



# Internet Librarian 2007

The Internet Conference and Exhibition for Librarians and Information Managers

2.0: INFO PROS, LIBRARY COMMUNITIES, & WEB TOOLS



October 29–31, 2007

Monterey Conference Center

Portola Plaza Hotel & Monterey Marriott, Monterey, California

INTERNET@SCHOOLS WEST ■ OCTOBER 29–30

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# Internet Librarian 2007

October 29–31, 2007

## 2.0: INFO PROS, LIBRARY COMMUNITIES, & WEB TOOLS

tures leading-edge online initiatives and innovations in all types of information enterprises, tools and techniques for enhancing user-friendly digital information flows, radical new ideas for roles and values of information professionals, information discovery and visualization methods for dealing with today's information overload, building new communities and supporting online connections in engaging ways, and more.

Join us at the most comprehensive conference for library and information professionals interested in technology to discover the insights, strategies, and practices that will allow us to tame the Net, manage libraries and digital information, and enhance the information and learning experiences of people in our communities. **Internet Librarian 2007** provides attendees with many chances to meet and hear from leading-edge information professionals in all types of environments — leaders in the information industry who are integrating content and delighting their clients, organizing and managing digital content in creative ways, setting the context for excellence in information utilization in their organizations, revolutionizing the roles of info pros, building strong collaborative communities among their customers and colleagues, and using new technologies in creative and exciting ways.

### FREE CYBERTOURS!

Our popular information-rich cybertours are again featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics will include Creative Commons, Tour of Second Life's Info Island, New E-Book Devices, Learning 2.0, Twitter 101, Ethnographic Study of Student Research, and more. Keep your eye on [www.infoday.com/il2007](http://www.infoday.com/il2007) for the schedule.

### INTERACTIVE NETWORKING EVENTS!

#### WHAT'S HAPPENING IN IL SPACE?

**Monterey Public Library** ■ Sunday, October 28

5:30 p.m. – 7:00 p.m.

So what are Internet Librarians (ILs) doing these days with the new Web 2.0 and other cool tools? Join us for a quick tour of some of the exciting things libraries are doing — YouTube videos, community social networks, improving enterprise information flows, building virtual environments, and more. Grab some ideas and insights to create compelling products and services for your library or information service. Network with fellow ILs at the Monterey PL and get a jump on conference activities!

Web 2.0 refers to Web services, social media, or a new interactive, participatory platform of social computing. It is enabling libraries and information professionals to interact with their clients and communities in new and exciting ways. New tools and processes have ignited creative integrated content mashups, specialized and personalized services for community segments, and exciting new techniques for dealing with voluminous information flows, including user-generated content. Our conference theme, 2.0, captures

### Opening Reception

Information Today Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 29 from 5:00 p.m. – 6:30 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

### Informal Dine Arouds

Plan dinner with your colleagues. For more information and online registration, go to [www.infoday.com/il2007](http://www.infoday.com/il2007).

### CONFERENCE WIKI

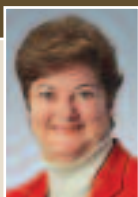
<http://il2007.pbwiki.com/>

Check it out for conference tips, networking, sightseeing, and more!

### CONFERENCE BLOG

Watch for news and updates about the conference in the Internet Librarian Conference Blog at [www.infodayblog.com](http://www.infodayblog.com). The "tags" for this year's Internet Librarian and Internet@Schools West will be IL2007 and I@SW2007.

## ORGANIZING AND REVIEW COMMITTEE



### PROGRAM CHAIR

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

**Stephen Abram**  
SirsiDynix

**Steven Cohen**  
LibraryStuff.Net

**Darlene Fichter**  
University of Saskatchewan

**Megan Fox**  
Simmons College

## EXHIBITION

The Internet Librarian 2007 exhibition features leading-edge companies that offer visitors a choice of products covering all aspects of Internet technologies, including content providers, online services, software, document and Web delivery systems, search engines, and more.

## INTERNET CAFE

Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your e-mail.

## TWO DAYS OF WORKSHOPS!

Pre-conference workshops on Saturday afternoon and Sunday, October 27 & 28 cover a wide range of topics including our popular full-day **Searchers Academy** and **Web Managers Academy**, as well as a new full-day workshop, **Academic Library 2.0**. There are many half-day workshop topics: Project Management, Creating Online Tutorials, Social Tools, Second Life, Wikis, Ajax, Podcasting & Videocasting, Training Adults, RSS, Mobile Search, Gaming, Technology Change Agents, and more. See pages 6–8 for details.

## TUESDAY EVENING SESSION

### Gadgets, Gadgets, & Gaming!

*Barbara Fullerton, Manager, Library Relations, 10KWizard*  
*Sabrina Pacifini, Editor & Publisher, LLRX.com & beSpacific.com*  
*Aaron Schmidt, Director, North Plains Public Library*  
*Erik Boekesteijn & Jaap van de Geer, Delft Public Library*

**7:30 p.m. – 9:00 p.m.**

Free and open to all registrants, exhibitors, and exhibit visitors. See page 16 for more details.

## KEYNOTE PRESENTATIONS

### 2.0 and the Internet World

*Lee Rainie, Director, Pew Internet & American Life Project*  
**Monday, 9:00 a.m. – 9:45 a.m.**

### Reference 2.0: Ain't What It Used to Be . . . And It Never Will Again

*Joe Janes, Associate Dean, iSchool, University of Washington*  
**Tuesday, 9:00 a.m. – 9:45 a.m.**

### Evolving Web Technologies: Local, Mobile, Social

*Danny Sullivan, Editor-in-Chief, Search Engine Land*  
**Wednesday, 9:00 a.m. – 9:45 a.m.**

### Gaming, Learning, & the Information World

*Elizabeth Lane Lawley, Director, Rochester Institute of Technology Lab for Social Computing*  
**Wednesday, 3:45 p.m. – 4:30 p.m.**

Bring your Halloween costume and impress your colleagues! Wait until you see our closing keynote speaker, Liz Lawley, in her costume!

*We are pleased to present the 11th 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. Internet Librarian 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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**Richard Geiger**  
*San Francisco Chronicle*

**Richard Hulser**  
 Amgen

**Jenny Levine**  
 ALA & The Shifted Librarian

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

**Barbara Quint**  
 Editor-in-Chief, *Searcher*

**Donna Scheeder**  
 Law Library of Congress

**Aaron Schmidt**  
 North Plains Public Library

**Michael Stephens**  
 Dominican University

## PRECONFERENCE WORKSHOPS

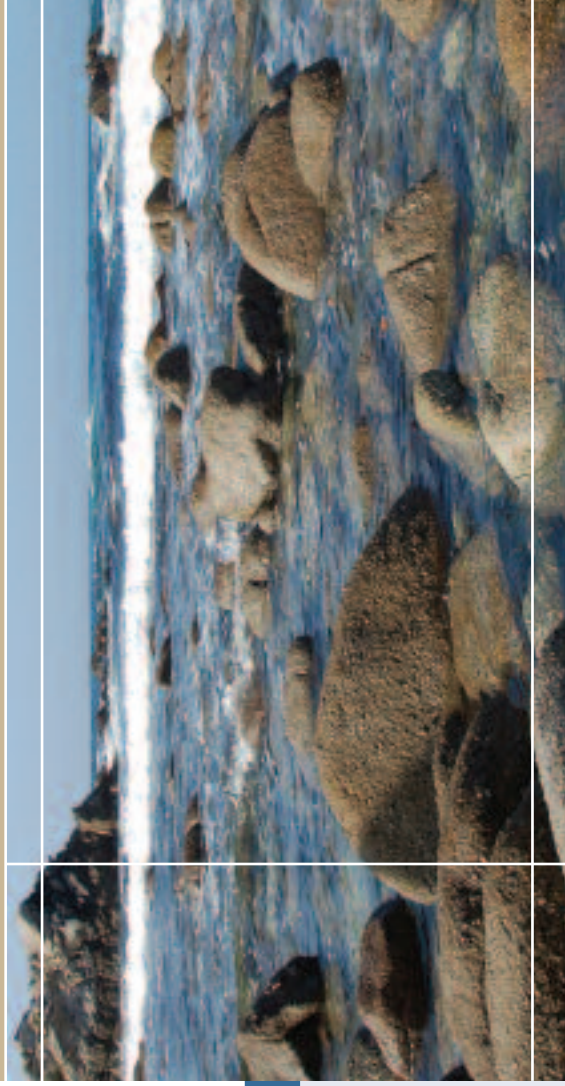
### SATURDAY, OCTOBER 27

- 1:30 p.m. – 4:30 p.m.
- W1: Social Tools for Your Library
- W2: Simple Solutions for Dynamic Web Services Using RSS
- W3: Libraries on the MOVE in Second Life (SL)
- W4: Communicating, Influencing, & Negotiating for Results
- W5: Next-Generation Research Tools
- W6: Mining Blogs & RSS for Research
- W7: Improving Web Site Access: Card Sorting A-Z
- W8: AJAX for Libraries

### SUNDAY, OCTOBER 28

- 9:00 a.m. – 4:30 p.m.
- W9: Searchers Academy
- W10: Web Managers Academy
- W11: Academic Library 2.0
- 9:00 a.m. – 12:00 p.m.
- W12: Podcasting & Videocasting Boot Camp
- W13: Wikis: Basics, Tools, & Strategies
- W14: Training Adults: Getting & Keeping Attention
- W15: Using Mobile Search for Client-Focused Services
- W16: Integrating RSS into Your Web Site
- 1:30 p.m. – 4:30 p.m.
- W17: Downloading Library 2.0: Podcasting Services & Training for the iPod Generation
- W18: Introduction to Cascading Style Sheets (CSS)
- W19: Project Management for Libraries
- W20: Games, Gaming, & Libraries
- W21: Tips for Effective Technology Change Agents

# CONFERENCE AT A GLANCE



## EXHIBIT HOURS

- Monday, October 29  
5:00 p.m. – 6:30 p.m.
- Tuesday, October 30  
9:45 a.m. – 4:00 p.m.
- Wednesday, October 31  
9:45 a.m. – 2:00 p.m.

## GENERAL CONFERENCE ■ MONDAY, OCTOBER 29

9:00 a.m. – 9:45 a.m. **OPENING KEYNOTE** | 2.0 & the Internet World | Lee Rainie, Director, Pew Internet & American Life Project

9:45 a.m. – 10:15 a.m.

### COFFEE BREAK

#### TRACK A INFORMATION DISCOVERY & SEARCH

10:15 a.m. – 11:00 a.m.

A101: A Super Searcher Shares 30 Search Tips

11:15 a.m. – 12:00 p.m.

A102: What's New with Search?

12:00 p.m. – 1:15 p.m.

A103: Mobile Search

A104: What's New with Federated Search

A105: Federated Searching Feedback

A106: Multimedia Search

#### TRACK B PUBLIC LIBRARIES

B101: Online Marketing for Libraries: Outreach & PR in a 2.0 World

B102: DIY Intranet: KnowledgeBase for People by the People

B103: Information Literacy in the Public Library

B104: Cranky? Boomers & Older Adults Are Greying the Internet!

B105: Integrating Libraries & Communities Online

B106: Integrating Libraries & Communities Online (continued)

#### TRACK C WEB DESIGN & DEVELOPMENT

C101: Planning & Implementing Library 2.0

C102: Putting Evidence-Based Practice to Work

### LUNCH BREAK

C103: New Rules of Web Design

C104: Inspiration for Your Library Redesign

C105: Cool Tools for Library Webmasters

C106: Web Design on a Dime: Quick Web Tips for Small Libraries

#### TRACK D STRATEGIES & BEST PRACTICES

D101: Blending In: Librarians in the Networked Community

D102: Strategic Approaches to the New Academic Library

D103: The Library 2.0 Process Toolkit

D104: MySpace & Facebook: Pros & Cons

D105: Advocacy 2.0

D106: User-Generated Content

### EXHIBIT HALL GRAND OPENING RECEPTION

## MONDAY, OCTOBER 29

9:00 a.m. – 9:45 a.m.

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

### MASHUPS AND GAMING: LEVERAGING SOCIAL PHENOMENA

10:15 a.m. – 11:00 a.m.

**S101: Practical Mashups—**  
Adding to the Librarian's Repertoire

11:15 a.m. – 12:00 p.m.

**S102: Get Your Game On—**  
Gaming and Learning in the Library

### WEB 2.0 → LIBRARY 2.0

1:15 p.m. – 2:00 p.m.

**S103: Successful Web 2.0 Initiatives**  
With Students and Teachers

2:15 p.m. – 3:00 p.m.

**S104: 21st-Century Libraries—**  
Getting Your Administrator on Board

3:15 p.m. – 4:00 p.m.

**S105: School Library Learning 2.0**

4:15 p.m. – 5:00 p.m.

**S106: Here Today...Here to Stay? The Future of Blogs**

## TUESDAY, OCTOBER 30

9:00 a.m. – 9:45 a.m.

**KEYNOTE: Learning and Literacy in a Digital World**  
Pam Berger, Publisher & Editor, *Information Searcher*

### INFORMATION LITERACY AND 2.0 TECHNOLOGIES

10:30 a.m. – 11:15 a.m.

**S201: A Year-Long Information Literacy Collaboration:**  
How We Got There and What We Discovered  
Along the Way

11:30 a.m. – 12:15 p.m.

**S202: Leveraging 2.0 Technologies for KidsClick!**  
A Redesign Project

### RESOURCES FOR LEARNING AND RESEARCH

1:15 p.m. – 2:00 p.m.

**S203: Hands-On and Minds-On at the Exploratorium**

2:45 p.m. – 3:30 p.m.

**S204: RSS@Schools**

4:00 p.m. – 5:00 p.m.

**CLOSING KEYNOTE: Gary's Latest Web Research Update**  
Gary Price, ResourceShelf and Ask.com

## GENERAL CONFERENCE ■ TUESDAY, OCTOBER 30

**KEYNOTE** | Reference 2.0: Ain't What It Used to Be . . . And It Never Will Again | Joe Janes, Associate Dean, iSchool, University of Washington

COFFEE BREAK— Visit the Exhibits

### TRACK A LEARNING: MORE THAN TEACHING

**A201: Teach Me More!**  
Fun & Gaming in Libraries

**A202: Promoting Play Through**  
Online Discovery: Lego Building

**B201: Building a Corporate**  
Digital Library

**B202: Next-Gen Corporate**  
Library Web Site

**C201: Organization 2.0**

**C202: Content & Commons: Library 2.0**  
Organizational Strategies

### TRACK B ENTERPRISE TRENDS

### TRACK C 2.0 ORGANIZATIONS & ROLES

### TRACK D VIRTUAL WORLDS & LIBRARIES

**D201: Virtual Worlds & Libraries**

**D202: Building Communities**  
in Second Life

**C203: How to Lose Your New Tech**  
Librarians & Tech Training

**B203: I'm at Web 2.0, Are You?**

**B204: Technologies & Information**  
Integration in Hospitals

**C204: Librarians as**  
Knowledge Managers

**C205: Mobile Librarians & RSSperts**

**B205: Developing a Taxonomy**

**A203: Training Strategies & Social**  
Networking Tools

**A204: Screencasting & E-Learning**  
on a Shoestring

**A205: Extending Your Reach:**  
E-Training for an Entire State!

**A206: The Second Life Smorgasbord**  
(continued)

**D205: Creating Library Services for**  
Teens in Second Life

LUNCH BREAK— Visit the Exhibits

### NETWORKING BREAK— Visit the Exhibits

TUESDAY EVENING SESSION | Gadgets, Gadgets, Gaming! | Barbara Fullerton, Sabrina Pacifici, & Aaron Schmidt

## GENERAL CONFERENCE ■ WEDNESDAY, OCTOBER 31

**KEYNOTE** | Future of Search | Danny Sullivan, Editor-in-Chief, Search Engine Land

COFFEE BREAK— Visit the Exhibits

### TRACK A SEARCH ENGINES

**A301: Alternative & Customized SEs**

**A302: Search Engine Strategies**

### TRACK B CONTENT MANAGEMENT (CM)

**B301: Mashups & Data Visualizations:**  
New Breed of Web Applications

**B302: What's Hot with RSS!**

### TRACK C DIGITAL LIBRARIES, SYSTEMS, OPERATIONS

**C301: Trends in Mobile Tools**

**C302: Designing an OPAC for Web 2.0**

### TRACK D GAMES, VIDEOS & LIBRARIES

**D301: Gaming & Libraries:**  
Engaging Strategies

**D302: World of Warcraft**  
Versus Second Life

**B303: Folksonomies and Tagging:**  
Libraries & the Hive Mind

**B304: Content Management Systems**  
(CMSs)

**C303: Tech Tools for Library Outreach**

**C304: Living Larger: Taking Your Killer**  
App Beyond Libraries

**D303: Do You Need a Videographer?**

**D304: Running a Gaming Program**

LUNCH RECEPTION— In the Exhibit Hall

CLOSING KEYNOTE | Gaming, Learning, & the Information World | Elizabeth Lane Lawley, Director, Rochester Institute of Technology

# PRECONFERENCE WORKSHOPS ■ SATURDAY, OCTOBER 27

## Social Tools for Your Library

W1

1:30 p.m. – 4:30 p.m.

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

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

## Simple Solutions for Dynamic Web Services Using RSS

W2

1:30 p.m. – 4:30 p.m.

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

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

## Libraries on the MUVE in Second Life (SL)

W3

1:30 p.m. – 4:30 p.m.

**Kitty Pope** (Kitty Phillip in SL), Executive Director, Alliance Library System

**Barbara Galick** (Puglet Dancer in SL), Executive Director, Cullom-Davis Library, Bradley University

**Jill Hurst-Wahl**, (Jillianna Susei in SL), Hurst Associates, Ltd.

**Tom Peters** (Maxito Ricardo in SL), Founder, TAP Information Services

This workshop provides practical advice for developing a library presence in Second Life and other MUVES (Multi-User Virtual Environments). It covers the advantages, risks, organizational and professional commitments, fiscal matters, service issues and opportunities, training and orientation, and assessment. Although the emphasis of this workshop is on how libraries can become successfully immersed in SL, it would be useful for representatives from library consortia, library associations, library schools, publishers, and vendors, too. It discusses why libraries need to become involved in MUVES, organizational and political considerations, the economics of developing a library presence in a MUVE, staffing the MUVE – cultivating interest, skills needed and preventing burnout – evaluation of the library's virtual world activities, and future directions and developments.

## Communicating, Influencing, & Negotiating for Results

W4

1:30 p.m. – 4:30 p.m.

**Betty Jo Hibberd**, Senior Manager, Information Professional Development, Thomson Scientific

Communicating, influencing, and negotiating are fundamental skills. Not only do they feature prominently in day-to-day business, they also permeate everyday life. These skills occur between parents and children, employers and employees, professionals and clients, and between agencies and the public. Without them, it is almost impossible to succeed in the long term. And because, sooner or later, we deal again with the same people involved in our exchanges, these skills are also processes in which relationships are built, strengthened, and renewed. Join us to develop your skills using these common problem-solving or relationship building techniques.

## Next-Generation Research Tools

W5

1:30 p.m. – 4:30 p.m.

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

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

## Mining Blogs & RSS for Research

W6

1:30 p.m. – 4:30 p.m.

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

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

## Improving Web Site Access: Card Sorting A–Z

W7

1:30 p.m. – 4:30 p.m.

**Ellyssa Kroski**, Reference Librarian, Columbia University & an independent Information Consultant

Web users spend an average of 8–10 seconds and three clicks on your Web site looking for what they need before they get frustrated and click away. Whether you are developing a new Web site or redesigning an existing one, it is imperative to determine an intuitive and usable navigational structure and taxonomy for your user community. Card sorting is a technique used in the information architecture field to determine a classification scheme that speaks to your user population. Discover how to use this quick and inexpensive technique to understand how your users think about your Web site and its content. Learn how to run both an open and a closed card sort, analyze the results, and make recommendations based on your data. This workshop explores both online and offline card-sorting techniques as well as analysis software. Make sure your information is findable and increase usability by involving your users in the process of designing your Web site – they will thank you for it!

## AJAX for Libraries

W8

1:30 p.m. – 4:30 p.m.

**Jason Clark**, Montana State University Libraries

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

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

# PRECONFERENCE WORKSHOPS ■ SUNDAY, OCTOBER 28

## Searchers Academy

9:00 a.m. – 4:30 p.m. (Full Day)

MODERATOR: **Mary Ellen Bates**, *Principal, Bates Information Services*  
FACULTY: **Gary Price**, *Director, Online Resources, Ask.com, & Publisher, ResourceShelf.com*

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

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

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

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

9:00 a.m. – 4:30 p.m. (Full Day)

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

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

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

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

Does your library Web site need a redesign? What are the signs? Where do you start? One place to begin is analyzing the strengths and weaknesses of your current site. Learn how to use Web site analytic tools to discover how the current site is used. Pick up new usability methods that can help you test proposed revisions early so that the new design doesn’t just “look” better, but also “works better” for the users. See how other libraries are using content management systems, database-driven content, federated search, and OpenURL resolvers to provide customized and personalized content for users. Explore how social software applications includ-

W9

ing blogs, wikis, tagging, and RSS, fit in the mix. Pack your toolbox and take home tips, tools, checklists, and new design techniques that you can immediately put to use. Learn about common pitfalls and success factors for library redesigns. Topics will include:

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

## Academic Library 2.0

9:00 a.m. – 4:30 p.m. (Full Day)

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

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

**Michelle Boule**, *Social Science Librarian, University of Houston*

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

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

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



W11

## Podcasting & Videocasting Boot Camp

9:00 a.m. – 12:00 p.m.

**David Free**, *Georgia Perimeter College, Decatur Campus Library*

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

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

W12

## Wikis: Basics, Tools, & Strategies

9:00 a.m. – 12:00 p.m.

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

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

W13

## MONTEREY PUBLIC LIBRARY ■ Sunday, October 28

### What’s Happening in ILSpace?

5:30 p.m. – 7:00 p.m.

So what are Internet Librarians (ILs) doing these days with the new Web 2.0 and other cool tools? Join us for a quick tour of some of the exciting things libraries are doing – YouTube videos, community social networks, improving enterprise information flows, building virtual environments, and more. Grab some ideas and insights to create compelling products and services for your library or information service. Network with fellow ILs and get a jump on conference activities!

# PRECONFERENCE WORKSHOPS ■ SUNDAY, OCTOBER 28

## Training Adults: Getting & Keeping Attention

W14

9:00 a.m. – 12:00 p.m.

*Rebecca Jones, Dysart & Jones Associates*

This toolbox of techniques for teaching adults provides practical strategies and techniques to help your clients (or staff, and even students!) learn what you want them to learn. It focuses on recognizing adult learning motivations and styles/preferences to connect and make learning stick. It emphasizes the importance of the learner and how to get their attention to make learning relevant and satisfactory and then opens the toolbox of practical tools to address how to develop instruction; building courses, lesson plans, and learning outcomes; applying techniques/strategies for the classroom; teaching tips for handling issues and problems that come up in class; and more. It uses humor to focus on tips, strategies, shortcuts, tricks, and useful approaches that are based on sound principles. Hear about adult learning principles and their practical applications, discuss learning styles/preferences and how to respond to them, identify the learning scenarios and how to address them, and practice alternative teaching styles and how/when to use them.

## Using Mobile Search for Client-Focused Services

W15

9:00 a.m. – 12:00 p.m.

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

This in-depth workshop looks at the range of mobile search provider offerings and applications for information seekers and librarians. Learn how mobile search differs from a regular search engine, the most unique features of these services, how they can be used in your library or information service, and how to create user-friendly mobile services for your clients. With many real-world examples of what is happening now, the workshop includes a look at what is on the horizon for mobile search to factor into your future plans.

## Integrating RSS into Your Web Site

W16

9:00 a.m. – 12:00 p.m.

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

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

## Downloading Library 2.0: Podcasting Services & Training for the iPod Generation

W17

1:30 p.m. – 4:30 p.m.

*Doris Helfer, Chair, Technical Services; Lindsay Hansen, Assistant Librarian; Lynn Lampert, Chair, Reference & Instructional Services; California State University-Northridge*  
*Frank Vuotto, Business Librarian and Faculty, California Polytechnic State University*  
*Lei Wang, Instructional Design Librarian, Cushing/Whitney Medical Library, Yale University*

Libraries across the country are either dabbling with the idea of using podcasts to market their services and educate users or diving straight into creation. This workshop features three case studies: California State University-Northridge librarians discuss the instructional benefits of adopting podcasting technologies in libraries from the perspective of reference and instructional as well as music and media services focusing on ADA accessibility concerns, institutional repository trends (iTunes University), and their observations about the millennial generation and faculty using pod-

casting. California Polytechnic State University's Vuotto examines the creation, design, management, and implementation of interactive learning environments utilizing new technologies such as Adobe Captivate2, Podcast Factory, M-Audio, and other interactive tools. Yale Medical Library's Wang describes its experience in delivering Camtasia-based tutorials as podcasts on a very tight budget, demonstrating the work flow of creating a podcast, and how to evaluate success by looking at the feed statistics and Web traffic server log. This intensive workshop focuses on participants acquiring new perspectives about creating podcasts and screencasts and integrating curriculum-aligned content in creative ways that engage faculty and students.

## Introduction to Cascading Style Sheets (CSS)

W18

1:30 p.m. – 4:30 p.m.

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

Just as anyone involved in any way with Web site design and management needs to know the basics of HTML, the same is now true of CSS. CSS can make the difference between an amateurish-looking site and a truly professional-looking site, gives far superior control of layout, makes it possible to change every page of your site in just seconds, and does things HTML just cannot do. A basic knowledge of HTML is assumed. This course covers the basic structure of CSS styles and style sheets and how and where to apply them. Filled with tips, tricks and real-world examples, it will be a real learning experience.

## Project Management for Libraries

W19

1:30 p.m. – 4:30 p.m.

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

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

## Games, Gaming, & Libraries

W20

1:30 p.m. – 4:30 p.m.

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

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

## Tips for Effective Technology Change Agents

W21

1:30 p.m. – 4:30 p.m.

*Roy Tennant, Senior Program Officer, OCLC Programs and Research, Author of Managing the Digital Library*

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



# GENERAL CONFERENCE ■ MONDAY, OCTOBER 29

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

### 2.0 & the Internet World

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

Web 2.0 has become a catch-all buzz phrase that people use to describe a wide range of interactive online activities and applications, some of which the Pew Internet & American Life Project regularly tracks. Rainie brings the latest statistics and findings and talks about current trends in Web participation. The Project has developed an extensive typology of Internet users who range from fanatic content contributors to irritated sufferers from information overload. He will discuss the implications of different user types on the activities and services of libraries, looking ahead and sharing the latest thinking and predictions for the online and information worlds.

### Coffee Break

9:45 a.m. – 10:15 a.m.

## INFORMATION DISCOVERY & SEARCH TRACK A

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

Moderated by *Anne Mintz, Forbes Inc.*

### A Super Searcher Shares 30 Search Tips

A101

10:15 a.m. – 11:00 a.m.

*Mary Ellen Bates, Bates Information Services*

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

### What's New with Search?

A102

11:15 a.m. – 12:00 p.m.

*Heather Dystrup-Chiang, Program Manager, Live Search, Microsoft Corp.*

*Ron Rodrigues, MLS, Senior Content Specialist for Engineering, Thomson Scientific*

*Joris van Rossum, Scirus*

Hear what's new in the world of search, first from Microsoft's Program Manager, who will share insights into Live Search Academic, its search service for scholarly content, a tool specifically for academic researchers. Then hear from Rodrigues about Thomson's many new databases and services.

### Lunch Break

12:00 p.m. – 1:15 p.m.

## OPENING RECEPTION ■ Monday, October 29

Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 29 from 5:00 p.m. – 6:30 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

### Mobile Search

A103

1:15 p.m. – 2:00 p.m.

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

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

This session looks at the latest mobile search providers, and potential applications for librarians and information seekers. Users on the go don't want to wade through long lists of Web results, extensive scrolling and clicking, they want quick snippets of information. And this is what the latest search providers deliver, through SMS (texting) and Web interfaces. Hear what makes mobile search different from regular Web search, learn about the most interesting and unique features of the major services, and see some of the more unusual and specialized mobile search services currently available for you and your patrons.

### What's New with Federated Search

A104

2:15 p.m. – 3:00 p.m.

*Frank Cervone, Assistant University Librarian for Information*

*Technology, Northwestern University*

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

The federated search landscape market is bursting with vendors offering a multitude of systems with different feature sets. From basic search and retrieval to clustering and visualization, this session describes the array of products available and helps you get a handle on the dynamic federated search marketplace and what steps you need to take for your environment.

### Federated Searching Feedback

A105

3:15 p.m. – 4:00 p.m.

*Jill Hurst-Wahl, Hurst Associates*

*Sarah C. Williams, Science & Technology Librarian, & Angela Bonnell, Government Documents Librarian, Illinois State University*

This session provides feedback on federated search at several libraries. Based on research of federated search implementations, Hurst-Wahl discusses the benefits and shortcomings of federated search and provides some tips for selecting and implementing it. Speakers from Illinois State discuss what students think about their federated search engine based on usability testing and focus groups. The speakers share how they plan to improve the federated search engine interface.

### Multimedia Search

A106

4:15 p.m. – 5:00 p.m.

*Ran Hock, Online Strategies*

Today there are so many more non-HTML content streams, audio, video, images, and other formats such as RSS/XML, speech recognition and other technologies which provide extensive metadata, searchable transcripts, and more. Join our search expert for lots of tips, techniques, and tricks from different search engines for searching non-HTML content.

PUBLIC LIBRARIES  
TRACK B

This track focuses on planning, people, and participation. It explores the shift toward patron involvement, librarians building resources for collaboration and communication, and how public libraries (PLs) are changing to meet the needs of the plugged-in, socially networked user.

Organized and moderated by **Jenny Levine**, *The Shifted Librarian*, & **Michael Stephens**, *Dominican University*

Online Marketing for Libraries:  
Outreach & PR in a 2.0 World

B101

10:15 a.m. – 11:00 a.m.

**Sarah Houghton-Jan**, *Information & Web Services Manager, San Mateo County Library*

**Aaron Schmidt**, *Director, North Plains Public Library*, & *Author, walkingpaper.org*

In the Web 2.0 environment, libraries need to learn to reach beyond traditional ideas of outreach and build new plans for reaching out to their users online. Speakers discuss a series of tips for libraries of all types and sizes to use to reach out to their users on their own turf online. Tips relate to search engine placement, community events calendars, monitoring local blogs and other forums, live chat options, social review sites, and much more. The session includes lots of examples and gives attendees a checklist of tools and ideas they can take back to their libraries to successfully create an ongoing online marketing plan.

DIY Intranet: KnowledgeBase  
for the People by the People

B102

11:15 a.m. – 12:00 p.m.

**Eleni Gogas**, *Digital Services Librarian*, & **Donna Feddern**, *Senior Librarian for Media and Teen Services, Escondido Public Library*

This session is a show-and-tell about how a public library built and can maintain its own intranet for free without much technological knowledge. It shares tools and tips for other libraries to be able to start intranet wikis. Aimed at small to medium-sized libraries that need an intranet but do not have the budget for programmers, server space, etc., there are lots of tips for everyone.

## Lunch Break

12:00 p.m. – 1:15 p.m.

## Information Literacy in the Public Library

B103

1:15 p.m. – 2:00 p.m.

**Adina Lerner**, *Reference Services Librarian, Santa Monica Public Library*

There are folks out there who have not joined the Information Society. They are a population bombarded with the catch phrases of technology such as URLs, references to social networking sites and YouTube videos. For the people who want to join the party, the public library offers a non-threatening and open environment. It has become a de facto location for open community access to the world of information other than books. Some people come willingly into the world of the Web, but others are timid. One commonality is that none even know where to start. This session focuses on libraries who are effectively reaching out to these novice constituencies. Combining both new and old methods, public library computer training sessions are connecting with the left behind patrons and bringing them into the Information Society.

Cranky? Boomers & Older Adults  
Are Greying the Internet!

B104

2:15 p.m. – 3:00 p.m.

**Allan Kleiman**, *Old Bridge Public Library*, & *ALA Chair, Library Service to an Aging Population Committee*

Social networking is no longer just for teenagers, as baby boomers and older adults are getting into the act. And with the newly premiered "age-

relevant" search engine called <http://cranky.com>, the Internet is becoming the playground of the not so young! What programs and services do these sites provide? What is the value of social networking for baby boomers, older adults, and libraries? How can libraries and librarians play an active role in helping to promote and further develop social networking for this age group? And finally, how can "senior blogs" be used for creative writing and life review in a library setting? Come and learn!

## Integrating Libraries &amp; Communities Online

B105 &amp; B106

3:15 p.m. – 5:00 p.m.

**Glenn Peterson**, *Web Administrator*, & **Marilyn Turner**, *Manager, Web Services & Training, Hennepin County Library*

**Lichen Rancourt**, *Web Manager, University of New Hampshire Library* & **John Blyberg**, *Head, Technology & Digital Initiatives, Darien Public Library*

First, learn the secrets behind BookSpace.org, Hennepin County Library's newly redesigned reader's advisory site. Get a behind-the-scenes look at how this dynamic Web site weaves cutting-edge social features with librarian-contributed content to create a rich, interactive resource for readers. Next, hear about a scrappy upstart from Plymouth State University who won a Mellon Award for "unsucking the opac" with WPopac, an open-source replacement for the online catalog that obeys the foundations of Web 2.0: usability, findability, and remixability. Rancourt discusses the ongoing development and user reception of Scriblio, the next generation, in its first live implementation in a public library. Blyberg looks at the benefits and the potential pitfalls of pursuing a SocialPAC, the development process and mechanics behind SOPAC, the programmatic and philosophical decisions needed to be made during the development of SOPAC, and the results those give, as well as how these might be applied to your library's OPAC.

WEB DESIGN & DEVELOPMENT  
TRACK C

Library Webmasters are stepping up to the plate and creating innovative, rich, and useful Web sites that provide their customers with what they really want. Find out how library Webmasters are integrating Web 2.0 tools and strategies into their Web sites. Join Webmasters from many different organizations who share their knowledge and experience.

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

## Planning &amp; Implementing Library 2.0

C101

10:15 a.m. – 11:00 a.m.

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

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

## Putting Evidence-Based Practice to Work

C102

11:15 a.m. – 12:00 p.m.

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

**Amanda Hollister**, *Web Services Librarian, Memorial Library, SUNY Cortland*

Delivering services based on evidence, rather than anecdotes, is a growing trend within librarianship. Learn how two libraries have introduced evidence-based practice into the Web design process. The Northwestern case study explores the implementation of research into practice through an examination of the environment and the method of facilitation that led to evidence-based decision making for the library's Web site. The Memorial Library Web site team collects and analyzes paths that users take through the site to discover what users are doing. Do students use the sub-

ject pages? How many links do they click before entering a database? Learn how the library has started to use the information about paths and user groups to create a personalized Web site.

### Lunch Break

12:00 p.m. – 1:15 p.m.

### New Rules of Web Design

C103

1:15 p.m. – 2:00 p.m.

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

Web design has evolved over the last decade: Do you know what the new rules are? Is less still more? Is scrolling bad? Is Flash still verboten? Learn about which design guidelines are still relevant, which no longer apply, and what you need to know to design a site that's useful, usable, and attractive in the Web 2.0 world.

### Inspiration for Your Library Redesign

C104

2:15 p.m. – 3:00 p.m.

*Bennett Ponsford, Digital Services Librarian, & Christina Hoffman Gola, Undergraduate Specialist Librarian, Texas A&M University Libraries*  
*Erica Reynolds, Web Content Manager, Johnson County Library*

These two libraries took very different approaches with the same goal in mind – to open up to new possibilities for their Web sites. Ponsford & Hoffman describe how Texas A&M used Web 2.0 techniques to spark conversations, generate ideas for the new redesign, comparing these to some traditional user analysis methods. Reynolds describes what 4,000 years of art taught one Web content team. Pick up fresh ideas for inspiring team creativity as you endeavor to build new, thoughtful, and art-inspired Web experiences. Ideas on content, planning, philosophy, organization, technology, and design are gracing canvases, lurking in brush strokes, lounging on sculptures, and bouncing around multimedia expressions of all types, and all are waiting for you at your local art museum.

### Cool Tools for Library Webmasters

C105

3:15 p.m. – 4:00 p.m.

*Darlene Fichter, University of Saskatchewan Library*  
*Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University*

New tools help library Webmasters get their jobs done faster, easier, and better than ever before! Experienced Webmasters share their top picks from the past year covering the gamut of Web 2.0 gadgets and widgets, hosted applications, server side scripts, and desktop tools. They highlight tools for people who are just starting out as well as some advanced applications for Webmasters who like to dig their teeth into a bit of code. The audience is invited to join in and ask for ideas as well as share their own picks.

### Web Design on a Dime:

### Quick Web Tips for Small Libraries

C106

4:15 p.m. – 5:00 p.m.

*Sarah Houghton-Jan, Web Services Manager, San Mateo County Library*

With the advent of Web 2.0 sites and tools, library users are demanding more from library Web sites than ever. Many libraries don't have adequate staffing to meet these needs, especially small libraries without specialized

technical staff. This session covers 20 easy steps that libraries can take to improve their Web sites with ease using quick and free resources including IM and other ways to build a personalized online presence, podcasting, various uses of RSS, wikis, creative uses of blogs, innovative ways to market e-books and other e-content, dynamic and interactive booklists, and more. If your library hasn't yet implemented these new technologies on its Web site but wants to, this is the session for you.

## STRATEGIES & BEST PRACTICES TRACK D

This series of sessions focuses on successful strategies and practices in the Web 2.0 and Library 2.0 world. Speakers share their insights and tips for creating the information world of the future.

Moderated by *Richard Geiger, San Francisco Chronicle*

### Blending In: Librarians in the Networked Community

D101

10:15 a.m. – 11:00 a.m.

*Alane Wilson & Chrystie R. Hill, WebJunction Community Manager, OCLC*

As librarians, we struggle to incorporate new types of information, formats, and skills into our work, for ourselves and our customers. We exercise our professional skills, judgments, expertise, and even "share" an awful lot online, but perhaps we've missed an important point in all the technology hubbub: We must be present and connected with our patrons and each other. Our speakers look at the library as a node in a social network and the librarian as a social networker based on research in two recent OCLC publications and provide examples of how physical and online library space can be manipulated to facilitate people's connections with information, each other, and librarians.

### Strategic Approaches to the New Academic Library

D102

11:15 a.m. – 12:00 p.m.

*Paul Bracke, Associate Dean for Information, & Tomalee Doan, Head of the Management & Economics Library, Purdue University Libraries*  
*Bruce Krajewski, Chair & Professor, Dept. of English, Speech, & Foreign Languages, Texas Woman's University*

Academic libraries are challenged to find ways of making their services and resources relevant and integrated into the work lives of their users. The first speakers present a case study of Purdue University Libraries' vision for developing a model for transforming the library that focuses on quick responses to a changing environment and changing user needs, as well as finding simple solutions to user problems. It discusses new partnerships with faculty and students, embedding library services and resources in the information spaces used by students, leveraging campus social networks for marketing, and creating a nimble and responsive service model based on expediency and simplicity. Krajewski, speaking from a faculty perspective, provides practical tips and tricks that have resulted in students making voluntary pilgrimages to the library, including dealing with problems associated with academic libraries following social "trends."

### Lunch Break

12:00 p.m. – 1:15 p.m.

### The Library 2.0 Process Toolkit

D103

1:15 p.m. – 2:00 p.m.

*Dean Frey, Red Deer Public Library*

Library 2.0 applications and services – blogs, wikis, digital repositories, forums, virtual worlds – are built using a technology toolkit of now familiar components: RSS, XHTML, open source applications such as Drupal, PHP, Unix tools, and many other standardized building blocks that live in the standards-based world of the World Wide Web. Library 2.0 is as much about building relationships with people in the community (both internal

## DINE AROUNDS

Plan to meet your colleagues for dinner.  
Find more information & online registration at  
[www.infotoday.com/il2007](http://www.infotoday.com/il2007).

and external) as it is about building applications on servers. Red Deer Public Library is making its Web presence more interactive with a toolkit of processes that any library can use. These processes include action research, collaborative planning, open source culture, rapid prototype development, appreciative approaches, pretty good practices, and community engagement, all coming under the umbrella of a community development model. This session gives a big-picture view of how the library engaged communities of interest in a city of 84,000 people, bringing new customers into a new, much closer relationship with the library.

### MySpace & Facebook: Pros & Cons

D104

2:15 p.m. – 3:00 p.m.

**Aaron Schmidt**, Director, North Plains Public Library, & Author, *walkingpaper.org*

**Susan Herzog**, Information Literacy Librarian & **Meredith K. James**, Assistant Professor, Eastern Connecticut State University

Social networking sites are ubiquitous and growing at unbelievable rates. Schmidt uses many practical examples of libraries utilizing these sites to debate the use of new technologies and provides lots of easy-to-implement

ideas for using them within your environment. Herzog & James report on a recent study of Facebook activity and awareness, and discuss how results are assisting campus advisors to improve students' chances for graduate schools and employment. They talk about what students should know and the new orientation practices for students to stimulate critical-thinking skills beyond the university community.

### Advocacy 2.0

D105

3:15 p.m. – 4:00 p.m.

**Aurora Jacobsen**, Information Services Librarian, & **Mary Beth Sancomb-Moran**, Advocacy Coordinator, Southeastern Libraries Cooperating (SELCO)

Librarians are continuing to work on increasing visibility within our communities and with our political leaders. To increase our politicians' knowledge of libraries, we must become advocates. As politicians are increasingly using Web 2.0 tools, are we ready to meet them in this new arena? This session discusses the ways to use Web 2.0 technology to reach our legislators, find demographic information, and provide an overview of the ways government is reaching out to our community.

## OPENING RECEPTION ■ Monday, October 29

Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception from 5:00 p.m. – 6:30 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

### User-Generated Content

D106

4:15 p.m. – 5:00 p.m.

**Roy Tennant**, Senior Program Officer, OCLC Programs and Research, Author of *Managing the Digital Library*

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

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**KEYNOTE** ■ 9:00 a.m. – 9:45 a.m.**Reference 2.0: Ain't What It Used to Be . . . And It Never Will Again***Joe Janes, Associate Dean, iSchool, University of Washington*

For the last several years, the conversation about rethinking reference work has been increasingly commonplace, and indeed, much has changed, with the use of networked technologies to take and answer questions and new thinking about what roles reference plays. That first act is now over, and new territory awaits. E-mail and chat and instant messaging are all fine and wonderful, but new technologies, new ideas, new ways of engaging with clients, and new ways of thinking about the role of librarianship in the emerging information environment are coming. Janes shares the trends and his predictions of reference 2.0!

**Coffee Break**

9:45 a.m. – 10:30 a.m.

**LEARNING: MORE THAN TEACHING  
TRACK A**

Learning is an interactive, iterative process, engaging both the learner and the teacher. This track explores how libraries in all sectors are using new approaches with well-established pedagogies to engage clients and staff in the learning process. From games to collaborative online tools, these presentations demonstrate practical ways to ensure training in libraries combines learning, laughter, and insight.

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

**Teach Me More! Fun & Gaming in Libraries**

A201

10:30 a.m. – 11:15 a.m.

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

**Randy Christensen**, *Associate Professor Library Media, Southern Utah University Library*

This interactive session demonstrates educational gaming as a way to add interest and excitement to library instruction. The video game industry is a \$7 billion/year business; its success depends on producing products that are entertaining, engaging, often quite lengthy, complex, frustrating, and require players to spend large amounts of time exploring, learning, and mastering the games. Christensen uses sample games to explore reasons for using activities, how to create games, and to help the audience learn how to apply educational gaming to their own situations. Boeninger demonstrates how video games attract players, retain their attention, and make them learn, and how librarians can incorporate gaming learning principles into existing library services, resources, and instruction.

**Promoting Play Through  
Online Discovery: Lego Building**

A202

11:30 a.m. – 12:15 p.m.

**Helene Blowers**, *Public Services Technology Director for The Public Library of Charlotte & Mecklenburg County (PLCMC)*,

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

So, what happens when you provide staff with the building blocks to create their own learning experiences? A whole lot of learning and creative play. Come find out about the outcomes and benefits your library can experience when you invest time in developing staff programs that encourage your staff to play. Farkas and Blowers share their experiences in develop-

ing two similar but different, online library learning programs for staff, 5 Weeks to a Social Library and Learning 2.0, that provided the staff with Lego pieces to build new library services.

**Lunch Break – A Chance to Visit the Exhibits**

12:15 p.m. – 1:30 p.m.

**Getting Their Attention! Training Strategies  
& Social Networking Tools**

A203

1:30 p.m. – 2:30 p.m.

**Karen Draper**, *Senior Information Specialist, Adobe Inc.*

**Caroline Brown**, *Academic Technology Outreach Librarian, Pratt Institute*

Draper discusses how the library and research group at Adobe reaches out to engineers, marketing professionals, sales people, and more through various training tools aimed at helping them use internal and external resources more efficiently and effectively. Examples include online tutorials and a series of training classes available in person, online, and via Web recording. Brown looks at how online collaborative technologies such as blogs, wikis, social networking sites, and Web-based applications provide great opportunities for hands-on lessons in information literacy. She uses practical examples, successes, and challenges from a 5-week, credit-bearing course for undergraduate and graduate level students by the Pratt Institute Libraries. Visit last semester's course wiki at <http://beyondgoogle.pbwiki.com>.

**Networking Break – A Chance to Visit the Exhibits**

2:30 p.m. – 3:15 p.m.

**Screencasting & E-Learning on a Shoestring**

A204

3:15 p.m. – 4:00 p.m.

**Karen Coombs**, *Head of Library Web Services, and*

**Michelle Boule**, *Social Sciences Librarian, University of Houston Libraries*

University of Houston's libraries have been very inventive in using the latest tools in their e-learning toolbox without breaking the bank. Come hear how they are using social software, content management systems, and screencasts to create a rich experience for learners. This session explains how to create effective screencasts, including how to plan for effective screencasts, tools to use and solutions for making your screencasts available using open source software and free Web applications. This session discusses the latest tools and trends that can help anyone create dynamic and successful online learning experiences.

**Extending Your Reach:  
E-Training for an Entire State!**

A205

4:15 p.m. – 5:00 p.m.

**Evette Atkin**, *Network Librarian & Training Consultant,*

*Michigan Library Consortium*

**Kathy Petlewski**, *Electronic Resources Librarian,*

*Plymouth District Library*

The Michigan Library Consortium (MLC) serves libraries throughout the state, totaling 600 member organizations. It now offers a variety of e-training solutions, including self-paced classes using Moodle; live, Web-based

**CONFERENCE BLOG**

Watch for news and updates about the conference in the Internet Librarian Conference Blog at [www.infotodayblog.com](http://www.infotodayblog.com).

The "tags" for this year's Internet Librarian and Internet@Schools West will be IL2007 and I@SW2007.

sessions using Centra software and VOIP technology; and Web seminars in the 3-D virtual reality, Second Life, for library staff. Together, this unique package of electronic learning tools enables the trainers of MLC to reach library staff throughout the entire state without them ever leaving their desks.

## ENTERPRISE TRENDS TRACK B

This track focuses on strategies, tools, and practices by special librarians and information professionals within many different enterprises. It covers building digital libraries and taxonomies, working with social software, collaboration spaces, integrating content, and more.

*Moderated by Stephen Abram, VP, Innovation, SirsiDynix, & President Elect, SLA*

### Building a Corporate Digital Library

B201

10:30 a.m. – 11:15 a.m.

*Jeff Archie, Manager; Qin Zhu, Integrated Systems Analyst; & Pam Gore, Web Content Manager, HP Labs Digital Library Group*

Corporate libraries, once a mainstay of research and development (R&D)-driven firms, face ever-increasing pressure to not only deliver, but also clearly communicate the return on investment they provide. HP Labs Research Library staff share tips for delivering and demonstrating value as well as their approach to meeting the challenge of building a digital library service for HP's R&D community. They set the organizational context and outline the challenges facing the group; describe how the team utilizes various technologies, such as federated search, OpenURL, XML, and client and server side scripting to provide integrated access to disparate information resources; illustrate the communication and user interface development techniques used to provide a simple, yet meaningful user experience; and share the results of demonstrating their value to stakeholders in senior management.

### Next-Gen Corporate Library Web Site

B202

11:30 a.m. – 12:15 p.m.

*Cindy Sullivan, VP, & Megan Kelley, Library, Fidelity Investments*

This session discusses a new Web site and new library experience for internal technologists. It highlights more dynamic content and sets the stage for incorporating user-generated content. After a benchmarking trip of corporate technology libraries to gather ideas and impressions of what to feature and what would be a challenge, the focus of the new site is a federated search tool. Vetted technology sources are accessed via the federated search and will be displaying the results alongside internal tech repositories within a new user interface. Plans are to allow users to comment, generate lists, and rate usefulness of results. Hear about their progress, seamless user experience and reaction, the "search cloud," self-identifying tags, a knowledge management/expertise location component called Knowledge Pages, and the tools they have used.

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

12:15 p.m. – 1:30 p.m.

### I'm at Web 2.0, Are You?

B203

1:30 p.m. – 2:30 p.m.

*Sarah Palmer, American Bar Association  
David Alsmeyer, Information Services Manager, British Telecommunication (BT)*

As information professionals, we are very lucky that our jobs encourage us to learn new skills, programs, and techniques. We have an acceptance of Web 2.0 technologies and embrace the concept of Web-based services. However, what do our users think? Are we leaving them behind because they are part of the "I'm too busy to learn anything new" digital divide? To them, Web 2.0 services may sound like time wasters rather than services to help them manage information more efficiently. Palmer takes a step back into the shoes of Web 1.0 users who need a concrete expla-

nation of why to look to Web 2.0 for solutions to challenges in their business and personal lives. Alsmeyer discusses the 2.0 services offered by the BT Library and the user reaction, especially which features they liked, why, and what they want next.

### Networking Break – A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

### Technologies & Information Integration in Hospitals

B204

3:15 p.m. – 4:00 p.m.

*Sandra Kendall, Director of Library Services, Mount Sinai Hospital*

This is a fast-paced, high-tech update on what hospital libraries are doing for patients, doctors, and nurses. It looks at the integration strategies in development or implemented, such as PDA use, library content integrated into the health record, clinical decision support tools that libraries provide access to, or content that is created or purchased for PDA use, as well as integration into the patient chart for point-of-care use. Filled with demos and real-life scenarios, you will pick up many ideas and insights from this session to use in your environment.

### Developing a Taxonomy

B205

4:15 p.m. – 5:00 p.m.

*Kathryn Breininger & Mary Whittaker, Librarians, The Boeing Company*

The ever-increasing amount of information on our intranets has a correlating effect on the increasing frustration our users have with finding information. This session looks at ways to navigate through the uncharted seas of information, discusses how to develop methods to help users find the information they need on enterprisewide as well as local sites. Speakers don't believe simple search is always the answer, as end users tend to enter concepts that are too broad or are too specific to retrieve key relevant information. Breininger and Whittaker talk about the best practices for developing taxonomies and controlled vocabularies that address the unique needs of users as well as resolving the politics of concept ownership and taxonomy governance, engaging customers in the development of a taxonomy, getting buy-in and acceptance of the taxonomy, taxonomy maintenance, testing its effectiveness, and promoting the value of a taxonomy in solving an organization's information overload problems.

## 2.0 ORGANIZATIONS & ROLES TRACK C

This series of talks looks at new organization strategies and roles for librarians in the Web 2.0 world, recruiting and integrating technology staff, training tech staff, developing knowledge managers and mobile librarians, and more.

*Moderated by Mary Auckland, Consultant*

### Organization 2.0

C201

10:30 a.m. – 11:15 a.m.

*Rebecca Jones, Dysart & Jones Associates*

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

### Content & Commons: Library 2.0 Organizational Strategies

C202

11:30 a.m. – 12:15 p.m.

*Terry Huwe, Director of Library & Information Resources,  
Institute of Industrial Relations Library*

In 2006, the Institute for Research on Labor and Employment (IRLE) Library dedicated a beautiful new library commons, which was designed to be a

"collaborative" space. The renovation process ran parallel with ongoing digital library development, mass digitization, enhanced outreach and communications with users, and a substantially increased budget. Huve describes how "library skill" was employed at IRLLE to vastly increase the reach of the library staff into the working lives of its user community. He also identifies the organizational challenges that accompany stepping "outside the box," and provides three easily transferable strategies for digital librarians who wish to take advantage of Library 2.0 innovations but face leadership that may not "get" the concept.

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

12:15 p.m. – 1:30 p.m.

#### How to Lose Your New Tech Librarian & Tech Training

1:30 p.m. – 2:30 p.m.

*Jenny Benevento, Associated Press*

*Christopher P. Hamb, University of Illinois*

*Sarah Houghton-Jan, Web Services Manager, San Mateo County Library*

*Michael Stephens, Instructor, Graduate School of Library & Information Science, Dominican University*

Today's new librarians enter the market with tech skills libraries desperately need. However, many tech librarians are abandoning our field quickly after graduation. Find out what your institution can do to recruit and retain valuable technologists (both M.L.S. and nondegree) who are committed to employment in the information field. Get tips from our first two speakers on avoiding culture clash, integrating new professionals, and more. Then hear from two technology training experts about practical tips and approaches to developing technology training programs for staff, including tips for successful training sessions, the Learning 2.0 phenomenon, e-learning options, implementing technology competencies for staff, getting staff and administrative buy-in, and more.

C203

### Networking Break – A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

#### Librarians as Knowledge Managers

3:15 p.m. – 4:00 p.m.

*Susan Braun, Manager, Research Services, Library & Information Center, The Aerospace Corporation*

With the initiation of a knowledge management (KM) initiative in 2004, the role of the library and the job of the librarian at The Aerospace Corporation have changed significantly. The library director is an active member of the key decision- and policy-making committees that lead KM, and all training of knowledge managers within the corporation is done by librarians who are vendor certified as instructors in the use of the corporation's document management software. In addition to traditional tasks of providing reference consultancy, Web site management, electronic content selection and management and library outreach and PR with the usual electronic toolkit, librarians provide consultation and guidance in the use of the document management software, manage the archiving of technical reports, manage the corporate taxonomy, provide the legal record of the corporation's deliverables to its customer, and provide facilitation and content management for the corporation's communities of practice. Hear about the competencies and roles required as well as the experiences of these librarians.

C204

#### Mobile Librarians & RSSperts

4:15 p.m. – 5:00 p.m.

*Beth Roberts, Research Specialist, Congressional Research Service*

*John Meier, Science Librarian, Penn State University*

The first presentation looks at smart phone technology offered in libraries, including reference and outreach, collection management, and systems. It looks at increasing productivity and communication amongst a cross-section of staff, and discusses the possibilities and limitations of smart phone

C205

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devices and the overall impact of portable Web access. Roberts talks about marketing updated content and using RSS as a marketing tool to increase your library's visibility and promote its services to your community. Using real-world examples, she also focuses on how RSS can be an effective tool for keeping your own librarians up-to-date, and discusses the challenges in RSS adoption and the skills needed to be an RSS expert, or RSSpert.

## VIRTUAL WORLDS & LIBRARIES TRACK D

Virtual worlds have been around for some time and have definitely built some strong communities. But what do they have to do with libraries? Well some, including Second Life, have been exploding in the past year in terms of usage and development. Librarians have definitely embraced Second Life, and these sessions focus on building communities, library experiences with this virtual world/interface, as well as some specific services for teens.

Organized and moderated by **Jill Hurst Wahl**, *Hurst Associates*, & **Lori Bell**, *Alliance Library System*

### Virtual Worlds & Libraries

D201

10:30 a.m. – 11:15 a.m.

**Lori Bell**, *Director of Innovation, Alliance Library System*

This overview discusses the landscape for virtual worlds as well as their use and impact on community-building and libraries. It sets the context for the day's discussion about Second Life and how it fits into the landscape and with libraries.

### Building Communities in Second Life

D202

11:30 a.m. – 12:15 p.m.

**Jill Hurst-Wahl**, *President, Hurst Associates, Ltd.*, & **J. J. Jacobson**, *Independent Consultant*

A powerful aspect of Second Life is the ability to build communities, including communities of interest as well as library communities focused on specific topics. Currently there are library communities on "Info Island" focused on special topics (e.g., health information, Law, genre literature), regional spotlights (e.g., Kansas, Australia), and so on. Libraries in Second Life also serve communities with more- or less-specialized interests. Second Life Library 2.0 (SLL2) has a branch library in a Virtual Morocco, and the SLL2 pilot branch is located in a community that draws its themes from the 19th-century imagination. In numerous communities in Second Life, role playing is an important aspect of the residents' lives. Why do these specialized and "local" libraries matter in a fully networked world? How do patrons and communities of patrons use role playing and other forms of immersion as a vehicle for research and learning? What tools are employed to help these communities continue to learn and grow? What are the plans for expanding focused library communities in Second Life? Get a great overview and lots of insights from this presentation.

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

12:15 p.m. – 1:30 p.m.

### The Second Life Smorgasbord: Opportunities for All Types of Libraries in a Virtual Environment

D203 &amp; D204

1:30 p.m. – 2:30 p.m. & 3:15 p.m. – 4:00 p.m.

MODERATOR:

**Rhonda Trueman**, *Reference Librarian, Johnson and Wales University*

PANELISTS:

**Rosemary Arneson**, *Director of Carmichael Library, University of Montevallo*

**Kate Fitz**, *Public Services Librarian, Sacramento County Public Law Library*

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

**Elisabeth Marrapodi Jacobsen**, *Library Director, Trinitas Hospital Library*

**Micki McIntyre**, *UMDNJ HealthyNJ Librarian, University of Medicine and Dentistry of New Jersey*

Second Life (SL) is a 3-D virtual environment where libraries of all types (academic, school, special, and public) from all over the world are collaborating to investigate, provide and evaluate library services for residents, educators and students in a virtual environment. From information services to programs, events, and immersive environments, all types of libraries and librarians with different skill sets are needed in the virtual environment. This panel of academic, public, and special librarians discusses their libraries' involvement in this collaborative project and how libraries and librarians can get involved, contribute to SL, and what they might learn from the experience.

### Creating Library Services for Teens in Second Life

D205

4:15 p.m. – 5:00 p.m.

**Kelly Czarnecki**, *Technology Education Librarian, & Matt Gullett*, *Emerging Technology Manager, ImaginOn, the Public Library of Charlotte and Mecklenburg County*  
**David King**, *Digital Branch & Services Manager, Topeka & Shawnee County Public Library*

Begun in October 2006, the Eye4You Alliance is a partnership between the Public Library of Charlotte & Mecklenburg County and the Alliance Library System. The Eye4You Alliance is involved in a teen-driven project to create library services and programs for teens within Teen Second Life. The Topeka & Shawnee County Public Library and its partners are also involved with Teen Second Life, having purchased Oz Island. This session explores the services that have been developed in Second Life for teens (ages 13–17). What services do teens want? How do teens think about "libraries" in Second Life? And how are adults interacting with teens in Second Life? What are the roadblocks, benefits, and trends? Listen to this exciting discussion and come away with lots of new ideas!

## CONFERENCE WIKI

<http://il2007.pbwiki.com/>

Check it out for conference tips, networking, sightseeing, and more!

## TUESDAY EVENING SESSION ■ 7:30 p.m. – 9:00 p.m.

### Gadgets, Gadgets, & Gaming!

**Barbara Fullerton**, *Manager, Library Relations, 10KWizard*; **Sabrina Pacifici**, *Editor & Publisher, LLRX.com & beSpacific.com*  
**Aaron Schmidt**, *Director, North Plains Public Library*; **Erik Boekesteijn** & **Jaap van de Geer**, *Delft Public Library*

Join our experienced and entertaining panelists in a fun and fast-paced tour around the changing world of gadgets as they look at the latest products, services, and tools that will influence our digital strategies in a 2.0 world. Then have a look at a documentary created especially for IL07 that showcases gaming best practices in libraries.



**KEYNOTE** ■ 9:00 a.m. – 9:45 a.m.**Future of Search***Danny Sullivan, Editor-in-Chief, Search Engine Land*

This session, by one of the world's leading "search engine gurus" and Internet pioneers, examines how things have changed in the search space, as the major search engines get both vertical, personal, and expand into areas beyond search. He discusses the implications of the evolving changes for Internet librarians and gives us some insight as to what to expect next year.

**Coffee Break**

9:45 a.m. – 10:30 a.m.

**SEARCH ENGINES  
TRACK A**

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

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

**Alternative & Customized SEs**

A301

10:30 a.m. – 11:15 a.m.

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

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

**Search Engine Strategies**

A302

11:30 a.m. – 12:15 p.m.

*Greg Notess, Search Engine Showdown*

The Web, the search engines, and new social content continue to change rapidly and present new challenges for searchers. Hear from our expert how search engines are responding to the new online world and techniques and strategies for finding new and unusual content.

**Lunch Reception in the Exhibit Hall**

12:15 p.m. – 1:45 p.m.

**Keeping One Click Ahead: Best of ResourceShelf**

A303

1:45 p.m. – 2:30 p.m.

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

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

**Visual Information Retrieval**

A304

2:45 p.m. – 3:30 p.m.

*Alicia Forton, Research Librarian, William Blair & Co.*

Are visual display search engines better than traditional keyword/ranked list search results services, or just different? Internet use among consumers rocketed with the advent of GUI interfaces and point-and-click input devices. Are keyword, Boolean search engines resulting in ranked lists of Web sites the search engine equivalent of text-based DOS commands and

QWERTY keyboards? Are SEs holding back the discovery of relevant sites? A recent study by Jupiter Research, showed 62% of searchers never venture beyond the first page of the algorithm-generated results. Could visually displayed, context sensitive search tools increase the relevancy of Web sites returned and ultimately viewed? Are visual display search engines a useful additional tool for them? Are right-brain thinkers shortchanged by keyword-text-ranked searches? Are visual displays more meaningful and accurate for them? This session presents an overview of selected visual search engines, such as Quintura, Kartoo, and Mooter, as well as the use of tag clouds by Clusty, Yahoo! MyWeb, and Amazon.

**CONTENT MANAGEMENT (CM)  
TRACK B**

From music to maps, mashups are popping up all over, serving up delicious new content for Web site visitors. Learn more about designing and integrating compelling content to create mashups and new products and services for your clients. Learn more about what's hot in RSS and also about content management systems and their use in libraries.

Moderated by **Richard Hulser**, *Amgen*

**Mashups & Data Visualizations:  
New Breed of Web Applications**

B301

10:30 a.m. – 11:15 a.m.

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

Web 2.0 is opening the doors to tools and toolkits for do-it-yourself (DIY) programming that requires no knowledge about programming. Find out what mashups are and how libraries are making use of them to create rich, new information services and content. Look at some of the intriguing and robust new data visualization tools, such as IBM's alphworks, swivel, gap-minder (bought by Google), etc. that can put the power of spreadsheets online for everyone in your organization to present their information as tag clouds, bar and pie charts, bubble maps, and more. Learn new tricks from this presentation.

**What's Hot with RSS!**

B302

11:30 a.m. – 12:15 p.m.

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

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

**Lunch Reception in the Exhibit Hall**

12:15 p.m. – 1:45 p.m.

### Folksonomies and Tagging: Libraries & the Hive Mind

B303

1:45 p.m. – 2:30 p.m.

Tom Reamy, Chief Knowledge Architect, KAPS Group

With the advent of social software and Web 2.0, users are adding meta-data and using tags to organize their own digital collections, categorize the content of others, and build bottom-up classification systems. This session focuses on the grassroots organizational scheme that has come to be known as a folksonomy. What are the benefits of folksonomies as opposed to traditional classification schemes and what are the disadvantages? Where does the folksonomy fit in the future of your library? How are libraries implementing tagging and folksonomies today? Why do we need to be aware of this increasingly popular Web innovation? Gain insight and ideas about user-based tagging.

### Content Management Systems (CMSs)

B304

2:45 p.m. – 3:30 p.m.

Ruth Kneale, National Solar Observatory, ATST Project

Amy Radermacher, Reference/Cataloging/Electronic Resources Librarian, Concordia University

May Chang, Head, Library IT Services, UMBC Library, University of Maryland, Baltimore County

After years of maintaining a distributed set of Web sites by hand using emacs, Kneale evaluated several Web CMSs, including installing local versions, chaired a user committee on new tool usability, then implemented the chosen CMS. Kneale shares the ups and downs, the lessons learned, and how the final implementation went. Then two university librarians share their experiences with developing and maintaining their library's Web site within the campus Web CMS. They discuss the pros and cons of participating in that particular campuswide initiative, the different approaches, and negotiating the political realities. Learn more about working within the confines of a campuswide CMS and efforts to incorporate Web 2.0 applications and services.

## DIGITAL LIBRARIES, SYSTEMS, OPERATIONS TRACK C

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

Moderated by Donna Scheeder, Law Library of Congress

### Trends in Mobile Tools & Applications for Libraries

C301

10:30 a.m. – 11:15 a.m.

Megan Fox, Web &amp; Electronic Resources Librarian, Simmons College

This popular fast-paced overview of the current hardware available and how new technologies are making hand-held computers not just palatable but preferable for on-the-go users. Fox highlights the latest developments in applications for mobile and hand-held tools and how these can and are being utilized by libraries and information seekers of all kinds. Come hear what's happening with traditional information vendors and mobile interfaces, the

mobile optimized Web, point-of-need answers, reference texting, and multi-media (such as podcasting and location-free TV) for your mobile device.

### Designing an OPAC for Web 2.0

C302

11:30 a.m. – 12:15 p.m.

Casey Bisson, Software Developer &amp; Information Technologist, Plymouth State University

This session looks at the World Wide Web as a "disruptive technology" and how the Web affects libraries and our users. What role do Web technologies and concepts such as social software, Web 2.0, search engines, RSS, XML, and AJAX have in libraries? How can libraries catch up to user expectations of our online services? How can we reinvent the OPAC to take advantage of these technologies? Come and hear answers to these and other questions!

### Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

### Tech Tools for Library Outreach

C303

1:45 p.m. – 2:30 p.m.

Chad F. Boeninger, Reference &amp; Instruction Technology Coordinator, Ohio University

Paul R. Pival, Distance Education Librarian, University of Calgary

This session will focus on the use of Web technologies and social software to extend the reach of the librarian into the patron's virtual user space. Boeninger, a business subject specialist on a residential college campus, and Pival, a distance education librarian at a large doctoral institution, demonstrate their personal experiences in using various tools (wikis, blogs, RSS, meebo widgets, Facebook, IM, social bookmarking, screencasts, Skype, and podcasts) to communicate with their individual library user communities. These tools, whether used individually or collectively, can help a librarian to be more effective at serving the patron community while at the same time making the librarian's job easier.

### Living Larger: Taking Your Killer App Beyond Libraries

C304

2:45 p.m. – 3:30 p.m.

Eloisa Gomez Borah, Reference &amp; Instructional Services Librarian, &amp; Tim Carlson, Programmer, Anderson Computing &amp; Information Services, UCLA

The usual route of automation in libraries is in-bound. Software applications are identified from functions elsewhere and acquired for library use, such as call center software into our chat reference services; or, they are adapted in a major way to library operations, such as database management systems into our online public access catalogs (OPACs). The eLibrarian 2.0 system was created to enhance and better manage the overwhelming demand faced by our successful online reference service, eLibrarian, and the resulting software system was unlike anything in use at that time. The success of this smart Q&A and knowledgebase management system, now re-branded ASKME Manager, received wide recognition and resulted in parallel system roll-outs in support of several other organizational functions beyond the library, such as in Admissions, Student Affairs, and other program offices. We will provide details of this uncommon transition from eLibrarian 2.0 to ASKME Manager.

## CLOSING KEYNOTE ■ 3:45 p.m. – 4:30 p.m.

### Gaming, Learning, & the Information World

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

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

### GAMES, VIDEOS & LIBRARIES TRACK D

The bottom line for all of us is productivity, but who says it can't be fun? Hear how gaming can be used in many ways in libraries, how virtual worlds are being used today and could develop in the future, how communities are being built online, and also how gadgets can impact your world!

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

#### Gaming & Libraries: Engaging Strategies

D301

10:30 a.m. – 11:15 a.m.

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

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

#### World of Warcraft Versus Second Life

D302

11:30 a.m. – 12:15 p.m.

**Liz Lawley**, *Director, Rochester Institute of Technology, Lab for Social Computing & Mary Auckland*, *Independent Consultant*  
**Lori Bell**, *Director of Innovation, Alliance Library System & Cindy Hill*, *Principal, Hill Information Research Group & former Manager, Sun Digital Libraries & Research*

Hear how dedicated users of World of Warcraft and Second Life feel about their virtual worlds and communities, their strategies, and how they see these games impacting libraries in the future.

#### Lunch Reception in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

#### Do You Need a Videographer?

D303

1:45 p.m. – 2:30 p.m.

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

In today's 2.0 world do you need a video expert on your staff? Can you use YouTube to market your library and it's services? Our speaker, an award winning YouTube producer has the answers. Have you seen his YouTube videos – March of the Penguins & The L-Team? He will share his secrets and inspire you to create your own videos.

#### Running a Gaming Program When You Can't Tell the Difference Between an X-Box & a Game Cube

D304

2:45 p.m. – 3:30 p.m.

**Josh Weiland**, *Webmaster & unofficial gaming guru, & Maryann Mori*, *Teen Services Librarian, Evansville Vanderburgh Public Library*

This session focuses on the how, why, when and where of gaming programs. It covers everything from finding gaming answers to understanding the nitty-gritty details of collaborations, funding ideas, operating guidelines, and more. It provides novices with the confidence to start a gaming program, and it gives gaming fans the insights they may need to convince their reluctant librarians or administrators to try a gaming program. It provides an easy-to-remember/easy-to-use guideline that provides tips, advice, information and directions for conducting electronic gaming programs in libraries. Get ready to start playing!

Bring your Halloween costume and impress your colleagues! Wait until you see our closing keynote speaker, Liz Lawley, in her costume!

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# INTERNET@SCHOOLS West

MONDAY, OCTOBER 29

## 2.0 and the Internet World

9:00 a.m. – 9:45 a.m.

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

"Web 2.0" has become a catch-all buzz phrase that people use to describe a wide range of interactive online activities and applications, some of which the Pew Internet & American Life Project regularly tracks. Rainie brings the latest statistics and findings and talks about current trends in Web participation. The Project has developed an extensive typology of Internet users who range from fanatic content contributors to irritated sufferers from information overload. He will discuss the implications of different user types on the activities and services of libraries, looking ahead and sharing the latest thinking and predictions for the online and information worlds.

## Coffee Break

9:45 a.m. – 10:15 a.m.

## MASHUPS AND GAMING: LEVERAGING SOCIAL PHENOMENA

### Practical Mashups— Adding to the Librarian's Repertoire

S101

10:15 a.m. – 11:00 a.m.

*Robert Lackie & Robert Terrio, Rider University, Lawrenceville, NJ*

Web application hybrids, or mashups, as they are more popularly known, have allowed expansion of the standard online social collaboration found in blogs and wikis. The components of these social networking tools allow for modular configuration and can really rev up the teaching and learning environment. This flexibility enables you to intermingle Web sites that never had any business functioning together in one all-encompassing location. Of course, creating a *practical* mashup, not just a cool one, is what counts; its practicality will entirely depend on the needs of its creator and its intended purpose. In this session, our two Rider University professors will explore some practical mashups of interest to librarians and other educators and their students.

### Get Your Game On — Gaming and Learning in the Library

S102

11:15 a.m. – 12:00 p.m.

*Aaron Schmidt, North Plains Public Library, North Plains, OR*

Some kids say that they don't like to read or learn, even though they're reading and learning when playing games! In this session, Schmidt will introduce how gaming is impacting learning, and also detail how to host gaming events in your institution.

## Lunch Break

12:00 p.m. – 1:15 p.m.

## GRAND OPENING RECEPTION

5:00 p.m. – 6:30 p.m.

Information Today invites all registrants, exhibitors, and exhibition visitors to the Exhibit Hall for a Grand Opening Reception on Monday, October 29. It will provide an opportunity to renew acquaintances and meet new colleagues in a relaxed atmosphere.

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

IL/I@S OPENING KEYNOTE

## WEB 2.0 → LIBRARY 2.0

### Successful Web 2.0 Initiatives With Students and Teachers

S103

1:15 p.m. – 2:00 p.m.

*Michelle Kowalsky, Whippany Park High School, Whippany, NJ*  
*Terry Bese, Fresno Pacific University, Fresno, CA*

Meet with Kowalsky and Bese to review the elements of creating and sustaining online library initiatives, with examples of successful use of Web 2.0 tools, online reference, and virtual worlds in school libraries. Hear stories from successful implementations and learn ways to strategically plan and sustain a culture of technology as an integral part of the teaching and learning process.

### 21st-Century Libraries — Getting Your Administrator on Board

S104

2:15 p.m. – 3:00 p.m.

*Carolyn Foote, Westlake High School/Eanes ISD, Austin, TX*

As libraries employ more and more Web 2.0 tools that attempt to meet students "where they live," we need to invite other parties into the conversation. Part of your school's participation in Web 2.0 depends on administrative support and an understanding of the advantages of these tools. To gain that support, you as a librarian can help your administrators' productivity with Web 2.0 tools. Foote explores ways you can help administrative staff by using blogging, wikis, podcasting, RSS, and social networking.

### School Library Learning 2.0

S105

3:15 p.m. – 4:00 p.m.

*Connie Williams, California School Library Association 2.0*  
*Team Co-Chair, Kenilworth Junior High School, Petaluma, CA*

Come find out more about California's School Library Learning 2.0, an online program with nationwide implications that trains users in Web 2.0 technologies and focuses on ways school librarians can incorporate Web 2.0 tools into classroom and teacher collaborations. Join Connie Williams to learn how more than a dozen librarian "test drivers" raced through the professional development program in the spring and became "guides on the sides" to cheer on California school librarians over the summer. These are concepts you will take back to your home state, district, or school.

### Here Today . . . Here to Stay? The Future of Blogs

S106

4:15 p.m. – 5:00 p.m.

*Mary Ann Bell, Sam Houston State University, Huntsville, TX*

Some experts have gone on record recently as saying that blogs are on the way out and are becoming passé. Other venues, such as vlogs, podcasts, and wikis, are moving to the front of the pack of online communication outlets. Bell does not share this view. In this session, she discusses the issue, talks about what other people are saying, and explains why she disagrees. She'll also talk about how to keep a blog vital and healthy in today's competitive environment that offers so many communication options for people who have something to say.

Sponsored by

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If you're a K-12 library media specialist looking for the best new ways to use technology and the Internet on behalf of your students and colleagues, then our 2-day Internet@Schools West conference is for you!

The 2007 program features three keynotes. But after you've heard those keynoters plus our session speakers, *don't go home!*

**Add another day to your conference experience by joining Internet Librarian to attend any of that conference's Day 3 IL sessions.** That gives you the benefit of our own I@SWest K-12 focus plus a sampling of perspectives from presenters in academic, public, corporate, and special libraries as well. It's a deal!

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

## TUESDAY, OCTOBER 30

### Learning and Literacy in a Digital World I@S OPENING KEYNOTE

9:00 a.m. – 9:45 a.m.

**Pam Berger**, Publisher & Editor, Information Searcher, Scarsdale, NY, and Library Consultant, School of Information Studies, Syracuse University

Just as basic literacy means more than just decoding alphabetic symbols, digital literacy involves more than the mere ability to use software or operate a digital device; it includes a variety of technical, cognitive, social, and emotional skills that users need in order to function effectively in a digital environment. In effect, because technology makes the simple tasks easier, it places a great burden on higher-level skills. Berger explores these crucial questions: What is digital literacy? What does it mean to be literate in a digital environment? She focuses on the survival skills that learners need to successfully participate in knowledge-construction tasks in a digital environment: graphic literacy, navigation, context, focus, skepticism, and ethical behavior.

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

9:45 a.m. – 10:30 a.m.

## INFORMATION LITERACY AND 2.0 TECHNOLOGIES

### A Year-Long Information Literacy Collaboration: How We Got There and What We Discovered Along the Way S201

10:30 a.m. – 11:15 a.m.

**Enid Davis, Sue Smith, Lauri Vaughan & Susan Nace**, The Harker School, San Jose, CA

Harker School teacher Susan Nace and librarian Lauri Vaughan share their experience in the development of a long-term, fully collaborative student research project. The effort marks a fruition of the efforts of Harker's Information Literacy Committee. Nace and Vaughan will share ideas, discoveries, and frustrations of tackling a year-long effort in information literacy. To provide greater context, Harker's Library Director, Enid Davis, and campus librarian, Sue Smith, join our panel to discuss the establishment of Harker's Information Literacy Committee and how its work made such collaboration a possibility. Davis and Smith offer their strategies for how to get administrators, teachers, and information technologists on board.

### Leveraging 2.0 Technologies for KidsClick! A Redesign Project S202

11:30 a.m. – 12:15 p.m.

**Enid J. Irwin**, San Jose State University School of Library and Information Science, San Jose, CA

KidsClick was developed by librarians in New York State and became a project of the Colorado State Library and Colorado Department of Education. San Jose State University School of Library and Information Sci-

ence purchased the Web site and started a redesign project in February 2007. The goal of SLIS is to improve the search capability and interface of KidsClick as well as to incorporate Web 2.0 applications to create a search experience that will enhance curriculum and research projects for K-12 with a design focus on 4th through 9th grade. In addition, SLIS plans to use KidsClick! in a number of classes as a teaching tool for future librarians. Irwin's presentation will focus on the redesign process, usability studies, 2.0 technologies added and planned, and beta testing results.

### Lunch Break

12:15 p.m. – 1:15 p.m.

## RESOURCES FOR LEARNING AND RESEARCH

### Hands-On and Minds-On at the Exploratorium S203

1:15 p.m. – 2:00 p.m.

**Deborah Hunt**, The Exploratorium, San Francisco, CA

Online since 1993, the Exploratorium was one of the first science museums to build a site on the World Wide Web. The site now contains more than 17,000 award-winning Web pages exploring hundreds of different topics including activities for the classroom, informal education, and at home. It currently serves 20 million visitors a year, making it one of the most-visited museum Web sites in the world. Learn more from Hunt about the Exploratorium Web site and its cool, free resources for you and your teachers.

### Networking Break – A Chance to Visit the Exhibits

2:00 p.m. – 2:45 p.m.

### RSS@Schools S204

2:45 p.m. – 3:30 p.m.

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

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

### Gary's Latest Web Research Update CLOSING KEYNOTE

4:00 p.m. – 5:00 p.m.

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

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

## TUESDAY EVENING SESSION ■ 7:30 p.m. – 9:00 p.m.

### Gadgets, Gadgets, & Gaming!

**Barbara Fullerton**, Manager, Library Relations, 10KWizard; **Sabrina Pacifici**, Editor & Publisher, LLRX.com & beSpecific.com  
**Aaron Schmidt**, Director, North Plains Public Library; **Erik Boekesteijn & Jaap van de Geer**, Delft Public Library

Join our experienced and entertaining panelists in a fun and fast-paced tour around the changing world of gadgets as they look at the latest products, services, and tools that will influence our digital strategies in a 2.0 world. Then have a look at a documentary created especially for IL07 that showcases gaming best practices in libraries.



# Internet Librarian 2007

October 29–31, 2007

## Monterey Conference Center

Portola Plaza Hotel & Monterey Marriott, Monterey, California

Delegates to **Internet Librarian 2007** may register for any number of days, each of which are comprised of four tracks.

The fee includes:

- Participation in any conference track for each day booked. (*Delegates may switch between tracks as they choose.*)
- Admission to the Exhibit Hall
- Conference packet
- Exhibitors' reception on Monday night
- Morning and afternoon coffee

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

## DISCOUNTS

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: first person @ \$429; second person and all additional registrants @ \$255. After October 5, 2007, add \$20 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. (Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details.)

Discounts are not available for preconference workshops.

## HOTEL INFORMATION

The Internet Librarian conference has arranged for room blocks at the Monterey Marriott and the Portola Plaza Hotel. Both hotels are offering a discounted rate of \$185/night to conference attendees who book reservations before Friday, October 5, 2007. Remember to identify yourself as part of the Internet Librarian group when making your reservation. Room blocks are subject to availability, and therefore are not guaranteed. So, please book early!

### Monterey Marriott

350 Calle Principal, Monterey, CA 93940  
Phone: 831-649-4234

### Portola Plaza Hotel

Two Portola Plaza, Monterey, CA 93940  
Phone: 831-649-4511

## CANCELLATIONS AND SUBSTITUTIONS

Cancellations will be accepted if received in writing no later than October 5, 2007. Full refunds minus a \$50 processing fee will be issued. No refunds will be given after this date. Substitutions for the same amount of fees may be made until 1:00 p.m. on October 5, 2007. Please indicate the name and the title of the person who will be replacing the original registrant. After this date, all changes must be made at the conference.

## CHECK

[www.infotoday.com/il2007](http://www.infotoday.com/il2007)  
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REGISTRATION FEES	By Oct. 5	After Oct. 5
<b>Preconference Workshops</b>		
<i>Saturday, October 27</i>		
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<i>Sunday, October 28 (includes lunch)</i>		
FULL <input type="checkbox"/> 9 <input type="checkbox"/> 10 <input type="checkbox"/> 11	\$219	\$229
AM <input type="checkbox"/> 12 <input type="checkbox"/> 13 <input type="checkbox"/> 14 <input type="checkbox"/> 15 <input type="checkbox"/> 16 .....	\$149	\$159
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<i>Does not include workshops</i>		
<input type="checkbox"/> Full 3-day, October 29–31 .....	\$429	\$449
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**YOUR JOB FUNCTION: (Check One)**

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Payment must accompany advanced registration and be received by October 25, 2007. (After this date register at the conference.) Check or money order should be made payable to: **Information Today, Inc.**

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**Monday, October 29**  
5:00 p.m. – 6:30 p.m.

**Tuesday, October 30**  
9:45 a.m. – 4:00 p.m.

**Wednesday, October 31**  
9:45 a.m. – 2:00 p.m.



## REGISTRATION DESK HOURS

**Saturday, October 27**  
12:30 p.m. – 4:30 p.m.

**Sunday, October 28**  
8:00 a.m. – 5:00 p.m.

**Monday, October 29**  
8:00 a.m. – 6:30 p.m.

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