Weblogs, k-logs, and RSS/XML newsfeeds. Get up-to-speed on the latest techniques and thinking on this crucial topic.

The Future Library — Now!

9:00 a.m. – 12:00 p.m.

Lawrence McCrank, Dean, Douglas Library,
Connie Haley, Director, Library & Instruction Services/Technical Services,
 & **Richard Darga**, Director, Media & Instructional Services, Chicago State University

Using the new Chicago State University as an example, this workshop considers the interrelationship between virtual and real information space in the design of modern academic libraries and services. It focuses on how new

PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 15

technology is integrated into new buildings, the challenges in design and project management with architects, systems managers, etc., in capital projects that are hi-tech, and the implications for faculty and staff development. Examples include ASRS robotic systems, RFID, new Web site design and linkage to expanded OPACs, decision support systems and help desk, new reference services, and networked printing, and scanning for just-in-time delivery.

Advanced Weblogs: Applications, Technology, Cases W8

9:00 a.m. – 12:00 p.m.

Steven M. Cohen, Librarian, PubSub Concepts, Inc. & Editor, LibraryStuff.net

This workshop focuses on the more advanced features of Weblogs and RSS. Topics include how to get the most out of Weblogs and RSS (marketing, creating a user community), resources for a more customized approach to RSS, and ways in which both can be implemented into the library environment. It uses case studies to illustrate applications and best practices and highlights the affordable, applicable technology for making these applications work. It provides opportunities for peer discussions as well as working with the advanced features of tools discussed.

Toolbox of Techniques for Teaching Technology to Adult Learners W9

1:30 p.m. – 4:30 p.m.

Scott Brandt, Technology Training Librarian, Purdue University
Michael Stephens, Technology Librarian, St. Joseph County Public Library

This workshop provides practical strategies and techniques to help your patrons (or staff, and even students!) learn what you want them to learn. It focuses on recognizing adult learning motivations and styles/preferences to connect and make technology-related learning stick. The first half emphasizes the importance of the learner and how to get their attention to make learning relevant and satisfactory. The second half opens three toolboxes of practical tools to address how to develop instruction, tips for handling issues and problems that come up in class, and step-by-step examples for teaching technology. Presenters use humor to focus on tips, strategies, shortcuts, tricks, and useful approaches that are based on sound principles. Join them as they review adult learning principles and their practical applications, discuss learning styles/preferences and how to respond to them, identify the five basic learning scenarios and how to address them, and practice alternative teaching styles and how/when to use them. Take away:

- Toolbox #1: Building courses, lesson plans, and learning outcomes
- Toolbox #2: Applying techniques/strategies for classroom teaching
- Toolbox #3: Techniques for teaching specific technologies

Building Taxonomy Structures that Support Your Enterprise Goals W10

1:30 p.m. – 4:30 p.m.

Katherine Bertolucci, Taxonomy & Information Management Consultant, Isis Information Services

Taxonomies arrange knowledge for superior information retrieval. This entertaining program teaches client-centered methods that support enterprise

goals by emphasizing the selection and arrangement of vocabulary, categories, and organizational structure. You will learn how to evaluate and build the best hierarchy using innovative techniques illustrated with examples from Bertolucci's experiences as Snoopy's librarian and her 25 years in taxonomy development. She presents the latest ideas from research into the nature of organizational structures and their influence on successful information retrieval. Come away with a deep appreciation of and framework for building taxonomies.

Leadership Strategies for Technology Innovation W11

1:30 p.m. – 4:30 p.m.

Joan Conger, MLIS, Consultant, author "Collaborative Electronic Resource Management" & **Christi Olson**, Olson Group & author, "Winning with Library Leadership"

Under pressure to achieve more with less, libraries need to change how they achieve goals. In networked organizations, teamwork, communication, and collaboration are keys to getting results. Yet few leaders and professionals have role models or tools to implement such change. This workshop offers a road map with strategies and action steps to assist information professionals in leading and implementing effective change. Learn key strategies for how to effectively implement new processes and technologies in your library and demonstrate measurable improvement in return on investment and value.

The Library as a Place: "Sandbox" for Innovation W12

1:30 p.m. – 4:30 p.m.

Aaron Cohen, Library Consultant, & **Alex Cohen**, Aaron Cohen Associates

Presenters define "sandbox" as an adaptive space for small group interactions and collaboration, a place for gaming, teamwork, and connectivity in both the real and virtual environments. It is a place where a shared goal, problem, or project brings a common focus and an incentive to work together. How do we design a physical space, its furniture and equipment, so that it will actively support different learning modes and the rapid switching between modes? How do we design such a space for flexible, ubiquitous access to video, sound, data, power and other utilities? How do we integrate interactive media devices and services into the learning environments? How can we extend the physical learning space into the virtual domain while maintaining a sense of presence, closeness and reality? How does the use of a flexible, extended learning environment influence learning and teaching in specific courses and, in a larger perspective, in educational programs? Learn how to provide an environment that supports Communities of Practice (groups become communities when they interact, learner assumes direction and control over content, capacity to adapt and evolve); Connections (the magic is in the connection, real and virtual; connections to a set of services, connections to the Internet and intranet); Communications (high-level dialogue and collaboration, small group interactions and learning modules for multiple perspectives, Socrates cafes).

Managing Your Brand: Personal PR for the Average Librarian or Info Pro W13

1:30 p.m. – 4:30 p.m.

Julie Still, Librarian, Paul Robeson Library, Rutgers University

Librarians often comment on the public image of our profession yet do little to improve it. The difference between star performers and those less recognized is seldom a matter of accomplishment but of recordkeeping and presentation. While individual librarians may be uncomfortable marketing themselves, it is imperative that this be done, as it benefits everyone in the organization. Libraries are often perceived as money pits, and we must be willing to clearly demonstrate why we are worth what we are being paid and why we should be paid more. Each librarian or information professional must develop a strategy for their individual development as well as for increasing the visibility and credibility of their department or library. This workshop provides tips, templates, and techniques for doing just that. It focuses on career and personal growth, building a concrete career competency as well as specific strengths and plans for expanding those into other areas as needed or wanted, and learning to articulate accomplishments and plans.

PRESENTATION LINKS

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the Computers in Libraries 2005 general sessions! Links will be posted on the Computers in Libraries 2005 Web site (www.infotoday.com/cil2005/presentations) three to four weeks after the conference.

POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 19

Web Content Management (WCM): Essential Pre-Implementation Planning

W14

9:00 a.m. – 4:30 p.m.

FULL DAY

Howard McQueen, Chief Executive, McQueen Consulting

This full-day workshop outlines a successful framework and discusses strategies for preparing an organization to implement content management. The knowledgeable and engaging instructor shares his experience and covers: Content survey and content analysis to define bottom-up content types; Assessing workflow requirements; Assessing metadata requirements; Developing the functional and technical vendor requirements (for an RFP); Developing an implementation plan including vendor-independent and vendor-dependent elements; and Evaluation (pilot project) and vendor selection.

This workshop provides insights into educational and consensus-building activities designed to empower departmental Web publishers and content contributors. Lively discussions center on how to prepare your organization's culture to deal with the change management that WCM necessitates.

Making the Business Case CANCELLED

W15

9:00 a.m. – 12:00 p.m.

Mary Lee Kennedy, Executive Director, Harvard Business School Library

So often the work information professionals do falls short of making it onto the strategic agenda for an organization. If you have a project, initiative, or program that you want to make sure gets funding or stakeholder attention, join this workshop to put together a plan and analysis that will have the result you need. Work with an expert and veteran of Microsoft and take away tools, an approach, and a framework with which to critically understand, formulate, and communicate the impact of what you do.

Practical XML & XSLT

W16

9:00 a.m. – 12:00 p.m.

Roy Tennant, User Services Architect, eScholarship Initiative, California Digital Library

This workshop turns up the heat on XML for those who are beyond an introduction and ready to learn how to do useful work with XML. Learn the basics about XSLT, the XML transformation engine, and how you can use it today to serve up XML-encoded information to standard Web clients in XHTML and CSS. Learn about free software available to do these transformations, see demos of live applications, and come away with an understanding of the power and utility of XML and XSLT. This instructive half-day workshop illustrates the tools and techniques necessary to take advantage of XML in the library world.

Organizational Weblogs: Opportunities, Strategies, Tools

W17

9:00 a.m. – 12:00 p.m.

Darlene Fichter, Data Library Coordinator, University of Saskatchewan & President, Northern Lights Internet Solutions

Many libraries are experimenting with Weblogs for marketing, staff development, knowledge sharing, and news. Hear about some of the ways Weblogs have benefited large and small libraries. Learn about Weblog software choices and features to look for when choosing blogging software. Discuss features such as RSS syndication, comments, permalinks, and editorial roles. Pick up some practical do's and don'ts of blog publishing. Keep on top of this new software and its applications by listening to our experts who share real world case studies. Stay ahead of your users who are creating Weblogs at a furious pace and consider how your library can offer better services to Webloggers in the community who want to link and comment on information in library's storehouses of licensed content.

Finding Business Information Online: Super Searcher Strategies

W18

9:00 a.m. – 12:00 p.m.

Mary Ellen Bates, Bates Information Services

This half-day workshop tackles how to find reliable, high-quality information on business and financial topics on the Web. Bates, the author of six online

research books, including *Super Searchers Cover the World* and *Mining for Gold on the Internet*, looks at issues related to conducting business research online efficiently and cost-effectively, validating sources, using Web-only information resources, and staying current on new business and finance information. The workshop provides practical, innovative ways to mine the Web—both the open Web and the Invisible Web. The focus is on the resources found exclusively on the Web, but it also covers unusual or unique resources from the traditional online services. Learn improved business research skills, ideas on new ways to drill for information, and take home a collection of links to the best business resources on the Web.

Creating Customized Marketing Plans to Target Your Customers CANCELLED

W19

1:30 p.m. – 4:30 p.m.

Kathy Dempsey, Editor, CIL Magazine & Marketing Library Services (MLS) Newsletter

If you just can't find the time or inspiration to start an organized marketing program, then this course is for you. It reviews the basic terms and definitions of marketing and focuses on the tools you'll need for success. Then, through instruction, group discussion, and brainstorming, you'll create a customized marketing plan to take back to work. Best practices, hot tips, and interesting ideas are sprinkled throughout the program.

Harvesting Metadata Using OAI-PMH

W20

1:30 p.m. – 4:30 p.m.

Roy Tennant, User Services Architect, eScholarship Initiative, California Digital Library

Over 3 million digital objects (research papers, historical photographs, digital maps, etc.) are available for anyone to use from open access repositories. Many of these repositories comply with the Open Archives Initiative Protocol for Metadata Harvesting (OAI-PMH). This workshop shows you how to use free software to create your own searchable collection of these useful online resources. Also covered are practical tips and cautions about harvesting metadata, as well as future trends.

Yahoo!: The Other Necessary Search Engine CANCELLED

W21

1:30 p.m. – 4:30 p.m.

Randolph Hock, *Online Strategies*, author, *The Extreme Searcher's Internet Handbook*

Experienced searchers know the importance of using more than one search engine, but many have not yet had time to discover why Yahoo! is now the other "required" search site. Yahoo! has changed radically in the last year and now has a Web database that rivals Google's, plus more integration of more search-related tools than Google provides. This workshop explores Yahoo!'s search function in detail, plus the range of other features relevant to the professional searcher, such as groups, searching online with a distant client, portal and productivity tools, and Yahoo!'s news, image, and other searchable databases.

Take this compressed learning seminar and understand why Yahoo! is an essential search engine.

Federated Searching

W22

1:30 p.m. – 4:30 p.m.

Mary Beth Minick, Associate Librarian, & Kathleen Hanna, Assistant Librarian, IUPUI University Library

This workshop explores the implementation of a federated search engine project in a medium-sized academic library. Presenters, one liaising with library staff as well as evaluating customization of the front end interface, and the other engaged on the technical side, discuss the process from selection of a federated search product through initial launch, including:

- What to consider when evaluating federated search products
- Identifying and incorporating stakeholders' needs
- Pitfalls and challenges to expect in implementation
- Uses for federated search products beyond searching

Listen and learn at a series of free cybertours and information sessions for all Computers in Libraries 2005 Exhibit Hall visitors. Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics & subject areas. They are open to all and add value to your visit. Space is limited so it's first-come, first-served.

Join our Net savvy Web experts for a look at their favorite sites and topics! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the CIL 2005 Exhibit Hall at the appropriate time.

WEDNESDAY

11:00 a.m. – 11:15 a.m.

OpenURL, Cindi Trainor

12:00 p.m. – 12:15 p.m.

Electronic Table of Contents for Health, Alexandra Davis

1:00 p.m. – 1:15 p.m.

Online Trends from the CyberCorner, Mary Ellen Bates

2:00 p.m. – 2:15 p.m.

Making Your Web Site Accessible in 10 Easy Steps, Bill Helling

3:00 p.m. – 3:15 p.m.

Graphical Data Visualization, Michael Sauers

4:00 p.m. – 4:15 p.m.

Library Automation Update, Marshall Breeding

THURSDAY

11:00 a.m. – 11:15 a.m.

A Dozen Search Engine "Shortcuts," Ran Hock

12:00 p.m. – 12:15 p.m.

Firefox, Cindi Trainor

1:00 p.m. – 1:15 p.m.

Five Ways to Make Search Smarter, Chris Farnum

2:00 p.m. – 2:15 p.m.

Digitization Projects, Bill Helling

3:00 p.m. – 3:15 p.m.

Ten Hot News Sites, Ran Hock

4:00 p.m. – 4:15 p.m.

Taking on Google: 7 Library Responses, Stephen Abram

FRIDAY

11:00 a.m. – 11:15 a.m.

IM—Email is Dead!, Cindi Trainor

12:00 p.m. – 12:15 p.m.

Favelets & Bookmarklets Cybertour, Michael Sauers

1:00 p.m. – 1:15 p.m.

Top 10 Things to Stay Tech Current, Aaron Schmidt

2:00 p.m. – 2:15 p.m.

Bates' Competitive Intelligence Cybertour, Mary Ellen Bates

WEDNESDAY, MARCH 16

OpenURL

11:00 a.m. – 11:15 a.m.

Cindi Trainor, Director, Information Technology, The Libraries of the Claremont Colleges

Are your patrons/clients constantly lost in the maze of electronic resources? Attend this cybertour and learn what the OpenURL standard is and how it is solving this problem by allowing librarians and users to get directly to the articles that they seek.

Electronic Table of Contents For Health

12:00 p.m. – 12:15 p.m.

Alexandra Davis, Librarian, Ottawa Hospital

Keeping up with published information these days is almost impossible. This session discusses an electronic system that helps hospital-based health professionals stay current with journal publications in their field. Using InMagic Web Publisher, a Web-based electronic table of contents service is updated weekly and pushed out to the client group. The program eases the process of keeping current and promotes discussion among professionals about specific articles.

Online Trends from the CyberCorner

1:00 p.m. – 1:15 p.m.

Mary Ellen Bates, Bates Information Services

What's happening in the online world? What's on the horizon for info pros? What should we be studying, thinking about, and using? Mary Ellen Bates, industry expert and author of *Building & Running a Successful Research Business*, shares her opinions in this cybertour of the top 10 trends to watch for in the online world.

Making Your Web Site Accessible in 10 Easy Steps

2:00 p.m. – 2:15 p.m.

Bill Helling, Crawfordsville District Public Library

With your Web site as the major portal for your patrons and clients to access your services, you don't want to exclude any segment of users. This talk by a systems librarian/Webmaster/assistant director shows how simple it can be to turn an inaccessible site into a site that takes into consideration everyone's capabilities.

Graphical Data Visualization

3:00 p.m. – 3:15 p.m.

Michael Sauers, Internet Trainer, BCR

The future is not text-based. Today search engines and databases are experimenting with methods of representing data in a graphical form. These methods not only show you the results but the relationships between the results. Sauers introduces the world of graphical data with live examples and provides tips for getting the most out of graphical data.

Library Automation Update

4:00 p.m. – 4:15 p.m.

Marshall Breeding, Creator, Library Technology Guides & Author, Library Journal Annual Automated System Marketplace

In a world where libraries manage increasing proportions of electronic content relative to traditional materials, how well do the offerings on the market today help address this fundamental shift? While the core integrated library system remains an essential part of the library infrastructure, what additional components do libraries need to keep up with the times? For the answers to these questions and to hear about the latest trends in library automation, you'll want to attend this cybertour.



BERTOURS

THURSDAY, MARCH 17

A Dozen Search Engine "Shortcuts"

11:00 a.m. – 11:15 a.m.

Ran Hock, *Online Strategies*

Hear from the author of *The Extreme Searchers Internet Handbook*, and learn to amaze and mystify your friends and colleagues with some neat, quick and unusual shortcuts and tricks that you can perform in the search boxes of Google, Yahoo, and Ask Jeeves.

Firefox

12:00 p.m. – 12:15 p.m.

Cindi Trainor, *Director, Information Technology, The Libraries of the Claremont Colleges*

Come and see why so many people love this new browser. Take a look at cool built-in features such as tabbed browsing, a pop-up blocker, bookmark keywords, and cookie management, and hear why Firefox gives you more security and functionality than Internet Explorer.

Five Ways to Make Search Smarter

1:00 p.m. – 1:15 p.m.

Chris Farnum, *Information Architect & Usability Design Product Manager, ProQuest*

End users often don't know what to put into the search box and often aren't aware of the powerful indexing and metadata included in content-rich databases. This session shares the five best practices for making controlled vocabularies, indexing, and metadata accessible to searchers and illustrates with examples from ProQuest and other search engines. Practices range from making a thesaurus available to building a system for matching keywords to index terms.

Digitization Projects

2:00 p.m. – 2:15 p.m.

Bill Helling, *Crawfordsville District Public Library*

So you want to lead your community or organization in a digitization project, but don't know if you have anything that merits your time and effort? Helling shares his experience in finding the hidden treasures libraries and other local organizations already possess—the treasures that many people want to access. He talks about what to include in the project and where to get it.

Ten Hot News Sites

3:00 p.m. – 3:15 p.m.

Ran Hock, *Online Strategies & Author, The Extreme Searchers Internet Handbook*

A quick look at 10 or so news sites that everyone should know about because they are outstandingly important, new, unique, or just darned interesting! Join us for an enjoyable and informative tour.

Taking on Google: 7 Library Responses

4:00 p.m. – 4:15 p.m.

Stephen Abram, *VP Innovation, Sirsi*

In just a few months the ubiquitous Google has announced Google Print, Google Libraries Digitization, Google Suggest, Google Local, Google ... more and more. How should libraries respond strategically to these innovations? Stephen expands on his *Library Journal* article about the 7 strategic goals of libraries in a Google world.

FRIDAY, MARCH 18

IM—Email is Dead!

11:00 a.m. – 11:15 a.m.

Cindi Trainor, *Director, Information Technology, The Libraries of the Claremont Colleges*

Today's librarians use instant messaging programs to communicate with each other, with family, friends, and (gasp) users. Each major program (Yahoo!, MSN, AOL, ICQ) has its own features and can mean managing multiple contact lists. Programs like Trillian allow you to talk to users on several of these chat networks. See these programs in action and learn why you should be using them in your library.

Favelets & Bookmarklets Cybertour

12:00 p.m. – 12:15 p.m.

Michael Sauers, *Internet Trainer, BCR*

There are many bookmarks/favorites out there that you can add to your browser that will give you single-click access to useful tools. This cybertour covers what's available, what they do, and how to add them to your browser.

Top 10 Things to Stay Tech Current

1:00 p.m. – 1:15 p.m.

Aaron Schmidt, *Reference Librarian, Thomas Ford Memorial Library*

This cybertour introduces many key technologies with which libraries and librarians can stay tech current. It includes a variety of technologies such as Instant Messaging (IM), wireless and Really Simple Syndication (RSS), each having its own level of commitment to implement. Leave with plenty of good ideas about keeping your library relevant.

Bates' Competitive Intelligence Cybertour

2:00 p.m. – 2:15 p.m.

Mary Ellen Bates, *Bates Information Services*

Do you need to keep track of your organization's competitors and the competitive landscape in general? In this fast-paced cybertour, Mary Ellen Bates, industry expert and author of *Super Searchers Do Business* and *Super Searchers Cover the World*, discusses the top sites for CI through Web research and techniques for competitive intelligence gathering — dumpster-diving not required.

EXHIBIT HOURS

Wednesday, March 16 9:45 a.m. – 5:45 p.m.

Reception 5:00 p.m.

Thursday, March 17 9:45 a.m. – 5:45 p.m.

Reception 5:00 p.m.

Friday, March 18 9:45 a.m. – 3:15 p.m.



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The following is a list of exhibitors and a map of the Exhibit Hall at Computers in Libraries 2005. More than 60 of the industry's most important companies are exhibiting at the 2005 conference, giving attendees an extraordinary opportunity to sample the latest in library automation and technology.

EXHIBIT HOURS

Wednesday, March 16

9:45 a.m. – 5:45 p.m.
 Reception 5:00 p.m.

Thursday, March 17

9:45 a.m. – 5:45 p.m.
 Reception 5:00 p.m.

Friday, March 18

9:45 a.m. – 3:15 p.m.



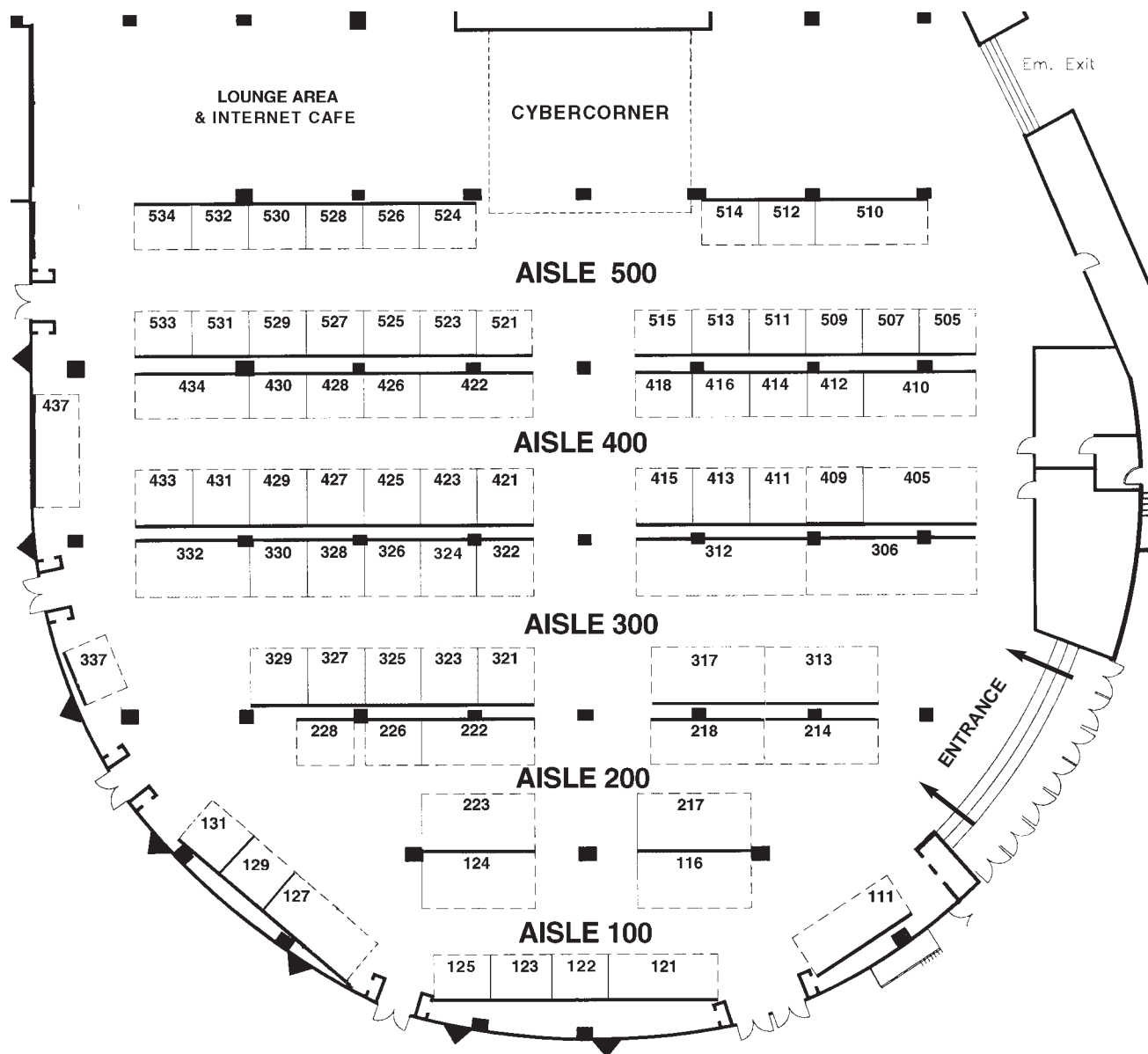
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 Thomson Scientific
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www.accessinn.com
www.dataharmony.com

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Access Innovations, Inc. offers an extensive line of information management and database construction

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Booth No. 415

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