

# 23<sup>RD</sup> ANNUAL COMPUTERS IN LIBRARIES 2008

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

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INTERNET@SCHOOLS EAST ▶ April 7–8

Hyatt Regency Crystal City  
April 7–9, 2008

Arlington, VA

## INNOVATIVE CHANGE: Integrating High Tech With High Touch

- ▶ Searching and Search Engines
- ▶ Content Management
- ▶ Web Design & Social Software
- ▶ Innovation & Change
- ▶ Next Gen Catalogs & Open Source
- ▶ Gaming & Virtual Worlds
- ▶ Learning, Planning, Managing
- ▶ Communities & Collaboration
- ▶ Internet@Schools East

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# 23RD ANNUAL COMPUTERS IN LIBRARIES 2008

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*We are pleased to present the 23rd 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 2008 remain the same.*

## INNOVATIVE CHANGE: Integrating High Tech With High Touch

Libraries are at the forefront of experimenting with and adopting new technology, but are they as focused on their clients as they are on technology? New tools and processes have ignited creative content mashups, specialized and personalized services for community segments, and exciting new techniques for dealing with voluminous information flows. Now user-generated content in conjunction with new tools is shaping the new information world. Our conference theme, **Innovative Change: Integrating High Tech With High Touch**, focuses on how libraries excel when technology advancements match the people capabilities. It highlights leading-edge online initiatives and innovations in all types of information enterprises, tools and techniques for enhancing user-friendly digital information flows, information discovery and visualization methods for dealing with today's information overload, building new communities and supporting online connections in engaging ways, supporting change and training, and more. Join us at the most comprehensive conference for library and information professionals interested in technology to discover insights, strategies, and practices that will allow us to manage computers, libraries, digital information, and people in a cohesive, exciting, and productive way.

Information Today Inc., a key provider of technology conferences for more than 25 years, including **Internet Librarian** and **KMWorld & Intranets**, is pleased to announce the 23rd annual **Computers in Libraries**—the most comprehensive North American conference and exhibition concentrating on all aspects of library technology.

The conference offers a multifaceted program designed to meet the needs of librarians, information managers, systems professionals, webmasters and web managers, content evaluators, information directors and managers, and information specialists. The focus of the conference is on leading-edge technology that is transforming library operations, products and services, roles, and processes within all types and sizes of libraries and information services.

Hear from experts, practitioners, technologists and strategists—all from the information industry. For the first time, we have FIVE strong program tracks, and two special “streams” of programming aimed at government and special libraries. You can participate in sessions relating to information discovery and search, web design and development, integrating high tech with high touch, communities and collaboration, next-generation catalogs, social software, virtual services, open source, innovation and change, government libraries, content management, learning, planning, special libraries, search engines, gaming and virtual worlds, and more. With more than 150 knowledgeable speakers in **five simultaneous tracks** plus three dynamic keynotes, pre- and post-conference workshops, and an entertaining and informative evening program, **CIL08** is a definite must-attend event. It caters to all interests and all levels of knowledge while providing many exciting networking opportunities. Join speakers, authors, and fellow participants in refreshment breaks, informal dinner groups, receptions, and more.

# CONFERENCE OVERVIEW

## PROGRAM CHAIR



**Jane I. Dysart**  
Dysart & Jones Associates

## ORGANIZING/REVIEWING COMMITTEE

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**Jill Konieczko**  
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**Kathy Dempsey**  
Editor, *Computers in  
Libraries*

**Donna Scheeder**  
Law Library of Congress

**Aaron Schmidt**  
North Plains  
Public Library

**Michael Stephens**  
Dominican University

## Workshops

**CIL08** features 24 in-depth workshops, including three academies—popular 1-day intensive updates by industry leaders—covering the latest searching tips by experts in the field, key hot topics for web managers, and the latest ideas and initiatives for academic libraries. Workshops are offered Sunday, April 6th and Thursday, April 10th.

## Internet@Schools East 2008

If you are a K–12 library media specialist or school IT professional, this special 2-day conference sponsored by *MultiMedia & Internet@Schools* magazine is designed just for you. Convening on Monday, April 7 with the shared CIL/Internet@Schools keynote by Lee Rainie of the Pew Internet & American Life Project, Internet@Schools East offers a jam-packed program that will help you learn how to leverage the internet, make technology initiatives happen, and raise your professional profile and skill set. Attendees may register separately for Internet@Schools East, or for a combination package that includes a registration for Computers in Libraries.

## Tuesday Evening Session

Sponsored by 

*Free and open to all registrants, exhibitors and exhibit visitors.*

### **The Second InfoTubey Awards: YouTube Productions@CIL 2008**

**7:30 p.m. – 9:00 p.m.**

#### **HOSTED BY**

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

These awards are presented to those organizations or individuals for outstanding YouTube productions. Presented on the red carpet at the Computers in Libraries conference, these awards recognize those creating YouTube library-related productions. Awards are presented to the top five productions that demonstrate creativity and innovation in marketing a library or library services or enhancing the library's value. The winning productions will be shown at CIL 2008 on Tuesday evening, 7:30 p.m. – 9:00 p.m. For a look at what happened last year, check out — <http://www.infotoday.com/CIL2007/InfoTubies.shtml>. Submissions must not exceed 4 minutes. Submit your videos to [www.infotubey.com](http://www.infotubey.com) by Thursday February 14th, 2008. Each of the five InfoTubey Award winners will receive one complimentary three-day conference pass to Computers in Libraries 2008 (a \$469 value). All submissions will be judged by a panel of distinguished information professionals.

## Government & Special Libraries Streams

This year's CIL event features two specialized streams of programs within the conference, each focusing on a different type of library — government libraries and special libraries. See page 24.

## Conference Wiki

<http://cil2008.pbwiki.com>

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

## 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 2008 Exhibit Hall. For more details and updates about topics and speakers for this CIL feature, visit the Computers in Libraries Web site at [www.infotoday.com/cil2008](http://www.infotoday.com/cil2008).

## Free Reception & Dine Arounds

Information Today invites all registrants, exhibitors, and exhibition visitors to a reception on Monday in the Exhibit Hall from 5:00 p.m. – 5:45 p.m. For further networking opportunities sign up online at [www.infotoday.com/cil2008/dinearounds](http://www.infotoday.com/cil2008/dinearounds) for our Dine Around groups.

## Exhibition

The Computers in Libraries exhibition will feature leading-edge companies offering the visitor a choice of products in all aspects of library technology, including web-based products and services, integrated library and information systems, online services, document delivery services, internet software tools, content suppliers, search services, and more. If you are looking for a particular product, evaluating competing systems, keeping up-to-date with new products and developments, be sure to visit the Computers in Libraries exhibition.

*See the registration form to sign up for your free Exhibit Hall pass.*

## Sunday Evening Session

Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each others'. See if you are a guitar hero, winning "Wii" bowler/golfer, or rank as a dancing "DDR" expert. Led by gamer/gadget gurus Jenny Levine and Aaron Schmidt, this evening is filled with fun, networking, and of course, learning and laughing. Refreshments included.

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# Conference At-A-Glance

9:00 a.m. – 9:45 a.m. ▶ **OPENING KEYNOTE** ▶ Libraries Solve Problems! ▶ *Lee Rainie, Pew Internet & American Life Project*

9:45 a.m. – 10:30 a.m.

**COFFEE BREAK** ▶ Exhibit Hall Opening

**TRACK A  
INFORMATION DISCOVERY & SEARCH**

10:30 a.m. – 11:15 a.m. **A101** Super Searcher Shares 30 Search Tips

11:30 a.m. – 12:15 p.m. **A102** Mobile Search

12:15 p.m. – 1:30 p.m.

1:30 p.m. – 2:30 p.m. **A103** What's New With Federated Search

2:30 p.m. – 3:15 p.m.

3:15 p.m. – 4:00 p.m. **A104** Text-Mining Open Sources

4:15 p.m. – 5:00 p.m. **A105** Information Discovery With an SE Partner

5:00 p.m. – 5:45 p.m.

**TRACK B  
WEB DESIGN**

**B101** Web 2.0 Services for Smaller, Underfunded Libraries

**B102** Library Web Presence: Engaging the Audience

**LUNCH BREAK** ▶ Visit the Exhibits

**B103** Fast & Easy Site Tune-Ups

**COFFEE BREAK** ▶ Visit the Exhibits

**B104** Widgets, Tools, & Doodads for Library Webmasters

**B105** What Do Users Really Do in Their Native Habitat?

**RECEPTION** ▶ In the Exhibit Hall

**TRACK C  
COMMUNITIES & COLLABORATION**

**C101** Going Local in the Library: Web 2.0, Library 2.0, Local 2.0

**C102** Collaborating With Customers

**C103** The Global Librarian: Online Social Networks

**C104** Learning Commons: The "In" in CIL

**C105** User Generated Content

9:00 a.m. – 9:45 a.m. ▶ **KEYNOTE** ▶ Libraries: Innovative & Inspiring ▶ *Erik Boekesteijn & Jaap van de Geer, Delft Public Library*

9:45 a.m. – 10:30 a.m.

**COFFEE BREAK** ▶ Visit the Exhibits

**TRACK A  
NEXT-GEN CATALOGS**

10:30 a.m. – 11:15 a.m. **A201** Next-Generation Library Interfaces

11:30 a.m. – 12:15 p.m. **A202** "Barn Raising" One ILS at a Time

12:15 p.m. – 1:30 p.m.

1:30 p.m. – 2:15 p.m. **A203** From Woepac to Wowpac

2:30 p.m. – 3:15 p.m. **A204** From Woepac to Wowpac

3:15 p.m. – 4:00 p.m.

4:00 p.m. – 5:00 p.m. **A205** Catalog Effectiveness: Google Analytics & OPAC 2.0

7:30 p.m. – 9:00 p.m.

**TUESDAY EVENING SESSION** ▶ The Second InfoTubey Awards: YouTube Productions@CIL 2008 ▶ Sponsored by 

**TRACK B  
CONTENT MANAGEMENT**

**B201** Mashups for the Nontechies

**B202** Drupal & Libraries

**LUNCH BREAK** ▶ Visit the Exhibits

**B203** Creative Commons (CC): Copyright Alternative?

**B204** Harnessing New Data Visualization Tools

**COFFEE BREAK** ▶ Visit the Exhibits

**B205** Video, YouTube, & Libraries

**TRACK C  
SOCIAL SOFTWARE**

**C201** Wikis: Managing, Marketing, & Making Them Work

**C202** Libraries A-Twitter & Using del.icio.us

**C203** Facebook Apps & Libraries Friendly Future

**C204** Demystifying & Integrating Web 2.0 @ The Metropolitan Museum of Art

**C205** 2.0 Pecha Kucha—Conversation Face-Off!

9:00 a.m. – 9:45 a.m. ▶ **KEYNOTE** ▶ Gaming, Learning, & the Information World ▶ *Elizabeth Lane Lawley, Rochester Inst. of Tech.*

9:45 a.m. – 10:30 a.m.

**COFFEE BREAK** ▶ Visit the Exhibits

**TRACK A  
SEARCH ENGINES**

10:30 a.m. – 11:15 a.m. **A301** Speed Searching: Tips & Tricks for Speeding Up the Search Process

11:30 a.m. – 12:15 p.m. **A302** One Click Ahead: Best of Resource Shelf

12:15 p.m. – 1:45 p.m.

1:45 p.m. – 2:30 p.m. **A303** Google Tracking: What's New at Google & Its Competitors

2:45 p.m. – 3:30 p.m. **A304** What's Hot in RSS & Social Software

3:45 p.m. – 4:30 p.m. **A305** Searching for Social Web

**TRACK B  
OPEN SOURCE**

**B301** The Open Source Landscape

**B302** Open Source Applications

**LUNCH RECEPTION** ▶ In the Exhibit Hall

**B303** Open Source Library Automation

**B304** Open Source Solutions to Offer Superior Service

**B305** Open Source Solutions to Offer Superior Service

**TRACK C  
GAMING & VIRTUAL WORLDS**

**C301** Learning from Video Games

**C302** Gaming & Learning

**C303** Gaming for Adults

**C304** Convincing Administrators of the Validity of Virtual Worlds

**C305** Integrating Second Life (SL): Courses & Collections



# Conference At-A-Glance

## Monday, April 7

**COFFEE BREAK** ▶ Exhibit Hall Opening

### TRACK D INTEGRATING HI TECH WITH HI TOUCH

D101 Hi Tech & Hi Touch

D102 Digital Convergence & People Apps

### TRACK E INDUSTRIES USING HOT TECH

E101 Learning From Newspaper Publishing

E102 Learning From Politics

**LUNCH BREAK** ▶ Visit the Exhibits

D103 Mobile Trends: Hi Tech & Touch

E103 Learning From Non-Profits

**COFFEE BREAK** ▶ Visit the Exhibits

D104 High Touch With Customer Care

E104 Learning From Real Estate

D105 Library Staff Training:  
High Tech & High Touch

E105 Industry Learnings & Libraries

**RECEPTION** ▶ In the Exhibit Hall

## Tuesday, April 8

**COFFEE BREAK** ▶ Visit the Exhibits

### TRACK D SERVICES: VIRTUALLY EVERYWHERE

D201 Laptop Labs:  
Face-to-Face Social Networking

D202 Mashups, Mobile Knowledge  
Networks, Creative Media

### TRACK E INNOVATION & CHANGE

E201 Innovation Starts with "I"

E202 Transparency, Planning & Change:  
See-Through Libraries

**LUNCH BREAK** ▶ Visit the Exhibits

D203 When Internet Telephony,  
Video, & Libraries Collide

E203 The Library Sandbox:  
Testing Innovative Ideas

D204 Virtual Reference Stacks &  
Reading Rooms: Endless Possibilities

E204 Leading Technology in Libraries:  
Making Time for Web 2.0

**COFFEE BREAK** ▶ Visit the Exhibits

D205 IM Service: Making It Successful

E205 Libraries as Laboratories for Innovation

**TUESDAY EVENING SESSION** ▶ The Second InfoTubey Awards

## Wednesday, April 9

**COFFEE BREAK** ▶ Visit the Exhibits

### TRACK D LEARNING

D301 Collaborating With YouTubers to Enhance  
Library Instruction

D302 Staff Tech Training

### TRACK E 2.0 PLANNING & MANAGING

E301 Tech Tools for Effectively  
Managing Information

E302 Innovative Marketing Using 2.0 Tools

**LUNCH RECEPTION** ▶ In the Exhibit Hall

D303 Elearning: IL Instruction &  
Out-of-the-Box Software

E303 Giving Your Marketing and  
Advocacy a Second Life

D304 Customizing Blackboard

E304 Online Outreach Libraries:  
Successful Digital Marketing

D305 Vidcasting: Screencasts for  
Mobile Video-Enabled Devices

E305 Talking 2.0 to Faculty

### PRECONFERENCE WORKSHOPS ▶

Sunday, April 6

9:00 a.m. – 4:30 p.m.

W1 Searchers Academy

W2 Web Managers Academy: Redesign 2.0

W3 Academic Library 2.0

9:00 a.m. – 12:00 p.m.

W4 Training Adults: Getting & Keeping Attention

W5 Wikis: Basics, Tools, & Strategies

W6 Podcasting & Videocasting Boot Camp

W7 Project Management for Libraries

W8 Monitoring & Current Awareness:  
Mining Blogs & RSS for Research

1:30 p.m. – 4:30 p.m.

W9 Technology Training for Library Staff:  
Creativity Works!!

W10 Digitization 101

W11 Games, Gaming & Libraries

W12 From Avatars to Advocacy:  
Innovation Through Un-Marketing

W13 Reaching and Hearing Stakeholders

### POSTCONFERENCE WORKSHOPS ▶

Thursday, April 10

9:00 a.m. – 12:00 p.m.

W14 Public Library Conversations:  
Insights & Innovation

W15 130 Web Tips, Tricks, Tools, and  
Resources in 160 Minutes

W16 Integrating RSS Into Your Web Site

W17 Screencasting 101: Creating Online  
Tutorials in Less Than 30 Minutes

W18 Ajax for Libraries

W19 Facebook for Libraries & Networks

1:30 p.m. – 4:30 p.m.

W20 Customer Service 101 for a 2.0 World

W21 Next Generation Research Tools

W22 Web Services for Librarians

W23 Advanced Screencasting: Tips & Tricks

W24 Teaching Web Search Skills

### SUNDAY EVENING SESSION ▶

5:30 p.m. – 8:00 p.m.

NEW

### Gaming & Gadgets Petting Zoo

Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each others'. See if you are a guitar hero, winning "Wii" bowler/golfer, or rank as a dancing "DDR" expert. Led by gamer/gadget gurus Jenny Levine and Aaron Schmidt, this evening is filled with fun, networking, and of course, learning and laughing. Refreshments included.

### Exhibit Hall Hours

Monday, April 7 . . . . . 9:45 a.m. – 5:45 p.m.

Tuesday, April 8 . . . . . 9:45 a.m. – 4:00 p.m.

Wednesday, April 9 . . . . . 9:45 a.m. – 2:00 p.m.

# PRECONFERENCE WORKSHOPS ▶ Sunday, April 6

## Searchers Academy

9:00 a.m. – 4:30 p.m.

W1

FULL DAY

**MODERATOR:** *Mary Ellen Bates, Principal, Bates Information Services*

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

*Mary Ellen Bates, Author, Super Searchers Cover the World & Super Searchers Do Business*

*Marcy Phelps, Phelps Research*

*Greg Notess, Publisher, Search Engine Showdown*

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

- Search Engine Review: Look at key features of general-purpose and highly specialized search engines, specialized directories, and guides.
- Searching the NEW Web: Learn about what’s new in searching podcasts, tracking memes, social graphing, and other portions of the “new web.”
- Tips for Using the Top Search Engines: Get an in-depth review of the hidden and undocumented features of Google, Yahoo!, and Ask.com.
- Going Local: Learning to use local search tools for in-depth research.
- Cool Tools & Techniques: Learn about new resources and tools for searching more effectively.

## Web Managers Academy: Redesign 2.0

9:00 a.m. – 4:30 p.m.

W2

FULL DAY

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

**Frank Cervone, Assistant University Librarian, Northwestern University**

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

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

Does your library website need to move to the next level? Does it need a visual makeover, social media tools, or new embedded services? Where do you start? One place to begin is by analyzing the strengths and weaknesses of your current site using analytic tools. Pick up new usability methods that can help you test proposed revisions early so that the new design doesn’t just “look” better, but also works better for the users. See how other libraries are using content management systems, user-generated content, database-driven content, federated search, and OpenURL resolvers to provide customized and personalized user content. Explore how social software applications including blogs, wikis, tagging, and RSS, fit in the mix. Pack your toolbox and take home tips, tools, checklists, and new design techniques that you can immediately put to use. Learn about common pitfalls and success factors for library redesigns. Topics and exercises include: Redesign process; Practical project management; Web content management systems; Usability and ethnographic methods: affinity mapping, photo reports, and map diaries.

## Academic Library 2.0

9:00 a.m. – 4:30 p.m.

W3

FULL DAY

**MODERATOR:** *Amanda Etches-Johnson, User Experience Librarian, McMaster University*

**FACULTY:** *Chad Boeninger, Reference & Instruction Technology Coordinator, Ohio University*

*Meredith Farkas, Distance Learning Librarian, Norwich University*

*Jason Griffey, Head of Library Information Technology, The University of Tennessee at Chattanooga*

*Jenica Rogers-Urbaneck, Collection Development Coordinator and Technical Services Team Leader, College Libraries, SUNY Potsdam*

What do the terms Web 2.0 and Library 2.0 mean for academic libraries and librarians? Join our panel of 2.0 practitioners and experts for a day of exploration and discovery as we navigate the 2.0 landscape, exploring what 2.0

tools and technologies can do for academic library users. Through a combination of presentations, discussion, and hands-on activities, our dynamic speakers introduce you to technologies such as blogs, wikis, RSS, mashups, social bookmarking, and online social networks. This interactive session provides practical examples of academic libraries that are using these tools and technologies, arms you with the expertise and techniques to introduce these technologies in your own library, and share strategies for getting buy-in from staff, administration, and patrons. A worthwhile day for those interested in implementing changes to keep up within the Web 2.0 world.

## Training Adults: Getting & Keeping Attention

9:00 a.m. – 12:00 p.m.

W4

AM

**Rebecca Jones, Dysart & Jones Associates**

This morning workshop offers you a toolbox of techniques to help your clients, staff, and even students learn what they need to learn. By understanding and recognizing adult learning motivations and styles/preferences, training can be designed to help adults connect to the curriculum and be more “learning ready.” This workshop first emphasizes the importance of the learner and making learning relevant and then walks you through the basics of building courses, lesson plans, and learning outcomes; applying techniques/strategies for the classroom; and teaching tips for handling issues and problems that come up in class. It uses humor to focus on tips, strategies, shortcuts, tricks, and useful approaches that are based on sound principles. Come to discuss adult learning principles, styles and preferences, and how to create effective learning environments that accommodate these with humor and panache! This workshop sets the tone for the afternoon workshop, “Technology Training for Library Staff: Creativity Works!”

## Wikis: Basics, Tools, & Strategies

9:00 a.m. – 12:00 p.m.

W5

AM

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

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

## Podcasting & Videocasting Boot Camp

9:00 a.m. – 12:00 p.m.

W6

AM

**David Free, Editor-in-Chief, C&RL News, & Marketing & Communications Specialist, Association of College and Research Libraries (ACRL)**

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

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

## Project Management for Libraries

9:00 a.m. – 12:00 p.m.

W7

AM

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

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

# PRECONFERENCE WORKSHOPS ▶ Sunday, April 6

## Monitoring & Current Awareness: Mining Blogs & RSS for Research

9:00 a.m. – 12:00 p.m.

**Sabrina Pacifici**, Law Librarian, & Editor/Publisher of LLRX.com and beSpacific.com

This workshop focuses on identifying and leveraging the best of free and low-fee web sites as well as web-related services to support your research enterprise, be it solo or collaborative. It includes “best of the web” for CI (competitive intelligence), legislation, news, government documents, academic and industry sponsored data. Filled with tips, tricks and resources, a not to be missed workshop for researchers!

## Technology Training for Library Staff: Creativity Works!!

1:30 p.m. – 4:30 p.m.

**Maurice Coleman** and **Annette Gaskins**, Harford County Public Library  
**Sarah Houghton-Jan**, San Jose Public Library

A perfect follow-up workshop to the morning workshop “Training Adults,” this afternoon workshop focuses on how libraries are putting adult learning principles into practice with creative ways of training library staff on using new technologies. Coleman and Gaskins share how Harford County Public Library created a Technology Petting Zoo to expose library staff to cutting-edge technologies and provide them with the opportunity to experiment in a comfortable environment. Participants will learn how to create a half-day workshop to expose library staff to the technology tools patrons are using every day; how to use a teamwork approach to planning the workshop, involving staff with expertise from all parts of the library; plus how to develop partnerships with knowledge experts in the corporate world. Houghton-Jan discusses her experiences developing and implementing technology training programs for staff in two libraries and a state library association. Successful case studies, tools, tricks, and tips will be discussed to give attendees what they need to implement a combined program at their libraries.

## Digitization 101

1:30 p.m. – 4:30 p.m.

**Jill Hurst-Wahl**, President, Hurst Associates, Ltd

Digitization is much more than converting a physical or analog object into its digital equivalent: It is about efficiently repurposing crucial information resources to improve how they are used by staff, colleagues, and end users. For libraries, it can open the collection to a much larger userbase, whether that userbase is comprised of researchers, students, or businesspeople. Yet most digitization programs are doomed from the start because the focus is on the conversion process instead of other, critical pre-scanning issues such as selection criteria, preservation of original materials (documents, photos, audio, etc.), metadata creation, software and hardware concerns, integration into existing systems, and legal issues. The agenda includes a look at what digitization is, the five major steps in the digitization process, how project managers create a successful digitization program, copyright and other intellectual property issues, how to market a digitization program and get it funded, trends, and more.

## Games, Gaming & Libraries

1:30 p.m. – 4:30 p.m.

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

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

## From Avatars to Advocacy: Innovation Through Un-Marketing

1:30 p.m. – 4:30 p.m.

**Helene Blowers**, Director, Digital Strategy, Columbus Metropolitan Library  
**Michael Porter**, WebJunction

There's no denying that the rise of social networking and Web 2.0 tools has created many new avenues for libraries to market themselves. But these marketing streams go much deeper than merely exploring new channels. They allow libraries to shift their focus and truly engage with their customers in remarkably effective online and in-person word-of-mouth marketing efforts. Come explore this shift in an innovative preconference lab that will demonstrate and then walk participants through the creation of viral marketing ideas that enable customers to use the library brand to celebrate themselves. Participants are encouraged (but not required) to bring their own recording devices (digital video, still and audio, including upload cables) and laptops for creativity exercises.

## Reaching & Hearing Stakeholders

1:30 p.m. – 4:30 p.m.

**Ulla de Stricker**, President, de Stricker Associates  
**Barbie Keiser**, President, BEK Inc.

Are your stakeholders hearing the message you intended to send? This workshop, led by experienced consultants, takes attendees through a set of integrated activities that allow a library/information center to engage its clients in a systematic process of gathering valuable insights from communication vehicles such as websites, intranets, extranets, newsletters, etc. Such an “audit” utilizes a mix of techniques, including comprehensive surveys of users to assess how they use the library's communications vehicles in terms of content present, needed information that is absent, timing of delivery, and navigation; facilitating focus group discussions to delve more deeply into existing challenges and to uncover potential solutions from staff and users; interviews with selected individuals, verifying findings through actual on-site observation. The results of these efforts to understand the usability of each library communication vehicle should reshape not only the vehicles but also the processes used to create, update, and deliver them. Case studies are used to illustrate the techniques.

# POSTCONFERENCE WORKSHOPS ▶ Thursday, April 10

## Public Library Conversations: Insights & Innovation

9:00 a.m. – 12:00 p.m.

**MODERATOR:** **Aaron Schmidt**, Director, North Plains Library  
**PROVOCATEURS:** **Helene Blowers**, Director, Digital Strategy, Columbus Metropolitan Library  
**David Lee King**, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

Join this interactive forum and discuss with your colleagues the small and large topics most important to you, your library, and your community. Bring ideas from the conference and share conversations with your colleagues. Gain insights and inspiration from industry leaders. Jump-start your plans for new and exciting programs for your community. Brainstorm, bounce ideas, and bring your success stories.

## 130 Web Tips, Tricks, Tools, and Resources in 160 Minutes

9:00 a.m. – 12:00 p.m.

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

Get your coffee ready because you'll need to be wide awake for 3 hours of Steven Cohen's favorite online tips, tricks, tools, and resources. Cohen reveals which tools assist in making users, colleagues, and family members happy. From Firefox plug-ins to Web 2.0 startups to mashups to RSS tricks, attendees of this workshop will leave with an arsenal of information and applications to bring back to their organizations. Knowledge is power, and this workshop assists librarians of all specialties in becoming current and up-to-date with the new and most exciting web tools available.



# POSTCONFERENCE WORKSHOPS ▶ Thursday, April 10

## Integrating RSS Into Your Web Site

9:00 a.m. – 12:00 p.m.

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

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

## Screencasting 101: Creating Online Tutorials in Less Than 30 Minutes

9:00 a.m. – 12:00 p.m.

**Greg Notess**, *Reference Team Leader, Montana State University*

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

## Ajax for Libraries

9:00 a.m. – 12:00 p.m.

**Jason Clark**, *Montana State University Libraries*

**Karen Coombs**, *Head, Web Services, University of Houston Libraries*

Learn all about the alternative approach to building web applications as seen in popular Web 2.0 sites such as Google Maps, Flickr, and Netvibes. Asynchronous JavaScript and XML (Ajax) is changing the way that users are able to interact with web applications. These changing user expectations can and will have implications for the next generation of library applications. This workshop introduces the concepts behind the Ajax method, provides examples of library applications of Ajax, and walks through the code that makes it all happen. Walk away with an understanding of Ajax, working examples of Ajax in action, and the confidence to start creating your own Ajax apps.

## Facebook for Libraries & Networks

9:00 a.m. – 12:00 p.m.

**Gerry McKiernan**, *Science & Technology Librarian, Iowa State University*

As one of the fastest-growing online social networking sites, Facebook has more than 34 million members, is ranked as the 10th-most-visited website, and has the greatest number of user-provided photos. This workshop reviews the major features and functionalities of Facebook, as well as select Facebook and third-party Facebook applications that have potential for facilitating and promoting educational and library programs and services. It provides examples of library use of Facebook, both local and national, that reach out to their clientele and looks at research about the site.

## Customer Service 101 for a 2.0 World

1:30 p.m. – 4:30 p.m.

**Chadwick J. Seagraves**, *Library Systems Analyst, Private Academic Library Network of Indiana*

With the increasing number of online services offered by libraries, are we forgetting the fundamentals of customer service in our drive to meet our patrons'/customers' evolving needs? With chat, email, phone, Twitter, MySpace, and other Library 2.0 service points becoming more prevalent, is your library presenting and maintaining a consistent level of service on all fronts? A veteran of customer service at Gateway, Seagraves utilizes best practices from customer service strategies used in the for-profit sector and provides the techniques and strategies to initiate or enhance your own library customer service training program. From quality control to customer satisfaction surveys, whether the interaction is at the front desk or via Meebo, the principles of customer service must be applied in order to provide the best patron experience, no matter where the contact originates.

## Next Generation Research Tools

1:30 p.m. – 4:30 p.m.

**Pam Howard & Mira Foster**, *Senior Assistant Librarians, J. Paul Leonard Library, San Francisco State University*

This workshop focuses on cool tools for navigating and searching content. Come and explore the application of free web tools such as Clipmarks, del.icio.us, Flickr, YouTube, Furl, Google Maps, and Zotero in the research process. Using examples of research projects commonly assigned in California schools, speakers show how students can use social bookmarking sites, browser plug-ins, and free web services to find resources, take notes, and organize content, ideas, quotations, and references while surfing and searching online. Attendees try out tools while enacting the roles of both students with research agendas and the information professionals who may assist them. By applying pedagogy to new technologies, teachers and librarians can facilitate the active learning of research skills with the help of these tools. Research scenarios/examples from the curriculum include using del.icio.us and Clipmarks to build a set of resources with and for students using YouTube, del.icio.us, and Furl to help students document their science projects, building a knowledgebase to present a single body of information, using Flickr and Google Maps to build a mashup and add texture and knowledge to a literature assignment, and more.

## Web Services for Librarians

1:30 p.m. – 4:30 p.m.

**Jason Clark**, *Digital Initiatives Librarian, Montana State University Libraries*

del.icio.us for subject guides, Flickr for library displays, YouTube for library orientation . . . Mashups and APIs (application programming interfaces) are becoming staples of modern web design. Libraries, as repositories of data, have a wealth of information that could be placed within the mashup context. With new tools and scripts available daily, it's becoming easier and easier to bring pieces of the web together and enable users to find and build new web services with library data. This workshop focuses on what an API is and what it can do, the standard components of web services, how to build a simple mashup with JavaScript, how to work with PHP to consume a web service and create a mashup, what web services and mashups mean for libraries, how to start consuming and creating web services for your library with available tools and scripts. Come learn how open data standards and a little "knowhow" can change your library services. Hear what others are doing and what you can do too! (Participants should be comfortable with HTML markup and have an interest in learning about web scripting and programming.)

## Advanced Screencasting: Tips & Tricks

1:30 p.m. – 4:30 p.m.

**Greg Notess**, *Reference Team Leader, Montana State University*

For those who would like to explore more advanced features of screencasting software, this in-depth workshop builds on Notess's morning workshop and provides proven tips, techniques and tricks to create compelling online tutorials. Using many examples, Notess explores using call outs, transitions, zooming, highlights, Flash quizzes, and many of the other advanced features of Camtasia Studio, Wink, Jing, and Captivate.

## Teaching Web Search Skills

1:30 p.m. – 4:30 p.m.

**Paul Barron**, *Director, Library & Archives, George C. Marshall Foundation, & Author, Teaching Web Search Skills: Techniques and Strategies of Top Trainers*

This workshop shares practical and proven instructional strategies and methods for trainers to engage clients in "just in time training," instructor-led demonstrations, or hands-on web searching workshops whose goal is to produce better online researchers. Based on information seeking behavior studies and research by Google, Microsoft, and Yahoo! search engine developers, attendees learn instructional techniques useful for teaching the novice and the seasoned web searcher. The features of the most popular search engines are reviewed and expected enhancements are shared. Learn how to develop a simple and effective web searching methodology tailored to address the needs of your users and get tips for teaching clients how to save time and resources by exploiting the search engine features to retrieve fewer and more relevant results. The advantages and disadvantages of various training methods employed by expert trainers are discussed as are techniques for promoting training and earning repeat business from satisfied clients.



# GENERAL CONFERENCE ▶ Monday, April 7

## OPENING KEYNOTE ▶ 9:00 a.m. – 9:45 a.m.

### Libraries Solve Problems!

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

Rainie discusses the findings of a major national survey that examined how Americans use the internet and libraries when they face significant issues or milestones in their lives. The survey looks at the pathways people use to get to the information they want and the kinds of information they use when facing issues such as health problems, furthering their education, and exploring government benefits. The Project's work pays particular attention to those who have limited access to the internet and the ways in which libraries might serve them.

## Coffee Break — Exhibit Hall Opening

9:45 a.m. – 10:30 a.m.

## INFORMATION DISCOVERY & SEARCH

### TRACK A

Discovering and finding information is a shared goal of info pros and their clients, as well as consumers. These programs look at what's new for researchers and highlights many tools and tips for information discovery and search.

Moderated by **Anne Mintz**, *Forbes, Inc.*

### Super Searcher Shares 30 Search Tips

A101

10:30 a.m. – 11:15 a.m.

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

Want to turbocharge your web research? This popular session by a confirmed super searcher is updated to the minute and 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 from them.

### Mobile Search

A102

11:30 a.m. – 12:15 p.m.

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

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

This session from two experts looks at the latest mobile search providers and potential applications for librarians and information seekers. Users on the go don't want to wade through long lists of web results, extensive scrolling, and clicking. Hear what the latest search providers deliver through SMS (texting) and web interfaces, how mobile search differs from regular web search, and see some of the more unusual and specialized mobile search services now available.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

### What's New With Federated Search

A103

1:30 p.m. – 2:30 p.m.

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

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

The federated search landscape market is bursting with vendors offering a multitude of systems with different feature sets. From basic search and

retrieval to clustering and visualization, this describes the array of products available and helps you get a handle on the dynamic federated search marketplace and what steps you need to take for your environment.

## Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

### Text Mining Open Sources

A104

3:15 p.m. – 4:00 p.m.

**Heidi Rubinstein**, Researcher, Johns Hopkins University Applied Physics Laboratory

Librarians can use visualization software to prepare information for their customers. This session reviews some of the research discovery software packages available, gives examples of research using one of them, VantagePoint, and shares lessons learned.

### Information Discovery With an SE Partner

A105

4:15 p.m. – 5:00 p.m.

**Polly D. Boruff-Jones**, Associate Dean for Teaching, Learning & Research, IUPUI University Library

**J B Hill**, Associate Dean for Public Services & **Jennifer Laherty**, Reference/Digital Services Librarian, Indiana University Bloomington Libraries (IUB)

Indiana University and ChaCha, a search engine company, entered into "a strategic alliance for research, development, and services for the next generation of internet search tools and practices." One of the initial outcomes of the alliance has been the development of an online IU community, using ChaCha's search engine architecture and guide software to enable IU librarians and information technology staff to assist IU faculty, staff, and students in finding information. The libraries have expanded their digital reference service to include technology staff to answer technology questions and extended the librarians' expertise beyond the libraries' web site.

## Reception in the Exhibit Hall

5:00 p.m. – 5:45 p.m.

## WEB DESIGN

### TRACK B

Learn about the latest approaches, research findings, and case studies describing the development of innovative library web sites and services. Expert web managers and developers from many different organizations share their best practices, research findings, knowledge, experience, and insights on how to develop relevant and engaging web services.

Organized & moderated by **Darlene Fichter**, University of Saskatchewan Library

### Web 2.0 Services for Smaller, Underfunded Libraries

B101

10:30 a.m. – 11:15 a.m.

**Sarah Houghton-Jan**, Senior Librarian for Digital Futures, San Jose Public Library

This session is for libraries struggling to provide innovative web services with little resources to devote to staff, software, or hardware. Web 2.0 and

## SUNDAY EVENING SESSION ▶

5:30 p.m. – 8:00 p.m.

### Gaming & Gadgets Petting Zoo

Join our gamers and gadget lovers for an evening of fun and playing. Bring your latest games and gadgets and try out each others'. See if you are a guitar hero, winning "Wii" bowler/golfer, or rank as a dancing "DDR" expert. Led by gamer/gadget gurus Jenny Levine and Aaron Schmidt, this evening is filled with fun, networking, and of course, learning and laughing. Refreshments included.

# GENERAL CONFERENCE ▶ Monday, April 7

Library 2.0 sound great in concept but are seemingly impossible to implement in smaller, poorer, and/or under-technology-staffed libraries. But we too can offer excellent online services to our users! There are dozens of quick and free services that any library can add to its website. This session covers 20 easy steps that libraries can take to improve their websites with ease. If your library hasn't yet implemented new technologies on its website but wants to, this is the session for you.

## Library Web Presence: Engaging the Audience

B102

11:30 a.m. – 12:15 p.m.

**Ellysa Stern Cahoy & Emily Rimland**, *Information Literacy Librarians, & Binky Lush*, *Web Developer, Penn State University*

**Kristina DeVoe**, *English & Communications Librarian, & Derik Badman*, *Digital Services Librarian, Temple University Libraries*

From widgets to interactive subject guides, libraries are exploring ways to improve library web services. Penn State staff show how library widgets (small, portable versions of library tools) can remove barriers and enable users to add widgets to Facebook, iGoogle, or any place they want them. DeVoe and Badman describe how Temple University tackled a subject guide makeover. Using a product called LibGuides, a subject guide management system, they incorporated dynamic content such as RSS feeds, widgets, audio, video, search forms, and user comments. Learn how LibGuides encourages librarians to experiment and provides library patrons with an engaging experience. Take away new ideas, strategies for development and implementation and lessons learned rolling out these new services.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

## Fast & Easy Site Tune-Ups

B103

1:30 p.m. – 2:30 p.m.

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

Looking for ways to speed up, clean up, and optimize your site with minimal effort? These 35 1-minute upgrades show you how to fine-tune your site's code, design, and structure to make your site faster, more flexible, and more standards-compliant. Do one, do 10, or do them all to maximize your site's performance in minimal time.

## Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

## Widgets, Tools, & Doodads for Library Webmasters

B104

3:15 p.m. – 4:00 p.m.

**Darlene Fichter**, *University of Saskatchewan Library*

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

Hop on board and look at some great tools that can help make your life easier and delight your visitors. Our experts and popular speakers are back with a whole new roster of free or inexpensive tools covering the gamut of Web 2.0 gadgets and widgets, hosted applications, server side scripts, and desktop tools. They highlight tools for people who are just starting out as well as some advanced applications for webmasters who like to dig their teeth into a bit of code.

## What Do Users Really Do in Their Native Habitat?

B105

4:15 p.m. – 5:00 p.m.

**Pascal Lupien & Randy Oldham**, *University of Guelph*

**John Law**, *Director, Strategic Alliances & Platform Management, ProQuest*

Many libraries are interested in millennial customers and ways to serve them. The University of Guelph Library team, immersed in emerging services development, asked 2,700 students a number of questions to learn about their use of technology, their preferences, and online behaviors in their day-to-day lives as well as preferences with respect to online courses, searching for information, and seeking help. Hear the research findings, which challenge some of the assumptions made by librarians, and provide good information for developing new services. Law discusses ProQuest's exploration of how student researchers search in their native habitat, sharing insights and audio and video excerpts from the study. Understanding the research habits of college students provides information for strategic initia-

tives to make libraries even more relevant to this process and for removing the chief inhibitors to using library resources successfully.

## Reception in the Exhibit Hall

5:00 p.m. – 5:45 p.m.

## COMMUNITIES & COLLABORATION

TRACK C

The Web 2.0 participatory world creates many new ways to build and support communities and collaborative work. Join our speakers as they discuss building community with local information, collaborating with customers and colleagues, creating professional networks and community spaces.

Moderated by **Michael Sauers**, *Nebraska Library Commission*

## Going Local in the Library:

### Web 2.0, Library 2.0, Local 2.0

C101

10:30 a.m. – 11:15 a.m.

**Charles Lyons**, *Business Librarian, University at Buffalo*

The internet has been quite effective at making information globally accessible, but local community information—information about the neighborhoods, towns and cities where we live, work and play—has been slower to move online. The internet has been localizing with maps and map mashups, local search engines, place blogs, locally focused online communities, and local online news sources (closely tied with citizens' journalism). Hear how Web 2.0 technologies are enhancing online access to local information, Local 2.0, and building community. This session is filled with examples of how libraries can and are using technology to get more deeply involved with the flow of local information within their communities and creating their own locally focused resources to increase their importance within their communities.

## Collaborating With Customers

C102

11:30 a.m. – 12:15 p.m.

**Mylene Ouimette**, *Reference Librarian & Lab Liaison, &*

**Jo Ann Remshard**, *National Institute of Science and Technology (NIST)*

Increasingly, research organizations are evaluating the impact of their products and results as a means of demonstrating return on investment (ROI) and proving value. NIST's Library Liaison program is collaborating with customers in innovative ways to perform these types of analyses, including creating high-visibility publishing strategies, assessing the level of investment in specific research areas, and contributing to forecasting studies. The liaisons use a variety of technology tools ranging from internal databases to commercial resources to create data sets and package results. As the liaisons collaborate with customers to demonstrate NIST's impact and effectiveness, value is demonstrated to the organization.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

## The Global Librarian: Online Social Networks

C103

1:30 p.m. – 2:30 p.m.

**Steve Lawson**, *Humanities Librarian, Colorado College*

**Joshua M. Neff**, *Web Content Developer, Johnson County Library*

**Rikhei Harris**, *Government Documents Librarian, Grand Valley State University*

**Hannah Rempel**, *Biosciences Librarian & Graduate Student Services*

**Coordinator; Kate Gronemyer**, *Instruction Librarian; & Laurie Bridges*, *Business & Economics Librarian, Oregon State University Libraries*

The first speakers share their experience with the free-form Library Society of the World—an informal group of librarians who keep in touch via a wiki and Meebo chat room—and discuss the benefits and other examples of the latest ways librarians are building professional networks with blogs, wikis, IM, and more. The second group of speakers pools their resources and use a group-authored blog, infodoodads, to review and discuss new and existing tools, services, and technology for finding information on the internet. Hear how they manage the blog and their current favorite tools.

## Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

# GENERAL CONFERENCE ► Monday, April 7

## Learning Commons: The “In” in CIL

C104

3:15 p.m. – 4:00 p.m.

**Tom Ipri**, Head, Media & Computer Services, University of Nevada (UNLV)

Despite the perception that patrons are abandoning libraries and conducting all their research online, library as place remains important for many users. For example, at UNLV, approximately 90% of students are commuters and Lied Library is a primary gathering place. In what ways can technology enhance patrons' library experience? Many libraries have embraced the idea of a “Learning Commons” to keep pace with students' technology expectations. This session reviews what innovative libraries are doing with gathering spaces to make the library experience more enlightening and fun, while also using technology to make the library a place of destination.

## User-Generated Content

C105

4:15 p.m. – 5:00 p.m.

**Roy Tennant**, OCLC, Author of *Managing the Digital Library*

In addition to traditional published data (books, databases, etc.), new content streams from blogs, wikis, network-based forums (MySpace, Facebook), multimedia sites (Flickr, YouTube), etc. are everywhere. How do we integrate the new social media tools, learn from these content streams, and deliver platforms that incorporate user-generated content? Our seasoned practitioner considers the next generation of tools which may handle the increasing volume of content and looks at new opportunities for user-generated platforms.

## Reception in the Exhibit Hall

5:00 p.m. – 5:45 p.m.

## INTEGRATING HI TECH WITH HI TOUCH

TRACK D

Libraries excel when technology advancements match the people capabilities and connections. This series of sessions looks at leading-edge activities of libraries using innovative initiatives that keep the customer in mind.

Moderated by **Alane Wilson**, Consultant

## Hi Tech & Hi Touch

D101

10:30 a.m. – 11:15 a.m.

**Jenny Levine**, Internet Development Specialist & Strategy Guide, ALA, & *The Shifted Librarian*

This session highlights front-of-the-pack online initiatives and innovations in all types of information enterprises that emphasize how libraries and information services provide high touch with high technology!

## Digital Convergence & People Apps

D102

11:30 a.m. – 12:15 p.m.

**Beth Galloway**, Library Trainer/Consultant, Information Goddess Consulting

Discover ways to bring Web 2.0 tools together in new ways to bring people together or provide them with better services. Hear about blogging or tweeting from Second Life and using widgets to embed information into existing webpages. This session provides an overview of applications and is filled with best practices examples.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

## Mobile Trends: Hi Tech & Touch

D103

1:30 p.m. – 2:30 p.m.

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

This popular, fast-paced overview of trends in mobile tools and applications for libraries looks at the current hardware available and how new technologies are making hand-held computers essential for on-the-go users. Fox highlights the latest developments in applications for mobile and hand-held tools and how these can and are being utilized by libraries and information seekers of all kinds. Come hear what's happening with traditional information vendors and mobile interfaces, the mobile optimized web, point-of-need

answers, reference texting, and multimedia (such as podcasting and location-free TV) for your mobile device.

## Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

## High Touch With Customer Care

D104

3:15 p.m. – 4:00 p.m.

**Maureen Ambrosino**, Youth Services Consultant, Central Massachusetts Regional Library System

**Rob Cullin**, VP, E\*vanced Solutions

**Amy Blaine**, Reference Librarian, Inova Fairfax Hospital

Panelists illustrate high tech with high touch through their services: Catch the Beat at Your Library statewide summer reading program for children, teens, and parents; and Patient Education Matters!, which involves educating patients and their families, no matter their ethnic, linguistic, or literacy background, with web-based resources and staff blog. Learn about the successes, challenges, and rewards of integrating high tech with high touch!

## Library Staff Training: High Tech & High Touch

D105

4:15 p.m. – 5:00 p.m.

**Rachel Van Noord**, Community Services Consultant, WebJunction

**Rebecca Ranallo Kahl**, Internet & Media Services Manager, Cuyahoga County Public Library

Even in an age of Second Life, Facebook and IMing, many people still prefer to learn new things in “First Life,” i.e., the real world. Staff training is something every decision maker wants to offer, but when the budget rubber meets the time-crunched road, are libraries able to make it a priority? This session looks at the options—in-house training programs, elearning, outsourcing—and how the high tech Web 2.0 world can merge effectively with the high-touch needs of most learners. It relates this issue to recent research performed on behalf of WebJunction, which provides a snapshot of the state of staff training in U.S. public libraries, including dollars spent, perceived RIO, and formats offered. Gain insights and facts related to training in libraries and look at the challenges and opportunities offered by new technologies.

## Reception in the Exhibit Hall

5:00 p.m. – 5:45 p.m.

## BEYOND LIBRARIES: INDUSTRIES USING HOT TECH

TRACK E

How are today's cutting-edge web technologies being used by industries other than libraries? Hear about current and future web strategies from industry leaders in fields ranging from newspaper publishing to politics. How are top brands engaging their users by embracing emerging trends in web development and mobile technologies? Come and learn how libraries can build on the knowledge of these experienced web professionals.

Organized and moderated by **Steven Cohen**, Law Library Management Inc. and **Ellyssa Kroski**, Columbia University

## Learning From Newspaper Publishing

E101

10:30 a.m. – 11:15 a.m.

**Brian Kroski**, VP & GM Online, Observer Media Group

The recent redesign of the New York Observer website ([www.observer.com](http://www.observer.com)) transformed the paper into a daily social news source and a revolutionary

## BOOK SIGNING ► 5:00 p.m. – 5:45 p.m.

Editors **Jane Dysart**, **Mary Lee Kennedy**, and contributors to *Intranets for Info Pros* will sign copies at the Information Today, Inc. booth during the Evening Reception on Monday, April 7. Stop by the Information Today booth to get your copy!



# GENERAL CONFERENCE ► Monday, April 7

experience for its readers. By incorporating blogging, alternate content views, user commenting, tag clouds, and social bookmarking, the New York Observer has set the bar for the future of online news delivery.

## Learning From Politics

**11:30 a.m. – 12:15 p.m.**

**Justine Lam**, eCampaign Director, Ron Paul 2008

Ron Paul's campaign ([www.ronpaul2008.com](http://www.ronpaul2008.com)) illustrates how new web technologies are effecting democracy in America today. His campaign videos are on YouTube, his supporters on Meetup, his campaign gear sold on CafePress, his photos on Flickr, his schedule on Eventful, his social networking on MySpace and Facebook, and his news on digg.

**E102**

## Lunch Break – A Chance to Visit the Exhibits

**12:15 p.m. – 1:30 p.m.**

## Learning From Non-Profits

**1:30 p.m. – 2:30 p.m.**

**Sarosh Syed**, Director, Online Communications, Save Darfur

The Save Darfur web initiative ([www.savedafur.org](http://www.savedafur.org)) utilizes new technology to expand awareness for its cause through its main website and campaign microsites such as Eyes on Darfur. Website visitors can read about and view images of the cause, participate and become involved by signing petitions, spreading the word through emails to friends, and sending correspondence to officials all through the website. The Save Darfur site also provides RSS feeds and blogs, personalization tools such as user profiles and friends lists, as well as social networking features such as groups, events, and user blogs.

**E103**

## Coffee Break – A Chance to Visit the Exhibits

**2:30 p.m. – 3:15 p.m.**

## Learning From Real Estate

**E104**

**3:15 p.m. – 4:00 p.m.**

**Sean P. Lindstone**, Director, The Real Estate Board of New York

The Real Estate Board of New York (REBNY) has created a brand-new "ultimate" website that serves as a one-stop shopping tool for home buyers in NYC. Powered by the Trulia search technology, Residentialnyc.com strives to be one of the most consumer-friendly real estate interfaces by providing users with a wealth of information and cutting-edge tools such as heat maps, saved searches, email listings, and RSS feeds.

## Industry Learnings & Libraries

**E105**

**4:15 p.m. – 5:00 p.m.**

**Steven Cohen**, Senior Librarian, Law Library Management Inc., & Creator, [Librarystuff.net](http://Librarystuff.net)

**Ellyssa Kroski**, Reference Librarian, Columbia University

Track moderators lead an interactive discussion of highlights from the day's industry speakers, what tools and techniques might be used in our libraries, and spark some innovating thinking for the future.

## EVENING RECEPTION ►

**5:00 p.m. – 5:45 p.m.**

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

# Books *for* Librarians *by* Librarians



### Information Tomorrow: Reflections on Technology and the Future of Public and Academic Libraries

Edited by Rachel Singer Gordon

ISBN 978-1-57387-303-1 • \$35.00

### Listen Up! Podcasting for Schools and Libraries

By Linda W. Braun • ISBN 978-1-57387-304-8 • \$29.50

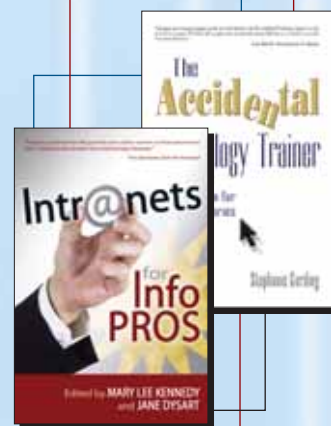
### Intranets for Info Pros

Edited by Mary Lee Kennedy and Jane Dysart

ISBN 978-1-57387-309-3 • \$39.50

### The Accidental Technology Trainer: A Guide for Libraries

By Stephanie Gerding • ISBN 978-1-57387-269-0 • \$29.50



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## KEYNOTE ▶ 9:00 a.m. – 9:45 a.m.

### Hi Tech With Hi Touch — Libraries: Innovative & Inspiring

**Erik Boekesteijn & Jaap van de Geer**, Delft Public Library

Feel the excitement of the Shanachietour 2007, the librarians' road movie highlighting best practices in libraries across the US. Hear about the experiences. See the movie. Be inspired.

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

9:45 a.m. – 10:30 a.m.

## NEXT-GEN CATALOGS

### TRACK A

With new collaborative Web 2.0 tools and open source software, the options for next-generation library catalogs are expanding. Hear about new interfaces, new initiatives, new approaches, and new analytics. Gain insights from our experienced speakers for your next generation catalog.

Moderated by **Marshall Breeding**, Vanderbilt University

### Next-Generation Library Interfaces

A201

10:30 a.m. – 11:15 a.m.

**Marshall Breeding**, Director, Innovative Technology & Research, Vanderbilt University

Following a period of widespread dissatisfaction with library OPACs, a number of projects and products have emerged to provide library interfaces more capable of satisfying the needs of web-savvy library users. New models of what constitutes a library catalog are forming, and products are now beginning to embody aspects of this new vision. Breeding provides an overview of the library catalogs and interfaces now available or in development, including both commercial and open source alternatives.

### “Barn Raising” One ILS at a Time

A202

11:30 a.m. – 12:15 p.m.

**Patti Butcher**, Director, & **Jeff Hixon**, Deputy Director, Statewide Resource Sharing, State Library of Kansas

**Albert Flores**, VP, Sales, Auto-Graphics, Inc.

This session highlights two statewide initiatives: creating consortial automated library groups using a single solution and migrating from a 40 year old union catalog to a virtual hybrid catalog that connects 2 target library catalogs. It focuses on three different regional consortial solutions in place, one using Auto-Graphics Verso, one using Sirsi Unicorn, and one using Koha Zoom open source. Speakers discuss creating a virtual hybrid state union catalog overlaid with a new federated search engine. The result is a Google-like search of statewide, library-owned resources; vendor-supplied databases; digitized state documents; and the state library's website. Implementation of Quova (geolocation software) to authenticate Kansas users automatically is addressed.

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

12:15 p.m. – 1:30 p.m.

### From Woepac to Wowpac

A203 & A204

1:30 p.m. – 2:15 p.m. & 2:30 p.m. – 3:15 p.m.

**Karen G. Schneider**, Research & Development Consultant, College Center for Library Automation

**Kate Sheehan**, Danbury Public Library

**Roy Tennant**, Senior Program Officer, OCLC, & Author of Managing the Digital Library

**Cindi Trainor**, Coordinator for Research & Instructional Services, Eastern Kentucky University

**John Blyberg**, Head of Technology & Digital Initiatives, Darien Library

Come hear about systems and services for the next-generation library catalog from the librarians who are making it happen. Sheehan, at the first library to go live with LibraryThing for Libraries, talks about how her library used this new service to blend librarian-driven reader's advisory with the intelligence of social networking. Childress discusses the successes and surprises of WorldCat Local, OCLC's project that uses WorldCat to replace the library's OPAC. Trainor surveys the road map of major OPAC enhance-

ment innovations and discusses roadblocks, successes, and predictions for the future. Blyberg focuses on data architecture required for next-generation services and systems and why we need to take a holistic approach to information and knowledge brokering.

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

3:15 p.m. – 4:00 p.m.

### Catalog Effectiveness:

### Google Analytics & OPAC 2.0

A205

4:00 p.m. – 5:00 p.m.

**Rebekah Kilzer**, Systems Librarian, The Ohio State University Libraries

**Cathy Weng**, Head, Cataloging, & **Jia Mi**, Electronic Resources/Serials Librarian, The College of New Jersey

Kilzer provides an overview of the impact Google Analytics has on uncovering the mysteries of how users search the proprietary OPAC, as well as details on how to interpret the data and draw conclusions to aid design and policy decisions. With internet search engines (SEs) the preferred tool for finding information, Mi and Weng report on studies into the interface and searching capabilities of current OPACs and the OPAC bibliographic display. Bringing usage patterns to the forefront can provide information that helps libraries create resource discovery tools that offer users the choices and help they need, ones that rival online SEs.

## CONTENT MANAGEMENT

### TRACK B

From mashups to Drupal to visualization tools, video and the creative commons, managing content is complex but exciting. Join our speakers for a peek into new possibilities.

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

### Mashups for the Nontechnies

B201

10:30 a.m. – 11:15 a.m.

**Jody Fagan**, Digital Services Librarian, James Madison University

This session showcases Yahoo! Pipes, a web site that allows users to create customized mashups of RSS feeds and other XML-formatted information without having to write one word of code! Yahoo! Pipes' visual editor allows drag-and-drop construction of data sources, filters and transformations, and customizable output. This workshop-style presentation is perfect for the librarian who wants to experiment with XML, RSS, and syndication tools but doesn't want to learn programming.

### Drupal & Libraries

B202

11:30 a.m. – 12:15 p.m.

**Ellyssa Kroski**, Reference Librarian, Columbia University

Drupal, a free, open source content management system, can be utilized to create substantial social networking websites. It offers a flexible modular configuration that allows website community creators to pick and choose functionality ranging from blogs, social bookmarking tools, private messaging, tagging, chat, groups, and events calendars. This session discusses how libraries and librarians are utilizing this increasingly popular new technology to create community-based websites.

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

12:15 p.m. – 1:30 p.m.

# GENERAL CONFERENCE ▶ Tuesday, April 8

## Creative Commons (CC): Copyright Alternative?

B203

1:30 p.m. – 2:15 p.m.

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

With the debate over copyright raging, with some calling for the end of the “all rights reserved” regime, and libraries feeling like they’re caught in the middle, just what are the alternatives? CC is the most respected alternative available today with its idea of “some rights reserved” as set by the content creators themselves. Sauers talks about the principles of Creative Commons, shows how you can easily apply it to your intellectual property today, and how you can use CC to find material that you can legally reuse in the creation of new content.

## Harnessing New Data Visualization Tools

B204

2:30 p.m. – 3:15 p.m.

**Darlene Fichter**, University of Saskatchewan

Mountains of data are piling up in libraries and corporate intranets, but how do we say it visually and make data more useful? Fichter looks at new online tools that enable sharing, analysis, and data visualization to show trends, associations and new insights on your library website that quickly engage, inform, and empower your customers to create their own visualizations. Tools such as Many Eyes go beyond the data visualization and tap into the social dimension encouraging sharing, collaboration, and reuse. Fichter talks about what happens when data goes “social.” From visual dictionaries, textual analysis of works of fiction, to star size and nutritional components of Big Macs, hop on board for this fast-paced look at an amazing set of tools that are at your fingertips.

## Coffee Break – A Chance to Visit the Exhibits

3:15 p.m. – 4:00 p.m.

## Video, YouTube, & Libraries

B205

4:00 p.m. – 5:00 p.m.

**Karen McBride**, Web Services Librarian, Des Plaines Public Library

**Nick Baker**, Reference & Web Services Librarian, Williams College Libraries

In a YouTube world, library patrons expect to see video content on your web site. Creating fun and interesting videos does not require expensive video equipment or outsourcing. McBride discusses how a simple video camera, a basic laptop with good video editing software, and a healthy dose of creativity and curiosity are all you need to make your library a video star. Baker, an award-winning YouTube producer, shares his secrets and inspires you to create your own videos.

## SOCIAL SOFTWARE: 2.0 TOOLS, TRICKS, & TALES TRACK C

Whether you call it social media, social software or Web 2.0 tools, the participatory web is here to stay. Hear about library applications and use of the new tools and see what fits with your organization.

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

## Wikis: Managing, Marketing, & Making Them Work

C201

10:30 a.m. – 11:15 a.m.

**Chad Boeninger**, Reference & Instruction Technology Librarian, Ohio University

Wikis are incredibly useful tools that can be used for a variety of purposes: facilitating communication, promoting library resources, and fostering group collaboration. Wikis are fairly easy to set up, so the challenge is getting others to use a wiki and not let it become yet another stale, stagnant webpage. This session offers best practices for creating a wiki, getting others to use and contribute to the wiki, marketing the wiki, and keeping your wiki growing. It shares in-depth, firsthand experiences with three applications of wikis: a research guide (The Biz Wiki), one for internal communication (The Ref Wiki), and one for campus collaboration (The Second Life Learning Community Wiki).

## Libraries A-Twitter & Using del.icio.us

C202

11:30 a.m. – 12:15 p.m.

**Michael Sauers**, Technology Innovation Librarian, Nebraska Library Commission, & **Christa Burns**, OCLC Member Services Coordinator, NEBASE

**Aysegul Kapucu**, Reference/Instruction Librarian,  
**Athena Hoepfner**, Electronic Resources Librarian, &  
**Doug Dunlop**, Cataloger/Metadata Specialist,  
University of Central Florida (UCF) Libraries

In early 2007, librarians discovered the latest in microblogging: Twitter. The point of Twitter is to answer the question “What are you doing now?” in 140 characters or less via the web, client software, IM, or SMS. The first presentation shares the ups and downs of Twitter along with results of several librarian- and library-based Twitter experiments. The second presentation discusses the use of social bookmarking for library instruction, research consultations, and collaborative resource guides using del.icio.us. These presenters share experiences, address technical issues, barriers to participation, training requirements, and satisfaction.

## Lunch Break – A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

## Facebook Apps & Libraries Friendly Future

C203

1:30 p.m. – 2:15 p.m.

**Laurie Bridges**, Business & Economics Librarian, Oregon State University

**Cliff Landis**, Reference Librarian, Technology, Valdosta State University

Since Facebook (FB) opened its platform for worldwide development, applications have skyrocketed making FB the top online social networking site. Bridges discusses the most popular applications, as well as library applications including LibGuides, Librarian, and individual library catalogs. Landis illustrates how MySpace and Facebook have changed the way that library users are interacting with each other and their libraries and highlights how the social network of the web is changing as libraries are “friending” their users and sharing knowledge.

## Demystifying & Integrating Web 2.0 at The Metropolitan Museum of Art

C204

2:30 p.m. – 3:15 p.m.

**Deborah Vincelli**, Electronic Resources Librarian, &  
**Jennie Pu**, Senior Library Associate, Thomas J. Watson Library,  
The Metropolitan Museum of Art

This session focuses on successful strategies for experimenting with, trusting, and integrating Web 2.0 tools in an organization’s daily work. It covers marketing strange new tools to an idiosyncratic group of library users with extremely specific needs and whose discipline, art history, has typically relied on more traditional resources. Speakers demonstrate how the library staff quickly adopted Web 2.0 tools, created winning presentations for all museum staff dealing with the relevancy of these tools to scholarly research, the concern with authority and security.

## Coffee Break – A Chance to Visit the Exhibits

3:15 p.m. – 4:00 p.m.

## 2.0 Pecha Kucha—Conversation Face-Off!

C205

4:00 p.m. – 5:00 p.m.

**Amanda Etches-Johnson**, Reference Librarian, McMaster University  
**Greg Schwartz**, Library Systems Manager, Louisville Free Public Library  
**Meredith Farkas**, Distance Learning Librarian, Norwich University  
**David Free**, Editor-in-Chief, C&RL News & Marketing & Communications  
Specialist, Association of College and Research Libraries (ACRL)  
**Aaron Schmidt**, Director, North Plains Public Library  
**Greg Notess**, Reference Team Leader, Montana State University

Pecha Kucha is Japanese for the sound of conversation and represents a fast-paced series of presentations. Each of our panelists has 6 minutes and 40 seconds along with 20 images to express their opinion about 2.0 technologies. Each takes a view—IM, podcasts, wikis, videocasts, Facebook, and, of course, the skeptic. See if they can do it and then join in the conversation about 2.0 technology tools and tricks.



## SERVICES: VIRTUALLY EVERYWHERE TRACK D

Whether libraries are delivering them in person or virtually, the services highlighted here are using the latest econtent and technologies to reach and engage patrons where it matters most: at the point of need.

Moderated by **Rebecca Jones**, *Dysart & Jones Associates*

### Laptop Labs: Face-to-Face Social Networking

D201

10:30 a.m. – 11:15 a.m.

**Ryan Deschamps**, *e-Learning Manager, Halifax Public Libraries*

A combination of wireless internet access, laptops, and 2.0-minded staff can greatly enhance both the experience and involvement of library patrons. The effective use of a laptop lab in a library can engage both teens and older adults, support literacy and ESL programs, increase equity of access to technology among patrons, and open space for other library activities. This presentation demonstrates the benefits, costs and opportunities, and tried-and-true uses afforded by using laptops for learning instead of creating computer labs.

### Mashups, Mobile Knowledge Networks, Creative Media: Models for Future Youth Services

D202

11:30 a.m. – 12:15 p.m.

**Bonnie Peirce**, *Head, Children's Services, Dover Town Library*

Does your library youth services model effectively reach and serve digital natives? Are you global, mobile, and building participatory apps? Are you adapting your physical collection and layout, your services, your programming, your catalog, and your online presence? If you are, come and share your stuff. If you aren't, come prepared to change . . . today.

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

12:15 p.m. – 1:30 p.m.

### When Internet Telephony, Video, & Libraries Collide

D203

1:30 p.m. – 2:15 p.m.

**Char Booth**, *Reference and Instruction Librarian, Ohio University Libraries*

Inexpensive and integrated webcams combined with higher bandwidth capacity have vastly increased the popularity of video and voice over IP services such as Skype, GTalk, and Windows Live Messenger. New advances in internet telephony and video communication present accessible, inexpensive opportunities to interact virtually and visually with patrons. From stationary video kiosks to face-to-face calling with distance users, various library applications of the technology are possible. Using the Ohio University Libraries' Skype reference pilot as a case study, this session explores the trials, tribulations, and technical issues involved in enhancing electronic library services using video and voice over IP, including a discussion of scalability, video reference interactions, and the user experience.

### Virtual Reference Stacks & Reading Rooms: Endless Possibilities

D204

2:30 p.m. – 3:15 p.m.

**Elizabeth Peterson**, *Humanities/Literature Librarian, University of Oregon Libraries*

**Derik Badman**, *Digital Services Librarian, Temple University*

Despite the hundreds of titles available in many e-reference packages, this wealth of information is often hidden to most users—including librarians. Peterson begins the session with an examination of the best ways to point faculty and students to e-reference resources and virtual stacks. Badman then describes how Temple established a new journal room virtually using RSS, Yahoo!'s Pipes mashup service, email, OPML, and other web services to bring tables of contents from journals to the user in a variety of formats (rss, email, web, widgets). A follow-up endeavor created a service to track journals for the librarians to foster continuing educational activities and disciplinary dialogue. He demonstrates how the services work and what others can do to offer similar personalized services for their patrons

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

3:15 p.m. – 4:00 p.m.

### IM Service: Making It Successful

D205

4:00 p.m. – 5:00 p.m.

**Patricia West**, *Reference and Instruction Librarian,*  
**Alex Hodges**, *Instruction Coordinator, &*  
**Jonathan Silberman**, *Design Specialist, American University Library*  
**Monecia Samuel**, *Head Public Services, Purchase College Library, SUNY*

Establishing an IM or email reference service in an academic library sounds like a no-brainer, doesn't it? Many libraries have already done it, students are using IM, and much of the software is free and easy to use—what could be so hard? Come hear the nuts and bolts of deciding whether to use email or chat, setting the service up, winning staff over to chat monitoring, marketing the service, and evaluating it, both the successes and challenges.

## INNOVATION & CHANGE TRACK E

Purposeful change and innovation are core to keeping current with the changing world. This series of sessions focuses on strategies and insights for dealing with innovation and change in your organization.

Organized and moderated by **Helene Blowers**, *Columbus Metropolitan Library*

### Innovation Starts with "I"

E201

10:30 a.m. – 11:15 a.m.

**Helene Blowers**, *Director, Digital Strategy, Columbus Metropolitan Library*

**Tony Tallent**, *Director of Youth & Outreach Services, The Public Library of Charlotte & Mecklenburg County (PLCMC)*

Innovation has become such a bandied word these days that in some organizations it's now an expectation for library staff to be innovative from the ground up. So, where does "innovation" really come from? How do we kick-start something that is, by its very nature, connected to ever elusive waves of creativity? The answer: Innovation starts with "I." This session will explore how I, YOU, WE are involved in responding to the needs and desires to innovate and change. We'll delve into emerging library management practices, philosophies and staff programs that have allowed libraries to blossom through innovative practices. We'll also provide tips and insights for front line and supervisory staff to help YOU lead the way.

### Transparency, Planning, & Change: See-Through Libraries

E202

11:30 a.m. – 12:15 p.m.

**Michael Casey**, *Gwinnett Public Library*

**Michael Stephens**, *Assistant Professor, Dominican University GSLIS*

Integrating technology, change management and planning, this session focuses on making the right choices for social software, staff training, and the creation of a user-driven environment. Our two leading librarians explore what makes a library transparent; offer a to-do list of strategies to make your library transparent, open, and hyperlinked; and offer a list of best practices for Web 2.0 tools, implementation, and evaluation.

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

12:15 p.m. – 1:30 p.m.

### The Library Sandbox: Testing Innovative Ideas

E203

1:30 p.m. – 2:15 p.m.

**Barbara Tierney**, *University of North Carolina*

This session examines the Information Commons as an arena for testing innovative ideas in technology, staffing, and scope of service delivery. It traces the evolution of the Information Commons as it has been driven by changes in user needs, pedagogical theory, technology, and society (from computer lab, to Information Commons, to Learning Commons, to Teaching/Research Commons). It discusses the vision of the Information Commons as the preferred learning environment for the digital age and looks at

# GENERAL CONFERENCE ▶ Tuesday, April 8

"lessons learned" from selected academic libraries as they steer their respective commons into their second iterations.

## Leading Technology in Libraries: Making Time for Web 2.0

2:30 p.m. – 3:15 p.m.

**Gina Millsap**, Executive Director, & **David Lee King**, Digital Branch & Services Manager, Topeka & Shawnee County Public Library

Millsap explores the digital divide between administration and staff and looks at how leadership is the key and technology the tool. She shares strategies for leading with technology, not in spite of it. King focuses on why libraries need to make time for Web 2.0; why they need to learn about and experiment with new tools; allowing staff the time needed to play with these tools; making time for Web 2.0.; and facing change.

## Coffee Break – A Chance to Visit the Exhibits

3:15 p.m. – 4:00 p.m.

E204

## Libraries as Laboratories for Innovation

E205

4:00 p.m. – 5:00 p.m.

**Matt Gullett**, Emerging Technology Manager, Public Library of Charlotte & Mecklenburg County

**Greg Schwartz**, Library Systems Manager, Louisville Free Public Library

This session features libraries that are creating virtual and physical spaces to test, play, work, create, develop, and innovate with the assistance and involvement of their publics. In an age of participative media and software our publics have an increasing desire to take part in creating the library experience for themselves and others, and this provides a great opportunity to work with other community, organizational, and corporate partners in innovating services and programs and creating new experiences. Gullett discusses his library's game, learning and media lab initiatives that are creating physical and virtual lab spaces for several core experiences, and Schwartz talks about his innovation lab that has created a virtual interactive space that is shared with the library's public in an effort to test new ideas, software, and services.

## TUESDAY EVENING SESSION ▶ 7:30 p.m. – 9:00 p.m. ▶ Sponsored by



### The Second InfoTubey Awards: YouTube Productions @ CIL 2008

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

These awards are presented to those organizations or individuals for outstanding YouTube productions. Presented on the red carpet at the Computers in Libraries conference, these awards recognize those creating YouTube library-related productions. Awards are presented to the top five productions that demonstrate creativity and innovation in marketing a library or library services or enhancing the library's value. The winning productions will be shown at CIL 2008 on Tuesday evening, 7:30 p.m. – 9:00 p.m. For a look at what happened last year, check out — <http://www.infotoday.com/CIL2007/InfoTubies.shtml>. Submissions must not exceed 4 minutes. Submit your videos to [www.infotubey.com](http://www.infotubey.com) by Thursday February 14th, 2008. Each of the five InfoTubey Award winners will receive one complimentary three-day conference pass to Computers in Libraries 2008 (a \$469 value). All submissions will be judged by a panel of distinguished information professionals.

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## KEYNOTE ▶ 9:00 a.m. – 9:45 a.m.

### Gaming, Learning, & the Information World

**Elizabeth Lane Lawley**, Director, Lab for Social Computing, Rochester Institute of Technology

Information professionals have always been balanced at the center between knowledge, technology, and people. In our fast-paced world we need to find ways to integrate our activities into our clients' and communities' work flows and lives and we have to make it fun and easy! Lawley looks ahead at the opportunities and challenges associated with the new social technologies and practices, discusses recent research and trends, and provides thought-provoking insights for us as we plan for the future

## Coffee Break — A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

### SEARCH ENGINES

Search engines (SEs) rule the information world. Hear the latest on harnessing their power and what to expect in the future, get tips and inside insights. Join us for a fast-paced learning experience.

Moderated by **Greg Notess**, *Search Engine Showdown*

#### Speed Searching:

#### Tips & Tricks for Speeding Up the Search Process

A301

10:30 a.m. – 11:15 a.m.

**Greg Notess**, *Search Engine Showdown*

Despite the incredible speed of information access that the web enables, it can still take some time to track down the best search strategy, search engine, or commercial data source to answer some questions. This session offers a variety of techniques, from the simple to the technologically complex, to speed up the process of searching multiple databases including search switching, bookmarklets, and some discussion of search strategies.

#### One Click Ahead: Best of Resource Shelf

A302

11:30 a.m. – 12:15 p.m.

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

Keeping up with all the changes in our industry and staying one step ahead of our clients require solid strategies to deal with this challenge. Our expert shares his top tips and techniques from the search and search engine world to ensure you stay in step with the fast changing 2.0 online information world.

## Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

#### Google Tracking:

#### What's New at Google & Its Competitors

A303

1:45 p.m. – 2:30 p.m.

**Greg Notess**, *Search Engine Showdown*

A year can be a long time on the web. Since last year's Computers in Libraries, Google has launched new interfaces and databases. Other search engines have changed their display of results as well. Come hear about the past year's worth of changes, updates, and news about Google and other search engines.

#### What's Hot in RSS & Social Software

A304

2:45 p.m. – 3:30 p.m.

**Steven Cohen**, Senior Librarian, Law Library Management, Inc. & Creator, LibraryStuff.net

Social software is rapidly changing the way we provide information to our consumers, work together in an organizational structure, and communicate. Going beyond SEs, this session highlights cutting-edge tools and techniques for libraries, hot new trends, resources, and advice. Jam-packed with Cohen's A-Z listing of the hot social software and RSS tools on the market today, there will also be time for the audience to highlight favorite social software tools.

#### Findability: Information not Location

A305

3:45 p.m. – 4:30 p.m.

**Mike Creech**, Web Content Manager & **Ken Varnum**, Web Systems Manager, University of Michigan University Library

Learn how to foster user-friendly digital information flows by eliminating silos, highlighting context & improving findability to create a unified web presence. (Read complete description on Web site.)

### OPEN SOURCE

#### TRACK B

For several years, libraries have been using open source software to varying degrees, both behind the scenes and on the front lines. Some libraries have even begun offering public workstations that run on open source operating systems. However, committing to a full open source desktop solution throughout the entire library has been a nearly impossible decision for many institutions to consider. Hear strategies and look at real-world examples of open source in practice.

#### The Open Source Landscape

B301

10:30 a.m. – 11:15 a.m.

**Marshall Breeding**, Director, Innovative Technology & Research, Vanderbilt University

Interest in open source software has shifted into high gear with the emergence of multiple viable options, even reaching into the ILS realm. Breeding provides an overview of the recent developments in the open source movement in the library automation arena, describes some of the current products and projects underway, and gives some perspective on this alternative versus the commercial, closed source products. He discusses some of the issues that libraries should keep in mind if they are considering implementing an open source automation system and shares his view on how the open source movement will impact the commercial library automation industry.

#### Open Source Applications

B302

11:30 a.m. – 12:15 p.m.

**Glen Horton**, Technology Coordinator & Assistant Director, Southwest Ohio & Neighboring Libraries

**Julian Clark**, Georgetown University Law Library

This session investigates recent library developments that have been made with open source software. Horton provides a number of examples and discusses how libraries are giving back to the open source community, promoting the idea that information should be freely available to everyone. Clark focuses on how the open source desktop is a realistic option for libraries; reasons that may inspire a transition to open source; the assessment of user and institutional needs and resources to determine readiness for full desktop implementation on both public and staff workstations; the open source operating systems and distributions that work best in the library environment; options for technical support; examples of successful open source desktop implementations; and how and when it may be appropriate to sell the concept of the open source desktop to library administration, staff, and users. The session hopes to inspire attendees to further consider open source options for library systems, whether on a full or partial scale.

## Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.



# GENERAL CONFERENCE ▶ Wednesday, April 9

## Open Source Library Automation

1:45 p.m. – 2:30 p.m.

**Kyrille Goldbeck**, College Librarian, Natural Resources, & **Godmar Back**, Assistant Professor, Computer Sciences, Virginia Tech, & Co-Developer, LibX

**Joshua Ferraro**, Release Manager, Koha Project, & President, Technology, LibLime

This session looks at two popular library tools. Goldbeck and Back highlight library uses of LibX, a powerful, open source tool available for Firefox and Internet Explorer browsers that connects users to their library's resources from anywhere on the web. Ferraro gives an overview of the Koha project's latest release, Koha 3.0, and discusses why open source software will continue to change the face of library technology and empower libraries. For librarians who fear their institution won't be able to take advantage of the benefits of open source, Ferraro discusses the perceived barriers to implementation and shows how libraries are now enjoying the advantages of open source—with or without an IT staff.

## Open Source Solutions to Offer Superior Service

2:45 p.m. – 3:30 p.m. & 3:45 p.m. – 4:30 p.m.

**Amy De Groff**, Head, Technology Services, Howard County Public Library

**Ching-hsien Wang**, Manager, Library & Archives System Support, & **George Bowman**, Systems Administrator, Smithsonian Institution  
**Erick Atkinson**, Information Systems, Orange County Library System  
**Kimberly Babcock Mashek**, Information Literacy Librarian, Wartburg College

Open source software is gaining more and more acceptance. From blogs to hotspots to public PCs, this session showcases open source projects that are being used in all areas of the library. De Groff talks about the many open source and open system solutions in use at Howard County Library, including but not limited to Open Office Firefox, Opera DeskNow, Joomla, and Koha. She discusses the project planning, training, outreach, and ongoing support involved in each deployment. Wang discusses the Smithsonian's Research Information System design considerations, open source software and technology issues, and faceted metadata format and data mapping processes for 1.7 million objects. Atkinson discusses using the open source application Kete to build a community digital collection to which patrons can upload their own images, audio, video, web links, and documents and share their information under the terms of the Creative Commons license. Mashek discusses the OS makeover for a website, containing recommendations by academic discipline that are handpicked as scholarly or valuable internet resources by librarians and faculty members. OS software makes the site searchable and easily updated and maintained using a Windows server, Linux operating system, Microsoft Excel Worksheets, and a PHP database run by Apache. Speakers share their experience designing, implementing, promoting, and monitoring their projects.

## GAMING & VIRTUAL WORLDS TRACK C

The video game industry is a \$7 billion a year business, and its success depends on products that are entertaining and engaging. These games are often quite lengthy, complex, and, at times, frustrating, requiring players to spend large amounts of time exploring, learning, and mastering the games. Learn how these techniques can be used successfully in libraries and how libraries are now embracing virtual worlds.

Moderated by **Mary Auckland**, Consultant

## Learning from Video Games

10:30 a.m. – 11:15 a.m.

**Chad Boeninger**, Reference & Instruction Technology Coordinator, Ohio University

Many librarians and educators recognize the importance of video games and learning, but do not have the time or the resources to build game-based library training tools. Boeninger uses actual scenarios from popular games to demonstrate how video games attract players, retain their attention, and make them learn. The presentation offers suggestions about how librarians

B303

can incorporate many gaming learning principles into existing library services, resources, and instruction and also discusses the future of incorporating gaming in libraries.

## Gaming & Learning

11:30 a.m. – 12:15 p.m.

**Marsha Spiegelman**, Reference & Instruction Librarian, & **Richard Glass**, Professor, Mathematics, Statistics & Computer Processing, Nassau Community College

Social networking and gaming define the millennial student. This session highlights an innovative collaboration between a reference/instruction librarian and mathematics/computer science instructor that utilized course blogs and gaming scenarios to incorporate information literacy as an integral and assessable component of math/computer science courses. Games provided the interest and incentive students needed to improve their information literacy skills, and blogs extended interaction and enhanced student/librarian relationships. Speakers discuss their partnership on information literacy game design and adaptation, research assignments, and share their lessons learned so others can try this approach.

C302

## Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

## Gaming for Adults

1:45 p.m. – 2:30 p.m.

**Martin House**, Manager of Information Services, & **Mark Englebrecht**, Senior Library Assistant & Assistant Grant Coordinator, Public Library of Charlotte & Mecklenburg County

Speakers report on research into how gaming attracts adults to the public library and how it may increase their future usage of libraries. They look at trends such as the information gap and social/technological access gap and discuss how their data shows that gamers are avid users of reference services. Come and get a new perspective on adults and libraries.

C303

## Convincing Administrators of the Validity of Virtual Worlds

2:45 p.m. – 3:30 p.m.

**Kitty Pope**, Executive Director, Alliance Library System  
**Barbara Galik**, Director, Cullom-Davis Library, Bradley University

Virtual worlds are rapidly increasing in use by all ages and many of them are not game-oriented. How do you convince your administrator that your library needs to participate and why it is important to allow you staff time to work in a virtual world library? Speakers and library administrators share tips and strategies to help you win over your administrator.

C304

## Integrating Second Life (SL): Courses & Collections

3:45 p.m. – 4:30 p.m.

**Craig Anderson**, Reference Librarian, Kean University, & **Krista Godfrey**, Liaison Librarian, McMaster University  
**Troy Swanson**, Teaching & Learning Librarian, & **Larry Sloma**, Adjunct Librarian, Moraine Valley Community College

Many business and educational institutions have been opening up shop in cyberspace with the SL online virtual reality platform. Anderson and Godfrey explain how academic libraries are using SL to reach elusive patrons and offer services such as virtual reference. Swanson and Sloma talk about a collaborative project that brought together student content, cultural events, and virtual worlds. A class of honors students worked with the library to cre-

C305

## MEET THE AUTHOR ▶

5:00 p.m. – 5:45 p.m.

Meet **Rachel Singer Gordon**, author of *What's the Alternative? Career Options for Librarians and Info Pros* and *The NextGen Librarian's Survival Guide*, on Monday, April 7 during the Reception in the Exhibit Hall at the Information Today, Inc. booth!

ate the core content and supporting research for a virtual exhibit about Malcolm X. Geographic material and supporting timelines was presented in a website that utilized Google Maps and a three dimensional exhibit in SL. Speakers discuss how the virtual environment impacted the presentation of content and services and changed interactions between content and user, and provide tips, tricks, and strategies for instituting a virtual branch of your own academic library and enhancing digital collections.

## LEARNING TRACK D

Learning really should, and can, be fun! These sessions look at how librarians are using iPods, Blackboard, collaboration, creativity, off-the-shelf software, and good ol' fashioned pedagogy to create and develop learning applications and environments for staff, students, and patrons that work!

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

### Collaborating With YouTubers to Enhance Library Instruction

D301

10:30 a.m. – 11:15 a.m.

**Susan Ariew**, University Librarian for Education, University of South Florida (USF)

Undergraduates can make significant contributions as members of multimedia production teams for academic libraries. At USF Tampa Library, an undergraduate YouTube video blogger worked with library faculty and graduate students to create an information literacy video, Databases! The video was used as part of the USF instruction program during the 2006–07 school year. In addition to an information literacy video, the video team also created a humorous rap video called The Chronicles of Libraria that included an anti-plagiarism theme that highlighted USF library services, which is now on YouTube.com. Ariew shares how the videos were created; the extent to which student ideas, technology skills, and creativity made it work; how the videos were used as part of the instructional program; and the undergraduate student reactions.

### Staff Tech Training

D302

11:30 a.m. – 12:15 p.m.

**Sarah Houghton-Jan**, Senior Librarian for Digital Futures, San Jose Public Library

**Maurice Coleman**, Technical Trainer &

**Annette Gaskins**, Technical Resources Librarian, Harford County (MD) Public Library

Houghton-Jan discusses various practical approaches to developing technology training programs for staff that's relevant to both your tech novices and in-house experts all at once. Successful case studies, tools, tricks, and tips will be discussed to give attendees what they need to implement a combined program at their libraries. Then Coleman and Gaskin describe how Harford created a half-day workshop to expose library staff to the technology tools patrons are using every day in a safe "learn by playing" environment—the technology petting zoo.

### Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

### Elearning: IL Instruction & Out-of-the-Box Software

D303

1:45 p.m. – 2:30 p.m.

**Steve Borrelli**, Instructional Design Librarian, Washington State University (WSU)

**Robert Monge**, Instructional Services Librarian, University of South Dakota

**Julie Cavender**, Librarian, Jones Knowledge e-global Library

As information literacy providers, librarians are in a unique position to collaborate with teaching faculty to address the educational needs of their students. Borrelli discusses the Information Literacy Education (ILE) project at WSU. Mapped to the six learning goals of the baccalaureate, university strategic plan, and a 2000 Washington State legislature mandate, the ILE project provides an opportunity to collaborate with course instructors in assignment design to incorporate IL instruction through an online learning environment. Monge & Cavender analyze what options librarians have in creating elearn-

ing tutorials from out-of-the-box software. They include an evaluation of how well these software programs incorporate the principals of cognitive-psychology learning theory, how easy the programs are to use, how tutorials can be incorporated into existing library webpages, and what services are offered to librarians within the different pricing or freeware structures.

### Customizing Blackboard

D304

2:45 p.m. – 3:30 p.m.

**Richard Cox**, Digital Technology Consultant, &

**Lynda Kellam**, Data Services & Government Information Librarian, The University of North Carolina

**Barbara Kountouzi**, Coordinator of Education & Research Services, &

**Robert Cagna**, Department Head, Access and Document Delivery Services, Biomedical Library, University of Pennsylvania

Cox and Kellam begin by describing the planning, development and implementation pushing library content into the Blackboard course management system. Developed by the Electronic Resources and Information Technology Department (ERIT) at the University Libraries, University of North Carolina at Greensboro (UNCG), this tool is built around a number of technologies and methodologies, including SOAP web services, ASP.NET, Java, Ajax, and Adobe Flex, enabling the library to provide current, customized links to databases and ejournals at the course level. This application may be the first to integrate library content dynamically into Blackboard at this level and scale. Kountouzi and Cagna then look at the ways, means, pros and cons of how University of Pennsylvania Libraries have developed a Blackboard course for storing library training documents for student workers and new library staff, combined with Google Spreadsheets to allow for a collaborative scheduling environment.

### Vidcasting: Screencasts for Mobile Video-Enabled Devices

D305

3:45 p.m. – 4:30 p.m.

**Debbie Herman**, Digital Resources Librarian, &

**Susan Slaga**, Assistant Reference Librarian, Central Connecticut State University (CCSU)

The Burritt Library at CCSU has produced over a dozen short screencasts using Adobe Captivate on topics ranging from using digital course reserves to searching article databases and the library catalog. These screencasts, available on the Burritt Library website, have been used extensively by faculty and students. As part of a larger podcasting initiative in 2007, the library extended access to these for viewing on a video iPod and other video-enabled mobile devices. The presentation covers the technical aspects of optimizing library screencasts for the iPod, including the software used, costs involved, options for making vidcasts available to students, promotion, and evaluation of the usage and effectiveness as a learning tool.

## 2.0 PLANNING & MANAGING TRACK E

Managing, marketing, and planning in the 2.0 world is challenging when trying to learn about, experiment with, and integrate new tools and still have high customer satisfaction. Hear about helpful tools, strategies, and practices that you can adopt for success in your environment.

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

### Tech Tools for Effectively Managing Information

E301

10:30 a.m. – 11:15 a.m.

**Roger V. Skalbeck**, Associate Law Librarian, Electronic Resources & Services, Georgetown Law Library

**Barbara Fullerton**, 10-K Wizard

This will be a fast-paced program to show 30 software programs or web-based services useful for managing and interacting with information on computers. There is a wealth of free and low-cost services and programs available, many of which are underutilized. Software and services presented include file download managers, research collection tools, web-based messaging clients, browser add-ons for troubleshooting websites, free tools for creating internet web browser toolbars, and several web-based services. Services likely to be covered include Firebug, Web Developer Toolbar, Conduit.com, Meebo, Kuler, Zotero, AddThis.com, and more.

# GENERAL CONFERENCE ▶ Wednesday, April 9

## Innovative Marketing Using 2.0 Tools

11:30 a.m. – 12:15 p.m.

**Helene Blowers**, Director, Digital Strategy, Columbus Metropolitan Library

**Michael Porter**, WebJunction

The rise of social networking and web 2.0 tools has created many new avenues for libraries to market themselves. Libraries can use these tools to connect with their customers in both online and in person with cool word of mouth marketing efforts. Get some strategies for viral marketing, ideas for sparking your marketing efforts, and best practices from leading edge libraries.

E302

gained some notoriety on YouTube. Before your avatar drops from exhaustion, isn't it time you asked what all this 2.0 technology is really doing for your library? Learn the tricks to turn your mad Web 2.0 skills into effective marketing and advocacy results to increase exposure, funding, and support for your library. This presentation will take librarians to the next level by showing them how to incorporate Web 2.0 technologies with traditional marketing and advocacy tools to produce effective results.

## Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

## Giving Your Marketing and Advocacy a Second Life

1:45 p.m. – 2:30 p.m.

**Nancy Dowd**, Director of Marketing, New Jersey State Library

**Paula Vitakis**, Journalist & Communications Professional

You're using Flickr and blogs. You've created social networks on MySpace and Facebook. You're IMing, texting, and twittering all day long. You've even

E303

## Online Outreach Libraries: Successful Digital Marketing

E304

2:45 p.m. – 3:30 p.m.

**Sarah Houghton-Jan**, Senior Librarian for Digital Futures, San Jose Public Library

In the Web 2.0 environment, library managers need to think about outreach in a very different way. Our users may still frequent brick-and-mortar community establishments, but they spend more and more time online, in both solitary and social endeavors. How do their libraries reach out to these users to help them find information? Houghton-Jan discusses ways for all libraries to find potential users online and shares tips such as community websites, local blog and forum monitoring, search engine placement, live assistance options, and more. She provides a lengthy checklist of ideas to take back to your library to successfully create an ongoing online marketing plan.

## Talking 2.0 to Faculty

E305

3:45 p.m. – 4:30 p.m.

**Sarah Cohen**, Technical Librarian, Champlain College

Librarians and students may be embracing technology, but what about our faculty? Have you ever seen their glazed-over look when you mention IM, wikis, RSS, blogs? Have you noticed the puzzled expressions as you talk about Second Life or Facebook? This session discusses welcoming faculty to 2.0 and presenting constructive ways for faculty to bring technology into their lives and into their classrooms.

## EXHIBIT HALL HOURS ▶

Monday, April 7 . . . . . 9:45 a.m. – 5:45 p.m.

Tuesday, April 8 . . . . . 9:45 a.m. – 4:00 p.m.

Wednesday, April 9 . . . . . 9:45 a.m. – 2:00 p.m.

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# INTERNET@SCHOOLS

East

APRIL 7–8, 2008



Organized and moderated  
by conference co-chairs  
**David Hoffman**, MultiMedia  
& Internet @ Schools and  
Information Today, Inc., and  
**Susan Geiger**, Moreau  
Catholic High School,  
Hayward, CA

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

Come learn about those opportunities and methods from leaders in the profession like **Chris Harris, Terry Cavanaugh, Nick Glass**, and others, as well as from practitioners just like you! As they share their ideas and successes and you share yours, you'll all be shoring up support for 21st-century library media programs!

Internet@Schools East 2008 is sponsored by *MultiMedia & Internet@Schools* magazine. Attendees of this two-day conference can also participate in the co-located Computers in Libraries conference at a reduced rate and take maximum advantage of the Computers in Libraries Exhibit Hall.

## MONDAY, APRIL 7

### Libraries Solve Problems!

CIL/I@S EAST OPENING KEYNOTE

9:00 a.m. – 9:45 a.m.

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

Rainie discusses the findings of a major national survey that examined how Americans use the internet and libraries when they face significant issues or milestones in their lives. The survey looks at the pathways people use to get to the information they want and the kinds of information they use when facing issues such as health problems, furthering their education, and exploring government benefits. The Project's work pays particular attention to those who have limited access to the internet and the ways in which libraries might serve them.

### 2.0 TOOLS FOR LIBRARIANS, TEACHERS, AND STUDENTS

#### RSS@Schools

S101

10:30 a.m. – 11:15 a.m.

#### Just Push Play: Screencasting for Your Library

S102

11:30 a.m. – 12:15 p.m.

### BOOKS@21ST-CENTURY SCHOOLS

#### BookMapping—The Longitude and Latitude of Reading Through Geomapping Activities

S103

1:15 p.m. – 2:00 p.m.

#### Virtual Author Programs and Book Connections for 21st-Century Schools

S104

2:15 p.m. – 3:00 p.m.

#### Are Textbooks Becoming Extinct? . . . Welcome to the Age of the Wikitext!

S105

3:15 p.m. – 4:00 p.m.

#### The ICDL—Using Technology to Expand Access to Children's Books

S106

4:15 p.m. – 5:00 p.m.

## TUESDAY, APRIL 8

### IT'S ALL ABOUT INTERACTIVITY!

#### Fish4Info—A More Social Library Experience

S201

9:00 a.m. – 9:45 a.m.

#### Gaming Your Library

S202

10:30 a.m. – 11:15 a.m.

#### Creative, Customized Videoconferences: Working With Content

S203

11:30 a.m. – 12:15 p.m.

### ISSUES AND CHALLENGES FOR THE DIGITAL CLASSROOM

#### Read/Write Web and Research Pathfinders

S204

1:15 p.m. – 2:00 p.m.

#### 21st-Century Copyright @ Your School Library

S205

2:15 p.m. – 3:00 p.m.

#### Building Dynamic Web Environments—Overcoming Restrictions

S206

3:15 p.m. – 4:00 p.m.

#### Gary's Latest Web Research Update

CLOSING KEYNOTE

4:15 p.m. – 5:00 p.m.

## TUESDAY EVENING SESSION

► 7:30 p.m. – 9:00 p.m. ►

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### The Second InfoTubey Awards: YouTube Productions@CIL 2008

Nominations or submissions must be received by 11:00 p.m. EST on February 14, 2008. Submit your videos at <http://www.infotubey.com>. All submissions will be judged by a panel of distinguished information professionals.

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# INTERNET@SCHOOLS

East

MONDAY, APRIL 7

## Libraries Solve Problems!

9:00 a.m. – 9:45 a.m.

**Lee Rainie**, Director, Pew Internet & American Life Project, Washington, D.C.  
Rainie discusses the findings of a major national survey that examined how Americans use the internet and libraries when they face significant issues or milestones in their lives. The survey looks at the pathways people use to get to the information they want and the kinds of information they use when facing issues such as health problems, furthering their education, and exploring government benefits. The Project's work pays particular attention to those who have limited access to the internet and the ways in which libraries might serve them.

## Coffee Break—A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

### 2.0 TOOLS FOR LIBRARIANS, TEACHERS, AND STUDENTS

## RSS@Schools

10:30 a.m. – 11:15 a.m.

**Steven Cohen**, LibraryStuff.net, and Law Library Management, Inc., Huntington, NY

RSS is a tool that can be used in all aspects of our profession. Join Steven Cohen for a high-energy, in-depth discussion on how to use RSS to keep current on any topic as well as using the technology to assist you or your students in research. Tips and tricks and favorite RSS feeds will be provided to allow the teacher/school media specialist to get the most out of their RSS experience.

## Just Push Play: Screencasting for Your Library

11:30 a.m. – 12:15 p.m.

**Steve Garwood**, School of Communication, Information, and Library Studies, Rutgers University, New Brunswick, NJ

Be there for your students, no matter what day or time. Using screencasts, you can teach your students to work with your catalog or online databases or create quick, video-based user guides to help them with their assignments . . . and that's just the start. Learn from Steve Garwood about software that allows you to record your on-screen actions with your voice explanations. Just post the recording to the web, and your staff or students can learn anytime, anywhere!

## Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:15 p.m.

### BOOKS@21ST-CENTURY SCHOOLS

## BookMapping—The Longitude and Latitude of Reading Through Geomapping Activities

1:15 p.m. – 2:00 p.m.

**Terence Cavanaugh**, University of North Florida, Jacksonville, FL

Learn from Terry Cavanaugh how using interactive mapping tools can support reading instruction, literacy, standards, and reading in the content areas. Online mapping tools such as Google Maps and Google Earth can be used to create interactive maps that relate to a student's reading. These maps can range from a digital interactive map of story location to a class reading map showing the location of all the stories read to comparison maps to show the student's physical location to the reading material's story location. You'll learn locations of free online resources that can be used to create individual or group online interactive maps, as well as additional resources that allow the teacher or student to download the "story data" and fly the locations offline. Cavanaugh will instruct you on how mapping

### CIL/I@S EAST OPENING KEYNOTE

tools can be used as educational resources providing reading scaffolding for reluctant and remedial readers.

## Virtual Author Programs and Book Connections for 21st-Century Schools

S104

2:15 p.m. – 3:00 p.m.

**Nick Glass**, TeachingBooks.net, Madison, WI

Imagine the impact on reading at a school if, for 10 minutes each month, every student met the author of the book they were reading; for 20 minutes each month, each educator met the author of the book they were teaching; for 10 minutes each semester, every family watched an author of a book their student was reading and then engaged with other families and educators in a conversation about it. These specific, school-initiated actions represent part of a paradigm shift: to use online technologies to bring authors and book resources to everyone, equally, the moment books are used throughout the K–12 environment. In this session, Nick Glass will demonstrate specific ways the Internet has emerged as a vital tool for effective literacy instruction using technology, along with ways to excite readers and stimulate discussions through multimedia book resources. He'll explore specific strategies for using virtual author programs for library-teacher collaboration, and much more.

## Are Textbooks Becoming Extinct? . . . Welcome to the Age of the Wikitext!

S105

3:15 p.m. – 4:00 p.m.

**Dave Fontaine**, Middletown School Department, Portsmouth, RI

School districts are all facing a tremendous budget crisis. Schools are being told that the funds for new textbooks just aren't there. Textbook publishers haven't kept up with changes in technology, teaching philosophy, and the world of Web 2.0. Are textbooks becoming extinct? Welcome to the Age of the Wikitextbook!" In this session, Dave Fontaine helps you imagine a classroom where the textbook is digital; where students, with teacher guidance, write the text collaboratively; where the textbook is constantly changing, evolving, and improving through the collective knowledge of the students and teachers; and where it includes online, interactive tutorials chosen by the students and used by parents to help children with their homework. Hear how Fontaine has collaborated with his peers to create wikis for classroom use. Learn how you can build new connections with your fellow teachers to create wikis that will make their jobs easier, integrate technology, and make learning more fun for the students.

## The ICDL—Using Technology to Expand Access to Children's Books

S106

4:15 p.m. – 5:00 p.m.

**Sheri A. Massey & Ann C. Weeks**, University of Maryland, College of Information Studies, College Park, MD

Discover from Sheri Massey and Ann Weeks how to add more than 2,000 multicultural books to your library collection free of charge—no cataloging or shelving required. The International Children's Digital Library (ICDL) is a collection of fiction and nonfiction children's books from around the world, written in their original languages, that children can read for free online. The mission of the ICDL Foundation is to support the world's children in becoming effective citizens of the global community—citizens who exhibit tolerance and respect for diverse cultures, languages, and ideas—by making the best in children's literature available online free of charge. The goal is to build a collection of books that represents outstanding historical and contemporary books from throughout the world. In this session, you will learn more about ICDL and discuss how to use this wonderful resource in your library.

## Reception in the Exhibit Hall

5:00 p.m. – 5:45 p.m.

## TUESDAY, APRIL 8

### IT'S ALL ABOUT INTERACTIVITY!

#### Fish4Info—A More Social Library Experience

S201

9:00 a.m. – 9:45 a.m.

**Christopher Harris, Andy Austin, and Brian Mayer**, Genesee Valley BOCES, Le Roy, NY

What if your library catalog was a social network? What if readers could connect to other readers based on similar reading interests, favorite authors, or lists of best books? What if your library catalog was a destination and not just a pass-through? All this and more is possible . . . not to mention free. Come learn from Chris Harris and his colleagues how the open source next-generation school library portal Fish4Info is being used to build a more social library experience.

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

9:45 a.m. – 10:30 a.m.

#### Gaming Your Library

S202

10:30 a.m. – 11:15 a.m.

**Bob Hassett**, Luther Jackson Middle School, Falls Church, VA

At Luther Jackson Middle School, they're using the after-school program to host weekly console and online gaming events to promote the middle school library as a cool, relevant, encouraging, fun place to be. It's another channel you can use to meet children where they really live and engage them in exciting, complex thinking. And it's a way to prove that school is relevant to their lives and that you "get" what they find interesting. Hear from Bob Hassett how it's done, how it's working, how it's continuing a conversation that boosts library use and, ultimately, literacy . . . and how much fun it is!

#### Creative, Customized Videoconferences: Working With Content

S203

11:30 a.m. – 12:15 p.m.

**Dale Hilton**, The Cleveland Museum of Art, Cleveland, OH  
**Sister Madeline Muller**, St. Martin de Porres High School, Cleveland, OH  
In this session, Hilton & Muller showcase and introduce a framework for creating live, interactive, customized lessons with videoconference content providers—including no less than the Cleveland Museum of Art! You'll learn ways to plan videoconferences that are integral to curriculum, taking them a giant step beyond enrichment field trips. The session includes tips for successful collaborations, examples of unique customized programs, and a timeline for planning such projects.

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

12:15 p.m. – 1:15 p.m.

### ISSUES AND CHALLENGES FOR THE DIGITAL CLASSROOM

#### Read/Write Web and Research Pathfinders

S204

1:15 p.m. – 2:00 p.m.

**Susannah Tamarkin**, Frank Sinatra Performing Arts High School, New York City Department of Education, Queens, NY

The Read/Write Web facilitates inquiry learning projects that integrate subject-area content with information technology projects that are ripe for class-

room use! Students learn best in social environments where they can apply their understanding of new content in collaboration with peers. In this session, Susannah Tamarkin explores the Read/Write Web as an emerging instructional tool and presents a curricular unit of research pathfinders. The innovative instructional sequence employs students' higher-order thinking to find, assess, and synthesize information from a variety of sources, form conclusions, present findings, and reflect on the process using wikis and remote server word-processing. By combining content knowledge with information fluency, students learn the tools necessary to retrieve and evaluate the best resources, and manage their own learning experience in collaboration with peers. The materials presented include assessments, daily lessons, and student work products, all designed for ready-to-go classroom use.

#### 21st-Century Copyright @ Your School Library

S205

2:15 p.m. – 3:00 p.m.

**Kathryn Miller**, University Library, National-Louis University, Chicago, IL

With ever-increasing digital resources available in their 2.0 world, understanding copyright remains vitally important for students and educators. In this session, Kathryn Miller will bring you up-to-date on copyright issues in the digital classroom. Specific attention will be paid to internet use in class, and student and teacher presentations using internet and Web 2.0 technologies such as Facebook. Attention will also be given to copyright implications with plagiarism detection software programs. This will be an informative, take-home session where attendees can gain a real sense of copyright management in the 21st-century school library.

#### Building Dynamic Web Environments— Overcoming Restrictions

S206

3:15 p.m. – 4:00 p.m.

**Paul Turtola, Paul Stengel, Dan Young, and Mary Ellen Minichiello**, Joseph A. Foran High School, Milford, CT

Are you blocked from using Web 2.0 tools at your school? As teachers who are very interested in using new technology in their school, these educators understand the unique challenges of using Web 2.0 content as a learning tool. Many of these challenges involve restrictions imposed by the school district, and the presenters will inform you about their own situation and effective solutions they have worked out. They will share strategies developed as well as what other districts are doing to promote technology and avoid bureaucratic pitfalls. Additionally, they will introduce ideas about using Web 2.0 in their English classrooms and talk about what other teachers are doing to make technology work as they blend it with mandated assessments and other aspects of the curriculum.

#### Gary's Latest Web Research Update

I@S EAST CLOSING KEYNOTE

4:15 p.m. – 5:00 p.m.

**Gary Price**, ResourceShelf and Ask.com, Washington, D.C.

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

## Sponsored by Multimedia & Internet@Schools



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.





# 23RD ANNUAL COMPUTERS IN LIBRARIES 2008

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

www.infotoday.com

Arlington, VA

Hyatt Regency  
Crystal City  
April 7–9, 2008

## GOVERNMENT LIBRARIES

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

Monday, April 7 ▶

### Collaborating With Customers

C102

11:30 a.m. – 12:15 p.m.

*Mylene Ouimette & Jo Ann Remshard, National Institute of Science and Technology (NIST)*

### Learning From Politics

E102

11:30 a.m. – 12:15 p.m.

*Justine Lam, Ron Paul 2008*

### Learning From Non-Profits

E103

1:30 p.m. – 2:30 p.m.

*Sarosh Syed, Save Darfur*

Tuesday, April 8 ▶

### Creative Commons (CC): Copyright Alternative?

B203

1:30 p.m. – 2:15 p.m.

*Michael Sauers, Nebraska Library Commission*

Wednesday, April 9 ▶

### One Click Ahead: Best of Resource Shelf

A302

11:30 a.m. – 12:15 p.m.

*Gary Price, Ask.com*

### Open Source Solutions to Offer Superior Service

B304 & B305

2:45 p.m. – 3:30 p.m. & 3:45 p.m. – 4:30 p.m.

*Amy De Groff, Howard County Public Library  
Ching-hsien Wang & George Bowman, Smithsonian Institution  
Erick Atkinson, Orange County Library System  
Kimberly Babcock Mashek, Wartburg College*

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

## SPECIAL LIBRARIES

Monday, April 7 ▶

### Super Searcher Shares 30 Search Tips

A101

10:30 a.m. – 11:15 a.m.

*Mary Ellen Bates, Bates Information Services*

### Learning From Newspaper Publishing

E101

10:30 a.m. – 11:15 a.m.

*Brian Kroski, Observer Media Group*

### Learning From Politics

E102

11:30 a.m. – 12:15 p.m.

*Justine Lam, Ron Paul 2008*

### Learning From Non-Profits

E103

1:30 p.m. – 2:30 p.m.

*Sarosh Syed, Save Darfur*

### Learning From Real Estate

E104

3:15 p.m. – 4:00 p.m.

*Sean P. Lindstone, The Real Estate Board of New York*

### Industry Learnings & Libraries

E105

4:15 p.m. – 5:00 p.m.

*Steven Cohen, Law Library Management Inc.  
Ellyssa Kroski, Columbia University*

Tuesday, April 8 ▶

### Demystifying & Integrating Web 2.0 at The Metropolitan Museum of Art

C204

2:30 p.m. – 3:15 p.m.

*Deborah Vincelli & Jennie Pu, Thomas J. Watson Library,  
The Metropolitan Museum of Art*

### Innovation Starts with "I"

E201

10:30 a.m. – 11:15 a.m.

*Helene Blowers, Columbus Metropolitan Library  
Tony Tallent, The Public Library of Charlotte &  
Mecklenburg County (PLCMC)*

Wednesday, April 9 ▶

### Speed Searching: Tips & Tricks for Speeding Up the Search Process

A301

10:30 a.m. – 11:15 a.m.

*Greg Notess, Search Engine Showdown*

### What's Hot in RSS & Social Software

A304

2:45 p.m. – 3:30 p.m.

*Steven Cohen, Law Library Management, Inc.*

### Tech Tools for Effectively Managing Information

E301

10:30 a.m. – 11:15 a.m.

*Roger V. Skalbeck, Georgetown Law Library  
Barbara Fullerton, 10-K Wizard*

# PRELIMINARY EXHIBITOR LIST

as of 12/13/07

**3M Library Systems**  
**American Library Association**  
**American Psychological Association**  
**Basch Subscriptions**  
**The Berkeley Electronic Press**

**CMS, Inc.**  
**Comprise Technologies**  
**Cuadra Associates, Inc.**  
**EBSCO Information Services**  
**Elsevier**  
**EOS International**  
**Ex Libris USA**  
**Facts On File**  
**Faronics, Inc.**  
**Faulkner Information Services**  
**Gale, part of Cengage Learning**  
**Greenwood Publishing Group**  
**H.W. Wilson**  
**HeinOnline**  
**IEEE**  
**IET/Inspec**  
**Indus International, Inc.**

**Information Today, Inc.**  
**Inmagic, Inc.**  
**Innovative Interfaces, Inc.**  
**Librarica LLC**  
**Mergent**  
**Nature Publishing Group**  
**Neal-Schuman Publishers**  
**NewsBank, Inc.**  
**Northern Micrographics**  
**OCLC**  
**OVID Technologies**  
**Oxford University Press**  
**PALINET**  
**POLARIS Library Systems**  
**ProQuest**  
**PTFS, Inc.**  
**Softlink**  
**Springer**  
**Swets Information Services**  
**Thomson Scientific**  
**TLC—The Library Corporation**  
**WT Cox Subscriptions**

Visit [www.infotoday.com/cil2008](http://www.infotoday.com/cil2008)  
for a current listing of exhibitors.

## WHO SHOULD EXHIBIT

**Computers in Libraries** features the most comprehensive exhibit of library technology and services in North America. Attendees can see, test, and compare virtually any system, product, or service that will help them do their jobs more efficiently, enabling them to provide state-of-the-art information services to their patrons and end users. CIL exhibitors include producers and distributors of:

- Library systems and software
- Online services
- Library security systems
- Search engine software
- Internet products and services
- Digital management tools
- Web design & collaboration tools
- Virtual reference software & products
- Computer hardware and software
- Document delivery services
- Networking services
- Cataloging services
- Electronic books and magazines
- Internet access and software products
- Imaging technologies
- Data entry and conversion services
- Library furniture

In short, every technology-related product for the information-age librarian will be featured.

## Exhibit Hall Hours

**Monday, April 7** . . . . . 9:45 a.m. – 5:45 p.m.  
**Tuesday, April 8** . . . . . 9:45 a.m. – 4:00 p.m.  
**Wednesday, April 9** . . . . . 9:45 a.m. – 2:00 p.m.

## RESERVE YOUR SPACE TODAY!

*For more information on exhibit space, sponsorships, or promotional opportunities at Computers in Libraries 2008 contact:*

**MIKE ZARRELLO** | Exhibit and Advertising Sales Director

**E-MAIL:** [mzarrello@infotoday.com](mailto:mzarrello@infotoday.com)

**PHONE:** 609-654-6266 | **FAX:** 609-654-4309

**WEB SITE:** [www.infotoday.com](http://www.infotoday.com)



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Delegates to **Computers in Libraries 2008** may register for any number of days, each of which are comprised of five tracks. The fee includes:

- Participation in any conference track for each day booked. (*Delegates may switch between tracks as they choose.*)
- Admission to the exhibit hall.
- Conference bag and collected presentations.
- Exhibit hall reception on Monday evening.
- Continental breakfast each morning before the keynote.
- Morning and afternoon coffee.
- Attendee luncheon in exhibit hall on Wednesday.

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

## Discounts

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: First person @ \$449; second person and all additional registrants @ \$219. After March 7 add \$20 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. (Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details.) Discounts are not available for pre- and postconference workshops.

## Exhibit Hall Hours

**Monday, April 7** ..... 9:45 a.m. – 5:45 p.m.

**Tuesday, April 8** ..... 9:45 a.m. – 4:00 p.m.

**Wednesday, April 9** ..... 9:45 a.m. – 2:00 p.m.

## Hotel Information

### Hyatt Regency Crystal City

2799 Jefferson Davis Highway  
Arlington, VA 22202

Meeting & Travel Consultants, Inc. (MTC) is the official housing bureau for Computers in Libraries 2008. For your convenience, hotel reservations can be made for the Hyatt Regency Crystal City at discounted rates exclusively through MTC, Inc. (Do not call the hotel direct.) Rates will remain in effect until Monday, March 3, 2008. However, please note that the discounted group block is subject to availability and is not guaranteed. Early booking is suggested to ensure you receive your preferred arrival/departure dates. Credit card information is required to confirm all reservations.

### Make your reservation today with MTC:

**Online:** [www.mtcreservations.com](http://www.mtcreservations.com)

**Phone:** (732) 549-3985 or 3986

**Fax:** (732) 549-3987

**E-mail:** [bookit@mtcreservations.com](mailto:bookit@mtcreservations.com)

## Cancellations and Substitutions

Cancellations will be accepted if received in writing no later than March 7, 2008. Full refunds minus a \$50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made until 1:00 p.m. on March 7, 2008. Please indicate the name and the title of the person who will be replacing the original registrant. After this date, all changes must be made at the conference.

## Registration Desk Hours

Registration will take place on the Exhibit Level of the Hyatt Regency Crystal City.

**Sunday, April 6** ..... 8:00 a.m. – 4:30 p.m.

**Monday, April 7** ..... 7:30 a.m. – 6:00 p.m.

**Tuesday, April 8** ..... 8:00 a.m. – 5:45 p.m.

**Wednesday, April 9** ..... 8:00 a.m. – 5:00 p.m.

**Thursday, April 10** ..... 8:00 a.m. – 4:30 p.m.

## CONFERENCE WIKI ►

<http://cil2008.pbwiki.com>

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



# REGISTRATION INFORMATION

## PERSONAL INFORMATION

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Organization \_\_\_\_\_

Street \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Your Type of Library: (Check One)

- 1 ☐ College/University      5 ☐ Law      8 ☐ Medical  
 2 ☐ Government      6 ☐ K-12      9 ☐ Network/Consortia  
 3 ☐ Corporate/Business      7 ☐ Public  
 4 ☐ Other (please specify) \_\_\_\_\_

### Your Job Function: (Check One)

- 1 ☐ Acquisitions Librarian      6 ☐ Director      9 ☐ Researcher  
 2 ☐ Serials Librarian      7 ☐ IT      10 ☐ Administrator  
 3 ☐ Reference Librarian      8 ☐ Systems Librarian  
 4 ☐ Corporate Librarian  
 5 ☐ Other (please specify) \_\_\_\_\_

## PAYMENT METHOD

Payment must accompany advanced registration and be received by April 2, 2008. (After this date register at the conference.) Check or money order should be made payable to: **Information Today, Inc.**

☐ Check or money order enclosed for the amount of

\$ \_\_\_\_\_

Charge to: ☐ Visa      ☐ MasterCard  
☐ AMEX      ☐ DISCOVER

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Duplicate this form as necessary. Payment and registration form must be received together. Discount & Team Registration from the same organization must be mailed together.

**NOTE:** The sponsors and management of Computers in Libraries 2008 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker. Information Today, Inc. assumes no liability for the acts of their suppliers nor for the safety of any Computers in Libraries 2008 participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.

## REGISTRATION FEES

### Preconference Workshops

*Sunday, April 6 (includes lunch)*

<input type="checkbox"/> Workshop 1 (full day—see page 6)	\$219	\$229
<input type="checkbox"/> Workshop 2 (full day—see page 6)	\$219	\$229
<input type="checkbox"/> Workshop 3 (full day—see page 6)	\$219	\$229
AM <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 .....	\$149	\$159
PM <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11 <input type="checkbox"/> 12 <input type="checkbox"/> 13 .....	\$149	\$159

### Postconference Workshops

*Thursday, April 10 (includes lunch)*

AM <input type="checkbox"/> 14 <input type="checkbox"/> 15 <input type="checkbox"/> 16 <input type="checkbox"/> 17 <input type="checkbox"/> 18 <input type="checkbox"/> 19 ...	\$149	\$159
PM <input type="checkbox"/> 20 <input type="checkbox"/> 21 <input type="checkbox"/> 22 <input type="checkbox"/> 23 <input type="checkbox"/> 24 .....	\$149	\$159

### Full 3-day Conference

Does not include Pre or Postconference workshops

*Mon., April 7 – Wed., April 9*

I select the following day only:

<input type="checkbox"/> Monday, April 7 .....	\$219	\$229
<input type="checkbox"/> Tuesday, April 8 .....	\$219	\$229
<input type="checkbox"/> Wednesday, April 9 .....	\$219	\$229

### Internet@Schools East

<input type="checkbox"/> I@SE 2-day conference (Mon. & Tues.) .....	\$199	\$209
<input type="checkbox"/> I@SE 2-day conference + Full CIL Registration (Mon. – Wed.) .....	\$449	\$469
<input type="checkbox"/> Exhibition Only .....	FREE	FREE

TOTAL

## 4 EASY WAYS TO REGISTER

### GO TO:

[www.infotoday.com](http://www.infotoday.com)

*When registering on the Web site, please refer to the priority code above your name on your mailing address label.*

### PHONE:

800-300-9868 or  
609-654-6266

### MAIL:

Registration form with payment to:

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

### FAX:

Registration form with  
credit card # to:

609-654-4309



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## KEYNOTE PRESENTATIONS

### **Libraries Solve Problems!**

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

### **Hi Tech With Hi Touch —**

### **Libraries: Innovative & Inspiring**

**Erik Boekesteijn & Jaap van de Geer**,  
Delft Public Library

### **Gaming, Learning, & the Information World**

**Elizabeth Lane Lawley**, Director, Lab for Social Computing, Rochester Institute of Technology

► **Over 100 speakers**

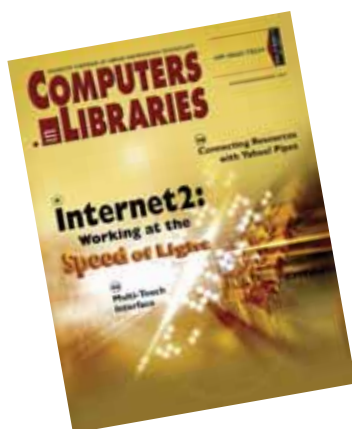
► **24 workshops**

► **5 simultaneous tracks**

► **Over 100 in-depth sessions**

► **Internet@Schools East**

► **Free cybertours**



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