Internet Librarian 2006

CONFERENCE AT A GLANCE

Preconference Workshops

SATURDAY, OCTOBER 21

1:30 p.m. – 4:30 p.m.

W1: Service Strategy: How to Get the Right "Mix" of Services

W2: Simple Solutions for Dynamic Web Services Using RSS

W3: Getting Library Grants

W4: Technology Solutions Planning

W5: AJAX for Libraries

W6: User-Centered Approach to Website Design

W7: Teaching Web Search Skills

SUNDAY, OCTOBER 22

9:00 a.m. – 4:30 p.m.

W8: Searchers Academy

W9: Web Managers Academy

9:00 a.m. – 12:00 p.m.

W10: Web 2.0: A Users' Guide

W11: Social Tools for Your Library

W12: Tips and Strategies for Launching an IM Reference Service

W13: Current Awareness Delivery Options

W14: Project Management for Libraries

W15: Hiring, Keeping, & Working with Techie Staff

1:30 p.m. – 4:30 p.m.

W16: Mining Blogs & RSS for Research

W17: Wikis: Basics, Tools, & Strategies

W18: Creating Online Tutorials in Less Than 30 Minutes

W19: Integrating RSS into Your Web Site

W20: Digital Initiatives: Ask the Expert

FREE CYBERTOURS

See pages 26 & 27 for more details.

EXHIBIT HOURS

Monday, October 23
5:00 p.m. – 7:00 p.m.

Tuesday, October 24
9:45 a.m. – 4:00 p.m.

Wednesday, October 25
9:45 a.m. – 2:00 p.m.

■ — Monterey Conference Center   ■ — Portola Plaza   ■ — Marriott

GENERAL CONFERENCE ■ MONDAY, OCTOBER 23

Time	TRACK A *(Steinbeck Forum)* INFORMATION DISCOVERY & SEARCH	TRACK B *(De Anza I)* PUBLIC LIBRARIES' FUTURE	TRACK C *(De Anza III)* DIGITAL STRATEGIES FOR THE INFORMATION WORLD	TRACK D *(De Anza II)* WEB DESIGN & DEVELOPMENT
9:00 a.m. – 9:45 a.m. (San Carlos Ballroom)	OPENING KEYNOTE	Grabbing Attention	J.A. Jance, Author, *The Edge of Evil*			
9:45 a.m. – 10:15 a.m.	COFFEE BREAK			
10:15 a.m. – 11:00 a.m.	**A101:** Search Engine Report	**B101:** Public Library 2.0: Emerging Technologies & Changing Roles	**C101:** Increasing the Use of Online Products	**D101:** The Web 2.0 Challenge to Libraries
11:15 a.m. – 12:00 p.m.	**A102:** 30 Search Tips	**B102:** Delighting PL Users: Personas in Action	**C102:** Cultivating Tech-Savvy Library Staff: Competencies & Tips	**D102:** Innovative Uses of Web 2.0 Technologies
12:00 p.m. – 1:15 p.m.	LUNCH BREAK			
1:15 p.m. – 2:00 p.m.	**A103:** New Search Strategies	**B103:** Reaching Patrons: Online Outreach for PLs	**C103:** Coping & Designing to Minimize Stress	**D103:** Using Ethnographic Methods to Know Your Users
2:15 p.m. – 3:00 p.m.	**A104:** Searching the New Digital Formats	**B104:** Web-Based Experience Planning	**C104:** Digital Migration Strategies	**D104:** Cool Tools and Mashups for Webmasters
3:15 p.m. – 4:00 p.m.	**A105:** Federated Search: State of the Art	**B105:** OPAC Tips & Tricks for Improving User Experiences	**C105:** The Second Life Library 2.0: Going to Where the Users Are	**D105:** Library Redesign: Making the Data Work Harder
4:15 p.m. – 5:00 p.m.	**A106:** Keeping One Click Ahead	**B106:** Synergy for Better Services: IT & Library Cultures	**C106:** Gadgets, Gadgets, Gadgets!	**D106:** Bottom-Up Web Redesign
5:00 p.m. – 7:00 p.m.	EXHIBIT HALL GRAND OPENING RECEPTION			

INTERNET@SCHOOLS *West*

MONDAY, OCTOBER 23 — Bonsai

9:00 a.m. – 9:45 a.m.
OPENING KEYNOTE:
Grabbing Attention: Keeping Pace
with Readers and Technology

LMSs ON THE CUTTING EDGE

10:15 a.m. – 11:00 a.m.
S101: The Evolving Librarian: Keeping Pace
with *Students* and Technology

11:15 a.m. – 12:00 p.m.
S102: iPods, Audiobooks, E-Books, and More:
Empowering Reading Through Your Library

GO THERE, DO THAT!: WEB-BASED RESOURCES AND TOOLS

1:15 p.m. – 2:00 p.m.
S103: Taking the Classroom Global:
Online Tools for Global Collaboration

2:15 p.m. – 3:00 p.m.
S104: Bookhooks and the Collaboratory

3:15 p.m. – 4:00 p.m.
S105: Eureka! Public Domain Multimedia Sources

4:15 p.m. – 5:00 p.m.
S106: The Truth Is Out There:
Visual Literacy for the Digital World

TUESDAY, OCTOBER 24 — Bonsai

9:00 a.m. – 9:45 a.m.
KEYNOTE:
The Wild, Wild, Web: Online Bullies,
Predators, and Stalkers, Oh My!

SOCIAL NETWORKING, SAFETY, AND CYBERETHICS

10:30 a.m. – 11:15 a.m.
S201: Social Networking Sites and
Personal Information Engines

11:30 a.m. – 12:15 p.m.
S202: Cybersins and Digital Good Deeds:
Good and Bad Behavior with Technology

MORE WEB-BASED RESOURCES AND TOOLS

1:15 p.m. – 2:00 p.m.
S203: Teachers, Librarians, and Technology:
A Winning Combination!

2:45 p.m. – 3:30 p.m.
S204: ALTEC's Online Teaching and Learning Toolkit

4:00 p.m. – 5:00 p.m.
CLOSING KEYNOTE:
Gary's Latest Web Research Update

GENERAL CONFERENCE ■ TUESDAY, OCTOBER 24

9:00 a.m. – 9:45 a.m. — San Carlos Ballroom
KEYNOTE | Challenges of Cyberinfrastructure & Choices for Libraries | Clifford Lynch, Executive Director, Coalition for Networked Info

9:45 a.m. – 10:30 a.m. — COFFEE BREAK— Visit the Exhibits

Time	TRACK A (De Anza I) INTEGRATING CONTENT: CM & MASHUPS FOR LIBRARIES	TRACK B (De Anza II) ENTERPRISE WEB STRATEGIES & TOOLS	TRACK C (De Anza III) DIGITAL REPOSITORIES	TRACK D (Steinbeck Forum) SOCIAL COMPUTING
10:30 a.m. – 11:15 a.m.	A201: What's a Mashup & Why Would I Want One?	B201: Determining and Communicating Value	C201: Repositories & Digital Initiatives	D201: Podcasting & Videocasting
11:30 a.m. – 12:15 p.m.	A202: Mashup Mind-Set: Designing Compelling Content	B202: Information Skills & Enterprise Collaboration	C202: Repositories in Action	D202: Podcasting & Videocasting (continued)
12:15 p.m. – 1:15 p.m.	LUNCH BREAK— Visit the Exhibits			
1:15 p.m. – 2:00 p.m.	A203: Mashup Applications	B203: Using Wiki Software in a Newsroom Environment	C203: Repository Essentials: From Soup to Nuts	D203: Flickr & Libraries
2:00 p.m. – 2:45 p.m.	NETWORKING BREAK— Visit the Exhibits			
2:45 p.m. – 3:30 p.m.	A204: Delivering Individualized Library Content	B204: Web Lessons	C204: Repositories & the Impact on Digital Librarians	D204: MySpace & Facebook
3:30 p.m. – 4:00 p.m.	NETWORKING BREAK— Visit the Exhibits			
4:00 p.m. – 5:00 p.m.	A205: Mashups in Action: Tools	B205: Intranet Content: Surfacing Full-Text News	C205: Partnerships in Archiving	D205: The RSS & JavaScript Cookbook: Creating One Stop
7:30 p.m. – 9:00 p.m.	TUESDAY EVENING SESSION	Scholarship in Chaos! Flying High on the Web? or in Free Fall?		

GENERAL CONFERENCE ■ WEDNESDAY, OCTOBER 25

9:00 a.m. – 9:45 a.m. — San Carlos Ballroom
KEYNOTE | Web Presence for Internet Librarians | Shari Thurow, Webmaster & Marketing Director, Grantastic Designs, Inc.

9:45 a.m. – 10:30 a.m. — COFFEE BREAK— Visit the Exhibits

Time	TRACK A (De Anza I) SEARCH ENGINES	TRACK B (De Anza II) HAND-HELD MOBILE INFORMATION	TRACK C (De Anza III) LEARNING & TRAINING	TRACK D (Steinbeck Forum) SOCIAL COMPUTING
10:30 a.m. – 11:15 a.m.	A301: The Best of Resource Shelf: SE Update	B301: Trends in Mobile Tools & Applications for Libraries	C301: Technology Training in Library 2.0 World	D301: Wikis for Libraries
11:30 a.m. – 12:15 p.m.	A302: Social Computing: Shaping Libraries & Search	B302: Mobile Search	C302: Training Tutorial Tour & Tips	D302: Wikis for Libraries (continued)
12:15 p.m. – 1:45 p.m.	LUNCH RECEPTION— In the Exhibit Hall			
1:45 p.m. – 2:30 p.m.	A303: Comparing Book Search Engines	B303: The Mobile Computing Project	C303: Learning, Gaming, & Training	D303: What's Hot & New with Social Software
2:45 p.m. – 3:30 p.m.	A304: Using Google & SEs to Expose Digital Collections	B304: Audio Guides, Tours, and More: Putting Patrons' Cells to Work	C304: New Tools for Training	D304: Blogging Update: Applications & Tips
3:45 p.m. – 4:30 p.m.	Steinbeck Forum — CLOSING KEYNOTE	Social Computing & the Info Pro	Elizabeth Lane Lawley, Director, Rochester Institute of Technology		