FINAL PROGRAM

Internet Librarian 2004

The Internet Conference and Exhibition for Librarians and Information Managers

November 15-17, 2004

Monterey Conference Center
Portola Plaza Hotel & Monterey Marriott
Monterey, California

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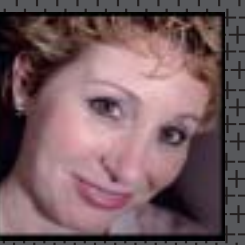

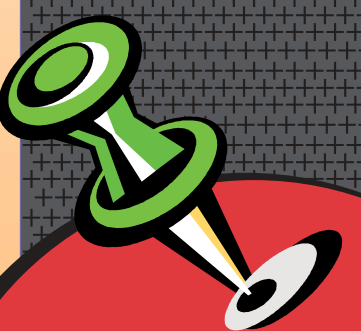

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CONFERENCE OVERVIEW

Communities of Interest
Join your colleagues on Sunday, November 14th from 4:30 – 5:30 p.m. for informal discussions around five different topics, and meet other attendees with similar interests. See page 24 for more details.

Grand Opening Reception
Information Today invites all attendees and exhibitors to the opening of the Internet Librarian 2004 exhibition celebrated with a networking reception on Monday evening from 5:00 p.m. – 7:00 p.m. Join us in a relaxed atmosphere to renew acquaintances and meet new colleagues.

AIIP Technology Award
Information Today, Inc. is pleased to announce that the Association of Independent Information Professionals (AIIP) will present the sixth annual AIIP Technology Award during the Tuesday keynote session of Internet Librarian 2004. The award recognizes innovative products that enhance the working environment of the independent information professional.

CD-ROMs
Don't miss a thing! All sessions are being recorded and are for sale at the conference. To order your CD-ROM at a special attendee savings, visit the Digital Record table located in the registration area for more information, or visit their Web site at www.digitalrecord.org.

Coffee and Danish Hour
Coffee and danish are provided for attendees Monday, Tuesday, and Wednesday mornings from 8:00 a.m. – 9:00 a.m. outside the San Carlos Ballroom (before the Keynotes). Complimentary coffee will be available in the Exhibit Hall Tuesday and Wednesday mornings at 9:45 a.m. The afternoon break on Tuesday is at 2:30 p.m. and the afternoon break on Wednesday is at 3:00 p.m.

Cybertours
Free 15 minute presentations covering a wide range of topics for Exhibit Hall visitors will be held on Tuesday and Wednesday at the CyberCorner in the Exhibit Hall. See page 24 for more details.

Internet Cafe
Check your e-mail during regular exhibit hours at the Internet cafe in the Exhibit Hall sponsored by YAHOO! SEARCH

Dine Arounds
Wonderful food and dining expeditions to the superb restaurants in the Monterey area are planned. So join your colleagues for an evening of terrific conversation, great food and lots of fun you won't soon forget! Check the boards in the registration area to sign up for the excursion of your choice!

Tuesday Evening Session
7:30 p.m. – 9:00 p.m.

Dancing with the Devil:Traditional Library Vendors Open Leading Web Search Engines

Organized by Barbara Quint, Editor,* Searcher *Magazine

More details, page 18.

Association Sponsors
Information Today, Inc. would like to thank The Association of Independent Information Professionals (AIIP), the Medical Library Association, and the Special Libraries Association for their support of Internet Librarian 2004.

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Internet Librarian 2004

We are pleased to present the eighth annual Internet Librarian conference and exhibition—the ONLY conference designed for information professionals who are using, developing, and embracing Net and Web-based strategies in their roles as information searchers, Webmasters and Web managers, content evaluators and organizers, product developers, and more. As the premier tools for information managers and librarians, Net technologies are the focus of this conference. It provides an active forum for our excellent speakers to explore the exciting range of issues and challenges facing information professionals today as well as an opportunity for you to network with other leading-edge Internet librarians.

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Internet Librarian 2004 Conference At A Glance

Preconference Workshops — Saturday, November 13

1:30 p.m. – 4:30 p.m.	W1: Facilitating: Getting a Group to Where They Need to Be - Cancelled	W2: Next-Generation Library Web Sites	W3: Practical XML & XSLT	W4: Finding Business Information Online	W5: CMS Basics	W6: Hold the Presses! News Research Revisited	W7: Current Awareness Delivery Options	W8: Multimedia on the Internet — - Cancelled

Preconference Workshops — Sunday, November 14

9:00 a.m. – 12:00 p.m.	W9: Searchers Academy	W10: Web Managers Academy	W11: Weblogs/ RSS 101	W12: Harvesting Metadata Using OAI-PMH	W13: Understanding Your Learners' Needs	W14: Raising Money - Cancelled	W15: Federated Searching	W16: Tools for Taming the Wild, Wild Web - Cancelled
1:30 p.m. – 4:30 p.m.	W9: W9 continued	W10: W10 continued	W17: Weblogs/ RSS 201	W18: Managing for Success	W19: Make Learning Stick	W20: Where the Funds Are	W21: Power Browser Tips & Tools	W22: Policy Issues for Librarians - Cancelled

Internet@Schools West 2004

Bonsai I — Monday, November 15

9:00 a.m. – 10:00 a.m.	OPENING KEYNOTE: Things You Don't Know (That You Need to Know!) About Online Research
10:15 a.m. – 11:00 a.m	S101: Finding Free Education Resources on the Web for Teachers & Librarians
11:15 a.m. – 12:00 p.m.	S102: Shrink the World with Webcams and Global Online Projects
1:30 p.m. – 2:15 p.m.	S103: Beyond Googling: Using Your Library to Add Value to Online Resources
2:30 p.m. – 3:15 p.m.	S104: Project-Based Learning Using Information Technology
3:30 p.m. – 4:15 p.m.	S105: Leveraging the School Library Asset
4:30 p.m. – 5:00 p.m.	S106: Technology Classes Your Faculty *Will* Have Time For!

Bonsai I — Tuesday, November 16

9:00 a.m. – 9:45 a.m.	S201: Beyond Cut-and-Paste: No More Cat and Mouse, Revisited
10:00 a.m. – 10:45 a.m.	S202: Picture Perfect! Teaching Ethical Use of Computer Graphics
11:15 a.m. – 12:00 p.m.	S203: Tempting Teachers to Technology
1:30 p.m. – 2:15 p.m.	S204: Data & Dessert: Inviting Parents to the Research Table
2:45 p.m. – 3:30 p.m.	S205: Online Tools to Prepare 21st Century Learners
3:45 p.m. – 4:00 p.m.	S206: Getting Students Ready for University-Level Research

General Conference — Monday, November 15

9:00 a.m. – 9:45 a.m. — San Carlos Ballroom — **OPENING KEYNOTE—Internet Librarians Own the Future,** ***Lee Rainie****, Director, Pew Internet and American Life Project*

	Track A — Information Discovery & Search (Steinbeck Forum)	Track B — Web Design & Development (DeAnza I)	Track C — E-Resources & Digital Libraries (DeAnza III)	Track D — Partnerships & Collaborations (DeAnza II)
10:15 a.m. – 11:00 a.m.	A101: What's New for Online Researchers	B101: Library Web Site Meets About.com	C101: E-Book Update	D101: Innovative Partnerships for Digital Collections
11:15 a.m. – 12:00 p.m.	A102: Favorite Tools & Useful Freebies	B102: Usability Research Update	C102: Digitizing Collections	D102: Partnering to Improve Patient Safety
1:15 p.m. – 2:00 p.m.	A103: Thirty Search Tips in 40 Minutes	B103: Building a Business Case for Web Standards	C103: Federated Searching & OpenURL	D103: Partnering for Health
2:15 p.m. – 3:00 p.m.	A104: Replacing Z39.50 at Last	B104: Choosing the Right CMS for Your Library Web Site	C104: Federated Searching & OpenURL (continued)	D104: Partnering for Health (continued)
3:15 p.m. – 4:00 p.m.	A105: Research Tools: Turning Search Into Research	B105: Webmasters Roundtable	C105: Digital Video: Streaming & Archiving	D105: Partnerships with Users & Communities
4:15 p.m. – 5:00 p.m.	A106: Art of Detection: How to Avoid Scams and Bad Information	B106: Cool Tools Update for Library Web Sites	C106: Accessibility of ARL Academic Libraries' Digital Library Projects	D106: Volunteer Web Teams: Making the Most of a Good Thing

General Conference — Tuesday, November 16

		Track A — Information & Knowledge Exchange (Steinbeck Forum)	Track B — Web Systems & Operations (DeAnza I)	Track C — Learning Track (DeAnza II)	Track D — Driving Performance: Strategies & Measurement (DeAnza III)
9:00 a.m. – 9:45 a.m.	San Carlos Ballroom	**KEYNOTE—Making Deals,** ***Patricia Martin****, President & Founder, LitLamp Communications Group, Inc. author of* Made Possible By: Succeeding with Sponsorship			
10:30 a.m. – 11:15 a.m.		A201: Making the Most of the Blogosphere	B201: Open Source Library Automation Systems	C201: Teaching Searching of the Web	D201: A Web-Based Current Awareness Management System
11:30 a.m. – 12:15 p.m.		A202: Corporate Weblogs	B202: Faceted Metadata & Library Catalogs	C202: Creating Internet Savvy Patrons	D202: Developing an Enterprise-Wide Knowledge Management System
1:30 p.m. – 2:30 p.m.		A203: University Weblogs	B203: Spam, Phishing, and Fraud on the Net	C203: Beyond Information Literacy	D203: Web Design for Customer Usability
3:15 p.m. – 4:00 p.m.		A204: Get 'em Started — Teaching Weblogs to Staff	B204: Operating on the Web: Best Practicing at Work	C204: Online Learning: The Instructor Perspective	D204: Competitive Intelligence Resources & Practices
4:15 p.m. – 5:00 p.m.		A205: RSS, Your Users, and Your Precious Time	B205: "Real" Measurement for Libraries	C205: Online Learning: The Student Perspective	D205: Mining Intellectual Capital: Digital Assets & Virtual Communities
7:30 p.m. – 9:00 p.m.	DeAnza I	**TUESDAY EVENING SESSION—Dancing with the Devil**			

General Conference — Wednesday, November 17

		Track A — Search Engines (Steinbeck Forum)	Track B — Collaboration Tools & Techniques (DeAnza I)	Track C — Content Management (DeAnza III)	Track D — Trends & Trend Setters (DeAnza II)
9:00 a.m. – 9:45 a.m.	San Carlos Ballroom	**KEYNOTE—Search Engine Update,** ***Chris Sherman****, Associate Editor,* Search Engine Watch*, & Co-Author,* The Invisible Web			
10:30 a.m. – 11:15 a.m		A301: Start Your Engines!	B301: Technology & Collaboration	C301: Internet Librarians' Open Access Forum *(10:15 start)*	D301: Business Plans for Dummies
11:30 a.m. – 12:15 p.m.		A302: Enterprise Search: Facts & Opportunities	B302: Building Online Community at WebJunction.org	C302: Internet Librarians' Open Access Forum (continued)	D302: Virtual Librarians Pave the Way to Creative Staffing
1:15 p.m. – 2:00 p.m.		A303: Specialty Engines	B303: Instant Messaging (IM)	C303: Library Web Site Applications Using XML	D303: Realities of Virtual Services
2:15 p.m. – 3:00 p.m.		A304: Evaluating Search Engines & Tools	B304: Instant Messaging (IM) (continued)	C304: Content Capture & Knowledge Access	D304: Realities of Virtual Services (continued)
3:30 a.m. – 4:30 a.m.	Steinbeck Forum	**CLOSING KEYNOTE—Wacky World of Gadgets: the 70s and Beyond!** ***Barbara Fullerton****, Director of Law Library, Locke Liddell & Sapp* ***Brian Neale****, IT Manager, Mayer Brown & Rowe*			

- — Monterey Conference Center
- — Portola Plaza
- — Marriott

Exhibit Hours

Monday, November 15
Grand Opening Reception . . . . . **5:00 p.m. – 7:00 p.m.**

Tuesday, November 16 . . . . . **9:45 a.m. – 5:00 p.m.**

Wednesday, November 17 . . . . . **9:45 a.m. – 3:30 p.m.**

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Facilitating: Getting a Group to Where They Need to Be - Cancelled W1

1:30 p.m. - 4:30 p.m.

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

Have you been asked to get a group of people together for a project, planning, or to sort through a problem? Have you ever led a meeting that didn't quite go the way you had envisioned and wondered what went wrong? The term "facilitating" is used in many ways these days, but meeting facilitation truly is a learned skill—critical for groups to work together effectively, whether they are problem-solving, decision-making, planning, or simply information gathering. This interactive workshop provides the basic facilitation principals and techniques to help you with your next group meeting and planning process.

Next-Generation Library Web Sites W2

1:30 p.m. - 4:30 p.m.

***Darlene Fichter**, Data Library Coordinator, University of Saskatchewan, & Northern Lights Internet Solutions, & **Frank Cervone**, Assistant University Librarian, Northwestern University*

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

Practical XML & XSLT W3

1:30 p.m. - 4:30 p.m.

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

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

Finding Business Information Online: Super Searcher Strategies W4

1:30 p.m. - 4:30 p.m.

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

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

CMS Basics W5

1:30 p.m. - 4:30 p.m.

***May Chang**, Web Development Librarian, North Carolina State University Libraries*

As Web sites grow and content proliferates, many libraries are looking at Content Management Systems (CMS) to better manage their Web site and deliver Web content. This workshop provides a broad view of the CMS field, including features, benefits, and pitfalls, as well as implementation options and strategies. Related issues such as content inventory, information architecture, and content modeling and reuse will also be discussed. Includes an online demonstration of a selection of CMS products and visits to various CMS-backed sites. This workshop is for librarians who are new to this field as well as those considering implementing a CMS.

Hold the Presses! News Research Revisited W6

1:30 p.m. - 4:30 p.m.

***Randolph Hock,** Principal, Online Strategies*

Though the quantity of news and news sources has increased dramatically in recent years, finding the exact news that one needs has actually gotten significantly more complicated. Along with the more traditional newspapers, news network sites, news wires, and radio and television stations, the searcher is also confronted with a wide variety of new news aggregation sites, RSS feeds, blogs, and various hybrids. Hock discusses the options for finding past and current news, addresses news browsing and searching options, examines the range of extremely valuable, yet free alerting services, and shares a variety of techniques and tips.

Current Awareness Delivery Options W7

1:30 p.m. - 4:30 p.m.

***Gary Price**, Co-Author, The Invisible Web, Creator of Resourceshelf.com*
***Genie Tyburski**, Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP*

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

Multimedia on the Internet—Starring Info Pros W8

1:30 p.m. - 4:30 p.m. - Cancelled

***Gregory Mitchell**, Assistant Director, & **Rick Peralez**, Computer Services Specialist, University of Texas Pan American Library*

This is a hands-on learning opportunity for those interested in multimedia—the wave of the future. With today's hardware and software, it is possible to incorporate full video and audio into Web pages, slide presentations and other electronic documents, as well as into stand-alone video productions. This introductory-level workshop explores the concepts behind multimedia production; discusses relevant hardware, software and delivery methods; and applies production techniques in a structured exercise. Participants leave the workshop with their first multimedia project completed and mounted on a Web site.

Searchers Academy W9

9:00 a.m. - 4:30 p.m.

MODERATOR: Donna Scheeder*, Law Library of Congress*
FACULTY: Gary Price*, Co-Author,* The Invisible Web*, Publisher, ResourceShelf.com, & News Editor,* Search Engine Watch
Chris Sherman*, Co-Author,* The Invisible Web*, & Associate Editor, Search Engine Watch*
Greg Notess*, Publisher, Search Engine Showdown*
Marydee Ojala*, Editor,* ONLINE *Magazine*

Want to sharpen your skills? Learn from the experts? Join search veterans, authors, and columnists from *Searcher* and *ONLINE* magazines to learn the latest strategies and techniques for searching online. This 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. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find tips to polish and advance their skills. Academy topics include:

Search Engine Mechanics: Pop the hood and look into the mechanics of all types of search engines with our search engine grease monkey.

Searching the Invisible Web: Find out how to find the hidden troves of deep information on the Web and what formerly invisible information has now become searchable.

Cool Search Tools: Identify the best of the best Web resources.

Choosing the Right Search Engine: Learn when to use which engine and when to use the invisible Web, plus the value of advanced search features.

Ask an Expert: Hear an interactive discussion including favorite tips, target Web sources, and advanced techniques from the faculty and have a chance to follow up with questions to the faculty

Web Managers Academy W10

9:00 a.m. - 4:30 p.m.

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

Web development is challenging. A range of technical and management skills are required to develop a great Web site. No matter what type of library or information service you manage and support, this full-day workshop provides a good foundation in these areas:

- Developing or redesigning a site
- Key checkpoints in a Web project life cycle
- Developing a solid and sustainable site architecture
- Demystifying Web site standards and jargon
- Solid tips for creating usable Web designs

This information-packed full-day seminar hits the high points of strategic and practical milestones in the planning process for Web development. Learn about new and popular tools and technologies and examine Web standards, design considerations, and usability. Look at the mechanics common to all Web sites, plus user testing, visual design, and cool new tools. Taught by experienced experts, this workshop is a good, 1-day crash course for Web development managers at all levels.

Weblogs/RSS 101 W11

9:00 a.m. - 12:00 p.m.

Jenny Levine*, Internet Development Specialist, Suburban Library System*
Steven M. Cohen*, Assistant Librarian, Rivkin Radler, LLP*

Weblogs have exceeded all expectations for use in the library world, and RSS is sure to do the same. In this hands-on session, users not only learn the ins and outs of using Weblog software (i.e., Blogger, Radio, and Movable Type) and how to read RSS feeds via a news aggregator (i.e., Radio, Newzcrawler, and Syndirella), but have the opportunity to actually work with the products discussed!! The instructors discuss how to set up a blog, review the positive and negative aspects of each blogging tool, and show how to set up and use news aggregators in the easiest way possible.

Harvesting Metadata Using OAI-PMH W12

9:00 a.m. - 12:00 p.m.

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

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

Understanding Your Learners' Needs W13

9:00 a.m. - 12:00 p.m.

Rita Vine*, President, Workingfaster.com*

This workshop is all about getting closer to your learners—understanding their motivation for attending a library workshop, keeping their attention, and meeting their real needs and wants. It introduces you to simple and easy-to-implement methods for getting inside your learner's head and quickly sizing up their real goals *before* you plan your content and activities. It covers the basics of adult learning styles and how they affect classroom behavior; tips and tricks to reach out more effectively to your learners during actual class time; and practiced techniques for more effectively understanding the learning group. This workshop is complementary to workshop 19, "Making Learning Stick," which covers content and activity planning.

Raising Money - Cancelled W14

9:00 a.m. - 12:00 p.m.

Steve Coffman*, author of* Saving Ourselves
Rebecca Jones*, Dysart & Jones Associates*

Nothing happens without money, even in libraries. The problem is, traditional funding sources for libraries have begun to dry up in recent years. There have been significant cuts in tax funding for public libraries, academic libraries are getting a decreasing share of the university budget, and corporate librarians have to fight harder than ever for every dollar they wrest from management. This half-day workshop, taught by some of the top names in the new funding strategies movement, teaches you how to start looking for nontraditional funding sources, including sponsorship, earned income, membership and philanthropy, long-used by public broadcasting, museums, and others to help fund that special project you want to get started, or to improve the funding for your library as a whole. So whether you are a librarian with a new project or idea to try out, or a library director looking for ways to increase your funding, you owe it to yourself to check out "Raising Money" because without money, it's just an idea.

Federated Searching W15

9:00 a.m. - 12:00 p.m.

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

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

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

Weblogs/RSS 201 W17

1:30 p.m. - 4:30 p.m.

***Jenny Levine**, Internet Development Specialist, Suburban Library System, &*
***Steven M. Cohen**, Assistant Librarian, Rivkin Radler, LLP*

This workshop focuses on the more advanced features of Weblogs and RSS. Topics include how to get the most out of Weblogs and RSS (marketing, creating a user community), resources for a more customized approach to RSS, and ways in which both can be implemented into the library environment. It provides opportunities for peer discussions as well as working with the advanced features of tools discussed.

Managing for Success: Web Sites, Portals, or Intranets W18

1:30 p.m. - 4:30 p.m.

***Tom Reamy,** KAPS*

This workshop focuses on the key principles and actions required to ensure the ongoing success of your Web-based products and services. A lot of thought and hard work went into getting the site, portal, or intranet launched. How will you make sure the target audiences are getting what they need, the team is able to maintain the quality, and your work will be funded next year? This half-day workshop provides participants with a framework and tools to assist them in establishing a governance structure, a realistic team structure,a communication plan, and a measurement plan.

Make Learning Stick: Creating 5-Star, User-Centered Training & Instruction W19

1:30 p.m. - 4:30 p.m.

***Michael Stephens**, Technology Training and Web Development, St. Joseph County Public Library*
***D. Scott Brandt**, Professor & Technology Training Librarian, Purdue University, & Columnist for* Computers in Libraries

Once you have assessed and identified user needs, you're ready to build a lesson plan or course module to guide the learning. This update of the popular workshop, "Teaching the Internet in 60 Minutes," is taught by a dynamic duo representing both academic and public library backgrounds. It uses a building-block approach to create effective, user-centered learning that focuses on measurable outcomes. You will learn how to:

- Categorize learning objectives into five categories of performance.
- Ensure learner outcomes can be demonstrated and measured.
- Focus learning into performance steps that are complete and achievable.
- Select teaching strategies that match objectives for fun and interesting learning.
- Apply two methods to demonstrate and reinforce learning.

Illustrating with many examples from successful Internet-related modules taught in both academic and public library settings, speakers show modules on browser and e-mail management, searching, and digital reference. With theory made practical, in-class practice using these techniques, and demonstrations of real-world training/instruction, this workshop is fast-paced and highly interactive! (Can be combined with workshop 13, "Understanding Your Learners Needs," for a complete immersion in training and instruction theories and techniques.)

Where the Funds Are: Going from Ideas to a Competitive Grant W20

1:30 p.m. - 4:30 p.m.

***Elaina Norlin**, Senior Program Officer, Institute for Museum and Library Services (IMLS)*

IMLS awards over $200 million in grants per year, funding continuing education, recruitment, digital projects, preservation, research, museum-library collaborations, and much more. With dismal budgets, limited resources, and staff, writing a grant appears to be a sensible and smart solution. But how can one get started? What is actually involved in going from a "great idea" to producing a fundable library national model? This interactive, hands-on workshop helps participants flush out their grant ideas and create a template to take back to their libraries.

Power Browser Tips & Tools W21

1:30 p.m. - 4:30 p.m.

***Greg Notess**, Reference Librarian, Montana State University & Publisher, Search Engine Showdown*

Speed up searching and Web browsing by becoming a power browser user. This workshop covers the hidden tricks and shortcuts available when using Internet Explorer and/or Netscape. Learn tricks and techniques, including bookmarklets, entering addresses shortcuts, preferences and settings, keyboard shortcuts, and toolbars, and discover how to make the most of your browser.

Internet Access: Policy Issues for Librarians W22

1:30 p.m. - 4:30 p.m. ***- Cancelled***

***Michael Sauers**, Internet Trainer, BCR*

If your library offers Internet access to clients, you know that a wide range of problems can arise. This workshop is designed to discuss the latest issues that need to be addressed and to offer assistance in drafting or revising your library's Internet policy to keep up with the changing times and technologies. Participants will:

- Review existing Internet policies.
- Assess what policy items should be considered for different types of libraries.
- Relate policy items to current Internet-related issues that may include filtering, copyright, intellectual property, and hacking.

COMMUNITIES OF INTEREST

SUNDAY, NOVEMBER 14
4:30 p.m. – 5:30 p.m.
Third Floor Meeting Rooms—Portola Plaza

Meet your colleagues following a day of workshops for debriefing or connecting with others in your interest group before conference sessions begin. Grab a drink or soda and head for some great networking, stimulating discussions, and a chance to interact with some outstanding conference speakers and moderators.

A cash bar will be available. Open to all conference attendees.

INTERNET@SCHOOLS West

NOVEMBER 15-16, 2004

Are you a K-12 library media or technology specialist with information technology and the Internet on your mind? Are you looking for ways to bring both into better focus to further your students' learning and your colleagues' teaching?

Join us at this information-packed, 2-day event that is planned by and for people just like you! From the opening keynote on the latest in the online research environment, through tracks and sessions on new Web resources, getting *everyone* into and using your media center, coping with technology and its fallout, and ramping up research skills, you'll get a technology "infoboost" that will inspire you and serve you well back at your school or media center.

Featuring FOUR Tracks:

- **The Web: What's New Out There Now?**
- **Adding Value Through the LMC—How to Get Everyone on Board**
- **Technology & Its Fallout—Helping Students & Teachers Cope!**
- **Ramping Up Research Skills**

MONDAY, NOVEMBER 15 — Bonsai I

THE WEB: WHAT'S NEW OUT THERE NOW?

9:00 a.m. – 10:00 a.m. **OPENING KEYNOTE**
Things You Don't Know (That You Need to Know!) About Online Research

10:15 a.m. – 11:00 a.m. **S101**
Finding Free Education Resources on the Web for Teachers & Librarians

11:15 a.m. – 12:00 p.m. **S102**
Shrink the World with Webcams and Global Online Projects

ADDING VALUE THROUGH THE LMC— HOW TO GET EVERYONE ON BOARD

1:30 p.m. – 2:15 p.m. **S103**
Beyond Googling: Using Your Library to Add Value to Online Resources

2:30 p.m. – 3:15 p.m. **S104**
Project-Based Learning Using Information Technology

3:30 p.m. – 4:15 p.m. **S105**
Leveraging the School Library Asset: Collaborate via Online Pathfinders to Enhance Curriculum Teaching Units

4:30 p.m. – 5:00 p.m. **S106**
Technology Classes Your Faculty *Will* Have Time For!

TUESDAY, NOVEMBER 16 — Bonsai I

TECHNOLOGY & ITS FALLOUT— HELPING STUDENTS & TEACHERS COPE!

9:00 a.m. – 9:45 a.m. **S201**
Beyond Cut-and-Paste: No More Cat and Mouse, Revisited

10:00 a.m. – 10:45 a.m. **S202**
Picture Perfect! Teaching Ethical Use of Computer Graphics

11:15 a.m. – 12:00 p.m. **S203**
Tempting Teachers to Technology

RAMPING UP RESEARCH SKILLS

1:30 p.m. – 2:15 p.m. **S204**
Data & Dessert: Inviting Parents to the Research Table

2:45 p.m. – 3:30 p.m. **S205**
Online Tools to Prepare 21st-Century Learners

3:45 p.m. – 4:30 p.m. **S206**
Getting Students Ready for University-Level Research

INTERNET@SCHOOLS West

MONDAY, NOVEMBER 15 — Bonsai I

Things You Don't Know (That You Need to Know!) About Online Research

OPENING KEYNOTE

9:00 a.m. – 10:00 a.m.

***Gary Price**, Librarian; Gary Price Research and Internet Consulting, and Editor, ResourceShelf.com, Silver Spring, MD*

To do effective research in the world of Internet and online resources and tools, you need to know what's really going on. For instance, what's really happening and affecting your results when search engines address the open Web environment? Gary Price "lives" and monitors this ever-changing world. In this fast-paced keynote, he'll bring you up-to-date on search developments, addressing these questions and more:

- What business is the average search engine really in?
- What are the limitations of open Web searching?
- What's new in federated searching? In multimedia searching?
- What are answer engines and how can they help you?

In addition, you'll come away with a famous Gary Price "goodie bag" of cool tools and tips.

10:00 a.m. – 10:15 a.m.

Coffee Break

The Web: What's New Out There Now?

Finding Free Education Resources on the Web for Teachers & Librarians

S101

10:15 a.m. – 11:00 a.m.

***Robert Lackie**, Associate Professor-Librarian, Rider University, Lawrenceville, NJ*

As Web coverage and content continue to expand and change, it is increasingly difficult and time-consuming for teachers and librarians to find accurate, reliable education sites. This practical session covers some highly rated educational directories and portals that carefully evaluate resources for inclusion into school collections. Robert will also explore an educator's list of "top 10" Web sites that can make teaching, learning, and research easier. You'll learn how to find and select appropriate Web-based educational resources and how to find invisible Web resources for educational topics.

Shrink the World with Webcams and Global Online Projects

S102

11:15 a.m. – 12:00 p.m.

***Janet Luch**, Adjunct Professor, SUNY New Paltz, NY*

The Internet delivers deep knowledge and a global perspective when you and your students use the right tools in the right way. In this session, you'll learn how to find and use Webcams on the Internet that allow students to safely visit places and see sights far from home in real time. Discover where to see animals in their natural habitat, buildings being built, and news as it is broadcast from around the world. In addition, you'll learn how to find Internet projects in different countries, how to incorporate them into your curriculum, and how to create Internet projects for your own students that use input from classes anywhere in the world.

12:00 p.m. – 1:30 p.m.

Lunch Break

Adding Value Through the LMC— How to Get Everyone On Board

Beyond Googling: Using Your Library to Add Value to Online Resources

S103

1:30 p.m. – 2:15 p.m.

***Terry Heieck Lai**, Library Media Teacher, San Francisco Unified School District*

In this session, you'll see how library media teachers in San Francisco reach out to teachers, demonstrating how they can integrate technology into their curriculum and increase their information literacy through collaboration with libraries. The presentation will include OPACs, school library Web sites showing how library media teachers organize and present resources for school communities, online databases and the hidden Web, Internet resource evaluation, and more.

Project-Based Learning Using Information Technology

S104

2:30 p.m. – 3:15 p.m.

***Jamie Boston**, Media Specialist, Davis Joint Unified School District, Davis, CA*

Project-based learning using information technology (IT) is a great way to develop challenging, standards-based, multidisciplinary learning experiences that motivate your students to become lifelong learners. This session provides specific ideas for integrating IT into K-12 classrooms and gives you resources and directions for creating customized research projects that will engage your students, meet curriculum standards, and support information-literacy skills.

Leveraging the School Library Asset: Collaborate via Online Pathfinders to Enhance Curriculum Teaching Units

S105

3:30 p.m. – 4:15 p.m.

***Donata Stewart**, Coordinator, Portland (Oregon) Public Schools Middle School Project*

A new approach to building, enhancing, or advancing curriculum teaching units is under development in Portland using online pathfinder methodology. The collaborative process invites the participation of school librarians, classroom teachers, curriculum specialists, and the professional staff from the public library. Not only is the pathfinder built by district and community resources, but once created, it is interactive, upgradeable, and available to any district teacher. In this session, you'll hear how and why this process is faster and more robust than traditional curriculum development methods, and how it eliminates the brick-and-mortar limitation of an individual library serving an individual school building.

Technology Classes Your Faculty *Will* Have Time For!

S106

4:30 p.m. – 5:00 p.m.

***Margaret Whittaker**, Technology Educator/Head Librarian, Pingree School, Wenham, MA*

For classroom teachers, finding the time and opportunity to master and harness technology is increasingly difficult. Picking up the basics of PowerPoint, learning to mail-merge, calculating weighted averages in Excel, using (and being able to show students) tools for creating Web sites—these are skills teachers need but may not be acquiring. In this session, you'll hear about an *online* approach to professional development, using First Class e-mail, that offers faculty the same technology courses and lessons taught to students. This program can be fine-tuned to your schools' individual applications and needs, and does not require scheduled classes.

MODERATED BY: ***David Hoffman,*** *Editor,* MultiMedia & Internet@Schools, *and* ***Susan Geiger,*** *Librarian, Moreau Catholic High School*

TUESDAY, NOVEMBER 16 **Bonsai I**

Technology & Its Fallout—Helping Students & Teachers Cope!

Beyond Cut-and-Paste: No More Cat and Mouse, Revisited

S201

9:00 a.m. – 9:45 a.m.

Debbie Abilock*, Editor of AASL's Knowledge Quest and co-creator of NoodleTools, Palo Alto, CA,* ***Susan Geiger****, Librarian, Moreau Catholic High School, Hayward, CA, and* ***Enid Davis,*** *Library Director, The Harker School, San Jose, CA*

The Web and Web tools make it soooo easy to grab text, not to mention images, and use them at will. Of course, you've been telling your students not to cut and paste, but are you teaching the specific skills they need to avoid plagiarism? Do your students know the difference between paraphrasing and summarizing? Do they know how and when to quote a source directly? Do they recognize common knowledge? Do they understand how to develop their own opinions and voice? This hands-on session will offer ideas and strategies for working with students to provide these essential skills.

Picture Perfect! Teaching Ethical Use of Computer Graphics

S202

10:00 a.m. – 10:45 a.m.

Mary Ann Bell*, Assistant Professor of Library Science, Sam Houston State University, Huntsville, TX*

As graphics become increasingly important in today's visual world, students and teachers need to be aware of best practices for their use. This session highlights three areas of concern: respecting intellectual property, encouraging original work, and helping students with basic design tenets. Too often, students cut and paste photographs and other graphics into projects without citing sources. In addition, teachers may now be less inclined to encourage original artwork from students than when images were not so readily available online, thus requiring less creativity from them. Students may also need a few basic concepts about design to create attractive and useful products. By incorporating these concepts into instruction and by modeling positive use of graphics themselves, teachers and librarians can improve the quality of student projects and increase student knowledge about the proper use of images.

10:45 a.m. – 11:15 a.m.

Coffee Break—A Chance to Visit the Exhibit Hall

Tempting Teachers to Technology

S203

11:15 a.m. – 12:00 p.m.

Judy Barnett*, Library Technology Educator, Wasson High School, Colorado Springs, CO*

A library may have many wonderful print and electronic resources, but if they are not used to directly influence student achievement, the library program isn't fulfilling its potential. Learn in this session about strategies and classes to encourage teachers to use library media resources in their curriculum. You'll discover several types of enticements you can use, plus a collaboration template to plan technology integration and information literacy into a standards-based lesson.

12:00 p.m. – 1:30 p.m.

Lunch Break—Visit the Internet Librarian Exhibit Hall

Ramping Up Research Skills

Data & Dessert: Inviting Parents to the Research Table

S204

1:30 p.m. – 2:15 p.m.

Carol Mackey*, Librarian, Mountain View High School, Vancouver, WA, with* ***Anita Bowman****, Librarian, Wy'east Middle School, Vancouver, WA and* ***Sandy Taylor****, Librarian, Shahala Middle School, Vancouver, WA*

In this session, you'll learn how three librarians collaborate to introduce district databases and basic database search strategies to parents of students in their collective learning community, empowering the parents to work alongside their students as they do topic research. By the end of the session, you'll have the knowledge plus the PR tools and templates to do the same for parents in your district in a fun and meaningful way!

2:15 p.m. – 2:45 p.m.

Coffee Break—A Chance to Visit the Exhibit Hall

Online Tools to Prepare 21st-Century Learners

S205

2:45 p.m. – 3:30 p.m.

Joyce Roby*, Librarian/Computer Teacher, Head Royce School, Oakland, CA*

Today's middle and high school students are using Internet sources more than ever before for research, and as educators we must help them learn to view this information critically and efficiently. Online browsing requires additional skills in reading, keyword search, visual literacy, scanning, paraphrasing, and note-taking. This session will provide online resources to help teachers and librarians take on this challenge, as well as "food for thought" for teaching 21st-century learners.

Getting Students Ready for University-Level Research

S206

3:45 p.m. – 4:30 p.m.

Carrie Esch*, Amigos Library Services, Dallas, TX*

As you work with your high school students, have you considered what library concepts they'll need as college students? How do information-literacy skills transfer to the more complex college environment? How is the Internet used differently in the university setting? How can students be ready for the information overload caused by more complex databases and information sources available at universities? This session will supply you with ideas to help your students transition successfully into university library usage!

EXHIBIT HOURS

Monday, November 15
Grand Opening Reception . . . . . **5:00 p.m. – 7:00 p.m.**

Tuesday, November 16 . . . . . **9:45 a.m. – 5:00 p.m.**

Wednesday, November 17 . . . **9:45 a.m. – 3:30 p.m.**

OPENING KEYNOTE

San Carlos Ballroom

9:00 a.m. – 9:45 a.m.

Internet Librarians Own the Future

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

In the information age, people who know how to find, assess, and use information are the ones to leap ahead. The future is custom-made for the skills and sensibilities of librarians. Rainie discusses his project's current findings about how people use the Internet and looks at the profound impact ubiquitous connectivity will have on the way people interact, participate in groups, and influence their surroundings.

Coffee Break

9:45 a.m. – 10:15 a.m.

TRACK A

INFORMATION DISCOVERY & SEARCH

Steinbeck Forum

Discovering and finding information are the goals for everyone, even if we Internet librarians like to search and search and search! This series of programs looks at what's new for researchers, including both tools and content streams, provides tips for efficient information discovery and findability, and highlights ways to avoid scams and bad information.

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

What's New for Online Researchers — A101

10:15 a.m. – 11:00 a.m.

***Charlie White**, VP, Alliances, Dialog*
***Anne Caputo**, Director, Info Pro and Academic Programs, Factiva*
***Barbara Barclay**, VP Marketing Operations, LexisNexis*

This panel of distinguished information suppliers brings together all the news of the latest content and cutting-edge tools into one forum for Internet librarians, searchers, and all those interested in the most-recent online developments.

Favorite Tools & Useful Freebies — A102

11:15 a.m. – 12:00 p.m.

***Gary Price,** Co-Author,* The Invisible Web, *Publisher, ResourceShelf.com & News Editor,* Search Engine Watch

Up-to-the-minute tips and suggestions from an expert who reviews more resources than anyone we know! Take away lots of ideas for productivity tools, free information resources, and cool search strategies.

Lunch Break

12:00 p.m. – 1:15 p.m.

Thirty Search Tips in 40 Minutes — A103

1:15 p.m. – 2:00 p.m.

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

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

Replacing Z39.50 at Last — A104

2:15 p.m. – 3:00 p.m.

***Avi Rappoport**, Search Engine Consultant, Searchtools.com*

SRW (Search/Retrieve Webservice) is a distributed search protocol, allowing access to multiple search engines, databases and catalogs at the same time. For example, a library consortium could search across systems, even if members are using different OPACs, or a library could search book and journal article databases at the same time. SRW uses modern standards such as HTTP, SOAP, and XPath and is designed to be robust and straightforward. It replaces the Z39.50 standard, implemented in so many different ways that few systems could interoperate. This talk describes the values of distributed search, provides a brief overview of the SRW protocol, and shows some examples of implementation.

Research Tools: Turning Search into Research — A105

3:15 p.m. – 4:00 p.m.

***Marydee Ojala**, Editor,* ONLINE *Magazine*
***Darlene Fichter**, Data Library Coordinator, University of Saskatchewan*
***Sebastian Gard**, Product Marketing Manager, Onfolio*

With 91 percent of wired Americans regularly going online to do research, it is clear that millions of people today are embracing the power and scope of the Internet. However, for most, finding the information is only half the battle—making that information useful is a key next step. This session explores the current Internet landscape with respect to using new technologies for managing Web resources to maximize organizational and sharing capabilities for research purposes. Fichter shares new Web applications/social bookmarking services such as Furl, Spurl, Frassle, Feedmelinks, and de.licio.us, while Ojala discusses desktop tools: Pluck, AskSam, ContentSaver, NetSnippets, Surfbot, and kee<p>oint.

The Art of Detection: How to Avoid Scams and Bad Information — A106

4:15 p.m. – 5:00 p.m.

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

Professional researchers recognize that inaccurate, incomplete or otherwise bad information exists on the Web. But as researchers become more sophisticated, so do the con artists. What gives bad information away? How can you avoid falling prey to scams when technical trickery lends legitimacy to the information? What search strategies can you apply to avoid bogus Web sites? Hear what our PC World magazine pinup has to say!

INTERNET CAFE

Check your e-mail during regular Exhibit Hall hours at the Internet Cafe.

Sponsored by

YAHOO! SEARCH

TRACK B
Web Design & Development
DeAnza I

This series of talks focuses on new tools, best practices, and strategies for creating effective Web sites. Join Webmasters from many different organizations who share their knowledge and experience.

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

Library Web Site Meets About.com — B101
10:15 a.m. – 11:00 a.m.

***David King**, Web & IT Project Manager, Kansas City Public Library (KCPL)*

KCPL recently started tracking Web links, our Internet "list of links" pages. We discovered that local links, such as our subscription databases, links to sports teams, and area job sites, were heavily used, and hundreds of other links were not used at all. Rather than still gathering thousands of links that won't be used, the library Web team changed to an "About.com" strategy. We are now building daily-updated topic guides with a localized focus. These guides feature local content, area news, and events relating to the topic, as well as library resources relating to the topic.

Usability Research Update — B102
11:15 a.m. – 12:00 p.m.

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

This session provides a look at key usability research findings and scientific studies in the past year. Capitalize on these findings and incorporate their results into your development to create better-designed Web sites, applications, and interactive tools. Our usability expert peppers her talk with study examples of library home pages, navigational systems, subject pages, subject portals, and live reference services.

Lunch Break
12:00 p.m – 1:15 p.m.

Building a Business Case for Web Standards — B103
1:15 p.m. – 2:00 p.m.

***Dinah Sanders**, Innovative Interfaces*

The growing trend in Web design is the separation of presentation from structure and behavior. Use of XHTML, the current HTML standard, and CSS (cascading style sheets) facilitates this process. But why should it matter to libraries? Because standards-compliant Web sites are faster, more accessible, more reliable, and cheaper to maintain and improve. This session provides the information you need to convince your organization that clean code is an investment that pays off.

Choosing the Right CMS for Your Library Web Site — B104
2:15 p.m. – 3:00 p.m.

***Jeff Wisniewski**, Web Services Librarian, University of Pittsburgh*
***Andrew White**, Associate Director, & **Joseph Balsamo**, Systems Administrator, Health Sciences Center Library, Stony Brook University*

Library Web sites are evolving rapidly to keep pace with new user demands. Wisniewski describes why his library selected Dreamweaver Contribute and how it's working to support multiple authors. White and Balsamo describe how their library tackled the problem by switching to Plone, an open source content management system requiring little knowledge of HTML codes. Get a jump-start on demystifying CMS for library Web sites.

5:00 p.m. – 7:00 p.m.

Exhibit Hall Grand Opening and Reception

Webmasters Roundtable — B105
3:15 p.m. – 4:00 p.m.

***Sarah Houghton**, E-Services Librarian, Marin County Free Library*
***Mike Creech**, Web Development Coordinator, Johns Hopkins University*
***Sarah Rice**, Information Architect, Seneb Consulting*

Navigation tips and tricks from a range of Webmasters are discussed, including working in a pre-set frame, designing for multilingual sites, usability-driven Web design, improving search and findability, and more.

Cool Tools Update for Library Web Sites — B106
4:15 p.m. – 5:00 p.m.

***Darlene Fichter**, Data Library Coordinator, University of Saskatchewan*
***Frank Cervone**, Assistant University Librarian, Northwestern University*

Hop on board and look at some great tools to make a Webmaster's life simpler. What new open source or low-cost tools could be used on your library Web site? Come to this action-packed session and learn what's new, useful, and critical for having an outstanding Web site. Pack your toolbox with inexpensive (or free) Web tools to put to use when you return.

TRACK C
E-Resources & Digital Libraries
DeAnza III

Delivering content electronically to customers is foremost on the minds of Internet librarians. This track enables you to learn from those who have been pioneers in digitizing content or in leveraging Web resources.

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

E-Book Update — C101
10:15 a.m. – 11:00 a.m.

***Donald T. Hawkins**, Information Today, Inc., & EBSCO Publishing*
***Bruce Connolly**, Reference Librarian, & **Gail Golderman**, Electronic Media Librarian, Schaffer Library, Union College*

Part documentary video, part archival repository of primary source documents, part directory of hyperlinks to external, research-quality Web resources, part reference companion, and part customizable toolset for researchers at all levels of sophistication, the contemporary e-book represents an integrated (and ever-evolving) matrix of technologies. This presentation offers an assessment of the current state of the e-book market, an overview of the major participants, and an opportunity to communicate your own experiences and insights.

Digitizing Collections — C102
11:15 a.m. – 12:00 p.m.

***Christopher Warnock**, CEO and CTO, ebrary*

The future is here. It's now possible to scan a book—without cutting the binding—at a rate of 1,000 pages an hour. Moreover, you can now digitize over 10,000 documents in less than 1 day, put them online, and make them accessible simultaneously to multiple users. Do you know how to manage that kind of staggering technology? Do you know the basics of building and managing a complete digital collection? Warnock talks about the process and his client provides tips on digitizing and accessing digital content.

Lunch Break
12:00 p.m – 1:15 p.m.

Federated Searching & OpenURL — C103 & C104
1:15 p.m. – 2:00 p.m.; 2:15 p.m. – 3:00 p.m.

***Frank Cervone**, Assistant University Librarian, Northwestern University*
***Athena Hoeppner**, Electronic Resources Librarian, University of Central Florida*
***Marlene Porter**, Head of Information Services, Medical College of Ohio*
***Cindi Trainor**, Director, Information Technology, Libraries of The Claremont Colleges*

Federated searching is the next generation in library services on the

Web. Cervone describes how federated searching provides a single, unified interface to multiple products resulting in better use of resources, relates what is available today, what's involved in implementing a federated search service, its impact on the library, and how the OpenURL standard and other linking initiatives relate to these new services. Hoeppner and Porter compare the different OpenURL implementations available, emphasizing the public interface, features available, and implementation processes. They cover different OpenURL services, including SFX, OLink, and more. Trainor discusses how a small library system supporting seven colleges uses the library catalog, Web site, and an OpenURL Link Resolver to streamline access to expensive electronic journal resources.

Digital Video: Streaming & Archiving — C105

3:15 p.m. – 4:00 p.m.

***Marshall Breeding**, Library Technology Officer, Vanderbilt University*

The Vanderbilt Television News Archive, established over 35 years ago to preserve U.S. national news broadcasts, has recently undertaken a major transition away from videotape in favor of digital technologies. This change has involved a number of technological, financial, and legal challenges. Breeding describes the digital technologies used for the preservation of and access to the collection, producing high-quality MPEG-2 digital files, digital workstations for encoding the broadcasts, and the streaming video delivery system for providing access. He discusses the strategies implemented to make the operation financially self-sufficient and the legal obstacles faced in providing access to the digital content.

Accessibility of ARL Academic Libraries' Digital Library Projects — C106

4:15 p.m. – 5:00 p.m.

***Chad Kahl**, Coordinator, Library Instruction and Information Literacy, & **Sarah Williams**, Science Librarian, Illinois State University, Milner Library*

Discover results of a study focusing on accessibility of over 1,000 digital library projects from 100-plus academic members of the Association of Research Libraries. The study noted number, titles, types and URLs of projects; type of access; terminology; level of access from the library's home page; whether content was restricted, and if so, if it was explained; whether metadata was included, and if so, if it was searchable; if the project was developed through a partnership; and was the project affiliated with a library unit. Learn more about the surprising findings that indicate digital library resources, despite considerable funding and resources, are not easily accessible.

TRACK D
Partnerships & Collaborations
DeAnza II

Sponsored by the Medical Library Association (MLA)

Thinking outside the box is critical for success in any organization today. Libraries and information services are exhibiting creative skills by doing just that. Join us for some interesting looks at partnerships and collaboration in the information industry.

*Organized and moderated by **Micki McIntyre**, UMDNJ HealthyNJ*

Innovative Partnerships for Digital Collections: Expanding Your Library's Reach and Finding Funding — D101

10:15 a.m. – 11:00 a.m.

***Victoria Harriston**, Library Manager, **Christine Rasmussen**, Information Systems Librarian, The National Academies (National Academy of Sciences)*

As costs for services continue to skyrocket, one possible solution, and innovative mind-set, is that libraries stop relying on their organizations to provide total funding for their services. Learn how one library is using its existing digital collections to launch an outreach program for libraries in developing countries. Through an innovative partnership within its own organization, the National Academies Library is providing free access to its collections for libraries and like organizations in developing countries. Learn how the project got off the ground, the road to finding funding to expand the reach of the project, and how to apply similar principles to your own library. Use their experience to help you rethink your existing resources and how they can be repackaged; consider partnership opportunities within your organization; and gain knowledge of some fundamental steps to take when seeking grant funding.

Partnering to Improve Patient Safety — D102

11:15 a.m. – 12:00 p.m.

***Lorri Zipperer**, Cybrarian, Zipperer Project Management*

Healthcare has embraced the need to include nonclinical staff in order to establish a robust culture of safety. Librarians could improve the safety of medical care through greater participation in patient safety initiatives. Librarians would be full partners in the patient care arena if asked to contribute with the tasks they do best: data mining, knowledge management, research support, and evaluating results using the best practices of evidence-based medicine.

Lunch Break

12:00 p.m – 1:15 p.m.

Partnering for Health — D103 & D104

1:15 p.m. – 2:00 p.m.; 2:15 p.m. – 3:00 p.m.

***Sandra Kendall**, Mount Sinai Hospital, Toronto*
***Kay Deeney**, Education Coordinator, NN/LM Pacific Southwest Region*
***Micki McIntyre**, UMDNJ HealthyNJ*

Join these three librarians for a lively discussion of partnerships among and between hospital libraries, public libraries, academic libraries, private businesses within the community, multi-type library councils, and big corporations. They share their strategies, lessons learned, and tips for dealing with accessibility for diverse clients, bilingual sites, and health information literacy. Partnerships are beneficial but need proper tending.

Partnerships with Users & Communities — D105

3:15 p.m. – 4:00 p.m.

***Denise M Watkins**, Client Development, Information Management, GlaxoSmithKline Pharmaceuticals*
***Sharyl McMillian-Nelson**, Reference Manager, & **Erica Reynolds**, Web Content Manger, Johnson County Library*

Many of our users and communities have undergone a major paradigm shift in the delivery of information services. From face-to-face contact to a predominately virtual environment, our users are used to the traditional model of library services, regardless of the library setting, be it special or corporate or academic. While there are both supporters and those who decry this shift, it continues to be an ongoing trend and has changed and redefined relationship and partnerships. Watkins focuses on how librarians in her environment are working to develop a new partnership with their primary users. McMillian-Nelson and Reynolds discuss developing and maintaining partnerships to increase access to local resources and services via the Web.

Volunteer Web Teams: Making the Most of a Good Thing — D106

4:15 p.m. – 5:00 p.m.

***Cynthia Beuselinck**, Webmistress, Inet-Toolbox & **Dianne Guidera**, Library Trustee*

Web teams have become an essential part of the landscape for those responsible for Web sites. Many smaller organizations struggle with the idea as they can't afford to get the people they need. Volunteer Web teams can help fill the gap, but knowing who you need and how to mobilize them is essential to your success. This inside view of the AALT WebTeam demonstrates how to set up a team of volunteers with virtually no Web skills to produce incredible results for your Web site.

KEYNOTE & AIIP TECH AWARD

San Carlos Ballroom

9:00 a.m. – 9:45 a.m.

Making Deals

***Patricia Martin**, President & Founder, LitLamp Communications Group, Inc., & Author of* Made Possible By: Succeeding with Sponsorship

The information world is built on partnerships, sponsorships, and relationships with our clients, funders, suppliers, and colleague-organizations. Behind every strong relationship is a clear, mutually beneficial "deal." Patricia Martin knows how to make these deals, especially for libraries. Prior to founding Litlamp, she created and managed a first-of-its-kind sponsorship marketing division for the American Library Association, where she worked with Fortune 100 companies on national campaigns, generating over $6M in new revenues in 18 months. In 1994, she partnered with Microsoft to build the blueprint for what is now the Gates Library Foundation, an initiative Mr. Gates believes, "History will get right," as his most important legacy. Patricia explores the key elements needed to develop deals that will reap revenue quickly, as well as the three important marketing trends the Fortune 500 know and are acting upon and what these trends mean for libraries.

Break in Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A
INFORMATION & KNOWLEDGE EXCHANGE

Steinbeck Forum

The exchange of information and knowledge is at the core of what Internet librarians do. These sessions provide some new ways and technologies for streamlining this activity and creating new products and services.

*Organized & moderated by **Jenny Levine**, Internet Development Specialist, Suburban Library System, & **Steven M. Cohen**, Assistant Librarian, Rivkin Radler, LLP*

Making the Most of the Blogosphere — A201

10:30 a.m. – 11:15 a.m.

***Jenny Levine**, Internet Development Specialist, Suburban Library System*
***Greg Schwartz**, Circulation Support Supervisor, Louisville Free Public Library*

Weblogs cover a nearly infinite diversity of topics and perspectives. Numerous aids have been developed to help users make sense of the blogosphere and improve their efficiency in navigating it. This session explores an array of tools and techniques for finding and following blogs of interest and relevance to the end user.

Corporate Weblogs — A202

11:30 a.m. – 12:15 p.m.

***Sabrina Pacifici**, Law Firm Librarian & Author of* the blog, beSpacific

Weblogs are very useful in the corporate environment, where the timely delivery of content is important to both customers and clients. Learn how librarians can develop and maintain Weblogs within their organizations for current awareness monitoring services, training, marketing, and as an adjunct to knowledge management systems, info-portals and intranets.

Lunch Break

12:15 p.m – 1:30 p.m.

University Weblogs — A203

1:30 p.m. – 2:30 p.m.

***Shane Nackerud**, Web Services Coordinator, University of Minnesota Libraries*
***Troy A. Swanson,** Teaching & Learning Librarian, & **Larry Sloma,** Assistant Librarian, Moraine Valley Community College (IL)*

Weblogs are becoming a part of the university community. The first speakers discuss how their library became the central point where all of the Weblogs are collected, managed, and disseminated. The second speakers discuss how they have brought Weblogs to the forefront of various library departments and how it helps to deliver the content to their staff and users.

Coffee Break

2:30 p.m – 3:15 p.m.

Get 'em Started—Teaching Weblogs to Staff — A204

3:15 p.m. – 4:00 p.m.

***Steven M. Cohen**, Assistant Librarian, Rivkin Radler, LLP*
***Michael Stephens**, Technology Training and Web Development, St. Joseph County Public Library & Blogger for Tame the Web*

In order to have Weblogs work in the library environment, be it corporate, academic, or even public, staff need to be trained on how to use the technology so that they can use it to best serve their clients. This session discusses methods and theories on how to best train your staff for the Weblog revolution.

RSS, Your Users, and Your Precious Time — A205

4:15 p.m. – 5:00 p.m.

***Jenny Levine**, Internet Development Specialist, Suburban Library System*
***Steven M. Cohen**, Assistant Librarian, Rivkin Radler, LLP*

RSS goes hand in hand with Weblogs in that these feeds are created automatically. The speakers in this session discuss how to use RSS to deliver the right content to your users within the time constraints of both the client and the professional user.

TRACK B
WEB SYSTEMS & OPERATIONS

DeAnza I

This track profiles strategies and technologies that are worth the hype in today's increasingly Webbed world. It focuses on how to harness these technologies, what to watch out for, and highlights working examples of Web operations and systems in different types of libraries.

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

Open Source Library Automation Systems — B201

10:30 a.m. – 11:15 a.m.

***Edward Corrado**, UNIX Administrator/Library Systems Manager, Rider University Libraries*

Open source software has been receiving increased attention in the library world lately. This presentation explores the current state of open source library automation systems. It includes an introduction to open source software and some of the benefits of using this kind of software in libraries and takes a look at various open source library systems and features and how these systems differ from their proprietary counterparts. Filled with examples of open source library systems such as Koha, Emilda, and OpenBiblio, the pros and cons of why a library would use an open source system instead of a proprietary one are discussed.

Faceted Metadata & Library Catalogs — B202

11:30 a.m. – 12:15 p.m.

***Avi Rappoport**, Search Engine Consultant, Searchtools.com*

abstractly enough to make extensive use of command-line interfaces and even Web forms. UC Berkeley professor Marti Hearst has addressed this problem by exposing facets (metadata attributes such as MARC record fields) interactively to users, allowing them to browse search results and search browsed categories. Her ideas work even better when the amount of material in each facet is reported, avoiding "dead-end" situations. This talk compares traditional and faceted interfaces in various situations, from online e-commerce catalogs to journal databases to OPACs.

Lunch Break

12:15 p.m – 1:30 p.m.

Spam, Phishing, and Fraud on the Net — B203

1:30 p.m. – 2:30 p.m.

***Sabrina Pacifici**, Law Firm Librarian, Editor, Publisher, Web Manager, LLRX.com*
***Barbara Fullerton**, Director of Law Library, Locke Liddell & Sapp*

Stop that thief! Someone just stole my identity!! This session reviews the challenges posed by the deluge of e-mail spam and fraudulent Web sites seeking to steal your personal financial data. Learn about resources from the state and federal government, advocacy groups, and commercial sources to facilitate protecting yourself while online, as well as information on a range of anti-spam tools and options. Presenters share ways to help you protect your identity on the Web.

Coffee Break

2:30 p.m – 3:15 p.m.

Operating on the Web: Best Practicing at Work — B204

3:15 p.m. – 4:00 p.m.

***Susan McGlamery**, 24/7 Reference, & 2004 Recipient of the LITA/Brett Butler Entrepreneurship Award*

Excelling as a Web entrepreneur and developing the national online reference service, 24/7, over the last 5 years, Susan shares her version of best practices in balancing technological drivers with patron value and operational excellence. She uses real-world examples from the grant-funded California Metropolitan Cooperative Library System (MCLS), which established a round-the-clock live reference service. This project allowed library users to access a librarian over the Internet 24 hours a day, 7 days a week while still receiving the same quality of service that they would get at their local library's reference desk.

"Real" Measurement for Libraries — B205

4:15 p.m. – 5:00 p.m.

***Greg Hathorn**, VP, Sirsi Corporation*

Are you frustrated by numbers and statistics from too many sources, from too many vendors and aggregators? Or with non-integrated, difficult-to-use and competing standards? Having trouble actually knowing how your user behaviors are changing? Our expert uses his experience with building a major statistical database for libraries and creating decision-ready, management and board appropriate charts for making real decisions to go beyond stats and talks about user-focused and decision-ready measurements. Listen and learn!

TRACK C
LEARNING TRACK
DeAnza II

This jampacked track provides a look at what's new, innovative, and useful in library learning—from teaching people how to search, to ensuring users are savvy information consumers, looking at what works from both designer and user perspectives.

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

Teaching Searching of the Web — C201

10:30 a.m. – 11:15 a.m.

***Laura Cohen**, Library Web Administrator, University at Albany Libraries, SUNY*

It's at the core of most library-based curricula—ensuring learners have sophisticated skills for finding, using, and evaluating information via the Web, aka, searching! We all do it, and many of us are always looking for new and better techniques to do it well. Gain top tips for teaching effective, dynamic instruction sessions, and learn how to teach awareness of the invisible Web to "Google gluttons."

Creating Internet-Savvy Patrons — C202

11:30 a.m. – 12:15 p.m.

***Michael Stephens**, Technology Training and Web Development, St. Joseph County Public Library*
***Jamie Wilson**, Middle School Librarian, Tower Hill School (DE)*

A prerequisite for much of the training and instruction that librarians do starts with patrons who are savvy users, of computers in general and the Internet specifically. Universities and corporations may take it for granted that their students, staff, and employees have gained such experience, but it takes front-line librarians in public and school libraries to ensure skills and knowledge are taught. We'll hear some tips on dealing with patrons with a wide variety of skills and experience, and how to deal with and respond to student perceptions of the Web.

Lunch Break

12:15 p.m – 1:30 p.m.

TUESDAY EVENING SESSION — DeAnza I

BQ'S DEVIL DANCERS' PANEL

Dancing with the Devil: Traditional Library Vendors Open to Leading Web Search Engines

*Organized by **Barbara Quint**, Editor, Searcher Magazine*

7:30 p.m. - 9:00 p.m.

Reluctantly and with nerves a-quiver, traditional library vendors—from publishers to database aggregators—have begun opening their content to Google, Yahoo! Search, and other leading Web search engines. But issues plague the movement. Will the new data routes cannibalize essential revenue sources? Will the Web search engines provide needed special treatment for traditional data structures? Will the new handlers guide patrons to the best instead of the cheapest information? The future of libraries and librarians may hang on how this process plays out. A panel of wise and witty representatives from major parties on all sides help Internet Librarian conference attendees decide "Who's the real devil here?"

*Moderated by **Rebecca Lenzini**, The Charleston Company*

***Bernard Rous**, Deputy Director, Publications & Electronic Publishing Director, ACM*

***Corilee Christou**, Licensing and Enterprise Sales, Reed Business Information*

***Sumir Meghani**, Manager, Business Development, Yahoo! Search*

***Chip Nilges**, Director WorldCat Services, OCLC*

***Kat Hagedorn**, Manager, OAIster Project, Metadata Harvesting Librarian, Digital Library Production Service, University of Michigan Libraries*

Beyond Information Literacy C203

1:30 p.m. – 2:30 p.m.

***Jennifer McCabe**, Health & Human Services Librarian, James Madison University*
***Teresa Garcia,** Instruction Librarian, National University Library System*
***Phil Oels**, & **Sheryl Martinsen**, Librarians, National University Library*

With everything librarians need to cover when teaching information literacy, and all the tools there are to choose from, we really have our hands full these days. These courses are sophisticated curricula driven with high-powered technology. Hear two approaches focusing on supporting savvy learner outcomes with distance learning tools including Flash and Blackboard.

Coffee Break

2:30 p.m – 3:15 p.m.

Online Learning: The Instructor Perspective C204

3:15 p.m. – 4:00 p.m.

***Christina Calavano**, Web Librarian, & **Kim Barber**, Instructional Designer, Golden Gate University*

***Tammy Allgood**, Web Librarian, ASU West*

More and more, librarians are turning to the world of educational technology and instructional design to apply time-held principles to the field of library instruction. The goal in doing so is to develop learning in an online environment that can flourish and engage learners. Here we look over the shoulders of designers of an ACRL-designated "model online course" to gain insight into the systematic design of instruction. And we dig deeper into technology to take a look at how reusable learning objects are created, used, and applied to a variety of circumstances.

Online Learning: The Student Perspective C205

4:15 p.m. – 5:00 p.m.

***Susan Parker**, Associate Dean, Oviatt Library, California State University, Northridge*

After all the talk about how online courses are created, how much do we really know about the student's perspective? Well there's one sure way to find out—why don't we ask one! This speaker is working on a "Ph.D. from cyberspace" and is willing to share her perspective and experiences studying, learning, and living online. In particular, she focuses on identifying obstacles that affect learning online and accessing needed library services.

TRACK D

Driving Performance: Strategies & Measurement

DeAnza III

Sponsored by SLA, this series of presentations covers a range of issues facing Internet librarians today—keeping customers current, protecting and distributing digital assets, managing knowledge systems, providing competitive intelligence, and building portals for easy access.

*Moderated by **Ethel Salanon**, Millennium Pharmaceuticals, & President, SLA*

A Web-Based Current Awareness Management System D201

10:30 a.m. – 11:15 a.m.

***Michael Rogers**, Assoc. Director, Intranet Services, & **Mary Talmadge-Grebenar**, Assoc. Director, Literature Services, Bristol-Myers Squibb*

This case study describes an application that maximizes efficient usage and management of current awareness information alerts from commercial vendors, including lists of alerts categorized by topic; end-user management of subscriptions via a simple Web interface; subscriber authentication via LDAP enabling auto-unsubscribing as users leave the company; and more. The session shares tips for combining common techniques and services to create an application that greatly simplifies current awareness alert management and maximizes end-user awareness of available information alerting resources.

Developing an Enterprise-Wide Knowledge Management System D202

11:30 a.m. – 12:15 p.m.

***Barbara Silcox**, Group Leader, Electronic Information and Publications Group, & **JoAnn Remshard,** Knowledge Management Librarian, National Institute of Standards and Technology (NIST)*

Separate digital archives, integrated library systems, and gateways store, organize, maintain, and deliver documents to clients. NIST Integrated Knowledge EditorialNet (NIKE), designed by NIST's Information Services Division, combines all these elements to streamline complex workflows, joining an adapted legacy database of metadata and information. NIKE enables NIST authors to track manuscripts and researchers and the general public to find and access NIST scientific output. This session addresses the issues, problems, and nitty-gritty of tackling an enterprise-wide project of this scope and size.

Lunch Break

12:15 p.m – 1:30 p.m.

Web Design for Customer Usability D203

1:30 p.m. – 2:30 p.m.

***Mike Creech**, Web Development Coordinator, **David Reynolds**, Metatdata Librarian, & **Andrea Bartelstein**, Instructional Services Coordinator, Johns Hopkins University*

The recent complete redesign of the Sheridan Libraries Web site was driven by usability concerns at all stages, from the site architecture to the user interface. Evidence showed that our previous design framework was not consistent with our customers' practices and expectations for locating research materials. Usability studies helped us reconstruct the site to better reflect their conceptual models for resource discovery. This session discusses the challenges, strategies, experience and lessons learned.

Coffee Break

2:30 p.m – 3:15 p.m.

Competitive Intelligence Resources & Practices D204

3:15 p.m. – 4:00 p.m.

***Sabrina Pacifici**, Law Firm Librarian, Editor, Publisher, Web Manager, LLRX.com*
***Barbie Keiser**, President, BEK Inc.*

Learn about a range of services, tools and resources to assist you in the challenging task of responding effectively, cost efficiently and comprehensively to CI research requests. Law librarian and blogger Pacifici reviews free and fee databases, e-mail updates, business-related Web sites, blogs and RSS newsfeeds, data mining using search engines, court docketing sources, and more. Keiser looks at the use of the Internet as a tool for social networking leading to the development of reputation monitors. Differences among the reputation monitors currently available are highlighted. New tools from familiar names, tips for selecting a service that's right for you, and tools for monitoring advances in CI round out the session.

Mining Intellectual Capital: Digital Assets & Virtual Communities D205

4:15 p.m. – 5:00 p.m.

***Rose Falanga** & **Deb Hunt**, Senior Information Specialists, The Exploratorium*

Projects change, assets change, job titles change, technology changes, but librarians and information professionals continue to serve the same function in their organizations—to collect, organize, analyze, and disseminate information. This session provides an overview of the necessary tools and practical guidelines for understanding, reviewing, and strategizing an effective course for the management, delivery, and reusability of rich intellectual capital in digital form. It shares how we have created virtual communities of practice with participants from all over the world.

GENERAL CONFERENCE—WEDNESDAY, NOVEMBER 17

KEYNOTE
San Carlos Ballroom

9:00 a.m. – 9:45 a.m.

Search Engine Update

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

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

Break in Exhibits

9:45 a.m. – 10:30 a.m.

TRACK A
SEARCH ENGINES
Steinbeck Forum

Start Your Engines! A301

10:30 a.m. – 11:15 a.m.

***Greg Notess**, Publisher, Search Engine Showdown*
***Ran Hock**, Online Strategies*
***Kaushal Kurapati,** Senior Product Manager, Ask Jeeves*
***Daniel Dulitz,** Software Engineer, Google*
***Jon Glick,** Senior Manager, Yahoo! Search*

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

Enterprise Search: Facts & Opportunities A302

11:30 a.m. – 12:15 p.m.

***Steve Arnold**, Arnold Information Technologies*

This session focuses on the library and information center's specific enterprise search opportunities now underway at many organizations. It discusses the role of the information professional in the indexing of enterprise content, selected third-party content, and RSS newsfeeds. Using existing organizational examples, Arnold shows how librarians, particularly those with Internet savvy, have much to contribute and an opportunity to lead.

Lunch Break

12:15 p.m – 1:15 p.m.

Specialty Engines A303

1:15 p.m. – 2:00 p.m.

***Gary Price,** Co-Author,* The Invisible Web, *Publisher of ResourceShelf.com & News Editor, Search Engine Watch*
***John Dove**, CEO, xrefer*
***Raul Valdes-Perez**, President, Vivisimo, Inc.*

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

Evaluating Search Engines & Tools A304

2:15 p.m. – 3:00 p.m.

***Rita Vine**, President, Workingfaster.com*

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

Networking Break in Exhibits

3:00 p.m. – 3:30 p.m.

Wacky World of Gadgets Closing Keynote

3:30 p.m. – 4:30 p.m.

TRACK B
COLLABORATION TOOLS & TECHNIQUES
DeAnza I

Working together, building communities, distributing products and services, as well as fostering collaborations are key productivity trends today. This track focuses on the different technologies and ways of efficiently collaborating and exchanging information and knowledge whether you're on the same campus or thousands of miles apart.

*Moderated by **Stephen Abram**, Sirsi Corporation*

Technology & Collaboration B301

10:30 a.m. – 11:15 a.m.

***Stephen Abram,** Vice President, Innovation, Sirsi Corporation*

In exchanging information and knowledge, where does technology fit with respect to people, practices and processes? There has been a lot of press about the pitfalls of technology, but who can imagine working without it? This session focuses on how to best leverage today's technologies, where they fall short in delivering on the promises of information and knowledge exchanges, and what technology brings to people, practices and processes. The talk considers roles for Internet librarians and illustrates with concrete examples.

Building Online Community at WebJunction.org B302

11:30 a.m. – 12:15 p.m.

***Chrystie Hill**, Community Coordinator, WebJunction.org*
***Janie L. Hassard Hermann**, Technology Instruction Librarian, Princeton Public Library*
***Kathy Petlewski**, Electronic Resources Librarian, Plymouth District Library*

Supported by a grant from the Bill & Melinda Gates Foundation, OCLC and four organizational partners launched WebJunction.org in May 2003, as an online community "where minds meet" to share ideas, solve problems, take courses—and have fun. WebJunction has grown to almost 10,000 members, a significant number from small and rural-area libraries. Together, the community at WebJunction has created a network of content, learning, and conversation-sharing for library staff supporting public access and all library activities. Three active members in the community discuss the community's unique features and benefits, areas of growth, and major challenges.

Lunch Break

12:15 p.m – 1:15 p.m.

Instant Messaging (IM)

B303 & B304

1:15 p.m. – 2:00 p.m.; 2:15 p.m. – 3:00 p.m.

***Aaron Schmidt**, Reference Librarian, Thomas Ford Memorial Library*
***Michael Stephens**, Technology Training and Web Development, St. Joseph County Public Library, & Blogger for Tame the Web*
***May Chang**, Web Development Librarian, NCSU Libraries*
***Daniel C. Mack**, Humanities Librarian, **Roberta Astroff**, Humanities Librarian, **Ashley Robinson**, Gateway Librarian & **Gary W. White**, Head, Shreyer Business Library, Pennsylvania State University*

A 2003 survey indicated that nearly 70 percent of the U.S. university Internet population used IM. This session covers research, applications, case studies, usage, workflow impact, and ethics of IM. Schmidt and Stephens look at the many uses of IM, from in-house staff communication, to the delivery of content and discussions with customers. Chang reviews IM developments in consumer grade services and open source applications, issues of security and interoperability, and IM as a productivity tool. She draws on the experience of NCSU Libraries, where an open source IM system was recently deployed for in-house communication. The Penn State team discusses models of ethical behavior for electronic communications available in libraries (IM, e-mail, virtual reference), their effective use with various populations of library users, and how to maintain high ethical standards in all areas of interpersonal electronic communications.

Networking Break in Exhibits

3:00 p.m. – 3:30 p.m.

Wacky World of Gadgets

Closing Keynote

3:30 p.m. – 4:30 p.m.

INTERNET CAFE

Check your e-mail during regular Exhibit Hall hours at the Internet Cafe.

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TRACK C
CONTENT MANAGEMENT

DeAnza III

Internet Librarians' Open Access Forum

C301 & C302

10:15 a.m. – 12:15 p.m.

Participate in The Great Debate

Green roads, gold roads, free roads, toll roads—descriptions of the world's various and sundry open access initiatives tend to be full of colorful metaphors. But what is "open access" and what does it have to do with Internet librarians? Information Today, Inc. (ITI) is asking for input from the world's library community. The session in Monterey follows on the heels of our Open Access Forum in London in October and includes a recap of that event. ITI will publish the results of these sessions. Don't miss out on this opportunity to share your views. Open to the general public as well as conference attendees.

Agenda

Open Access and the Internet Librarian— A Recap of ITI's Open Access Forum in London

10:15 a.m. – 10:30 a.m.

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

The session reviews the Open Access Forum conducted a month earlier in London during our Internet Librarian International conference. (Check our Web site, www.infotoday.com, a few weeks in advance of the Monterey meeting to find reports and streaming media feeds from the prior event.) Ojala recaps the issues identified in London by your colleagues from around the world.

Speaking of Open Access

10:30 a.m. – 11:00 a.m.

*OA advocate and expert **Stevan Harnad** is interviewed by*
***Dick Kaser**, Vice President of Content, Information Today, Inc.*

Highly opinionated and often quoted, Harnad can be observed debating the subject daily on his American Scientist Open Access Forum list, which he has moderated since 1998. The archive, sorted by thread, can be found at http://www.ecs.soton.ac.uk/~harnad/Hypermail/Amsci/index.html. In Monterey, he gives *Information Today* a live interview.

Making Digital Collections Open and Searchable on the Web

11:00 a.m. – 12:00 p.m.

*Moderated by **Marydee Ojala**, Editor* ONLINE *Magazine*
***Gary Price**, Co-Author of* The Invisible Web
***Kat Hagedorn**, OAIster/Metadata Harvesting Librarian*
***Andy Boyer,** Product Manager, WorldCat End-User Services, OCLC*
***Sumir Meghani,** Manager, Business Development, Yahoo!*
***Andy Gass,** Policy Analyst, Public Library of Science*

Collections previously hidden from public view are becoming open on the Web. But can you find them? And can you search them? This panel of experts in digital collection development and search discusses the status of current projects to make the materials in institutional repositories and library catalogs openly available on the Web.

Raise Your Hand!

12:00 p.m. – 12:15 p.m.

Use the open mike to tell us what you think the open access issues are for Internet librarians. ITI will publish the results in both the *Information Today* newspaper and *ONLINE* magazine. Be a part of the movement.

TRACK C
Content Management
DeAnza III

Lunch Break
12:15 p.m – 1:15 p.m.

Library Web Site Applications Using XML — C303
1:15 p.m – 2:00 p.m.

***Karen Coombs**, Information Technology and Instruction Librarian, SUNY Cortland*

How can XML be used by my library? Why use XML when we have database-driven pages? This presentation seeks to discuss how database-driven pages and XML are complementary and how one library (SUNY Cortland) uses XML and database-driven Web pages in conjunction. The presentation will discuss several XML-based applications on our library Web site and why it was decided to use XML for these applications. In addition, the presentation will provide basic technical details about how to display XML on the Web.

Content Capture & Knowledge Access — C304
2:15 p.m – 3:00 p.m.

***L. Allison Ounanian,** Information Analyst, MITRE Corporation*

***Anthony Lee,** Director, Sales, Entopia*

The first presentation from MITRE's Knowledge Management Services Department describes its content capture service for customers conducting technical information exchanges and other kinds of meetings. It relates the explorations and application of the best features of commercial and MITRE-generated technologies such as Weblogging, recording and indexing tools to facilitate and enhance content capture. In the second presentation, attendees will learn how automatically building a cross-application repository of semantic, contextual, and social metadata in one organization added value by turning information into organizational knowledge with greater efficiency.

Networking Break in Exhibits
3:00 p.m. – 3:30 p.m.

TRACK D
Trends & Trend Setters
DeAnza II

These sessions provide ideas for not only staying on track and being successful but excelling and exceeding expectations. From creating effective business plans, to building virtual libraries, staffing in creative ways, and providing key online services, our speakers spark your plans for the next year.

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

Business Plans for Dummies — D301
10:30 a.m. – 11:15 a.m.

***Elaina Norlin**, Senior Program Officer, Institute for Museum and Library Services*

As libraries, state agencies, and other educational institutions work together to create e-learning products and services for their communities, they must look at the big picture. As institutional repositories and Web portals become common everyday language, have many libraries developed a comprehensive business plan? Or are they jumping in feet first and hoping for the best? This program discusses business planning, why it's essential in tough budget times, and how to develop a common-sense business plan tailored for libraries.

Virtual Librarians Pave the Way to Creative Staffing — D302
11:30 a.m. – 12:15 p.m.

***Jessi Crim-Weithman**, Manager, Web and Applications Development, &*
***Joy Bevan**, Virtual Librarian, Columbus Metropolitan Library*

Faced with tight budgets, how can libraries creatively use staff to implement technology projects? When tackling the Web site redesign project, the Columbus Metropolitan Library implemented a Virtual Librarian project team. Three public service staff members worked in the IT department 28 hours a week for a year. The split positions allowed the completion of project work, but more importantly built a bridge between public service and technology. The Virtual Librarians have acted as ambassadors, challenging library staff to look at customer service in new ways. They illustrated how to break the mold of traditional staffing patterns and tap into the potential of staff in implementing technology projects. Using concepts from the book *Art of Innovation* by Tom Kelley, the Virtual Librarians bring energy and fun into implementing technology projects.

Lunch Break
12:15 p.m – 1:15 p.m.

Realities of Virtual Services — D303 & D304
1:15 p.m. – 2:00 p.m.; 2:15 p.m. – 3:00 p.m.

***Marcia Schemper-Carlock**, Manager, Client Research, Verizon*
***Dell Joshi**, DuPont*
***Peter Moon**, Manager, Virtual Information Center, Hartford Steam Boiler*
***Doris Helfer**, Science Librarian and Chair, Technical Services,*
***Lynn Lampert**, Coordinator of Instruction and Information Literacy,*
*Virtual Reference Services, & **Katherine Dabbour**, Senior Assistant Librarian,*
Assessment Coordinator, California State University Northridge

The session begins with Joshi and Moon discussing the transitioning to virtual libraries in corporate settings. They focus on the collection, the emotions, the relationships with electronic access publishers and information providers, and issues with the pricing models for electronic access of content. The session then looks at virtual services that have been operating for a while in both the academic and corporate environments, with special attention on customer care and relationships. Two panel discussions are featured; the first explores the key factors for a smooth transition, and the closing panel discusses the critical success factors for sustaining and succeeding in virtual services.

Networking Break in Exhibits
3:00 p.m. – 3:30 p.m.

CLOSING KEYNOTE
Steinbeck Forum

3:30 p.m. – 4:30 p.m.

Wacky World of Gadgets: The '70s and Beyond!

***Barbara Fullerton,** Director of Law Library, Locke Liddell & Sapp; **Sabrina Pacifici,** Law Firm Librarian & Author of the blog,* beSpacific; *&*
***Aaron Schmidt,** Reference Librarian, Thomas Ford Memorial Library*

View gadgets from the marketplace at a fast and fun pace with our knowledgeable speakers. They'll take you back in time to view a few gadgets from the '70s and jump back to the future with lots of new gadgets on the market. These gadgets can help in your work, home, and office and definitely will stimulate your thinking about new ways of doing things with technology.

F R E E C Y B E R T O

TUESDAY, NOVEMBER 16

Bates' Competitive Intelligence Cybertour

10:30 a.m. – 10:45 a.m.

Mary Ellen Bates, *Bates Information Service*

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

Top 10 Things to Stay Tech Current

11:30 a.m. – 11:45 a.m.

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

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

Online Trends from the CyberCorner

12:30 p.m. – 12:45 p.m.

Mary Ellen Bates, *Bates Information Service*

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

Favelets & Bookmarklets Cybertour

1:30 p.m. – 1:45 p.m.

Michael Sauers, *Internet Trainer, BCR*

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

Portal Implementation Challenges

2:30 p.m. – 2:45 p.m.

Marlene Vogelsang, *Resource Specialist, Pacific Energy Center, Pacific Gas & Electric*

Join us for an inside look at a library designed portal for PG & E business and residential customers on how to save money on energy costs, energy safety information, and important regulations using EOS.Web & ASP-hosted EOS e-Library service.

A Dozen Search Engine "Shortcuts"

3:30 p.m. – 3:45 p.m.

Ran Hock, Online Strategies

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

INTERACTIVE NETWORKING EVENTS

COMMUNITIES OF INTEREST

Sunday, November 14
4:30 p.m. – 5:30 p.m.
Third Floor Meeting Rooms—Portola Plaza

Meet your colleagues following a day of workshops for debriefing or connecting with others in your interest group before conference sessions begin. Grab a drink or soda and head for some great networking, stimulating discussions, and a chance to interact with some outstanding conference speakers and moderators. Topics include Web Design, Development & Tools; Searching & Search Engines; E-Resources & Digital Libraries; Blogging; & Trainers.

A cash bar will be available.
Open to all conference attendees.

OPENING RECEPTION

Monday, November 15
5:00 p.m. – 7:00 p.m.

Information Today, Inc.(ITI) invites all conference registrants and exhibitors to a special Exhibit Hall opening reception. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample lots of tasty goodies, and check out the latest products and services in a relaxed atmosphere.

INFORMAL DINE AROUNDS

Wonderful food and dining expeditions to the superb restaurants in the Monterey area are planned. So join your colleagues for an evening of terrific conversation, great food and lots of fun you won't soon forget! Check the boards in the registration area to sign up for the excursion of your choice!

U R S

WEDNESDAY, NOVEMBER 17

Audio Tips for Future Service

10:30 a.m. – 10:45 a.m.

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

While cassettes and CDs are still the prominent method of delivering audio to our patrons, learn how one library system and one library in Illinois are providing the same content in mp3 format as well as lending out the players for patron use.

Graphical Data Visualization

11:30 a.m. – 11:45 a.m.

Michael Sauers, *Internet Trainer, BCR*

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

20 Roles for Librarians in E-Learning

12:30 p.m. – 12:45 p.m.

Stephen Abram, *Vice President Innovation, Sirsi Corporation*

Outlines the opportunities for librarians to integrate information and research services into e-learning and distance educations events, pilots and projects. Identifies sites and sources to spark your interest and knowledge.

Quick, Easy & Cheap Digital Panoramic Tours

1:30 p.m. – 1:45 p.m.

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

This cybertour outlines the steps involved in creating digital panoramic tours of library spaces, discusses hardware and software needs, and highlights unique uses and innovative applications of this technology. From library instruction to fundraising, see how these virtual tours can benefit both the library and its users in a number of unique ways.

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Monday, November 15
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5:00 p.m. – 7:00 p.m.

Tuesday, November 16
9:45 a.m. – 5:00 p.m.

Wednesday, November 17
9:45 a.m. – 3:30 p.m.

Internet Librarian 2004

Free Cybertours for all Internet Librarian 2004 Exhibit Hall visitors!

Taking place at the CyberCorner in the Exhibit Hall, these cybertours cover a range of topics and subject areas. They are 15 minutes long, open to all and add value to your visit. Space is limited so it is first-come, first-served.

Join our Net-savvy Web experts for a look at their favorite sites or information on the latest trends and technologies! There is no need to register, simply pick the cybertour of interest to you and arrive at our CyberCorner within the Internet Librarian 2004 Exhibit Hall at the appropriate time.

TUESDAY

10:30 | **Bates' Competitive Intelligence Cybertour**
Mary Ellen Bates

11:30 | **Top 10 Things to Stay Tech Current**
Aaron Schmidt

12:30 | **Online Trends from the CyberCorner**
Mary Ellen Bates

1:30 | **Favelets & Bookmarklets Cybertour**
Michael Sauers

2:30 | **Portal Implementation Challenges**
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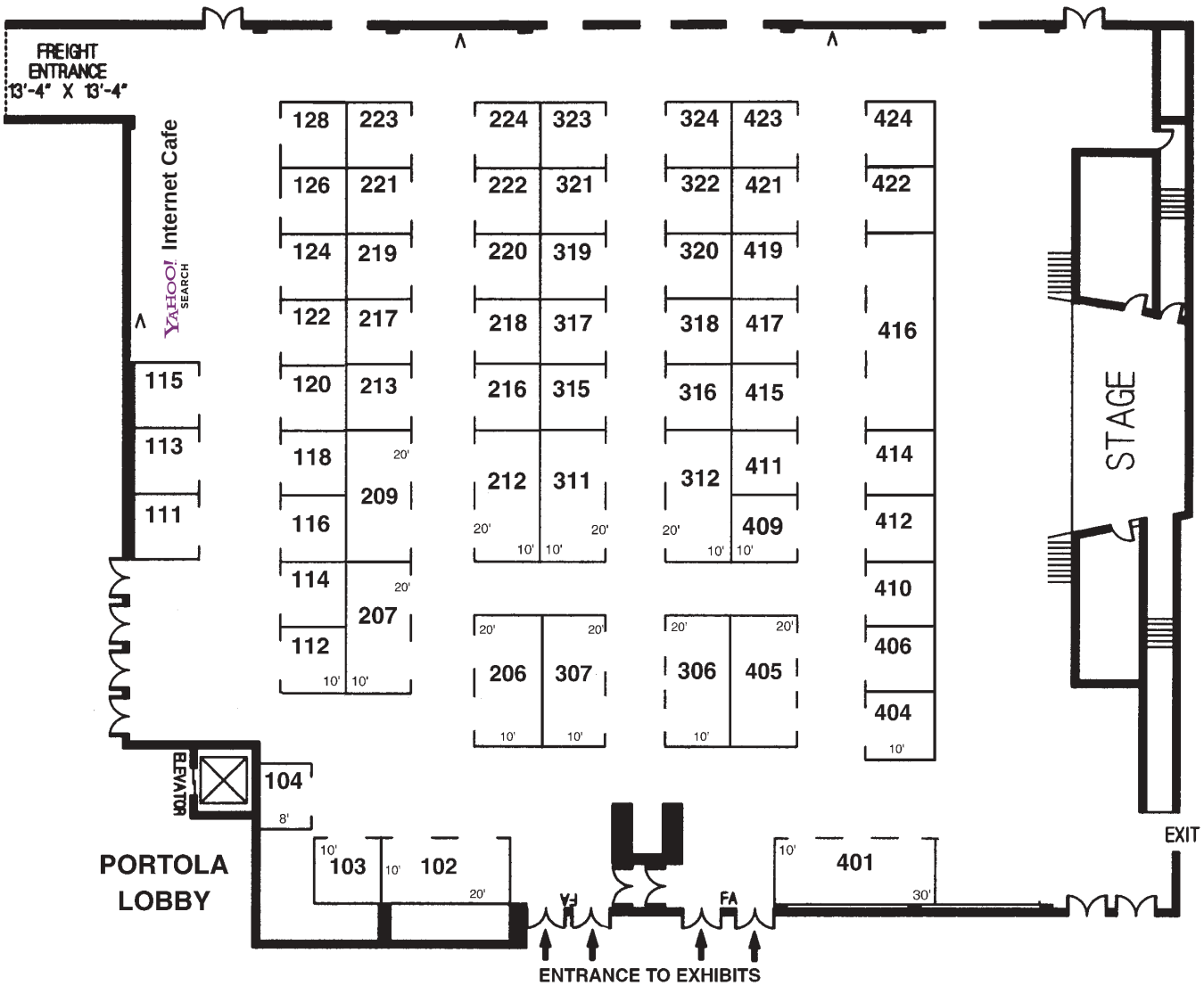

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Monday, November 15
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