20th Anniversary

20TH ANNUAL
COMPUTERS IN LIBRARIES 2005

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

Hilton Washington | March 16–18, 2005

EXTENDING OUR REACH

- **Searching and Search Engines**

- **Digital Content Management**

- **Web Design, Development, and Usability**

- **Intranets, Portals, and Knowledge Management**

- **E-Learning, Information Literacy, and Training**

- **Building and Managing Digital Libraries and E-Collections**

- **Web Tools and Roles**

- **Internet@Schools East**

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EXTENDING OUR REACH

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

Congratulations

Three Keynotes & 90 Programs for one Low Price!

Imagine our information and library world twenty years ago—years before the Web, good economic times, careers mapped before us. For the past twenty years information professionals have gathered at Computers in Libraries to learn how to continuously improve their libraries, their systems, their technologies, their services and themselves. Information pros have never stopped seeking ways to be knowledgeable, successful, and the best. And now, twenty years later, we know we must further our search and be even more —be more leading edge and be at the center of the information services and technology stage. Computers in Libraries 2005 is full of examples of creative, working strategies and solutions for staying vibrant, relevant and valued in your organization. Join us at the most comprehensive conference for library and information professionals interested in technology to find the strategies and pathways to extend our reach and be more than we've ever been before in our information communities.

Hear from experts, practitioners, technologists and strategists—all from the information industry. With four strong program streams you can participate in sessions relating to information discovery and search, Web design and development, eResources and being digital, communities and collaboration, web systems and operations, learning, technology planning and trends, search engines, and more. With over 100 knowledgeable speakers in four simultaneous tracks plus three dynamic keynotes, pre- and post-conference workshops, an entertaining and informative evening program, our 20th CIL is a definite must-attend event. It caters to all interests and all levels of knowledge while providing many exciting networking opportunities— join speakers, authors, and fellow participants in refreshment breaks, informal dinner groups, receptions, and more.

Internet@Schools East 2005

If you are a K-12 library media specialist or school IT professional, this special 2-day conference sponsored by *MultiMedia & Internet@Schools* magazine is designed just for you. Convening on Thursday, March 17 with a keynote on New Internet Literacies for Teachers, Internet@Schools East offers a jam-packed program that will help you learn how to leverage the Internet, make technology initiatives happen, and raise your professional profile and skill set. Attendees may register separately for Internet@Schools East, or for a combination package that includes a registration for Computers in Libraries.

CIL—20 Years and Going Strong!

Workshops

Featuring two academies—popular one day intensive updates by industry leaders—covering the latest searching tips by experts in the field, and key hot topics for Web managers. Workshops are offered Tuesday March 15th and Saturday March 19th. Topics include: getting the right mix of services, faceted classification techniques and analysis, technology planning, current awareness delivery options, advanced Weblogs, teaching tools & techniques, building taxonomies, library space planning, Web content management, XML & XSLT, finding business information online, creating marketing plans, harvesting metadata, federated searching, and more!

Wednesday Evening Session

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

TechForum 2005:
Looking at Dead & Emerging Technologies
7:30 p.m. – 9:00 p.m.

MODERATOR: D. Scott Brandt, *Technology Training Librarian, Purdue University Libraries*

PANELISTS: Megan Fox, *Web & Electronic Resources Librarian, Simmons College*
K. Matthew Dames, *CEO, Seso Group, LLC*
Genie Tyburski, *Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP*
Stephen Abram, *VP Innovation, Sirsi*
Nancy Nelson, *President, Nelson Associates*
Marshall Breeding, *Library Technology Officer, Vanderbilt University*
Steven J. Bell, *Director of the Library, Paul J. Gutman Library, Philadelphia University*

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

Cybertours

Plan to pick up some quick tips, take a sneak peek at new products, and learn new skills at short, free Cybertours in the Computers in Libraries 2005 Exhibit Hall. For more details and updates about topics and speakers for this CIL feature, visit the Computers in Libraries Web site at www.infotoday.com/cil2005.

Free Receptions & Dine Arounds

Information Today invites all registrants, exhibitors, and exhibition visitors to receptions on Wednesday and Thursday evenings in the Exhibit Hall. They provide opportunities to renew acquaintances and meet new colleagues in a relaxed atmosphere. For further networking opportunities sign up online at www.infotoday.com/cil2005/dinearounds for our Dine Around groups.

Exhibition

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

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

Program Chair

Jane I. Dysart
Dysart & Jones Associates

Organizing/Review Committee

Stephen Abram, *Sirsi*
D. Scott Brandt, *Purdue University Libraries*
Marshall Breeding, *Vanderbilt University*
Stephen M. Cohen, *PubSub Concepts, Inc.*
Darlene Fichter, *University of Saskatchewan*
Mary Lee Kennedy, *Harvard Business School*
Kathy Dempsey, *Editor,* Computers in Libraries
Andrew Pace, *North Carolina State University Libraries*
Donna Scheeder, *Library of Congress, Law Library*
Julia Schult, *Hamilton College*

Information Today, Inc.

143 Old Marlton Pike, Medford, NJ 08055
Phone: 609-654-6266 • Fax: 609-654-4309
E-mail: custserv@infotoday.com
Web site: www.infotoday.com

CONFERENCE AT A GLANCE

20TH ANNUAL COMPUTERS IN LIBRARIES 2005

Preconference Workshops — Tuesday, March 15

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

Postconference Workshops — Saturday, March 19

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

General Conference — Wednesday, March 16

9:00 a.m. – 9:45 a.m. OPENING KEYNOTE ǀ CIL & the Digital Decades ǀ Clifford Lynch

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

7:30 p.m. – 9:00 p.m. WEDNESDAY EVENING SESSION ǀ TechForum 2005: Looking at Dead & Emerging Technologies ǀ D. Scott Brandt

General Conference — Thursday March 17

9:00 a.m. – 9:45 a.m.

KEYNOTE | Information Innovation | Bruce James

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

General Conference — Friday, March 18

9:00 a.m. – 9:45 a.m.

KEYNOTE | Delighting the Real User: Personas in Action | Mary Lee Kennedy & Stephen Abram

	TRACK A Search Engines	**TRACK B** People & Tools	**TRACK C** Creative Content	**TRACK D** Impact: Today & Tomorrow
10:30 a.m. – 11:15 a.m.	A301: Search Engine Update	B301: Web Project Management for Libraries	C301: Content Deployment Cases	D301: Space: The Future Frontier
11:30 a.m. – 12:15 p.m.	A302: Start Your Engines!	B302: Instant Messaging: Providing Services & Enhancing Communication	C302: Libraries & Institutional Content Management Systems	D302: Implementing Knowledge Management
1:45 p.m. – 2:30 p.m.	A303: Specialty Engines	B303: OceanNet—Our Unlimited Office Space	C303: Taxonomies and Classifications and Ontologies: Oh My!	D303: Portals, Libraries, & Avoiding the Trash Bin
3:15 p.m. – 4:00 p.m.	A304: Evaluating Search Tools	B304: Portal Implementation Challenges	C304: Digital and Print: Strategies for Both	D304: Fit & Well: Technology & Services
4:15 p.m. – 5:00 p.m.	A305: Cool Search Tools & Sites	B305: Building an Online Community	C305: Innovative Content Access: Academic Case Studies	D305: Leading-Edge Technologies & Libraries

Internet@Schools East 2005

Thursday, March 17

9:00 a.m. — **KEYNOTE: New Internet Literacies for Teachers**

LEVERAGING THE INTERNET, PART 1

10:30 a.m.	S101: Tips for Designing Effective Library Media Web Sites
11:30 a.m.	S102: Link Checking: A Better Way to Search the Web

MAKING TECHNOLOGY INITIATIVES HAPPEN

1:45 p.m.	S103: Creating Online Student Portfolios: Action and Reflection
2:45 p.m.	S104: Linking Books and State Standards of Learning: The CONNECTIONS Database
3:45 p.m.	S105: The shongololo Interconnectivity Project
5:00 p.m.	RECEPTION—in the Exhibit Hall

Friday, March 18

RAISING YOUR PROFESSIONAL SKILL SET—AND PROFILE!

9:00 a.m.	S201: National Board Certification for the LMS: What It Is and How to Get It
10:00 a.m.	S202: Data Gathering
11:15 a.m.	S203: Technology Training in the Library—From Desktop Dinosaurs to Tablet PCs

LEVERAGING THE INTERNET, PART 2

1:30 p.m.	S204: Free and Fee-Based Online Science Resources for the K-12 Community
2:30 p.m.	S205: Using the Internet to Increase Information Literacy Skills
3:30 p.m.	S206: Blogging@Schools: What It Is, How It Works, and Great Ways to Use It

GENERAL CONFERENCE — WEDNESDAY, MARCH 16

KEYNOTE

CIL & the Digital Decades
9:00 a.m. – 9:45 a.m.

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

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

INFORMATION DISCOVERY & SEARCH
TRACK A

Federated searching is the next generation in library services on the Web as it provides a single, unified interface to multiple information products resulting in enhanced visibility of information resources and greater client satisfaction. Join this series of sessions for a look at current standards, software, and strategies as well as implementations of federated search in all types of libraries.

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

Implementing Federated Searching: Issues and Answers   `A101`
10:30 a.m. – 11:15 a.m.

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

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

JerseyClicks & KC Research: Content Gateways   `A102`
11:30 a.m. – 12:15 p.m.

Scherelene Schatz, *Project Manager, JerseyCat and JerseyClicks, New Jersey State Library*
David King, *Web/IT Project Manager, Kansas City Public Library*

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

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

The Homeland Security Digital Library (HSDL) Intelligent MetaSearch Engine   `A103`
1:45 p.m. – 2:30 p.m.

Tamas Doszkocs, *Computer Scientist, National Library of Medicine*
Marion McNealy, *Content Specialist, Homeland Security Digital Library, Dudley Knox Library, Naval Postgraduate School (NPS)*

The HSDL of the Naval Postgraduate School provides access to over 150 databases via federated searching. The initial prototype employed a conventional metasearch engine. HSDL technical staff recommended the deployment of a more sophisticated metasearch technology that goes beyond the simple broadcast search and result merging approaches of typ-ical metasearch tools offered by library OPAC vendors. HSDL staff evaluated both commercial offerings, such as Vivisimo, and advanced research projects, such as the National Library of Medicine (NLM) ToxSeek concepts clustering engine. They decided to collaborate with the NLM in implementing HSDLSeek, a highly innovative metasearch technology with advanced natural language processing and intelligent data fusion and results clustering capabilities. This session highlights criteria to look for in your evaluation of federated tools, shares the lessons learned in the NPS experience, and discusses the key functional capabilities of HSDLSeek.

Thirty Search Tips in 40 Minutes   `A104`
3:15 p.m. – 4:00 p.m.

Mary Ellen Bates, *Bates Information Services*

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

Tips for Keeping Up: Expert Panel   `A105`
4:15 p.m. – 5:00 p.m.

Gary Price, *Founder, ResourceShelf.com & Search Engine Watch*
Genie Tyburski, *Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP*
Steven M. Cohen, *Library Scientist, PubSub Concepts, Inc. & Editor, LibraryStuff.Net*

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

WEB DESIGN & DEVELOPMENT
TRACK B

Building next-generation library Web sites that provide timely, relevant information for library users is challenging and exciting. Discover new tools, techniques and technologies that can help you develop better Web sites. Learn about the latest approaches, research findings, and case studies describing the development of leading-edge library Web sites. Expert Web managers and developers talk about how to harness the latest technology tools and implement best practices for content integration, access, and usability.

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

Targeting Library Web Sites to Specific User Groups   `B101`
10:30 a.m. – 11:15 a.m.

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

Meeting the needs of all users in one library site is often an impossible task. When should libraries develop Web sites or Web site areas that target special groups of users? What does a targeted Web site look like? David King focuses on "ready, aim, fire" and outlines methods for identifying how to meet specific user communities such as usability studies and mining Web usage statistics. He looks at ways to tailor sites to meet particular needs and discusses methods of marketing and promoting Web sites to specific audiences by using special tools such as RSS, IM, and/or e-mail. Find out how you can delight library Web site visitors by designing targeted sites that meet their needs.

Web Services: Enabling a New Generation of Library Technology
B102

11:30 a.m. – 12:15 p.m.

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

Larry Mrazek, *President, LCM Research, Inc.*

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

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Designing User Interfaces for Federated Search Engines and Subject Pages
B103

1:45 p.m. – 2:30 p.m.

J. Michael Visser, *Product Manager, Digital Asset Management Products, Endeavor Information Systems*

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

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

Designing Navigation that Works
B104

3:15 p.m. – 4:00 p.m.

Louise Gruenberg, *Principal, Answers Research & Communication Services*

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

Using LAMP to Make Your Library Shine
B105

4:15 p.m. – 5:00 p.m.

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

The LAMP model (Linux/Apache/MySql/PHP, Python, PERL) of open source software provides greater flexibility than typical off-the-shelf software

WEDNESDAY COFFEE BREAKS
9:45 a.m. – 10:30 a.m. & 2:30 p.m. – 3:15 p.m.

solutions. Using LAMP technologies, Stony Brook University Library has been able to implement a dynamic and searchable Web site, a staff solution for electronic resources management, an interactive remote live librarian, and a helpdesk ticketing system supporting both internal staff and external library users. The speakers explain the value and flexibility that several open source software solutions can provide to libraries in their efforts to keep pace with rising costs, aging equipment, and user expectations

E-RESOURCES & BEING DIGITAL TRACK C

Libraries have been "transforming" and "evolving" from bricks to clicks for more than a decade. Now that the transformation stage is nearing completion, libraries are focusing attention on what it really means to "be" digital and to continue to enhance value, collections, services, and operations in a paper-physical-electronic-virtual environment. This track features case studies, lessons learned, and strategies from government, academic, and public sectors.

Born Digital & Managing Digitally
C101

10:30 a.m. – 11:15 a.m.

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

Mandated by Congress, the NTL has only begun its journey as a service to the transportation industry and as a member of the small circle of national libraries. The NTL is distinguished by its virtual aspects and by having been born digital. The NTL has no brick instance. It exists as a conglomerate of information services, systems, and electronic products, including a digital collection of documents of importance to transportation researchers. This session discusses the partnerships and collaboration challenges, the infrastructure and systems supporting the library, the virtual reference technologies and systems which handle 6,000 queries per month, the digital content and its management, building communities and consortia, and much more. It provides insights to help others build their digital libraries.

Managing Electronic Resources for Multiple Audiences
C102

11:30 a.m. – 12:15 p.m.

Valentina Mayz, *Library Web Administrator,* **& Mair Bonnin,** *Web Librarian, Reference Dept., Alvin Sherman Library, Research and Information Technology Center, Nova Southeastern University (NSU)*

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

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Technology for the Information Commons
C103

1:45 p.m. – 2:30 p.m.

Rosa Liu, *Research Library & Information Group Leader,* **& Nancy Allmang,** *Reference Librarian, National Institute of Standards and Technology (NIST)*

Recently, "Information Commons" has become a buzz phrase with two meanings—a gathering place for sharing new technologies, and a virtual spot for accessing digital information. This case study reviews the concepts of an information commons, the library's balancing of bricks and the clicks askpects of its services, and the technologies utilized by the NIST Research Library to provide its customers with both. Hear how the library upgraded its wireless laptop lending program to a WiFi Protected Access network, added a PDF/OCR scanning station, instant messaging reference, and more.

Learn about the NIST virtual library with links to open-access journals, RSS locators, aggregators and streaming media, and hear their plans for federated searching and an institutional repository/digital library.

Institutional Digital Repositories   C104

3:15 p.m. – 4:00 p.m.

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

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

Collaborative Digital Collection Building   C105

4:15 p.m. – 5:00 p.m.

Frank Menchaca, VP & Publisher, Thomson Gale
Mark Sandler, Collection Development Officer, University of Michigan

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

CRITICAL ISSUES FACING LIBRARIES
TRACK D

The big picture! How do libraries face the big picture of relevance in their communities and manage the tools and resources well? This track presents case studies, a great panel focusing on managing e-resources, a facilitated discussion about some of Gartner's predictions for libraries and education, and a look at how populations of users are served by special and rural libraries. Come and have a look at what the future holds for us.

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

Connecting with Your Community   D101

10:30 a.m. – 11:15 a.m.

*Patrick Fleming, Product Manager, Sirsi Corporation, **Eric B. Jacobs,** President, The Fubsy Group, LLC, & Cherry Hill Public Library Senior Staff*

Cherry Hill Public Library staff in New Jersey had a big challenge. They had to close their library building for months to finish construction of the new

WEDNESDAY EVENING SESSION

7:30 p.m. – 9:00 p.m.
TECHFORUM 2005:
LOOKING AT DEAD & EMERGING TECHNOLOGIES
MODERATOR: *D. Scott Brandt, Purdue University Libraries*
PANELISTS: *Megan Fox, Web & Electronic Resources Librarian, Simmons College*
K. Matthew Dames, CEO, Seso Group, LLC
Genie Tyburski, Web Manager, The Virtual Chase, Ballard Spahr Andrews & Ingersoll, LLP
Stephen Abram, VP Innovation, Sirsi
Nancy Nelson, President, Nelson Associates
Marshall Breeding, Library Technology Officer, Vanderbilt University
Steven J. Bell, Director of the Library, Paul J. Gutman Library, Philadelphia University

building. How do you provide services when you have no building? And how do you keep your valuable services in the public consciousness until the grand opening? Hear how Cherry Hill partnered with local library systems to sustain traditional services but also used the opportunity and latest technologies to partner and build a community Web site that called in the mayor, the municipality, the school board, and local businesses. This session is filled with insights and ideas!

Electronic Resource Management   D102

11:30 a.m. – 12:15 p.m.

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

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

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

What Do Gartner's Predictions Really Mean to Libraries?   D103

1:45 p.m. – 2:30 p.m.

Stephen Abram, VP, Innovation, Sirsi

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

Rural Library Challenges   D104

3:15 p.m. – 4:00 p.m.

Ristiina Wigg, Director, Southern Tier Library System
Denise Garofalo, Library Director, Astor Home for Children, and Library Trustee, Marlboro Free Library
Nancy Nelson, Director of Library Services, Clinton Community Library

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

The Future of the Special Library   D105

4:15 p.m. – 5:00 p.m.

James King, Chief Librarian, Naval Research Laboratory

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

GENERAL CONFERENCE — THURSDAY, MARCH 17

KEYNOTE

Information Innovation
9:00 a.m. – 9:45 a.m.

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

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

Coffee Break — A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

COMMUNITIES & COLLABORATION
TRACK A

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

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

Social Software 101 `A201`
10:30 a.m. – 11:15 a.m.

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

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

Wikis @ Your Library? `A202`
11:30 a.m. – 12:15 p.m.

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

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

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Collaboration & IM: Breaking Down Boundaries `A203`
1:45 p.m. – 2:30 p.m.

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

A recent survey indicated that nearly 70 percent of the U.S. university Internet population used IM. This session covers research, applications, case studies, usage, workflow impact, and ethics of IM. Schmidt and Stephens look at the many uses of IM, from in-house staff communication to the delivery of content and discussions with customers, as well as utilizing IM to confer and plan with colleagues no matter where they are.

Coffee Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

Building Communities in the "Palm" of Your Hand `A204`
3:15 p.m. – 4:00 p.m.

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

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

LISNews — Collaborative Blogging `A205`
4:15 p.m. – 5:00 p.m.

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

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

WEB SYSTEMS & OPERATIONS MANAGEMENT
TRACK B

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

RFID: Rollicking Fun in All Departments `B201`
10:30 a.m. – 11:15 a.m.

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

Panelists from both the library and RFID developers discuss the advantages and challenges of the technology. They also identify the issues in planning

and implementing library conversion to RFID and describe how different libraries have addressed these challenges. A project manager describes ways her library focused on turning this potentially stressful conversion into "rollicking fun" for staff and volunteers alike.

Linux-Based Public Workstations: Issues and Application   B202

11:30 a.m. – 12:15 p.m.

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

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

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Managing Libraries with Creative Data Mining   B203

1:45 p.m. – 2:30 p.m.

Ted Koppel, *Senior Product Manager, Standards Implementation, The Library Corporation*
Suliang Feng, *Administrator, Automation & Technical Services, &*
Elyse Adler, *Research and Special Projects Administrator, Nashville Public Library*

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

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Desktop/Server Security   B204

3:15 p.m. – 4:00 p.m.

Bryan Dunham, *Information Technology Coordinator, Kitchener Public Library*
Marshall Breeding, *Library Technology Officer, Vanderbilt University*

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

Practical Privacy Pointers for Libraries   B205

4:15 p.m. – 5:00 p.m.

Karen Coombs, *Electronic Services Librarian, SUNY Cortland*

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

LEARNING TRACK C

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

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

How Libraries Support Distance Education   C201

10:30 a.m. – 11:15 a.m.

Susan Clayton, *Off-Campus Services Librarian, Armacost Library, University of Redlands*
Max Anderson, *Educational Services Librarian, SOLINET*

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

Teaching Roles of Librarians: New Variations   C202

11:30 a.m. – 12:15 p.m.

Melissa Harvey, *Computer Science Librarian, Carnegie Mellon University*
Barbie Keiser, *President, BEK Inc.*

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

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Addressing Plagiarism: Copyright's Not So Little Cousin   C203

1:45 p.m. – 2:30 p.m.

Susan Herzog, *Information Literacy Librarian, Eastern Connecticut State University*
Steve Garwood, *Program and Services Coordinator, INFOLINK*

While some may argue that plagiarism is not in the purview of library-related instruction, it is an issue and opportunity that is tied directly to critical thinking and materials citation. Two similar perspectives are given here on the practical nature of dealing with plagiarism. Both focus on the role the Internet plays in helping spread and fight plagiarism. One presenter looks at it from the context of working with faculty to detect and prevent it. The other looks at it from the perspective of operating within a large library network.

Coffee Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

Convincing People that the Web Is Not the Only Answer

`C204`

3:15 p.m. – 4:00 p.m.

Nicholas Tomaiuolo, *Instruction Librarian, Central Connecticut State University*
Jeanne Holba Puacz, *Reference & Systems Librarian, Vigo County Public Library*

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

Can Learning Styles Influence Training and Web Design?

`C205`

4:15 p.m. – 5:00 p.m.

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

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

TECHNOLOGY PLANNING & TRENDS
TRACK D

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

Academic Libraries & Technology: Future Directions

`D201` & `D202`

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

Nancy Melin Nelson, *President of Nelson Associates, Founding Editor and Chair of CIL Magazine and Conference*
Laverna Saunders, *University Librarian, Duquesne University, and The Virtual Librarian*
Marshall Breeding, *Library Technology Officer, Vanderbilt University, author, editor, conference and workshop leader*

Computing in Libraries has seen the change from stand-alone to worldwide computing. The 1980s can best be represented and understood in alphanumeric terms: There was OCLC, of course, and its companions the Research Libraries Group, UTLAS, and, for the Apple computer, CASPR. Also, MS and PC-DOS, not to mention the M300 workstation, CD-ROM (and WORM and DRAW), 1200 baud, version 3.1.... The list goes on and on. As libraries moved via onramps onto the Information Highways into the '90s, we were well on our way to a totally integrated electronic library enhanced by the rise of the Internet, by campus-wide to regionally based networks, and now to full access of textual and graphical resources in digital databases created, managed, and best understood by information professionals worldwide. Early experts in academic computing who worked and reported on the scene during these changing times move beyond the past early technologies with other 'been there' experts in the field to predict what's ahead. Insights from these pioneers and leaders will definitely help your technology planning.

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Collaborative Technology Planning

`D203`

1:45 p.m. – 2:30 p.m.

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

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

Coffee Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

Optimizing Technology in Libraries

`D204`

3:15 p.m. – 4:00 p.m.

Michael Stephens, *Technology Librarian, St. Joseph County Public Library*
Jeff Steely, *Assistant Director for Client Services, Baylor University Libraries*

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

Wireless Libraries

`D205`

4:15 p.m. – 5:00 p.m.

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

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

CHECK

www.infotoday.com/cil2005

for conference updates

GENERAL CONFERENCE — FRIDAY, MARCH 18

KEYNOTE

Delighting the Real User: Personas in Action
9:00 a.m. – 9:45 a.m.

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

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

Coffee Break — A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

SEARCH ENGINES
TRACK A

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

Search Engine Update
`A301`
10:30 a.m. – 11:15 a.m.

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

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

Start Your Engines!
`A302`
11:30 a.m. – 12:15 p.m.

Greg Notess, *Publisher, Search Engine Showdown*

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

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Specialty Engines
`A303`
1:45 p.m. – 2:30 p.m.

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

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

Coffee Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

Evaluating Search Tools
`A304`
3:15 p.m. – 4:00 p.m.

Mary Ellen Bates, *Bates Information Services*

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

Cool Search Tools & Sites
`A305`
4:15 p.m. – 5:00 p.m.

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

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

PEOPLE & TOOLS
TRACK B

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

Web Project Management for Libraries
`B301`
10:30 a.m. – 11:15 a.m.

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

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

Instant Messaging (IM):
Providing Services & Enhancing Communication
`B302`
11:30 a.m. – 12:15 p.m.

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

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

GENERAL CONFERENCE — FRIDAY, MARCH 18

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

OceanNet — Our Unlimited Office Space   `B303`
1:45 p.m. – 2:30 p.m.

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

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

Coffee Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

Portal Implementation Challenges   `B304`
3:15 p.m. – 4:00 p.m.

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

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

Building an Online Community   `B305`
4:15 p.m. – 5:00 p.m.

Chrystie Hill, *Community Coordinator, WebJunction, OCLC*
Max Anderson, *WebJunction Community Moderator & Educational Services Librarian, SOLINET*
Steven J. Bell, *Director of the Library, Paul J. Gutman Library, Philadelphia University*

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

CREATIVE CONTENT
TRACK C

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

Content Deployment Cases   `C301`
10:30 a.m. – 11:15 a.m.

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

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

Libraries & Institutional Content Management Systems   `C302`
11:30 a.m. – 12:15 p.m.

Pam Cabe, *Reference Librarian, Wake Forest University School of Medicine*
Carol Knoblauch, *Product Manager, Open Text Corporation*

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

Lunch Break — A Chance to Visit the Exhibits
12:15 p.m. – 1:45 p.m.

Taxonomies and Classifications and Ontologies: Oh My!   `C303`
1:45 p.m. – 2:30 p.m.

Andrew Podolsky, *Senior Ontologist, Convera*
Lillian Gassie, *Senior Systems Librarian* &
Angela Pitts, *Taxonomy Specialist, Naval Postgraduate School*

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

Coffee Break — A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

14

GENERAL CONFERENCE — FRIDAY, MARCH 18

Digital and Print: Strategies for Both `C304`

3:15 p.m. – 4:00 p.m.

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

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

Innovative Content Access: Academic Case Studies `C305`

4:15 p.m. – 5:00 p.m.

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

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

IMPACT: TODAY & TOMORROW
TRACK D

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

Space: The Future Frontier `D301`

10:30 a.m. – 11:15 a.m.

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

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

Implementing Knowledge Management (KM) `D302`

11:30 a.m. – 12:15 p.m.

Christine Holiday, *Army Librarian, US Army Defense Ammunition Center*

The Department of Defense expects to lose a large number of senior personnel within the next 5 years. When they leave, these personnel will take with them critical "know-how" and experience developed over 30 years and through three wars. This session provides an overview of "Project Exodus," a knowledge management methodology to harvest and transfer critical knowledge from personnel involved in Operation Iraqi Freedom ammunition reset operations. Learn from their strategies and create your own KM application.

Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

www.infotoday.com

Portals, Libraries, & Avoiding the Trash Bin `D303`

1:45 p.m. – 2:30 p.m.

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

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

Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

Fit & Well: Technology & Services `D304`

3:15 p.m. – 4:00 p.m.

Adrienne Kreger-May, *Senior Librarian, &*
Lynn Donches, *Chief Librarian, Rodale Inc.*

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

Leading-Edge Technologies & Libraries `D305`

4:15 p.m. – 5:00 p.m.

Roy Balleste, *Associate Law Library Director, Nova Southeastern University Law Library*
Perry R. Bratcher, *Library Systems Manager, Northern Kentucky University*

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

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PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 15

Searchers Academy `W1`

9:00 a.m. – 4:30 p.m.   **FULL DAY**

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

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

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

Web Managers Academy:
Building Next-Generation Library Web Sites `W2`

9:00 a.m. – 4:30 p.m.   **FULL DAY**

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

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

Topics include:

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

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

Service Strategy: How to Get the
Right "Mix" of Services `W3`

9:00 a.m. – 12:00 p.m.

Rebecca Jones, Partner, Dysart & Jones Associates

Libraries and information centers have a long tradition of adding new services or enhancing existing services and programs in response to client needs and wants. This tradition results in a portfolio of services and products that grows with more "addition" than "subtraction." But as resources continue to tighten, libraries need to make tough decisions that better balance the "adding" with "subtracting." In the nonprofit and business environments, this is called service portfolio management. This workshop outlines what libraries can learn from other sectors in using a systematic method to make those tough decisions and effectively manage their service portfolios. The focus is on developing a service strategy and portfolio that best serves clients, today and tomorrow, without draining financial or human resources and is driven by the library's mandate and goals.

Facet Analysis: Faceted Classification
Techniques for Organizing Site Content & Structure `W4`

9:00 a.m. – 12:00 p.m.

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

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

Technology Planning for Libraries:
Avoiding Technolust & Technobust `W5`

9:00 a.m. – 12:00 p.m.

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

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

Current Awareness Delivery Options `W6`

9:00 a.m. – 12:00 p.m.

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

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

The Future Library — Now! `W7`

9:00 a.m. – 12:00 p.m.

Lawrence McCrank, Chicago State University

Using the new Chicago State University as an example, this workshop considers the interrelationship between virtual and real information space in the design of modern academic libraries and services. It focuses on how new technology is integrated into new buildings, the challenges in design and project management with architects, systems managers, etc., in capital projects that are hi-tech, and the implications for faculty and staff development. Exam-

19

ples include ASRS robotic systems, RFID, new Web site design and linkage to expanded OPACs, decision support systems and help desk, new reference services, and networked printing, and scanning for just-in-time delivery.

Advanced Weblogs: Applications, Technology, Cases   W8

9:00 a.m. – 12:00 p.m.

Jenny Levine, *Internet Development Specialist, Suburban Library System*
Steven M. Cohen, *Library Scientist, PubSub Concepts, Inc & Editor, LibraryStuff.Net*

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

Toolbox of Techniques for Teaching Technology to Adult Learners   W9

1:30 p.m. – 4:30 p.m.

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

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

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

Building Taxonomy Structures that Support Your Enterprise Goals   W10

1:30 p.m. – 4:30 p.m.

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

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

Leadership Strategies for Technology Innovation   W11

1:30 p.m. – 4:30 p.m.

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

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

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

1:30 p.m. – 4:30 p.m.

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

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

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

1:30 p.m. – 4:30 p.m.

Julie Still, *Librarian, Paul Robeson Library, Rutgers University*

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

CHECK
www.infotoday.com/cil2005
for conference updates

POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 19

Web Content Management (WCM): Essential Pre-Implementation Planning
W14

9:00 a.m. – 4:30 p.m.   **FULL DAY**

Howard McQueen, Chief Executive, McQueen Consulting

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

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

Making the Business Case
W15

9:00 a.m. – 12:00 p.m.

Mary Lee Kennedy, Executive Director, Harvard Business School Library

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

Practical XML & XSLT
W16

9:00 a.m. – 12:00 p.m.

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

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

Organizational Weblogs: Opportunities, Strategies, Tools
W17

9:00 a.m. – 12:00 p.m.

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

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

Finding Business Information Online: Super Searcher Strategies
W18

9:00 a.m. – 12:00 p.m.

Mary Ellen Bates, Bates Information Services

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

Creating Customized Marketing Plans to Target Your Customers
W19

1:30 p.m. – 4:30 p.m.

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

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

Harvesting Metadata Using OAI-PMH
W20

1:30 p.m. – 4:30 p.m.

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

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

Yahoo!: The Other Necessary Search Engine
W21

1:30 p.m. – 4:30 p.m.

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

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

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

Federated Searching
W22

1:30 p.m. – 4:30 p.m.

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

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

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

Delegates to **Computers in Libraries 2005** 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 Wednesday and Thursday

• Morning and afternoon coffee

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

Registration Desk Hours

Tuesday, March 15
8:00 a.m. – 4:30 p.m.

Wednesday, March 16
7:30 a.m. – 6:00 p.m.

Thursday, March 17
8:00 a.m. – 6:00 p.m.

Friday, March 18
8:00 a.m. – 5:00 p.m.

Saturday, March 19
8:00 a.m. – 4:30 p.m.

Exhibit Hours

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

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

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

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Discounts

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: First person @ $379; second person and all additional registrants @ $175. After February 18 add $10 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. (Many OCLC broker networks and regional library cooperatives are offering special discount rates. Contact your network director for further details.)

Discounts are not available for pre and postconference workshops.

Hotel Information

Hilton Washington
1919 Connecticut Avenue, N.W., Washington DC, Tel: 202-483-3000

The Hilton Washington is pleased to offer reduced guest room rates of $185 for a single and $205 for a double to Computers in Libraries attendees. Reservations must be made by calling the hotel direct at 202-483-3000 and identifying yourself as part of the Computers in Libraries group. The Hilton also accepts online reservations at www.washington.hilton.com. You must enter the Group Code: CIL to be placed in the proper group room block and to receive the discounted rate.

Rooms are limited, so please make your reservations as early as possible. Rooms and/or room rates may not be available after February 20, 2005. Per Hilton policy, all hotel reservations must be accompanied by a first night's deposit, refundable up to 72 hours in advance of your arrival date.

Cancellations and Substitutions

Cancellations will be accepted if received in writing no later than February 18, 2005. 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 February 18, 2005. 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.

NOTE: The sponsors and management of Computers in Libraries 2005 reserve the right to make necessary changes in this program. Every effort will be made to keep presentations and speakers as represented. However, unforeseen circumstances may result in substitution of a presentation topic and/or speaker. Information Today, Inc. assumes no liability for the acts of their suppliers nor for the safety of any Computers in Libraries 2005 participant while in transit to or from this event. The total liability during the precise hours of the meeting will be limited to a refund of the delegate fee.

A. REGISTRATION FEES

	By Feb. 18	After Feb. 18
Preconference Workshops		
Tuesday, March 15 (includes lunch)		
❏ Workshop 1 *(full day–see page 18)*	$199	$209
❏ Workshop 2 *(full day–see page 18)*	$199	$209
AM ❏ 3 ❏ 4 ❏ 5 ❏ 6 ❏ 7 ❏ 8 . . .	$139	$149
PM ❏ 9 ❏ 10 ❏ 11 ❏ 12 ❏ 13	$139	$149
Postconference Workshops		
Saturday, March 19 (includes lunch)		
❏ Workshop 14 *(full day–see page 20)*	$199	$209
AM ❏ 15 ❏ 16 ❏ 17 ❏ 18	$139	$149
PM ❏ 19 ❏ 20 ❏ 21 ❏ 22	$139	$149
Full 3-day Conference		
Does not include Pre or Postconference workshops		
Wed., March 16 – Fri., March 18	$379	$389
I select the following day only:		
❏ Wednesday, March 16	$189	$199
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❏ Friday, March 18	$189	$199
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B. PERSONAL INFORMATION

Name _____

Job Title _____

Organization _____

Street _____

City, State, Zip _____

Phone_____

Fax _____

E-mail _____

Your Type of Library: (Check One)
1❏ College/University 5❏ Government 8❏ Law
2❏ Medical 6❏ K-12
3❏ Corporate/Business 7❏ Public
4❏ Other (please specify) _____

Your Job Function: (Check One)
1❏ Director 6❏ Researcher
2❏ Serials Librarian 7❏ Systems Librarian
3❏ Reference Librarian 8❏ Acquisitions Librarian
4❏ Corporate Librarian 9❏ Administrator
5❏ Other (please specify) _____

C. PAYMENT METHOD

Payment must accompany advanced registration and be received by March 10, 2005 (After this date register at the conference). Check or money order should be made payable to: **Information Today, Inc.**

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KEYNOTE PRESENTATIONS

CIL & the Digital Decades
Clifford Lynch, Executive Director,
Coalition for Networked Information (CNI)

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

Delighting the Real User: Personas in Action
Mary Lee Kennedy, Executive Director,
Harvard Business School Library
Stephen Abram, Vice President, Innovation, Sirsi Corporation,
& President, Canadian Library Association

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