

KEYNOTE & AIPP AWARDS PRESENTATION

Civic Auditorium

Who Needs Internet Librarians Anyway?

9:00 a.m. – 9:45 a.m.

Hope Tillman, President, Special Libraries Association; Director of Libraries, Babson College; author of Internet Tools of the Profession

"All the information that we need is on the 'Net and it's all free. Why do we need librarians?" Our speaker disputes this thought with concrete examples of librarians and information specialists who are currently adding value to their organizations and providing critical services to their clientele.

Coffee Break—A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

CONTENT MANAGEMENT
TRACK A

Rooms C101-103

Content management is one of the key activities of Internet librarians, whether it involves acquiring the content; integrating it into databases, intranets or portals; or organizing it using information architecture strategies, taxonomies, and other systems which make it accessible to clients and users. This 3-day stream of programs focuses on the tools, techniques, and experiences of those involved with content management.

Content Management: Focus on Intranets & Portals*Organized and moderated by Stephen Abram, IHS Micromedia*

Day one covers information architecture, tools and experiences by intranet librarians in the private, public and academic sectors. Join these speakers for interesting stories and ideas, as well as the lessons they have learned.

Making IA Real: An Overview of an Information Architecture Strategy

A101

10:30 a.m. – 11:15 a.m.

Chiara Fox, Information Architect, PeopleSoft, Inc.

Information architecture is the art and science of organizing information to ease users' search for information. While this sounds straightforward enough, it is often difficult to know how to begin an information architecture project. Many sites are large, complex and contain vast amounts of information. How do you begin to organize it? What are the steps involved? This session looks at the major phases of a typical information architect strategy, including content analysis, user testing, and opinion leader interviews. It also looks at some IA deliverables, such as blueprints, wireframes and controlled vocabularies.

HealthyNJ: A Consumer Health Portal

A102

11:30 a.m. – 12:15 p.m.

Micki McIntyre, HealthyNJ Librarian, University of Medicine & Dentistry of New Jersey

HealthyNJ is a project of the UMDNJ University Libraries. The Consumer Health Information Task Force, comprised of librarians from

each of the four UMDNJ Campus Libraries, developed the content of this Web site to meet the healthcare information needs of consumers, particularly the citizens, policymakers, and healthcare professionals of New Jersey. HealthyNJ is divided into sections: Health & Wellness, Diseases & Conditions, Health in NJ, and the Reference Desk. What makes this site unique is the "Health in NJ" section and the different pages of state resources for each of the specific healthcare topics. This session focuses on the issues, challenges, and experiences in building the portal, especially the development and funding of this site, a cooperative venture with academia, big business and library organizations.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Building the Extranet: Being an Internal Consultant in Your Company

A103

1:45 p.m. – 2:30 p.m.

*Trudy Katz, Vice President, Information Center, MasterCard International
Cassandra Targett, Special Editions Editor-in-Chief, Northern Light Technology, Inc.*

Katz discusses the steps that led to being asked to be the internal consultant to assist in building e-Business News — an extranet for MasterCard's member banks. Katz and Targett share their experiences and outline the issues, challenges, and timeline involved with this project, including team development, "buy in" from stakeholders, and page development, content development and query development using a third-party vendor.

Coffee Break—A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

State Librarians' Development of New California Government Web Portal, "My California"

A104

3:15 p.m. – 4:00 p.m.

*Patricia Zografos, Library Technology Specialist,
Kristine Ogilvie, Senior Librarian, and
John Jewell, Director, State Library Services, California State Library*

When the Governor of California asked his staff to replace the current state home page with a new interactive page, librarians from

the California State Library were recruited to do the content integration and organization of the governmental agencies' material into a new site called "My California." Working on a very short timeline, which had to coincide with the Governor's State of the State message in January 2001, a core team of librarians, assisted by other librarians and consultants from the State Library, put together the information which became www.ca.gov. This session shares their experiences with other Web content developers.

From Library Web to Portal: Mapping Content, People and Purpose — Trying New Tools

A105

4:15 p.m. – 5:00 p.m.

*Terence K. Huwe, Institute of Industrial Relations,
University of California, Berkeley*

Lillian Woon Gassie, Senior Systems Librarian, Naval Postgraduate School

The first speaker talks about supporting a new research mandate which emphasizes electronic dissemination and virtual community building, and library management of all Web and Internet services. Huwe describes the evolution of library Web services into an academic portal that reaches faculty, students and other stakeholders, including organized labor and public policy makers. The session focuses on both the nuts and bolts of growing library-based portal solutions, and the political strategies that help librarians step into leadership roles as they face successive waves of technological change. The second speaker presents the technical aspects of building a portal using an open source, object-oriented Web development tool called Zope which enables the collaborative creation and management of dynamic portals. With Zope, one can easily build features such as site search, news, personalization, Web-logs and e-commerce. The session covers how Zope works and shows some impressive Web sites that have been built with it. It discusses the hidden costs of free, open source software, and what it takes to build a Zope-powered site.

NAVIGATING THE NET TRACK B

Civic Auditorium

Navigating the Net: Searching & Searchers

Organized and moderated by Barbara Quint, Editor, Searcher Magazine

In this world of end users where more and more information professionals apply their skills and resources to working with clients who share our access to online information, no expertise has greater importance than the skills of a working searcher. Hands-on experience underlies all serious Web work. With even quality Web sites coming and going and changing content too quickly, staying on top of Web searching skills becomes more vital than ever. As the Virtual Library emerges from the Web mists, promising virtual collections to anyone with a connected computer, managing search sources and results equates with building a working library collection. Join us to keep your skills green and golden.

Amphibious Research Skills: Strategies for Super Searching

B101

10:30 a.m. – 11:15 a.m.

Mary Ellen Bates, Bates Information Services

Fee or free? Web or professional online services or hybrids? Search engines or the Invisible Web? Online searchers need to know how to evaluate all the information terrains, how to decide which resource to use where and why. Bates provides tips, tools, and technologies for choosing the most appropriate type of resource and pulling all the disparate types of material together.

Lies, Damned Lies and the Internet

B102

11:30 a.m. – 12:15 p.m.

Anne Mintz, Director of Knowledge Management, Forbes Inc.

In this age of Internet nomads and mass acceptance of online information on the World Wide Web, what if new dangers emerge not from a lack of competence by database publishers or searchers, but from a malevolent competence? Dangers like deliberate deception, deliberate misinformation, and half-truths that can be used to divert a seeker from the real information being sought. How many ways can people find to use new technologies to support lies, deception, misdirection, spin control, propaganda, and all other forms of misinformation? Do any protections exist for online searchers? This presentation gives examples of this misinformation and advice on how to protect oneself from the dangers it poses.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Revelations: All the Web Is Invisible Until One Finds What One Seeks

B103

1:45 p.m. – 2:30 p.m.

Marylaine Block, Librarian Without Walls

Vickie L. Kline, Head of Technical Services, York College of Pennsylvania

Searchers need both a framework for understanding where they should start looking and a knowledge of how search engines and other basic services solve problems. Block focuses on librarians and the current information landscape. Underlying the structure of any source selection and any search strategy is a mental framework of who produces information that might satisfy an information need and why. With the massive flow of Web data before us, we need to hone our knowledge of the source behind the source behind the source. Block helps us map the sub-structure of sourcing. Search engines, Web portals, and metasearchers have multiplied like rabbits in the past year. But do more choices mean better choices? Do any of these sites have what it takes to stay on top? Hear Kline's tips for evaluating current search tools and exploring a few next-generation prototypes that might change your searching.

Coffee Break—A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Cool Web Tools: Who Uses What and Why**B104****3:15 p.m. – 4:00 p.m.**

Sheri Lanza, President, Global InfoResources Inc.
Debbie Hunt, Principal, Information Edge

Upgrade your collection of software, plug-ins, utilities, and add-ons. Identify the handy services to take the burden off your busy desktop. Advise your clients on how to improve their own searching. Our speakers discuss common problems identified by Web searchers and the software or services that enable working searchers to make the most of Web resources.

Hot Pursuit: Key Sources & Strategies of Dedicated Searchers**B105****4:15 p.m. – 5:00 p.m.**

Carole Levitt, President, Internet for Lawyers
Risa Sacks, President, Risa Sacks Information Services

When the stakes are high and “failure is impossible,” what do the pros do? From locating people to finding assets for identifying official (and unofficial) company affiliations, the first speaker, a cyber-sleuth who “digs up dirt on people, places and companies,” provides you with the best free sources on the visible Web and the best buys on the Invisible Web. The second speaker focuses on integrating telephone and online research. She talks about how to use the Internet and the intranets to prepare for telephone research and, conversely, how to use telephone research to supplement and validate Web-based research.

**WEBWIZARDS' SYMPOSIUM
TRACK C****Rooms C104-105**

This three-day stream focuses on Web design, development, management, tools and techniques, as well as a full-day focus on usability and interface design.

**WebWizards' Symposium:
Focus on Design & Development**

Moderated by *Richard Geiger, San Francisco Chronicle*

What works? What doesn't? How do you use XML? What about accessibility? Join our speakers for real-world discussions, tips, and techniques as they share their experiences.

Britney Spears Does Physics: Lessons from the Collaborative Web Management Trenches**C101****10:30 a.m. – 11:15 a.m.**

Cathy Nyhan, Electronic Services Manager, and Karen Strauss, Manager, Outreach & Community Database Services, San Francisco Public Library

Buy-in. Territoriality. Personal style. Meetings from hell. The San Francisco Public Library has had to survive these, and more, to make the transition from a loosely-organized, bare-bones, text-only Web site managed by one person, to one that is a 24/7 graphical Web site collaboratively managed by assorted library staff. Presenters humorously, but with a practical bent, review the Library's organic Web site development from inception to the present, including various orga-

nizational structures along the way. They share their experiences, suggestions and lessons learned regarding collaborative versus unilateral Web management models, the critical role guidelines play, and the possibility of retaining one's sense of humor through it all.

Rebuilding a Library Web Site for the 21st Century**C102****11:30 a.m. – 12:15 p.m.**

Holly Yu, Library Web Specialist & User Services Librarian, JFK Memorial Library
Scott Breivold, Media Services Specialist and User Services Librarian, Chad Kahl, Community College Outreach Librarian, and Stephen Sottong, Engineering and Computer Science Librarian, California State University Los Angeles

Members of the CSULA Web Development Team suggest ways to approach a library Web site redesign. They discuss their plans for taking a first-generation, static Web site into the 21st Century by: analyzing usage statistics and conducting usability studies; exploring database-driven and dynamic Web design; and utilizing Web accessibility tools. Learn how they plan to maximize information collected from these studies to create a new site that is more intuitive, easier to maintain, and ADA-compliant.

Lunch Break—A Chance to Visit the Exhibits**12:15 p.m. – 1:45 p.m.****XML for Libraries****C103****1:45 p.m. – 2:30 p.m.**

Roy Tennant, Web & Services Design Manager, eScholarship Initiative, California Digital Library

The eXtensible Markup Language (XML) is arguably the most important technical development for libraries since the Web. XML is a relatively simple yet powerful method to encode anything from data to full-text in a way that can be easily transported and manipulated by software. Librarians are already using it to accomplish a variety of tasks using methods that are easily transferrable to other libraries. This session provides a brief introduction to XML and quickly moves on to how XML can be used to solve specific library problems and enables new opportunities.

Coffee Break—A Chance to Visit the Exhibits**2:30 p.m. – 3:15 p.m.****Web Management: Scoping Web Projects & Using Statistics****C104****3:15 p.m. – 4:00 p.m.**

Jeanene Landers-Steinberg, Web Director, SchwabLearning.org
Bill Pardue, Electronic Resources Specialist, Arlington Heights Memorial Library

After twelve years of “bricks and mortar” experience, Schwab Learning made a strategic decision to build a scaleable Web site to help parents of children with learning disabilities. This small, local San Francisco Bay Area center started this endeavor by learning more about the parents they wanted to serve. During the summer of 2000, Schwab Learning conducted user research that yielded hundreds of needs for the audience they wanted to reach. Our first speaker

GENERAL CONFERENCE—TUESDAY, NOVEMBER 6

explains how SchwabLearning.org's Web team prioritized these users' needs to enable them to launch a robust Web site in six months. Traditional Web server statistics count the number of times a Web site's pages have been "sent" to viewers, but usually cannot tell how often the links to external Web sites (their Virtual Library) have been used. Using "redirection scripts" (in this case, written in PERL) you can tell when and how often each link has been used, as well as whether the user was inside or outside the library. The "raw data" can then be analyzed using tools such as Microsoft Access. The resulting information can then be used as input for determining "collection levels" for Web site selection. The second speaker discusses redirection scripts, Web site usage statistics, and covers "cleaning up" data to eliminate excessive click-through counts from search engines and making sure that usage information is collected without compromising patron privacy.

**Webmasters' Round Table:
Accessibility, CGI, & More**

C105

4:15 p.m. – 5:00 p.m.

- Darlene Fichter, University of Saskatchewan Libraries*
- Roy Tennant, Web & Services Design Manager, eScholarship Initiative, California Digital Library*
- Greg Notess, Reference Librarian, Montana State University - Bozeman Library*
- Terry Brainerd Chadwick, President, InfoQuest! Information Services*
- Walt Howe, Delphi Internet Services Corp.*

Early Web sites were widely accessible because they were primarily plain text. As Web sites have added enhanced features — images, sound, animation, scripting, etc. — they have become less accessible. To ensure Web access to everyone regardless of disability, many governments have mandated that publicly funded Web sites meet basic accessibility guidelines. This session describes what Web site accessibility is and why it is important; the benefits and costs of implementing accessibility features; the W3C and U.S. federal Web site accessibility guidelines and regulations; how to conduct a basic Web site accessibility audit; and how to design a Web site that meets basic accessibility standards.

AIIP TECHNOLOGY AWARD

Tuesday, November 6, 2001
9:00 a.m.

Information Today, Inc. is pleased to announce that the Association of Independent Information Professionals (AIIP) will present the third annual AIIP Technology Award during the opening keynote session of Internet Librarian 2001. The award recognizes innovative products that enhance the working environment of the independent information professional.



EXHIBIT HOURS

Tuesday, November 6 9:45 a.m. – 5:45 p.m. Reception 5:00 p.m. – 5:45 p.m.
 Wednesday, November 7 9:45 a.m. – 5:45 p.m. Reception 5:00 p.m. – 5:45 p.m.
 Thursday, November 8 9:45 a.m. – 2:30 p.m.Finale 1:15 p.m. – 2:00 p.m.

**DIGITAL REALITY
TRACK D**
Room C106

Electronic resources are our stock and trade these days, whether it's digital content, digital services, or digital training and e-learning. This three-day stream focuses on the strategies, services, contracting, and training that we're dealing with in the current e-world and that which we will see more in the future.

Digital Reality: Strategies & Services

Organized and moderated by Rebecca Jones, Dysart & Jones Associates
 Never before have we been presented with such an array of material types and options for creating and delivering innovative collections and services to our clients and patrons. Digital content and materials are appearing everywhere we look and the pressure to digitize our physical collections continues to mount. This track explores the whole question of digitizing resources and looks at the strategies and services various types of libraries are pursuing with digital collections.

**Digitizing the Library of Congress:
Potential or Incredible Waste?**

D101

10:30 a.m. – 11:15 a.m.

- Roy Tennant, Web & Services Design Manager, eScholarship Initiative, California Digital Library*
- Rich Wiggins, Senior Information Technologist, Computer Laboratory, Michigan State University, and Author and Lecturer, Netfact.com*

Many people assume that the entire monographic holdings of the Library of Congress will soon be available online. Tennant, in person, and Wiggins, via video, provide a thought-provoking debate on the possibility and desirability of making that a reality. Can we truly digitize millions of books? Should we? The issues discussed are not that different than those that face any library needing to make tough decisions about digitizing material. Come hear what these two friendly but feisty colleagues have to say about it.

**Digital Bricks & Clicks for
Information Services**

D102

11:30 a.m. – 12:15 p.m.

- Eleanor Fye, Corporate Memory Program Manager, Microsoft Corp.*

This session looks at the strategies, challenges and successes of initiating, managing and operating a virtual library. It draws from many working applications and experiences and shares the lessons learned.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Digital Collections Online (DCO): Find the Resources You Need Fast!

1:45 p.m. – 2:30 p.m.

Heidi N. Abbey, *Digital Collections Librarian,*
University of Connecticut Libraries

Kathleen Labadorf, *Undergraduate Services Librarian,*
University of Connecticut Libraries, Research & Information

With so many content-rich digital collections and digital libraries available online, how does a librarian locate online primary materials for users in an efficient way? This presentation will outline how two librarians used Microsoft Access, ColdFusion, HTML, and Dublin Core metadata standards to create Digital Collections Online (DCO) that offers access to hundreds of digital resources available on the Web today. The DCO is available at <http://norman.lib.uconn.edu:6550/DigitalCollections/>.

D103

how a state-supported university library and a county public library developed a common bond to share technologies and resources, enhancing services to local users through the use of wireless networks, shared catalog platforms and servers, as well as locally-produced historical and other databases. It highlights the shared services and systems and leads the audience through a series of critical questions and decisions that involve navigating the maze of policies, cultures, and politics at the university system, local university, public library, vendor, and county levels. It features the following shared services and platforms: Shared Voyager Online Catalog, Wireless point-to-point network, and jointly developed local historical databases and community services such as a cemetery locator, obituary index, census index, and a local social and human services database.

Coffee Break—A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Close Encounters of the Cooperative Kind: Politics & Policies for Successful Library Cooperation

3:15 p.m. – 4:00 p.m.

David Timm, *Senior Information Processing Consultant, and*
Arne J. Arneson, *Director, Teaching Learning Resources/University Library*
University of Wisconsin — Stevens Point
Robert J. Stack, *Director, Portage County Public Library*

Digital technologies can enable and enhance resource sharing, particularly in situations with natural ties. This presentation illustrates

D104

The Information Center Model: A Brave New World Without Books

4:15 p.m. – 5:00 p.m.

Stephanie R. Davis, *Librarian, School of Social Work, and*
Linda Weber, *Education Librarian, Waite Phillips Hall,*
University of Southern California

What happens to a library when the books and journals are removed? In 1998, the University of Southern California Information Services Division closed the Education and Social Work libraries, merged books and journals into the main book stacks, and deployed each librarian to Information Centers in their respective schools. Each Center provides access to a rich array of online resources with the librarian available to assist their constituents. While there are advantages and disadvantages to this model, it is an option that deserves discussion by librarians serving an increasingly digital generation of users and as multi-branch library systems struggle with delivering more services with limited funding.

D105

TUESDAY EVENING SESSION Rooms C101-103

THE *TASINI* DECISION: The End of Full Text as We Know It?

7:30 p.m. – 9:00 p.m.

Barbara Quint, *Editor, Searcher Magazine, Carol Ebbinghouse*, *Library Director, Western State University, College of Law,*
Jonathan Tasini, *President, National Writers Union, George Plosker*, *Gale Group, Michael Traynor*, *Attorney, Cooley Godward LLP,*
James Barcelona, *Senior VP and Corporate Counsel, ProQuest, Stephen Arnold*, *Arnold Information Technologies, and*
Simon Bradstock, *Director of Global Marketing Communications, Factiva*

Southern California Online Users Group (SCOUG) Meets TONIGHT!

On June 25th, 2001, the U.S. Supreme Court decided the *Tasini* case once and for all. Freelance authors retain copyright over electronic reproductions of their work. Any publishers who do not have written contractual authorization for electronic reproduction are copyright infringers, whether they use the material on their own Web sites or pass it on to commercial services. The damage extends to the database aggregators who collect and merge material from various publishers and the online search services they supply, both traditional and "Net Newbies."

What does this mean for information users and the information industry? Will the vast edifices of full-text online extending back two decades be torn apart as publishers and vendors strip out unauthorized materials? Will searchers have no way to assure clients that they have searched a title "cover-to-cover" by any definition of that phrase? Are immediate full fixes possible? Could damage costs decided by lower courts cripple publishers and vendors alike?

SCOUG, the official sponsor of the evening, brings together executives from the major database aggregators and search services to answer these questions and inform customers and users of just where we all go from here.

KEYNOTE

Civic Auditorium

Library Science and Usability Engineering: Making the Net Effective

9:00 a.m. - 9:45 a.m.

Eric Schaffer, CEO, Human Factors International

The Net holds enormous promise as a way to access and share information — a wildly exciting challenge. Now that the bubble has burst for e-commerce it is STILL very exciting. But there is a specter that limits the value and accessibility of information on the Net. This specter can only be vanquished by the concerned combination of library science and usability engineering efforts. This work has begun, but has a long way to go. Our speaker gives concrete examples of the way the design decisions can limit access to information on the Internet. He suggests a methodology that ensures the effectiveness of sites providing masses of information.

Coffee Break—A Chance to Visit the Exhibits

9:45 a.m. - 10:30 a.m.

CONTENT MANAGEMENT
TRACK A

Rooms C101-103

Content Management: Focus on Taxonomies*Moderated by Susan Klement, In a Nutshell*

As a key piece in managing content, organizing knowledge relies heavily on taxonomies, lexicons, coding systems and tools. In this full-day in-depth look at the critical areas of CM, experts in categorization systems and technologies provide a range of sessions.

**The Power of Metadata:
Tips, Strategies & Cases**

A201

10:30 a.m. - 11:15 a.m.

Amy J. Warner, Thesaurus Design Specialist/Information Architect

This talk explores the power and utility of a Web site architecture that is richly based in metadata. Metadata, data used to describe other data (i.e., content objects or parts of those objects), are of various types, including administrative metadata (used in managing and administering content objects); descriptive metadata (used to describe or identify content objects); preservation metadata (used in the preservation management of content objects); technical metadata (related to system specifications for viewing or using a content object); and use metadata (related to the level and type of use of content objects). The talk defines these, and discusses how different metadata configurations can be used to enhance the power and flexibility of the search and browse functions in a Web site. Numerous examples are provided to show how metadata can allow users to transparently construct queries through a point-and-click interface. This talk also explains the functionalities required from search and browse software to effectively leverage a metadata-driven Web site.

Creating a Corporate Taxonomy

A202

11:30 a.m. - 12:15 p.m.

*Betsy Farr Cogliano, Corporate Information Manager,
The MITRE Corporation*

This presentation provides an overview of the taxonomy project at MITRE, including goals, methodology, issues, and lessons learned.

The MITRE taxonomy uses a combination of automated and manual techniques. The talk focuses on the lessons learned from a pilot project, and the impact of these lessons in developing the Corporate Taxonomy. It also discusses the role of the corporate taxonomy in a larger Information Architecture project.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. - 1:45 p.m.

Quality Metrics for Taxonomy Development

A203

1:45 p.m. - 2:30 p.m.

Claude Vogel, Founder & CTO, Semio Corporation

Portals rely on good taxonomies for information accessibility and user satisfaction. Experience dictates that a good taxonomy should be intuitive, compelling and useful, but how best to accomplish this goal? This presentation discusses a practical methodology for developing a good taxonomy, including using a quality plan framework as the backbone of your portal initiatives, key characteristics of a good taxonomy, tactics for ensuring that your taxonomy is easy to develop, validate and maintain, and tips for increasing the information value, accuracy and completeness of your taxonomy.

Coffee Break—A Chance to Visit the Exhibits

2:30 p.m. - 3:15 p.m.

**Taxonomy Perspectives:
The Good, the Bad & the Useful**

A204 & A205

3:15 p.m. - 5:00 p.m.

*Katherine C. Adams, Information Architect, Mohomine**Andrew Feit, EVP, Marketing, Quiver, Inc.**John Lehman, Founder, President and CEO, Sageware, Inc.**Paul Andersen, Business.com*

This panel discussion provides many different perspectives around choosing, developing, using, and getting the most out of taxonomies. Adams discusses the debate over the implications of deploying hierarchies, taxonomies and other rigid structures of organization and how meaning is established contextually with taxonomies, mitigating against the complexities of language and rep-

resentation in the information retrieval process. Feit explores the new world of “cyborg” taxonomy tools and techniques and how they may be more efficient and accurate in organizing knowledge. Also Discussed is authority control (which manifests itself through thesaurus or taxonomy construction) and how it has become increasingly difficult for information architects because the Internet changes the “fundamentals” and standards so often. Lehman shares his experiences with categorization in the marketplace. Each panelist will use real-world applications to illustrate their perspective.

NAVIGATING THE NET TRACK B

Rooms C104-105

Navigating the Net: Focus on Virtual Reference

Organized by **Steve Coffman**, LSSI

Moderated by **Doris Helfer**, California State University, Northridge

Technology, changing environments, online communities, and demand for services are all driving us to new vistas. This track focuses on new ways of providing reference service using the latest technology and strategies.

Virtual Reference: From Inception to Acceptance

B201

10:30 a.m. – 11:15 a.m.

Stephen Coffman, LSSI

Kay Henshall and remote librarians from representative virtual reference projects around the world.

This session introduces the concept of virtual reference, from its very early origins to its implementation and wide ranging acceptance. Coffman describes the landscape, technologies, successes, and challenges, as well as the work that remains to be done. It includes a live, real-time tour of some of the best virtual reference services in the world (special, academic and public), showcasing technology, Web-front ends, policies, training, back office tools, knowledgebase and everything else that goes into making a great virtual reference system.

Q&ACafe: A Real-Time Virtual Reference Model Project

B202

11:30 a.m. – 12:15 p.m.

Christine H. Mackie, **Kathy Shields**, **Bonnie Blacklaw**, **JoAnn Rees**, **Mary Beth Train**, and **Martha Kinne**, Librarians, Redwood City Public Library

Hear from the librarians involved in the Q&ACafe — the real-time virtual reference project in the San Francisco Bay Area, sponsored by the Golden Gateway Library Network. They discuss the project, provide a description of a typical reference interaction and demonstrate the software they use.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Real-Time Live-Chat Reference

B203

1:45 p.m. – 2:30 p.m.

Barbara J. Pitney, Reference Services Coordinator,

King County Library System, and

Stacy Olkowski, Business/Economics Reference Librarian, University of Chicago

While chat technology has been available on the Web for some time the application of this technology in libraries presents new possibilities in extending remote reference services and making the library's resources more visible. This session looks at two different applications: The King County Library System with 41 branches, which is providing an Internet-based real-time, live-chat homework help service; Ask A Librarian Live, using LivePerson software and the University of Chicago. Speakers share their experiences, successes, and challenges, including staffing of a real-time live-chat service without hiring additional staff, remote reference use policies, statistics concerning the number and types of questions asked, Web sites used, average time per question and percentage of calls originating from library verses remote users.

Coffee Break—A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Virtual Reference at the Reference Desk: Making E-Reference EZ

B204

3:15 p.m. – 4:00 p.m.

Marcia Henry, Database Librarian, California State University Northridge

Michael Barrett, Chair, Reference & Instructional Services, CSUN

Stephen Marvin, Reference Librarian/Business & Social Sciences Subject Coordinator, FHG Library, West Chester University

Is it possible to handle a full array of reference services from the reference desk—walk-in, e-mail (asynchronous), telephone—in addition to online, interactive (synchronous) reference? What would be the protocols for handling separate audiences: in-house, Internet, and telephone? What are the standards and performance criteria? What equipment and services are necessary? This session provides a discussion of the logistics of providing a virtual reference service.

Real-Time Digital Reference: The UCLA Project

B205

4:15 p.m. – 5:00 p.m.

Alice K. Kawakami, Instructional Technology Coordinator,

UCLA College Library

Web contact center software used by commercial firms to provide live customer service, including text-based chat and collaborative browsing, can be adapted by libraries to address the reference needs of remote users. This technology allows the librarian to escort users through Web pages—what appears on the librarian's screen appears on the caller's screen as well. The University of California, Los Angeles, conducted structured testing of two software programs to develop guidelines, scripted chats, and bookmarked sites for resultant pilot projects. The challenges of developing and implementing a real-time digital reference project using collaborative browsing software are discussed.

**WEBWIZARDS' SYMPOSIUM
TRACK C**
Civic Auditorium
**WebWizards' Symposium:
Usability and Interface Design**

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

Web developers look at Web site usability tools & techniques to help optimize the user experience. How do we know that we're delivering an excellent Web-based service? How can we improve on what we do? Discover how different libraries are applying usability testing techniques to help improve Web sites and electronic services. Learn what users want and don't want. Take home information and ideas for tests and techniques to use. Some of these sessions may surprise you and challenge you to think differently.

User Testing Made Easy
C201
10:30 a.m. – 11:15 a.m.

Anne M. Platoff, Web Master/Instruction Librarian, and
Jennifer Duvernay, Science Reference Librarian,
Arizona State University Libraries

Many library users are becoming more self-sufficient and expect quick, easy access to information online. Often they use different research approaches than those used by librarians. Therefore, libraries are struggling to design Web sites that are easier for a wide variety of users to navigate. The key to success is allowing testing to guide the design of the site. It sounds like a daunting task—best left to expensive consultants. However, with practice, anyone can design a quick, cheap user-testing strategy that will produce results. Speakers present techniques you can use to design for usability.

**Redesigning the Information Playground:
Kansas City Public & California
State U Usability Studies**
C202
11:30 a.m. – 12:15 p.m.

David King, Information Technology Librarian, Kansas City Public Library

Susan M. Thompson, Library Systems Coordinator, California State University, San Marcos

Steve Espinoza, Information Technology Consultant, California State University, San Marcos

This session provides case studies with speakers sharing their experiences and lessons learned. King describes Kansas City Public Library's recent foray into Web site usability testing utilizing a combination of usability testing techniques, including an analysis of Web site usage statistics, performing a cognitive walkthrough of the Web site, and performing a usability test of both library customers and staff. He summarizes the findings, especially those used to redesign the Web site in terms of design and in information flow. Since most libraries don't have the luxury of conducting usability testing in controlled laboratory settings, Thompson discusses practical options for conducting more sophisticated usability studies to include remote and recorded observation components. They illustrate using Cal State San Marcos' experience in using Timbuktu and NetMeeting software to supplement mediated interviews and task-

driven testing with remote and unobtrusive observation of usability test subjects.

Lunch Break—A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.
**Testing Out the Enemy:
Taking a Closer Look at Questia.com**
C203
1:45 p.m. – 2:30 p.m.

Elaina Norlin, Assistant Librarian, University of Arizona
Tiffini Travis, Psychology and Communications Librarian,
University of Arizona

Questia.com has started to market its products and services directly to undergraduate students, spawning numerous library discussions and evaluations of the Questia.com product. Many information professionals have personally evaluated the services and either deemed it to be successful and a threat or an ultimate failure. However, what can we learn from Questia.com? A usability study is currently being conducted to have students evaluate Questia.com and compare it to large university library Web sites. Students perform different tasks at the Questia.com site and then at large university library Web sites. Do students find Questia.com easier to use? Or Library Web sites easier to navigate? The results may surprise you.

Coffee Break—A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.
**Usability Testing and Library Sites—Doing It
In-House or with an External Consultant**
C204
3:15 p.m. – 4:00 p.m.

Janet Tait, Head, Software Engineering Department, & Director,
InfoPath, University of California, San Diego

Darlene Fichter, Data Coordinator, University of Saskatchewan Libraries
Marla Mayes, Consultant, Northern Lights Internet Solutions Ltd.

The UCSD Libraries began its Portal Project in April 1999. The Portal is intended to integrate the 14 existing branch library sites into a single site with a consistent presentation designed to meet users' needs. Janet Tait will discuss how usability testing was carried out with the portal project and some of the key findings.

When The Alberta Library decided to launch TAL Online, a province-wide gateway to 25 million books (and other materials) at 232 libraries, they recognized that a usable site was critical to the project's success. The Alberta Library worked with a usability consultant to design and conduct testing, make recommendations and fine-tune the user interface. Find out what tests were performed, the pros and cons of working an external consultant, and some of the key results.

Usability & Politics
C205
4:15 p.m. – 5:00 p.m.

Mike Prasse, Consulting User Interface Designer,
Manager, OCLC Usability Lab

The job seems straightforward. Watch people use your Web site or information product, collate the results and present the evidence.

Voila, the site is changed and works for the users! It's rarely this easy. Prasse shares some of his experiences as a user interface designer of information products and services for more than 15 years. Learn how your findings are just the beginning, and find out about the challenges of working with developers and others to get changes actually implemented.

DIGITAL REALITY TRACK D

Room C106

Digital Reality: Training & E-Learning

Organized and moderated by **D. Scott Brandt**, *Purdue Libraries*

Not exactly a juggernaut in the Internet world, education is more like a slow-moving force, which has been gradually making itself felt online. We look at several aspects here, from Internet training to information literacy to e-learning. We combine these various elements of training and learning to present a balanced blend of vision, plans and practical applications. We cover a lot of ground, ranging from how Internet-related learning impacts the library world to how we in libraries can improve learning in an Internet-based environment. Sit in on this track to see where training and learning have been, where they are now, and where they're going.

Keeping Up with the Changing Face of Learning

D201

10:30 a.m. – 11:15 a.m.

Stephen Abram, *Vice President, IHS/Micromedia Limited*
Jean M. Heilig, *Director, Research and Information, Jones e-global Library*
Bonnie Burwell, *Burwell Information Services*

Everywhere we are bombarded with changes regarding learning, from new theories to new technologies. Currently there is a lot of buzz about e-learning, which attempts to incorporate new ways of acquiring knowledge into online settings. We start out by taking a look at issues involved in e-learning. The speakers review how various types of learners can operate in this new environment, and what qualities are needed (by both learners and the technologies they use) to be successful.

Moving Forward with Information Literacy

D202

11:30 a.m. – 12:15 p.m.

Billie E. Walker, *Reference Librarian, and*
Nancy H. Dewald, *Reference Librarian, Penn State University*
Donna Kelly, *Academic Librarian, St. Petersburg (FL) College*

There has been an emphasis for several years in academic settings to formalize information learning as a literacy program. This includes an emphasis on measurable learning objectives, standards for performance and knowledge acquisition, and application to lifelong learning. First, we have speakers discuss how librarians can incorporate national standards into hour-long classes on Internet Searching. Second, we gain insight into the evolving nature of tools that supplement information literacy, Web guides and pathfinders.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Blueprints for Building Courses

D203

1:45 p.m. – 2:30 p.m.

Bill Pardue, *Electronic Resources Specialist, Arlington Heights (IL), Memorial Library*
Marcy Dunning, *President, Wanda McDavid*, *Director of Business Development, and Judy Goater*, *Director of Information Services, Access/Information*

Want to know what it takes to build a course or training session to help facilitate learning? There is a big difference between just "winging it" and designing and developing teaching or training which pays attention to more than just content. One speaker will discuss what his public library did to formalize their Internet courses, emphasizing forms used in the design process, methods for collaborative review, and the development of evaluation materials. Another group discusses a course on searching (Preventing Search Rage), focusing on class planning, class development, core markets, presentation skills, presentation styles and content.

Coffee Break—A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Practical Approaches to Learning

D204

3:15 p.m. – 4:00 p.m.

John Ferguson, *Instructional Services Librarian, Richland College (TX) Library*
Jeanne Holba Puacz, *Systems & Reference Librarian, and*
Christine Bradfield, *Associate North Branch Manager, Vigo County (IN) Public Library*

We are always in need of additional practical systems and techniques to support learning. One approach is to strengthen learning by integrating reinforcement into as many different aspects of the learners' lives as possible. A presentation of how this is done in a college setting is given, emphasizing connecting training to strategic plans. Complementing this is an overview from a public library setting of proven training methods which can turn technophobes into techies as well as key tips and strategies from trainers at the Gates Foundation.

Back to the Future

D205

4:15 p.m. – 5:00 p.m.

Grada Schadee, *Haagse Hogeschool, Sector Informatica, IDM (Library and Information Services), Rotterdam, The Netherlands*
Elaina Norlin, *Assistant Librarian, Arizona University*

To wrap up this track, we look back at the beginning from the end. It is important that we try to keep things in perspective, learning from the past in order to do better in the future. And that applies to learning as much as anything else. With that in mind, we turn here to two aspects that deal with how to do things differently in the future. In the first presentation, we look at librarianship as a profession and where training new librarians is heading. In the second, we look at librarianship as a practice for insight into creative ways to market and sustain new technologies, products and services.

KEYNOTE
Civic Auditorium

Evolving Internet Technologies: Search Engines

9:00 a.m. - 9:45 a.m.

Danny Sullivan, Calafia Consulting, & creator of Search Engine Watch

This session by one of the world's leading authorities and Internet pioneers examines changes to major Web wide searching tools over the past year. He touches on search engine size developments, use of human beings, use of off-the-page criteria such as link analysis, the monetization trends — paid links, paid inclusion, etc. — attempts to improve search refinement, and more. He also discusses the implications of the evolving changes for Internet librarians and gives us some insight as to what to expect next year.

Coffee Break—A Chance to Visit the Exhibits

9:45 a.m. - 10:30 a.m.

CONTENT MANAGEMENT TRACK A

Rooms C104-105

Content Management: Wireless Applications

Moderated by *Jan Zastrow, President, HyperClick Online Services*

Streaming Content to Wireless Devices

A301

10:30 a.m. - 11:15 a.m.

Steve Arnold, President, Arnold Information Technologies

Arnold reviews the ROI (return on investment) forces that drive wireless information applications for medicine and other industries. These factors include [1] increasing the speed with which specific processes can be completed, [2] expanding opportunities for flexible work place options, [3] expediting data verification and data validation, [4] creating new ways to access "on point" content like information about medication, regulatory requirements, and similar "fact based inquiries," and [5] expanding opportunities for real-time and remote medical collaboration. In most health care delivery settings, the cumulative benefit of two or more of these ROI metrics provides a solid foundation on which to build wireless information delivery and access services in practice areas where the type of work and services delivered warrant the use of wireless technologies. The presentation concludes by looking at the opportunities for publishers and content providers in the wireless space.

Utilizing PDAs for Just-in-Time Retrieval of Medical Information

A302

11:30 a.m. - 12:15 p.m.

Keir Reavie, Education Coordinator for Clinical Programs, Library and Center for Knowledge Management, University of California San Francisco
Sandra Kendall, Mount Sinai Hospital
Jason Weshler, Mount Sinai Hospital

This presentation explores the use of personal digital assistants (PDAs) as a tool to assist physicians and medical students with the retrieval and use of information from bibliographic databases and the Internet to support patient care. Applications that can be used to create, transfer and use resources on PDAs are discussed, along with future considerations for using this developing technology to

better assist physicians to retrieve and use medical information on a just-in-time basis within their clinical practice.

Lunch Break and Exhibit Hall Grand Finale

12:15 p.m. - 2:00 p.m.

Join us in the Exhibit Hall at 1:15 p.m. for coffee, ice cream, and door prizes.

VoIP, WAP, and Beyond!

A303

2:00 p.m. - 2:45 p.m.

Jan Zastrow, President, HyperClick Online Services

VoIP (Voice over IP), WAP (Wireless Application Protocol), SMS (Short Message Service), VoXML (Voice XML)—alphabet soup? You bet! Join us for a look at the newest voice and wireless technologies and their potential library applications. Discover the latest trends in information sharing using Internet telephony, wireless e-mail, dial-in audio and mobile alert services delivered to hand-held PDAs and cell phones. What sounds like science fiction today will be an everyday reality tomorrow ... and will inevitably change the way we design and deliver information services for our growing population of mobile customers. Come have a peek at the next Big Thing!

Nomadic Computing: Where Is It Leading Academia?

A304

3:00 p.m. - 3:45 p.m.

Vicki Coleman, Director, Clemons Library, University of Virginia
Denise Stephens, Director, Anschutz Library, University of Kansas
Bertie Greer, Assistant Professor, Northern Kentucky University

Universities are in the midst of some truly groundbreaking changes in the area of wireless computing and sharing content. One of these changes has to do with nomadic computing. In this session, panelists discuss their predictions for the impact of nomadic computing on:

- The way students learn
- How faculty will teach and conduct research
- Leadership with respect to technological change

In conclusion, they invite the audience to challenge the predictions based upon their experiences and beliefs.

NAVIGATING THE NET TRACK B

Civic Auditorium

Search lessons, misinformation, search engines and search strategies—join us and hear how the experts face searching challenges on the Web!

Moderated by *Dee Magnoni, Zephyr Information Services*

Search Engines & Enterprise Information Portals

B301

10:30 a.m. – 11:15 a.m.

Avi Rappoport, Search Analyst, Complete Guide to Search Engines for Web Sites, Intranets, and Portals, & www.searchtools.com

This session focuses on how an internal enterprise search engine can ferret out useful information so people can locate useful reports and documentation, discover related projects, find company experts, and generally make best use of their internal resources. It describes some ways to tweak the internal system for best results and to encourage log analysis and usability testing. It looks at the ROI of a simple search engine versus a more complex taxonomy and categorization system. Rappoport includes some good stories from the real world.

Search Lessons Learned: Identifying, Evaluating and Validating CyberGuides

B302

11:30 a.m. – 12:15 p.m.

Bonnie Burwell, Burwell Information Services

With input from *Nora Paul and Margot Williams, co-authors of Great Scouts! Cyberguides for Subject Searching on the Web*

Based on pre-conference interviews, this session first looks at the sources, tools and techniques Paul and Williams find most useful to keep Great Scouts!, their inventory of subject-based directories of Web resources, current and relevant. It moves on to discuss some new techniques you can use to create your own "cyberguides" to subject based resources.

Lunch Break and Exhibit Hall Grand Finale

12:15 p.m. – 2:00 p.m.

Join us in the Exhibit Hall at 1:15 p.m. for coffee, ice cream, and door prizes.

The Future of Web Search

B303

2:00 p.m. – 2:45 p.m.

Chris Sherman, Associate Editor, SearchEngineWatch.com; President, Searchwise, & co-author of The Invisible Web: Uncovering Information Sources Search Engines Can't See

New technologies are on the way that promise to dramatically alter the Web search landscape, changing not only the way you search but the types of information you'll be able to retrieve. These technologies cover the gamut from powerful data-mining tools that intelligently extract information from the Invisible Web, to sophisticated linguistic and visual interfaces that let you manipulate information in new ways. Our speaker shares his expertise and insights with respect to these technologies and the future of Web searching.

What Searchers— And Their End-Users—Need to Know

B304

3:00 p.m. – 3:45 p.m.

Claudia Striepe, Bibliographic Instruction Librarian, and Judy Harris, Collection Development Librarian, El Camino College

On the road to becoming the best searchers? Learn to search even better yourself and find out more about what you should teach end-user clients. Based on their experience with training faculty and students, the speakers focus on search strategies and tips as well as alternative retrieval tools. They discuss how to develop the right terminology and target the right sources for any search and any searcher. They provide tips for navigating and evaluating the new information search and retrieval tools that are emerging: Vivismo, Searchshot, Ixquick, and others, as well as low-cost periodical services like Magportal and Findarticles.

WEBWIZARDS' SYMPOSIUM TRACK C

Rooms C101-103

WebWizards' Symposium: Focus on Web Tools

Moderated by *Pamela Cibbarelli, Cibbarelli's*

Techno-Geeks: Gadgets, Gadgets, Gadgets

C301

10:30 a.m. – 11:15 a.m.

Barbara Fullerton, Electronic Sources Librarian, Pioneer Hi-Bred International

Brian Neale, Director of Information Technology, Meyers Nave

There are many, many technology gadgets on the market today. Meet an IT director and an electronics resource librarian as they introduce new gadgets for the 21st century. Gadgets include palm pilots, e-readers, blackberries, digital cameras, zip drives, handheld scanners, e-markers, scanners, portable printers, etc. The speakers discuss and show how the products are used in the workplace.

Video Streaming Applications: QuickTime, Real, and Windows Media

C302

11:30 a.m. – 12:15 p.m.

Yuwu Song, Web Developer/Instruction Librarian, Arizona State University

Streaming technology allows multimedia servers to deliver content in a continuous stream that can be decoded and played back shortly after being received. To download a traditional video clip it may take several minutes, while a streamed video clip can start to play within seconds. This capability makes streamed presentations time-saving—even on a 28.8 modem. There are a number of different video streaming technologies currently available. QuickTime, Real, and Windows Media represent the three most widely used streaming applications in the field. This presentation makes a comparative study of the strengths and weaknesses of the three primary video streaming tools.

Lunch Break and Exhibit Hall Grand Finale

12:15 p.m. – 2:00 p.m.

Join us in the Exhibit Hall at 1:15 p.m. for coffee, ice cream, and door prizes.

Win2K and Public Access Computers**C303****2:00 p.m. – 2:45 p.m.***Julia E. Schult, Access/Electronic Services Librarian, Elmira College*

One of the biggest questions for librarians who oversee public access computers is "When to Win2K?" Creating a secure yet flexible computer environment for your library users is quite a challenge, and as libraries move to Windows 2000, most will have to reconfigure their public Internet workstations. The speaker shows how her small college library configures tamper-proof Windows 2000 PCs on an NT network, using hardware, software, and systems controls to provide library patrons with a fully-enabled yet reliable research experience

Internet Tool Shop**C304****3:00 p.m. – 3:45 p.m.***Jim Hunter, The Columbus Dispatch*

This presentation is a fast-paced demo of 20-30 Internet tools, recommended by a news librarian. It provides tips about a wide range of tools that can be used in your daily work as well as integrated into your intranet sites.

**DIGITAL REALITY
TRACK D****Room C106****Digital Reality: Focus on Rights & Contracts***Moderated by Richard Hulser, Infotrieve***Digital Rights: Just What Can We Expect?****D301****10:30 a.m. – 11:15 a.m.***R.J. (Bob) Huggins, President & CEO, Cold North Wind
Gail Dykstra, Dykstra Research*

Although digital content and materials offer us tremendous opportunities, they are also a mine-field in terms of copyright and usage rights. This session introduces us to the emerging world of digital rights and digital rights management, and what we can expect to see from the creators and publishers of digital materials, and those developing the rights management. It's a world that information professionals must understand and must be prepared for to avoid the mines.

**Negotiating and Contracting
for Digital Materials****D302****11:30 a.m. – 12:15 p.m.***Toby Pearlstein, Director, North American Information Services, Bain & Co.*

Negotiating and contracting for content has never been easy. With so many digital materials now available, and so many contract and delivery options, it's even more critical to be fully prepared to negotiate the best deal and to then manage the contract effectively and easily. This seasoned contracting specialist explains the points to be aware of during the negotiating and contract management process, discusses where negotiation fits into the product/service acquisition process as well as what questions to ask, and provides some lessons learned from personal experience.

Lunch Break and Exhibit Hall Grand Finale**12:15 p.m. – 2:00 p.m.**

Join us in the Exhibit Hall at 1:15 p.m. for coffee, ice cream, and door prizes.

**Web Law Management:
Compliance with Web-Related Laws****D303****2:00 p.m. – 2:45 p.m.***Sandra Kae Rubel, Web Law Manager, Nortel Networks, Inc.*

This presentation provides the basic information a librarian, Web manager, or Web designer/developer must know to avoid liability. Topics to be covered include creating privacy policies, copyright and use of images and content on the Web, designing for accessibility, use of cookies and Web bugs, opt-in/opt-out policies and international concerns of global Web presences.

**Global Content Deployment:
Licensing & Rights****D304****3:00 p.m. – 3:45 p.m.***Peter Pearson, Manager, The Coca-Cola Company*

Like many global firms, Coca-Cola is licensing content to deploy in many countries. Pearson discusses the issues they are dealing with, the tactics they are exploring and the lessons learned so far.

CLOSING KEYNOTE**Civic Auditorium****Are We There Yet? Corporate Visions of Personal Computing Space****4:00 p.m. – 4:45 p.m.***Eric Flower, Librarian, University of Hawaii-West Oahu
Cindy Hill, Manager, SunLibrary, Sun Microsystems
Mary Lee Kennedy, Director, Knowledge Network Group, Microsoft Corporation*

Join us as we view and review Microsoft's *Information at Your Fingertips: 2005* and Sun Microsystem's *Starfire: A Vision of Future Computing*. Made during the mid-1990s, these forward-looking videos have become the star charts of computing space. Watch the videos, and help the panel figure out just where we are today, and how far we have to go, to attain these visions.