The Internet Conference and Exhibition for Librarians and Information Managers

OCTOBER 26–28, 2015
Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
Monterey, California

MORPH!
EXPLORING NEW ROLES & DIRECTIONS FOR THE INFO SERVICE BIZ

Preconference Workshops
Sunday, October 25

Featured Event
Library Leaders
Digital Strategy Summit
An Event for Library, Archives, and Museum Directors and Executive Management

October 26–27

GOLD SPONSOR
EBSCO

ASSOCIATION SPONSOR
arip

LEARNING PARTNER
SLA

MEDIA SPONSORS
BusinessWire
ComputersLibrary
Information Today
Internet@Schools

CONNECT WITH ATTENDEES!
#InternetLibrarian

ORGANIZED AND PRODUCED BY
Information Today, Inc.

I L . I N F O T O D A Y . C O M
Libraries are part of a larger information and learning, knowledge-sharing ecosystem whether they operate within a community, campus or organization. They are part of what we are calling here the “info service biz.” And even if it is in the nonprofit world, the library needs to run like a business and learn from business practices. This year, the 19th Internet Librarian, focuses on the new roles and directions that we are taking within the info service biz. Internet librarians use their skills not only in libraries, but also in many organizations and many functions—search engines, corporate communications, business development and IT. Internet librarians are pushing the boundaries and creating new directions for their services.

Information Today, Inc., a key provider of technology conferences for more than thirty years, is pleased to announce the 19th annual Internet Librarian—the ONLY conference for information professionals who are using, developing, and embracing internet and web-based strategies in their roles as information architects and navigators, webmasters and web managers, content evaluators and curators, digital managers, developers and integrators, taxonomists, searchers, community builders and managers, information providers, trainers, guides, and more. This comprehensive conference and exhibition offers a wide-ranging program designed to meet the needs of librarians, information managers, systems professionals, researchers, content managers and information specialists.

Internet Librarian 2015 caters to all interests and all levels of knowledge with five simultaneous tracks, including Internet@Schools, plus many workshop and networking opportunities.
CONFERENCE OVERVIEW

EXHIBITION
The Internet Librarian 2015 exhibition features leading-edge companies that offer visitors a choice of products covering all aspects of internet technologies, including content providers, online services, software, document and web delivery systems, search engines, and more. For more information on exhibit space, sponsorships, or promotional opportunities, contact: David Panara  dpanara@infotoday.com

CONFERENCE BLOG & TAGS
Watch for news and updates before and during the conference in the Internet Librarian Conference Blog at www.libconf.com. Visit the blog for tips, networking opportunities, and information to make your stay in Monterey pleasant and productive. The twitter tag for this year’s event is #InternetLibrarian.

A DAY OF WORKSHOPS!
Three full day workshops! In addition to our popular Searchers Academy, we have two new full day workshops: Business & Customer Service Models for Libraries and Creative Making Day: Makerspaces, Idea Labs & Hackerspaces. We have many half day workshops on a range of topics including resources management, space management & tracking, public library strategies, UX, data visualization, future of libraries, learning with gamification, tech & marketing, negotiation skills, social media & community engagement, and tech trends. See pages 6–8 for details.

TUESDAY EVENING SESSION
European Libraries: Directions & Insights  7:30 p.m. – 9:00 p.m.
Erik Boekestijn, Founder & Director, DOKLAB, & Shanachie Media
As our libraries and information services are morphing with changing roles and directions, how much do you know about the innovation, transformation, and practices of other libraries? Especially those libraries in different countries? Join our world traveler and storyteller for a look at some exciting spaces, programs and practices in European libraries. Test your knowledge at the challenging audience-interactive quiz included with this event!! Join us for this fun learning experience filled with tips and tricks to apply in your library.

INTERACTIVE NETWORKING EVENTS!
SUNDAY, OCTOBER 25  5:30 p.m. – 7:30 p.m.
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event
Join our gamers and gadget lovers for an evening of fun, playing, making, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman, Joshua Zimmerman, & Todd Colegrove, this event will start your conference experience with lots of learning and laughing! Refreshments included.

Opening Reception
Information Today, Inc. invites all conference registrants and exhibitors to a special Exhibit Hall opening reception on Monday, October 26th from 5:00 p.m. to 6:30 p.m. This is a great time to gather with fellow Internet Librarians and suppliers, renew acquaintances, meet new colleagues, sample tasty goodies, and check out the latest products and services in a relaxed atmosphere.

Informal Dine Aromunds
Plan to meet your colleagues for dinner. Find more information and online registration at il.infotoday.com.

FREE CYBERTOURS!
Our popular information-rich cybertours are featured in the Exhibit Hall on Tuesday and Wednesday! A wide range of topics includes mobile apps, filter bubbles, open data policies, and more. Keep your eye on il.infotoday.com for the schedule.

EXHIBIT HOURS
Monday, October 26  5:00 p.m. – 6:30 p.m.
Tuesday, October 27  9:45 a.m. – 3:30 p.m.
Wednesday, October 28  9:45 a.m. – 1:30 p.m.

INTERNET CAFÉ
Visit the Internet Cafe in the Exhibit Hall during regular exhibit hours to check your email.

CONNECT WITH ATTENDEES!
#InternetLibrarian
### OPENING KEYNOTE PANEL

Exploring Roles & Directions: Creating, Failing, Learning

#### TRACK A

- **INFO SERVICE BIZ**
  - Developing a Self-Serve Analytics Culture
  - Recipe for IT–Librarians’ Collaboration

- **DISCOVERY, NAVIGATION, & SEARCH**
  - Super Searcher Tips & Tools
  - Open Web Searching Tips

- **4:15 p.m. – 5:00 p.m.**
  - Visualize Search Results
  - Future of Resource Discovery
  - Data Designed for Discovery
  - Resources Discovery: Exposing Collections on Wikipedia

#### TRACK B

- **UX & WEB PRESENCE**
  - Library Web Site Makeover
  - LibGuides: Learning From Users’ Experiences

- **UX & WEB PRESENCE**
  - User Expectations & Search Results
  - Service Design for Better UX
  - Aligning Digital & Print Content: Editorial Content Calendars
  - Variations on Embedding Discovery

#### TRACK C

- **MARKETING & ENGAGEMENT STRATEGIES**
  - Dirty Words: Biz Practices for Libraries
  - Make It Google-ish: Optimizing the Library
  - Social Media Analytics & Management
  - Marketing to Makers

### LUNCH BREAK

- **INFO SERVICE BIZ**
  - From Librarian to Info-Intrapreneur

- **UX & WEB PRESENCE**
  - Writing for the Web

- **MARKETING & ENGAGEMENT STRATEGIES**
  - Digital Library Services & Preservation
  - Building the Research Carrot: Tools, Service, & Practices
  - Creating Research Deliverables With User Data Analysis

### TUESDAY EVENING SESSION

European Libraries: Directions & Insights

#### TRACK A

- **INFO SERVICE BIZ**
  - Fitting New Service Models Into Small Libraries

- **TECH TOOLS**
  - Analytics & Big Data for the Info Service Biz

- **INNOVATION & THE FUTURE**
  - New Services Drive New Workflows: Infobitz

#### TRACK B

- **UX & WEB PRESENCE**
  - Library Tech Update
  - Tech Tools InfoBlitz

- **TECH TOOLS**
  - Grabbin’ ‘Em With Tech!
  - Privacy Frameworks & Tools

- **INNOVATION & THE FUTURE**
  - Mobile Makerspaces: Tips & Tricks
  - Hack the Library: App Building Competition

#### TRACK C

- **MARKETING & ENGAGEMENT STRATEGIES**
  - Libraries as Awesome Incubators

### LUNCH BREAK

- **INFO SERVICE BIZ**
  - New Services Drive
  - New Workflows: Infobitz

- **TECH TOOLS**
  - Pick the Targets: Services & Measures

- **INNOVATION & THE FUTURE**
  - Mobile Makerspaces: Tips & Tricks

### Closing Keynote

The Future of Libraries

Ken Haycock
## Monday, October 26

**COFFEE BREAK**

**TRACK D **
**CONTENT MANAGEMENT**
- Community-Curated Collections
- Taxonomy, Curation, & Digital Products

**TRACK E **
**INTERNET@SCHOOLS**
- Making a Makerspace—One Year In
- Tech ALIVE! Embedded Professional Development in Educational Technology

**LUNCH BREAK**

**SESSIONS**

<table>
<thead>
<tr>
<th>Session Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>D101</td>
<td>Metadata for Digital Assets &amp; Repositories</td>
</tr>
<tr>
<td>D102</td>
<td>Digital Content Curation</td>
</tr>
<tr>
<td>D103</td>
<td>Success Strategies for Working With Vendor Partners</td>
</tr>
<tr>
<td>D104</td>
<td>New Content Display Options</td>
</tr>
</tbody>
</table>

**GRAND OPENING RECEPTION**
- In the Exhibit Hall

## Tuesday, October 27

**COFFEE BREAK**

**TRACK D **
**DEALING WITH DIGITAL**
- Engaging With Partners to Open Data

**TRACK E **
**INTERNET@SCHOOLS**
- Design with Intention: Redesigning Library Spaces
- A Thousand Voices: The Power of Storytelling

**LUNCH BREAK**

**SESSIONS**

<table>
<thead>
<tr>
<th>Session Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>D201</td>
<td>Digital Asset Management Systems</td>
</tr>
<tr>
<td>D202</td>
<td>Creating Collections on the Fly: Portola</td>
</tr>
<tr>
<td>D203</td>
<td>Mighty Morphin’ Map Rangers</td>
</tr>
</tbody>
</table>

## Wednesday, October 28

**COFFEE BREAK**

**TRACK D **
**LEARNING, GROWING, LEADING**
- Project Management Thinking
- Peer Coaching Across Organizations

**TRACK E **
**ENGAGEMENT STRATEGIES & PRACTICES**
- Doklab Innovation in Storytelling
- Successful Academic Library Makeover!

**LUNCH BREAK**

**SESSIONS**

<table>
<thead>
<tr>
<th>Session Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>D301</td>
<td>Gamification &amp; Learning</td>
</tr>
<tr>
<td>D302</td>
<td>Leadership Lessons &amp; Strategies</td>
</tr>
<tr>
<td>D303</td>
<td>Social Media Strategies for Advocacy</td>
</tr>
</tbody>
</table>

**Closing Keynote**
- The Future of Libraries
- Ken Haycock

## Preconference Workshops

**Sunday, October 25**

**SESSIONS**

<table>
<thead>
<tr>
<th>Session Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>W1</td>
<td>Searchers Academy: Hacking Search</td>
</tr>
<tr>
<td>W3</td>
<td>Creative Making Day: Makerspaces, Idea Labs &amp; Hackerspaces</td>
</tr>
<tr>
<td>W4</td>
<td>Space Management &amp; Tracking</td>
</tr>
<tr>
<td>W5</td>
<td>Resource Management: Strategies, Tech, &amp; Practices</td>
</tr>
<tr>
<td>W6</td>
<td>User Experience (UX) in the Discovery Ecosystem</td>
</tr>
<tr>
<td>W7</td>
<td>Data Visualization Tools &amp; Techniques</td>
</tr>
<tr>
<td>W8</td>
<td>Tech Trends for Libraries in 2016</td>
</tr>
<tr>
<td>W9</td>
<td>Library Outreach &amp; Learning With Gamification</td>
</tr>
<tr>
<td>W10</td>
<td>Public Library Strategies for Success</td>
</tr>
<tr>
<td>W11</td>
<td>Getting Started With User Experience (UX) Design</td>
</tr>
</tbody>
</table>

## Sunday Evening Session

**Games, Gadgets, & MakerSpaces: Conference Opening Networking Event**
- 5:30 p.m. - 7:30 p.m.

Join our gamers and gadget lovers for an evening of fun, playing, making, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Richman, Joshua Zimmerman, and Todd Colegrove, this event will start your conference experience with lots of learning and laughing! Refreshments included.
FULL-DAY WORKSHOPS

W1 ● Searchers Academy: Hacking Search
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Greg Notess, Faculty & Graduate Services Librarian, Montana State University
Grace Simms, Information Technology Librarian, Beeeson Law Library
Bob Berkman, Co-Editor, The Information Advisor’s Guide to Internet Research

Now that our smartphones can search the web for us, how do info pros set themselves apart from anyone with access to Google? This full-day workshop brings the basic principles of hacking—curiosity, creativity, collaboration—to advanced web research. Searchers Academy allows you to interact with a series of industry experts who share their search hacks and expertise in the field of research on the web and in social media. There’s always something new to be learned from these leading-edge info pros. Participants should have basic experience with web searching, but even searchers with an extensive searching background will come away with a new attitude and new resources and tools for more effective and strategic searching. Get the latest tips and tricks from our super searchers!

Rebecca Raven, CEO, Brampton Public Library
Scott Hargrove, Chief Executive Officer, Fraser Valley Regional Library
Rebecca Jones, Partner, Dysart & Jones Associates
Moe Hosseini-Ara, Director, Culture, City of Markham

This workshop brings together the strengths and expertise of practitioners, provides hands-on participation, and shares a number of models libraries are borrowing from service businesses. Begin the morning by working with Gartner’s Magic Quadrants to identify where your library leads and then map out how to use the custom-service approach of successful retailers with staff equipped with headsets, mobile devices, and internal instant messaging. In the afternoon, explore how the service portfolio management model can help your library identify the services to grow, maintain, or divest, and investigate form and function in organizational structure as well as staff development models that incorporate learning as a part of daily operations.

W3 ● Creative Making Day: Makerspaces, Idea Labs & Hackerspaces
Nate Hill, Executive Director, Metropolitan New York Library Council
Brian Pichman, Director, Strategic Innovation, The Evolve Project
Todd Colegrove, Head, DeLaMare Science & Engineering Library, University of Nevada, Reno

This new 1-day event brings together libraries with a makerspace, idea lab, hackerspace, or fab lab to share ideas and programs as well as many of their suppliers. Hear from public and academic libraries as well as research institutions about their programs and plans for expansion. Hear from Little Bits, Ozobots, and other suppliers about their products and plans for the future. This interactive day is all about sharing and exchanging ideas, building new insights and possible programs, and collaborating on new products and services! Have a blast, join the conversation and participate in a groundbreaking day with experienced practitioners, developers, creators, and passionate makers!

MORNING WORKSHOPS ● 9:00 a.m. – 12:00 p.m.

W4 ● Space Management & Tracking
Jason Griffey, Founder & Consultant, Evenly Distributed & Measure the Future Project

During the last 20 years, libraries have become more focused on their spaces and providing appropriate flexible workspaces for their patrons. Statistics show collection usage is shifting toward the digital. Statistics about our spaces haven’t changed and are still very rudimentary, focusing usually on gate count and supplementary stats derived from programs. Commercial businesses have been doing sophisticated space management tracking, using sensors of varying types to observe passively what people do in their spaces and reacting accordingly. This technology has been extremely expensive, but Griffey’s Measure the Future project is trying to change that. Through the development of open hardware and open source software that will be freely shared with libraries, he hopes to enable libraries to better understand their buildings and provide a Google Analytics-style dashboard for the understanding of them. This workshop provides an overview of the project, including the decision-making process about what to measure, the hardware being used, and a demonstration of the uses of the camera-based sensors. Get a grasp on the need for new statistical measurements of library usage, what some of these measurements might be, and know where the application of open source hardware and software might be appropriate for your library.

W5 ● Resource Management: Strategies, Tech, & Practices
Marshall Breeding, Independent Consultant, Founder of Library Technology Guides

Library collections today have become more complex than ever, with proportions of electronic and digital resources increasing relative to print and other physical materials. To manage these complex, multi-format collections, libraries need to consider many different options, both in the technology tools used and in their operational workflows. Many different types of technical options are available for libraries to manage their collections and operations, including traditional integrated library systems and a new generation of library services platforms, with open source and commercially licensed options and locally installed or cloud-based deployment possibilities. This half-day workshop explores the realm of library resource management technologies, helping attendees understand the relative strengths of each of the many alternatives and which automation scenarios may be most appropriate to pursue for your library. Filled with real-world examples, this workshop presents many possible strategies, technologies, and possibilities for managing library collections.
PRECONFERENCE WORKSHOPS

W6 • User Experience (UX) in the Discovery Ecosystem
Athena Hoeppner, Electronic Resources Librarian, University of Central Florida
Rebecca Blakiston, UX Librarian, University of Arizona
Chris Spalding, Director of Library Core Systems, Emory University

Discovery systems offer the current best hope of a single search across disparate library sources and seamless delivery of content. As such, they have become a nearly ubiquitous feature of library homepages. The simple search form presented on our pages exist in a complicated environment. Discovery systems must smoothly interact with the library and organizational websites, OPACs, patron accounts, OpenURL resolvers, and learning management systems, and work well on a slow of devices, browsers, and operating systems. The complexity of discovery ecosystems creates significant UX challenges. This workshop examines user experience across all of these systems, considering where libraries may fall short of creating a quality discovery UX. It introduces UX methods and guides participants through applying the techniques to discovery ecosystems. It covers the state of the discovery ecosystem, ecosystem mapping, assessing usability of local discovery ecosystem by applying a variety of usability tests, and more. While this workshop focuses on UX techniques and applying them to the discovery ecosystem, it is complementary with the afternoon workshop, Hacking Discovery for Better UX, which delves into discovery tool back-end systems, implementing changes, and applying hacks to improve discovery UX.

W7 • Data Visualization Tools & Techniques
Greg Notess, Faculty & Graduate Services Librarian, Montana State University

With the growing ocean of data, from Big Data to Small Data, to analytics, usage statistics, and search logs, we are awash in the data tide. Learn tactics, techniques, and tools for adding meaning to data for your library patrons, community leaders, students, faculty, researchers, and administrators. Visualization tools explored range from stand-alone apps to spreadsheet plug-ins to data websites. Explore tools and techniques for visualizing a variety of data using infographics, word clouds, simple pie charts, maps, Gantt charts, timelines, and many other charts and diagrams.

W8 • Tech Trends for Libraries in 2016
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library and Publisher, davidleeking.com

Technology has changed the face of libraries, and is continuing to change how we work and how we deliver services to customers. This workshop introduces emerging technology trends, and how those trends are reshaping library services. Examples are provided of how to incorporate these emerging trends into libraries. Attendees learn what trends to look for, the difference between a technology trend and a fad, and get ideas on how their library can respond to emerging technology.

W9 • Library Outreach & Learning With Gamification
Raymond Pun, Reference and Research Services Librarian, NYU Shanghai
Stanislav Bogdanov, Instructional Multimedia Specialist, Adelaide University

What is gamification and how can it be used to enhance the learning experience? Gamification is the use of game design elements in nongame contexts to make them more fun and engaging. In the context of information literacy, students and customers rarely associate “fun” or “engaging” with library workshops teaching research or other topics. Adding gaming elements can increase attention, interest, and overall library experience. Learn more about gamification in libraries and hear about various ways to design and promote creative learning games in the library for outreach and learning purposes. This workshop offers innovative strategies and planning ideas behind gamification, shares examples of research games that are offered in various libraries, and shows how they transform passive into proactive users. It includes a group brainstorm of gamification features and tools to support information literacy, outreach, and engagement in their libraries.

W10 • Public Library Strategies for Success
Susan Hildreth, former Director, Institute of Museum and Library Services (IMLS) & Executive Director, Peninsula Library System

As the Aspen Institute says, libraries are being challenged “by the rapid transition to a new economy in which knowledge and creativity are the drivers of productivity and economic growth, and information, technology and learning are central to economic performance and prosperity.” This workshop focuses on the strategies and action steps identified by the institute to help public libraries align with community goals, provide access to content in all formats, cultivate leadership and ensure long-term sustainability.

W11 • Getting Started With User Experience (UX) Design
Jeff Wisniewski, Web Services Librarian, University of Pittsburgh
Darlene Fichter, Govinfo Librarian, University of Saskatchewan Library
You want to create great online and offline experiences that delight your users, but don’t know where to begin? This workshop provides a practical introduction to user experience (UX) design: the process of understanding users’ behaviors, needs, and motivations in order to meet their needs with a simplicity and elegance that makes libraries a joy to use. Learn why UX matters, and the various methods used to understand user behaviors, including usability, IA, UI, iXO, visual design, and customer journey mapping. Learn how to apply UX principles and techniques to move from insight to action to create a positive user experience for the people who use your library.

SUNDAY EVENING SESSION
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event
5:30 p.m. – 7:30 p.m.
Join our gamers and gadget lovers for an evening of fun, playing, making, learning, and networking. See how you can transform your thinking, your programs, and your spaces with the latest games, gadgets, and ideas! Share with a poster about what your library is doing with creative making and makerspaces in your library. Led by Brian Pichman, Joshua Zimmerman, and Todd Colegrove, this event will start your conference experience with lots of learning and laughing! Refreshments included.
Afternoon Workshops ● 1:30 p.m. – 4:30 p.m.

W12 ● Tech & Marketing: Promoting the Library in the Digital Age
Ben Bizzle, Director, Technology, Craighead County Jonesboro Public Library; Founder of LibraryMarket.com, and Author, Start a Revolution: Stop Acting Like a Library
Compelled to change the perception of the library as an antiquated and boring institution, Bizzle and the team at Craighead County Jonesboro Public Library developed an aggressive technology and marketing strategy in order to better serve their community and increase public awareness of the library. Join Bizzle as he shares their award-winning marketing approach and learn how you too can engage your community and increase awareness of your local library.

W13 ● Negotiation Skills
Mike Gruenberg, President, Gruenberg Consulting LLC & Author, Buying & Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success
By setting clear goals and expectations, info pros can make the most of meetings and develop mutually beneficial relationships with content salespeople. Get strategies, tips, and techniques from a longtime sales executive, supporter of libraries, and recent author. Filled with real-life situations and real solutions, this interactive workshop provides practical strategies, tips, and tricks for successful negotiations around content purchase and licensing. Be prepared to participate! Bring your latest negotiation frustrations—vendor names not necessary—and get expert views on how it could have resulted in a better ending for the library and how a better plan will help the info pro face future negotiations with more confidence. Gruenberg provides the tools that you can use in your very next negotiation.

W14 ● Hacking Discovery for Better UX
Athena Hoeppner, Electronic Resources Librarian, University of Central Florida
Chris Spalding, Director, Library Core Systems, & Emory Kristian Serrano, Lead Web Developer, Emory University
Eric Frierson, Discovery Services Engineer, EBSCO
Discovery systems offer the current best hope of a single search across disparate library sources and seamless delivery of content. They must smoothly interact with the library and organizational websites, OPACs, patron accounts, OpenURL resolvers, and learning management systems and work well on a slew of devices, browsers, and operating systems. This workshop examines user experience across all of these systems, considering where libraries may fall short of creating a quality discovery UX. It delves into tools and hacks to improve discovery UX, highlights real world implementations, discusses partnerships for UX success, looks at how backend system options affect UX, shares options for CSS and hacks in discovery systems, and more. This complements the morning workshop, UX in Discovery, which focuses on UX techniques and applying them to the discovery ecosystem.

W15 ● Staff Development: 5 Steps to Creating a Learning Culture
Crystal Schimpf, Co-Founder, Kool, LLC
Do you want to push the boundaries, drive change, and transform your library? Do you wish for a staff that is eager to learn new skills and change work behaviors? In order to create and maintain this culture of learning, it is essential that your library provide support for staff and cultivate learning experiences. Learn five practical steps to sustain this culture in your library staff and volunteers, brainstorm ways to encourage staff learning and growth, and more. Join this experienced librarian and trainer in an interactive workshop filled with useful tips and techniques for creating a learning culture in your organization.

W16 ● Tennant’s Tech Tenets & Trends
Roy Tennant, Senior Program Officer, OCLC
Our rapidly changing society requires libraries to review the technologies we use as well as reconsider the services we offer our users. This workshop highlights major technology trends in libraries as well as broader changes in society and the business environment that can affect libraries. New methods of information discovery, new collaboration opportunities, new services, and new tools are introduced and explained. This workshop is filled with tips and tricks for monitoring these new opportunities as well as anything that turns up in the future.

W17 ● Social Media & Community Engagement
Alexandra Radocchia Zealnd, Web Editor, New Media Developer, & Video Producer, Web Team, Arlington Public Library
Rudy Leon, Associate Director, Research Services & Learning Spaces, Randall Library, UNC–Wilmington
A strong online community can help strengthen a library’s in-person community and contribute to community resilience in times of stress. But how do you develop this? The answer is as varied as there are kinds of libraries. This interactive workshop, filled with experienced social media folks from a variety of academic and public libraries, shares how they develop, run, and troubleshoot their libraries’ online communities. Bring your current programs, share, and gather intel for strengthening your social media and community engagement strategies!

W18 ● The Future of Libraries: Challenges & Strategies
Ken Haycock, Research Professor of Management & Organization, Marshall School of Business, University of Southern California
Based on a number of information gathering events and discussions, this workshop focuses on the challenges ahead for all types of libraries. It provides a forum for discussion and looks at possible strategies that libraries are using to meet the challenges. The workshop leader is one of the foremost gatherers of library research in the world and shares that knowledge with workshop attendees.

W19 ● Harvesting Information From Social Media
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Twitter, Facebook, Instagram, LinkedIn, Google Plus, Pinterest, ello … Social media platforms are becoming “the Internet” of 2015, and info pros are finding that social networks are gold mines of useful intelligence. In fact, for many info pros, to not include social media in their search portfolio amounts to information malpractice. Our longtime social media denizen and searcher Bates gives you the skills you need to effectively mine social media—both text and images—while protecting your confidentiality. Even if you never intend to tweet, like, or tag, this workshop offers tools and techniques to gather insight through social networks.
MONDAY, OCTOBER 26

8:00 a.m. – 8:45 a.m.
BREAKFAST

8:45 a.m. – 9:45 a.m.
JOINT KEYNOTE PANEL
Exploring Roles & Directions: Creating, Failing, Learning
MODERATOR:
Mike Ridley, former CIO, University of Guelph
PANELISTS:
Ilana Ben-Ari, Founder & Lead Designer, Twenty One Toys
Jocelyn Leavitt, Head, Community & Partnerships, Hopscotch
Erin Mulcahy, Education Program Manager, littleBits

This inspiring and motivating panel of women entrepreneurs share their insights about programming, safe to fail, learn by experimenting/failing, building/creating, and innovating. Their products are leaders in the field of education and collaboration and their personal stories are a true inspiration.

9:45 a.m. – 10:00 a.m.
COFFEE with Summit Colleagues

10:00 a.m. – 10:15 a.m.
Introductions and Approach

10:15 a.m. – 11:00 a.m.
Digital Strategies: Key Issues
Mike Ridley, Librarian, University of Guelph

Just what is a digital strategy, and how does it complement and drive your organization’s strategy? Or, as Mike asks, does your organization’s strategy drive your digital strategy?

11:00 a.m. – 12:00 p.m.
One-on-One With Entrepreneurs

In this interactive, informal discussion with our entrepreneurs, hear about the perspectives and perceptions of their markets and environments and how we should factor their perceptions and our passions into our strategies.

12:00 p.m. – 1:15 p.m.
LUNCH with Summit Colleagues

1:15 p.m. – 2:30 p.m.
Strategy Drivers
Peter Morville, President, Semantic Studios, & Author, Search Patterns, Ambient Findability, & Information Architecture

Peter has worked with many clients in various sectors to craft and implement their strategies. Web and information architecture are key components of a digital strategy. He helps the group identify the key drivers of digital strategies and candidly discusses what his experiences with strategy design and execution have taught him—and how this may help others.

2:30 p.m. – 2:45 p.m.
BREAK

2:45 p.m. – 3:00 p.m.
Roundtable Discussions: What Does This Mean for Us?

3:30 p.m. – 4:15 p.m.
Strategy Challenges & Considerations
Matt Hamilton, Director, IT, Denver Public Library
Dee Magnoni, Research Library Director, Los Alamos National Laboratory

Directors talk directly with directors. Speakers identify the challenges organizations in the public, academic, government and corporate sectors face in creating and implementing their digital strategies. These challenges, ranging from technological to privacy to organizational, are all very real and, in many cases, very manageable.

4:15 p.m. – 5:00 p.m.
Rapid-Fire Talks

This is a chance to individually identify your key outcomes from the day’s discussions and share these with each other.

5:00 p.m. – 6:30 p.m.
EXHIBIT HALL GRAND OPENING RECEPTION

Information Today, Inc. invites all Summit registrants to a special Exhibit Hall opening reception.

SUNDAY, OCTOBER 25

5:30 p.m. – 7:30 p.m.
Games, Gadgets, & MakerSpaces: Conference Opening Networking Event

MONTEREY, CALIFORNIA

LIBRARYSUMMIT.COM/CA
Strategic choices and decision-making continue to be a challenge for all library leaders. Options and alternatives abound, so how do we choose what digital solutions best fit for our communities, campuses, corporations, and governments? The Library Leaders Digital Strategy Summit is an intimate, interactive, problem-solving experience for leaders to discuss future scenarios and options with colleagues and industry experts. During the sessions, leaders are challenged with various perspectives and viewpoints to clarify their visions and goals of digital strategy in their organizations’ environments. The Summit is an intimate forum for library directors, CEOs, and CIOs of academic, public, government, and special libraries to problem-solve, discuss, and network with colleagues. It features a mix of high-level presentations, expert panels, and roundtable and facilitated discussions with lots of networking/peer engagement time.

Hosted and facilitated by Mike Ridley, Librarian and Instructor, University of Guelph, and Rebecca Jones, Partner, Dysart & Jones Associates

( Participants will be contacted with preparatory work to ensure everyone is ready to fully engage.)

TUESDAY, OCTOBER 27

8:00 a.m. – 9:00 a.m.
BREAKFAST

9:00 a.m. – 9:45 a.m.
JOINT KEYNOTE
Libraries & the New Education Ecosystem
Lee Rainie, Director, Internet, Science & Technology Research, Pew Research Center

Rainie shares new research about where libraries fit into the burgeoning education ecosystem of formal and informal learning. The Pew Research Center is doing a national survey of American adults to explore the lifelong learning needs of Americans and their sense of how different kinds of educational organizations and informal DIY learning can serve their needs. The research places special emphasis on workforce development issues and how libraries are viewed as part of community learning systems.

9:45 a.m. – 10:00 a.m.
COFFEE with Summit Colleagues

10:00 a.m. – 10:15 a.m.
Approach & Outstanding Issues/Questions

10:15 a.m. – 11:15 a.m.
One-on-One With Lee Rainie: Digging Deeper in the Research

Rainie understands the research inside and out. In his keynote he only has time to skim the surface and identify the low-hanging fruit for libraries. Join Rainie in a discussion to further mine the rich data of the Pew Research, and identify opportunities libraries may be completely missing.

11:15 a.m. – 12:00 p.m.
Digital Future

Various technologies are—and will—impact libraries and people’s lives in ways we’ve never imagined. A SWAT team of digitally tooled speakers joins us from Internet Librarian to show us technologies that need to be considered as participants map their strategies.

12:00 p.m. – 1:15 p.m.
LUNCH with Summit Colleagues

1:15 p.m. – 2:30 p.m.
Digital Strategy Mapping

Mapping out an organization’s digital strategy ensures that everyone knows where you are starting from and where you want to end up. The visualization and discussions in creating the map allow those involved to factor in the issues and considerations—many of which have been discussed at this Summit.

2:30 p.m. – 2:45 p.m.
BREAK

2:45 p.m. – 4:00 p.m.
Strategy Implementation: People Make It Happen
Ken Haycock, Research Professor of Management and Organization, Marshall School of Business, University of Southern California

Developing the digital strategy is just the beginning. The hard work for many libraries is influencing key stakeholders to champion, fund, and support the strategy. Ken leads off this discussion by highlighting the research into why some individuals hold more “influential sway” than others. He also leads participants through an exercise to integrate their stakeholders into their strategy map and determine an approach for engaging them with the strategy.

4:00 p.m. – 4:30 p.m.
Rapid-Fire Talks

Participants identify and share their key insights.

4:30 p.m. – 5:00 p.m.
Next Steps, Wrap-Up, & Close

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

European Libraries: Directions & Insights
Erik Boekesteijn, Founder & Director, DIJKLAB, & Shanachie Media

As our libraries and information services are morphing with changing roles and directions, how much do you know about the innovation, transformation, and practices of other libraries? Especially those libraries in different countries? Join our world traveler and storyteller for a look at some exciting spaces, programs and practices in European libraries. Test your knowledge at the challenging audience-interactive quiz included with this event! Join us for this fun learning experience filled with tips and tricks to apply in your library.

COST: $699
(Rates go up after September 25!) Includes access to all 3 days of Internet Librarian
OPENING KEYNOTE PANEL
Exploring Roles & Directions: Creating, Failing, Learning
8:45 a.m. – 9:45 a.m.
MODERATOR: Mike Riley, former CIO, University of Guelph
PANELISTS:
Ilana Ben-Ari, Founder & Lead Designer, Twenty One Toys
Jocelyn Leavitt, Head, Community & Partnerships, Hopscotch
Erin Mutlathy, Education Program Manager, littleBits
This inspiring and motivating panel of women entrepreneurs share their insights about programming, safe to fail, learn by experimenting/failing, building/creating, and innovating. Their products are leaders in the field of education and collaboration and their personal stories are a true inspiration.

COFFEE BREAK ● 9:45 a.m. – 10:15 a.m.

TRACK A ● Discovery, Navigation, & Search
Information overload, tons of tools, and a variety of content quality—how do we cope and find techniques for our research and that of our customers? Our experts and practitioners share the latest tips and tricks for discovering, navigating and searching for the information you and your customers need and want!
Moderated by Jim Tchobanoff, Tchobanoff Research & Consulting

A101 ● Super Searcher Tips & Tools
10:15 a.m. – 11:00 a.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.
This popular annual feature offers our super searchers who continue to surprise and impress with new strategies, techniques and tips for getting the most out of web research. The host of Searchers Academy (where even more secrets are shared) provides an up-to-the-minute and jam-packed-with-valuable-tools-and-tips talk that’s always a hit! Take advantage of her knowledge, put these tips and tools into practice, and share them with others!

A102 ● Open Web Searching Tips
11:15 a.m. – 12:00 p.m.
Today, a whole host of hidden entities are jockeying for your attention and working overtime to control what you view when searching the open web. Although most of us have come to accept Google’s Page Rank and its other page signal analyses as a legitimate way to rank results, today’s searchers are being manipulated in new and powerful ways. Among the most influential of these behind-the-scene forces are the sometimes shady practices of SEO optimizers, creators of clickbait headlines, self-promoters who focus only on building follow-ers, and sponsored content masquerading as independent and unbiased reports. All impact the results of your search. And Google too has influence in ways you may not realize, as it applies lesser-known but potent algorithms that prioritize local, past search histories, and other personalized factors that influence what you do and do not see. This talk identifies and describes these hidden forces and provides strategies on how to take back control of your open web searching.

LUNCH BREAK ● 12:00 p.m. – 1:15 p.m.

A103 ● Visualize Search Results
1:15 p.m. – 2:00 p.m.
Donna Thompson, Technical Information Specialist, ADS/Smithsonian Astrophysical Observatory
The Astrophysics Data System, an online database used daily by astronomers worldwide, is launching a major overhaul of its user interface. In addition to streamlining the search functions, ADS offers a variety of ways to visualize your literature search, explore author and paper networks, and drill down or expand your search visually using its interactive word clouds. Check out this demo.

A104 ● Future of Resource Discovery
2:15 p.m. – 3:00 p.m.
Based on a white paper commissioned by the National Information Standards Organization, Breeding’s talk discusses the current realities and the future trends for library resource discovery. He provides an overview of the current research discovery environment and highlights possibilities for the exploration of technologies and practices that may present growth opportunities to support and improve user experience.

A105 ● Data Designed for Discovery
3:15 p.m. – 4:00 p.m.
Roy Tennant, Senior Program Officer, OCLC
Hear about exciting and cutting edge metadata work to create linked data entities that can be exposed on the web to search engines and can enhance discovery systems. Using real world examples, Tennant shares the current state and future possibilities for this unique service.

A106 ● Resources Discovery: Exposing Collections on Wikipedia
4:15 p.m. – 5:00 p.m.
Jake Orlowitz, Head, Wikipedia Library, Wikimedia Foundation
You know the incredible usage of Wikipedia: the fifth-most-visited web-site on the entire internet, with more than 500 million visitors each month who collectively view it 8000 times every second. Wikipedia has the viewership libraries crave to bring people to do deeper research. By connecting knowledge institutions and Wikipedia, we can complete a virtuous circle of research and dissemination. This session highlights how libraries can leverage and collaborate with Wikipedia. OCLC is working with the Wikipedia Library to develop a tool based on its WorldCat KnowledgeBase API which will allow institutionally affiliated readers to click directly from Wikipedia article references to full text at their own university’s holdings. A successful 2014 pilot included Rutgers, Montana State, George Washington, and the University of California–Riverside. Other tools being developed include Training for Library Interns and Librarians, Wikipedia Guide for Archivists, University Library Portal, and Wikipedia Education program efforts to bring Wikipedia
into the classroom through coursework that builds digital literacy while contributing to the encyclopedia. This session explores how effective Wikipedia is for library users, as well as ‘thinking big’ opportunities for libraries and the research collaborations with Wikipedia. What if every publisher donated 1000 accounts to the top Wikipedia editors in that subject? What if every library or research institution had an affiliated Wikipedian on staff? What if every reference on Wikipedia had a link to the full-text source next to it? What if libraries made their collections more visible on the world’s largest free encyclopedia? That’s the goal, with Wikipedia as the starting point for deeper research adventures in the library’s resources.

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.

TRACK B ● UX & Web Presence

UX (user experience) informs our designs, transformations on the web, and in our programs. Grab the latest trends, tips and tricks, insights, and ideas from experienced practitioners who talk about redesigns, usability studies, using analytics, writing for the web and more.

Moderated by Darlene Fichter, University of Saskatchewan

B101 ● Library Web Site Makeover
10:15 a.m. – 11:00 a.m.
Anton Chuppin, IT Interfaces, Calgary Public Library (CPL)

At the end of 2014, CPL undertook a major transformation of its web presence. The old website based on a custom-built content management system and a web catalogue was replaced by a third-party platform integrating the website and online catalogue into a single product (BiblioCMS/BiblioCommons). Comparing the old and new models of the library web interfaces, this talk shows how different approaches to the information architecture influence the patrons’ online behavior, physical and electronic circulation, and patrons’ online engagement. It analyzes, using Google Analytics, circulation reports, feedback from the library patrons, and interviews with the staff members, how design decisions affect the structure and work of the staff members responsible for the maintenance of the website and content creation.

B102 ● LibGuides: Learning From Users’ Experiences
11:15 a.m. – 12:00 p.m.
Denise Quintel, Web Applications Librarian, University of Alabama Libraries

This session looks at how one web services team approached their usability studies on Springshare’s LibGuides. Wanting to hear directly from users about what would be most useful for them, the team did a series of surveys and focus groups, resulting in excellent feedback that allowed them to revisit the design of the guides for more meaningful interactions.

LUNCH BREAK ● 12:00 p.m. – 1:15 p.m.

B103 ● User Expectations & Search Results
1:15 p.m. – 2:00 p.m.
Deirdre Costello, Senior UX Researcher, EBSCO Information Services

Search results have evolved from a portal to a destination unto themselves. Users are porting expectations from Google, Amazon, and other open web searches to their library experience, including the expectation that they may learn just as much from the search results list as from the resources listed there. Images, snippets and bolded search terms all serve important roles in making search results an important learning opportunity for users. EBSCO’s user research team has been conducting ethnographic research on how users interpret search results on both the open web and library resources. They talk about how user expectations are formed on the open web, what users look for to make decisions about library resources, and why we all need to think about our search results as one of the most important user experiences we can craft for our users.

B104 ● Service Design for Better UX
2:15 p.m. – 3:00 p.m.
Joe Marquez, Web Services Librarian, & Annie Downey, Director, Research Services, Reed College Library

Service design is a holistic, co-creative methodology that puts the user at the center of the service delivery model in order to create user-centered services that deliver as intended. Service design looks at the physical services, all touchpoints (physical and virtual), and the physical environment to assess, create or refine services, and deliver a more holistic user experience. This session explores the service design methodology as a relevant method for service assessment and creation in a library environment and discusses the various tools libraries and librarians can use to implement a service design approach to assessment. It illustrates this service design approach with a case study.

B105 ● Aligning Digital & Print Content: Editorial Content Calendars
3:15 p.m. – 4:00 p.m.
David Lee King, Digital Services Director, & Diana Friend, Communications & Marketing Director, Topeka & Shawnee County Public Library

Topeka & Shawnee County Public Library had a problem. Content was created and published in four different places: blog posts on the website, social media, an online e-newsletter, and in a print newsletter mailed to customers. This created a lot of duplication, and extra work for staff. It decided to improve this by merging the management of these four areas into one editorial content calendar that works for both online and print-based content. This presentation describes the problem and explains how an editorial content calendar can work to streamline both content creation and publishing, while streamlining staffing time as well.

B106 ● Variations on Embedding Discovery
4:15 p.m. – 5:00 p.m.
Athena Hoepnner, Electronic Resources Librarian, University of Central Florida Libraries (UCF)

How does the presentation of discovery search on the library homepage impact user behavior and usage? UCF recently moved from having a single search box for our EDS to having tabs for all of EDS, articles only, books, and media. Hear about their web stats, satisfaction surveys and conduct usability studies which measured how their users responded.

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.

CONNECT WITH ATTENDEES!
C101 ● Dirty Words: Biz Practices for Libraries
10:15 a.m. – 11:00 a.m.
Ben Bizzle, Director, Technology, Craighead County Jonesboro Public Library & Author; Start a Revolution: Stop Acting Like a Library
Warning: Bizzle will talk about words many librarians don’t like to use—words such as “business,” “advertising,” “promotion,” and “ROI.” He discusses how accepting these terms and embracing their function can revolutionize the culture and expand the reach of your library. If you are offended by these words or don’t want to make your library better, it is strongly suggested you do not attend this session.

C102 ● Tips From a Librarian Turned Ad Man!
11:15 a.m. – 12:00 p.m.
Trey Gardner, CEO, Kolos
In an online search, the library is often crowded out by big business and big budgets. How does a public institution rise above the noise? How can a library compete for attention in the digital marketplace? Trey Gardner, a librarian turned software CEO, provides insight and advice from his advertising and library consulting background.

C103 ● Make It Google-ish: Optimizing the Library
1:15 p.m. – 2:00 p.m.
Ashley Krenelka Chase, Associate Director, Stetson University College of Law
Saying “We could all stand to learn a thing or two from Google” is becoming a bit of a cliche these days, but things become cliché for a reason! From the operation of the business to the functionality of the search engine, Google seems to know what its doing. This session explores ways that libraries can implement Google-like ideas into everything—from internal workflows to classroom presentations, from social media to faculty support, and beyond!

C104 ● Promoting Resources & Services
2:15 p.m. – 3:00 p.m.
Helen Josephine, Head, Terman Engineering Library, Stanford University Libraries; & Jane Quigley, Head, Kroesge Physical Sciences Library, Dartmouth College
While research resources and campus support units are critical for students at all levels, the number of specialized tools and services can be overwhelming. This session provides a case study of the development of an information fair event to enhance the information learning experience of the students and researchers on two different campuses. Started at Dartmouth College in 2009, Gear Up Day is designed to provide multiple information sessions at multiple locations across campus on using databases for research articles, finding grant funding opportunities, and learning about rights management and publishing options, as well as tools for collaborative writing and research project management. In addition to library-licensed resources, campus units that support research, grants management, writing, and

C105 ● Social Media Analytics & Management
3:15 p.m. – 4:00 p.m.
David Lee King, Digital Services Director, Topeka & Shawnee County Public Library
Adina Lerner & Jeff Kaplan, Librarians, Santa Monica Public Library Libraries use social media channels to connect with customers, to answer questions, and to just “be there” for their community. Do you know if your social media channel is successful, and you are meeting your library’s goals? Most social media channels have analytics or insights that help figure this out. King explores analytics for different social media channels and explains what you should track and why. The second presentation looks at what it takes to create a strong and sustainable social media presence, including successes and bummers. Speakers discuss staff management and participation, community participation, and moving beyond event promotion.

C106 ● Marketing to Makers
4:15 p.m. – 5:00 p.m.
Uyen Tran, Emerging Technology Librarian, San Diego Public Library
Are you teaching a Sketchup class or a 3D modeling class for 3D printing? In this interactive session, learn how to use certain keywords and phrases to promote your maker programs to makers. For example, we’re making a card that lights up with an LED, how would you describe that program? Is it a card making workshop? Is it paper circuit? Or is it an intro to electronics workshop?

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.

TRACK D ● Content Management

D101 ● Community-Curated Collections
10:15 a.m. – 11:00 a.m.
Alexis Rossi, Director, Web Services, Internet Archive
The internet gives us powerful tools to build collections collaboratively, and all of us can benefit. This session addresses the opportunities we have to build collections beyond our organizational budgets, benefit from the subject matter expertise of people outside our fields, crowd-source the work of digitization, explore the semantic relationships between media items, facilitate large-scale data mining and research projects. Our speaker from the Internet Archive, a nonprofit library founded to preserve and make accessible all the works of humankind,
discusses how it has built large collections of books, music, movies, images, software, and webpages which are viewed by more than 2 million visitors every day. He talks about the tools the Internet Archive is building that allow anyone to create collections within a library, whether individuals or institutions. Hear how these tools might benefit your organization.

**D102 ● Taxonomy, Curation, & Digital Products**
11:15 a.m. – 12:00 p.m.
Amy Affelt, Director, Database Research, COMPASS LEXECON
Monica Fulvio, Senior Taxonomist, National Geographic Society

The metadata that is lost when Internet of Things and mobile app data go unindexed is a real problem for search engine companies trying to harness sensor and app-created content. However, this loss is our gain! Affelt discusses deep linking, sensor data, and app indexing initiatives by Google and others and explores opportunities for info pros to morph into roles as curators and taxonomists of hidden and potentially lost data. Fulvio looks at breaking down silos, shifting toward a service-oriented architecture, and building a foundation for digital product innovation. She discusses leveraging taxonomy, ontology, and text analytics to organize 128 years of National Geographic content.

**LUNCH BREAK ● 12:00 p.m. – 1:15 p.m.**

**D103 ● Metadata for Digital Assets & Repositories**
1:15 p.m. – 2:00 p.m.
Kenn Bicknell, Digital Resources Librarian, Los Angeles County Metro Transportation Authority
Mary Wahl, Digital Services Librarian, &
Lauren Magnuson, Systems and Emerging Technologies Librarian, CSU Northridge

Bicknell provides an overview of how libraries, archives and museums are engaging users in content creation to supplement digital resources, as well as increasingly relying on public participation in the description and access points for their digitized assets. He touches on other issues that arise from crowdsourced participation, including metadata creation, quality control, online sharing, and preservation and also how these types of projects are scalable to smaller collections or user groups to inspire local communities. The second presentation discusses tools and strategies for migration of metadata from digital repositories such as CONTENTdm to open-source repositories such as Hydra or Islandora which have linked data capabilities. It looks at breaking down silos, shifting toward a service-oriented architecture, and building a foundation for digital product innovation. She discusses leveraging taxonomy, ontology, and text analytics to organize 128 years of National Geographic content.

**D104 ● Digital Content Curation**
2:15 p.m. – 3:00 p.m.
Stephen Kutay, Digital Services Librarian, &
Elizabeth Altman, Web Services Coordinator, CSU Northridge
Crystal Renfro, Graduate Engineering Librarian, Kennesaw State University

Libraries are uniquely positioned to establish the asset curation and management routines necessary to support robust teaching and research collections with online information sources as well as those held by instructors (e.g., slides, artifacts, observational recordings, oral histories) that are not always easily transitioned online. This case study discusses the assessment of faculty needs regarding the digital curation of teaching and research assets, explores issues relating to the diversity of faculty content, preferences for use, interest in searchable repositories, copyright and fair use, workflows, and Digital Asset Management System (DAMS) design associated with the production, management and access of teaching and research asset collections. It also looks at the broader implications regarding digital preservation and archival acquisition. Renfro, the author of the popular website Personal Knowledge Management for Academia & Librarians, presents strategies and applications offering new avenues of scholarship and community building for research faculty, and outlines ways in which liaison librarians can capitalize on the emerging outreach opportunities offered by the content curation movement.

**D105 ● Success Strategies for Working With Vendor Partners**
3:15 p.m. – 4:00 p.m.
Mike Gruenberg, President, Gruenberg Consulting, LLC & Author, Buying and Selling Information: A Guide for Information Professionals and Salespeople to Build Mutual Success
Richard Holser, Chief Librarian, Research Library & Archives, National History Museum of Los Angeles County
Jaye Lapachet, Senior Consultant, JL Consulting

Setting clear goals and expectations is important for info pros and vendors so that they can have productive meetings and develop mutually beneficial relationships. Get strategies, tips, and techniques from a longtime sales executive, supporter of libraries, and recent author as well as two practitioners. Filled with real-life situations and real solutions, practical tips and discussion about contract negotiations, new technology, features, or interfaces, this experienced and lively panel provides insights for achieving contract and relationship goals positively.

**D106 ● New Content Display Options**
4:15 p.m. – 5:00 p.m.
Jason Michel, User Experience Librarian, &
Marcus Ladd, Special Collections Digital Librarian, Miami University Libraries
Paul Pipitone, Corporate Events Manager, JoVE

This session looks at two new formats for displaying content. Upon seeing Snow Fall, a Pulitzer Prize-winning, digital storytelling project, and other similar projects, our first speakers started to make the connection between this form of storytelling and special collections, which are full of interesting, rich, and unique stories. They developed a Snow Fall-like application for the exhibit Cradle of Coaches: A Legacy of Excellence and several others. Hear more about this new and exciting medium to tell the stories within special collections and from the technical details of the application to future possibilities. Research indicates that in the text-only format of traditional journals,
70-90% of scientific journals results are not reproducible. In contrast, Pipitone illustrates how video-based journals allow for systematic, step-by-step visualized demonstrations of research experiments and how video articles produce a more efficient transfer of knowledge between laboratories and therefore offer a viable solution to the issue of reproducibility. He shares the results of case studies among academic laboratories using the peer-reviewed video journal, JoVE which show savings of $40K in a bioengineering lab, elimination of 6 months of experimentation by learning a new complex stem cell injection technique from the video journal, and a shortened time to learn a surgical technique from 1 year to 2 weeks. Together, these studies indicate that video publication significantly enhances the reproducibility and productivity of scientific research.

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.

TRACK E ● Internet@Schools

For Day 1 of the 2-day, K–12-focused Internet@Schools track, we’re into makerspaces, embedded professional development, visual note-taking (sketchnoting!), virtualizing the library, and gamification. Organized and moderated by David Hoffman, Internet@Schools magazine, & Carolyn Foote, Westlake High School, Austin, Texas

E101 ● Making a Makerspace—One Year In
10:15 a.m. – 11:00 a.m.
Jessica Simons, Librarian, Moreau Catholic High School, Hayward, California

How can school libraries introduce maker-centered education to support student learning? In a hands-on session, Moreau Catholic High School librarian Jessica Simons showcases how the Library and Learning Commons team researched, strategized, purchased and deployed equipment, and promoted the integration of the Maker Lab into the school’s curriculum. The session also covers challenges faced during the implementation, lessons learned in Year 1 and plans for the future. This project has been another chapter in the evolution of the school library from a traditional space to a multidimensional support center for curriculum and student engagement.

E102 ● Tech ALIVE!: Embedded Professional Development in Educational Technology
11:15 a.m. – 12:00 p.m.
Sarah Etwell, School Librarian, Washington, D.C. Public Schools, McKinley Technology Education Campus

In this session, learn all about the speaker’s Tech ALIVE! professional development program series offered to her colleagues once per month, while discussing the importance of using collaboration and technology to leverage leadership in the librarian profession. Then, for your take-away, design an outline of what technology PD outreach would work well in your own educational setting.

LUNCH BREAK ● 12:00 p.m. – 1:15 p.m.

E103 ● Stretch Kids’ Imaginations With Sketchnotes!
1:15 p.m. – 2:00 p.m.
Mary Ann Bell, Professor, Sam Houston State University, Huntsville, Texas

Sketchnoting is a great way to take notes, share information, and deliver instruction. Also known as visual note-taking, it is also an activity that K–12 students can fall into effortlessly. Unlike adults, they have fewer fears about trying to draw and then sharing their creations. Humans are born with a desire to create, and too often this side of students’ development is given short shrift in today’s intense testing environment. After a brief introduction explaining sketchnoting, Mary Ann Bell shares successful projects and ideas for using it with PK–12 students. She also shares recent work done by kids that demonstrates ways to use sketchnoting in school for teachers and librarians. Come and gain an understanding of what sketchnoting entails, along with some good ideas for using it with your students.

E104 ● Virtualizing the School Library
2:15 p.m. – 3:00 p.m.
Brenda Boyer, Information and Technology Resources Department Chair, Kutztown Area School District, Kutztown, Pennsylvania

As schools increasingly move toward 1:1, BYOD, and online and blended programs, how will school libraries continue to meet the needs of all learners? This session is a quick-start guide to virtualization. Included in the discussion are potential platforms to use (LibGuides, Wikispaces, Pearltrees, etc.), key free resources to include (from large databases to government and museum sites), info fluency instruction to plan (key info literacy skills to incorporate), platforms to use for online instruction that can be embedded into the virtual library (Tildee, Edynco, Learnist, Mentormob, etc.), and great creativity tools to offer learners (mind mapping, note-taking, and presentation tools). Attention is also given to making the case to administrators for expanded digital school library services.

E105 ● PD That Motivates! Gamification of Teacher Technology Integration
3:15 p.m. – 4:00 p.m.
Brook Carey Ahrens, Instructional Technology Coordinator, & Melanie Duffin, Technology, Engineering and Design Department Chair, Notre Dame San Jose, San Jose, California

Authors Ahrens and Duffin motivated their teachers to use technology through gamification. Their badge reward system, focused on technology integration and skill expansion, created an environment of self-motivation, excitement, and friendly competition, encouraging teachers to build their technology skills and incorporate the use of technology in their instruction through gamification. Hear how they created interest and buy-in schoolwide by including both faculty and staff in their program and carefully designing the criteria for earning badges to be inclusive of all community members.

E106 ● STEM Resources: Crazy About STEM
4:15 p.m. – 5:00 p.m.
LaDon Kirkland, STEM Researcher and Trainer, Fort Belvoir, Virginia

According to the U.S. Department of Education, only 16% of American high school seniors are interested in a STEM career. Get crazy about STEM, as our speaker takes you on a journey of some of the best science, technology, engineering, and mathematics resources for PK to 12. The journey includes activities, programs, events, lesson plans, teacher guides, classroom activities, video clips, games, and posters. Create a podcast with NASA tools or take self-directed courses in astrobiology, microgravity, or outer space environment. Learn where you can find full-text, government-funded, technical reports about radars, lasers, nuclear energy, and Area 51. At the end of this presentation, you will be able to handle your next STEM challenge!

EXHIBIT HALL GRAND OPENING RECEPTION ● 5:00 p.m. – 6:30 p.m.
Rainie shares new research about where libraries fit into the burgeoning education ecosystem of formal and informal learning. The Pew Research Center is doing a national survey of American adults to explore the lifelong learning needs of Americans and their sense of how different kinds of educational organizations are valued with what's now expected and critical for the new biz we're in. Moderated by Donna Scheeder, Library Strategies International.

A201 ● Developing a Self-Serve Analytics Culture
10:30 a.m. – 11:15 a.m.
Tim Gallati, Senior Analytics Librarian, & Jamilah Daniel, Senior Business Systems Analyst, Qualcomm

The ability to surface actionable usage data on demand for decision making is an unequivocal necessity—but there are a seemingly endless set of requirements. Some need website traffic data; others, a list of most popular resources; still others, raw data for trend analysis. Serving each request individually is a workflow sinkhole. The Qualcomm Library analytics team gives an in-depth look into its Self-Serve analytics model that empowers users to pull and analyze their usage data through a customized business intelligence dashboard, enabling librarians and information professionals to leverage organizational data for optimal use. See how the team designed the interactive Self-Serve data dashboard, trained teams in data retrieval, and built the culture.

A202 ● Recipe for IT—Librarians’ Collaboration
11:30 a.m. – 12:15 p.m.
Scott Hargrove, CEO, Fraser Valley Regional Library
Deb Hunt, Library Director, Mechanics’ Institute

Having entered libraries as an IT professional, Hargrove viewed libraries through an IT lens, and Hunt viewed IT through a librarian’s lens. Together, they share challenges, wins, and strategies to bring complementary strengths from both views that result in moving libraries forward faster and stronger.

LUNCH BREAK ● A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

A203 ● From Librarian to Info-Intrapreneur
1:30 p.m. – 2:30 p.m.
Mary Ellen Bates, Principal, Bates Information Services, Inc.
Feda Kulenovic, Freelance Librarian
Lynn Strand, Principal, Outside Knowledge

Librarians and managers of information centers don’t always see themselves as (mini) business owners. Two information consultants re-vision info services as an intrapreneur and provide tools for information professionals to think like a strategic internal entrepreneur, communicate value effectively, stay customer-driven, and still have fun in today’s interconnected world. Our third consultant discusses using training as a librarian for new opportunities, transforming your education into a corporate asset!

BREAK ● A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

A204 ● Mobile Strategies Best Practices
3:15 p.m. – 4:00 p.m.
Tony Medrano, CEO, Boopsie

With 69% of library patrons using mobile apps to access information, a mobile strategy has never been more important for libraries. But if not done correctly, going mobile can take an enormous toll on library staff, budgets, and the user experience. Come to discuss the best mobile library practices and lessons learned from Boopsie’s 4,000-plus library locations around the globe. Using case studies such as Washington State, which found that 85.5% of patrons in libraries throughout the state access their library through the new Library Now mobile app, the session provides trends and insights useful for libraries of all sizes as they develop, refine, and implement mobile strategies.

A205 ● Raising the Innovation Bar for Services & Librarians
4:15 p.m. – 5:00 p.m.
Terry Beck, Information Services Manager, & Christa Werle, Public Services Project Manager, Sno-Isle Libraries

Sno-Isle Libraries’ habit of pushing boundaries and raising the bar needed to be managed and has resulted in many shifts to its services. Werle begins by looking at its implementation of an idea management system in 2014 as part of a cultural change encouraging innovation. Beck then looks at how the library rebuilt information services to have community-level impact with librarians off the desk and into the community. After extensive surveying of its customer base and

TUESDAY, OCTOBER 27
consulting with human resources and other departments, the library mapped out areas of information service and levels of staff required to service customers in 21 locations, transforming librarians’ roles.

**TRACK B • UX & Web Presence**

In the second day of this track, grab the latest trends, tips and tricks, insights, and ideas from experienced practitioners who talk about information architecture, wayfinding, using analytics, writing for the web, and more.

*Moderated by Jeff Wisniewski, University of Pittsburgh*

**B201 • Inspiration Architecture: The Future of Libraries**

10:30 a.m. – 11:15 a.m.

*Peter Morville, President, Semantic Studios*

To understand the future of the library, we must look beyond its walls to the tools and contexts—both physical and digital—where learning takes place. In school, where the disruptive innovations of open access and online courses are changing the architecture of education, the “embedded librarian” and the “single search box” aren’t just nice ideas: They’re mission-critical. And, in a society where citizens don’t know how to search, who to trust, or what to believe, our failure to advance information literacy threatens the very fabric of civilization. Morville connects the dots from ebooks to ecosystems, framing the library as both a cultural keystone and a courageous act of inspiration architecture. This is a story that’s colorful—both kaleidoscopic and contrarian—with an argument that just may change the way you think.

**B202 • Digital Wayfinding**

11:30 a.m. – 12:15 p.m.

*M. Ryan Hess, Digital Services Coordinator, DePaul University*

This session shares one library’s study of an interactive, touch-based wayfinding screen in order to determine what specific content needs users desire in digital wayfinding services and, if those content needs are broad, whether a more full-feature experience with access to all library web content would be preferred. The three-phase study included analysis of click analytics data, observations of user interactions, and questionnaires targeting user experiences and expectations. It built on research at other libraries around point-of-need wayfinding signage and usability of digital information. Phase 1 involved capturing anonymous click analytics of user interactions, during a 30-day period. Phase 2 measured wayfinding usage against door counts. Phase 3 involved user interviews. Results from this study found that user expectations and needs are varied, and that the current content was too limited. It also demonstrated that these needs and expectations are not so broad as to warrant a full-feature experience of all library web content.

**LUNCH BREAK • A Chance to Visit the Exhibits**

12:15 p.m. – 1:30 p.m.

**B203 • Writing for the Web**

1:30 p.m. – 2:30 p.m.

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

*Rebecca Blakiston, User Experience Librarian, University of Arizona Libraries*

*Elaine Meyer, User Experience Librarian, MCLS (Midwest Collaborative for Library Services)*

Do you know how to write for the modern, mobile, and interactive web? Our expert, King, discusses how to create a content strategy, how to write for the mobile web, and how to write content that makes customers respond. Blakiston talks about how to write more effectively for the digital user experience without jargon, overcomplicated instructions, and walls of unnecessary text. She highlights why good web writing matters, how users read online, how to define your audience and primary messages, and how to create good web writing by focusing on essential messages, creating a logical structure and format, using active voice, and cutting out what isn’t necessary. Meyer discusses strategies to help make your library’s website content easier for patrons to get the information they need faster, and easier for library staff to manage.

**BREAK • A Chance to Visit the Exhibits**

2:30 p.m. – 3:15 p.m.

**B204 • Maximizing Google Analytics**

3:15 p.m. – 4:00 p.m.

*Malisa Anderson-Strait, Business Librarian, Emory University*

A complete redesign of Emory University’s business library website incorporated virtually all of the enhancements that student and alumni usability tests indicated were necessary for a successful user experience. The business library team was thrilled with the new interface, but were the users? They had indicated what they came to the website to find, but did the new site make their “seek and find” process more successful? Google Analytics has been key to providing the library with ongoing insights as to precisely what its users look for and how they translate their information need into a search or browse action. An analysis of more than 15,000 unique keyword searches, conducted during the first 12 months of the new site, provided detailed insight for what the users expect to find on the library’s website. Closely analyzing the specific words they searched for revealed valuable insights as to their assumptions on a more granular level than the usability studies and enabled the library to enhance the metadata to facilitate successful searches. Two key is-
services quickly rose to the surface: close-enough searches for database names and common journal titles held within databases needed to return successful search results. Hear more about the new insights this analysis is yielding.

B205  Creating Your Web Content Work Group
11:30 a.m. – 12:15 p.m.
Alexandra Zealnd, New Media, Web Editor, and Video Producer, Arlington Public Library

A strong online community can help strengthen a library’s in-person community, and contribute to community resilience in times of stress. But how do you develop this? And how can you coordinate with other library staff members in doing so? Includes a personal case study, lessons learned, and audience participation.

TRACK C  Evolving Enterprises
This track looks at creative information management and services, innovative digital practices, and library transformations in enterprise libraries. Hear from our experienced practitioners, and grab nuggets and insights to use in your evolving enterprise.

Moderated by Dee Magnoni, Los Alamos National Laboratory

C201  Pushing the Boundaries: Healthcare Library Transformation
10:30 a.m. – 11:15 a.m.
Eve Melton, Regional Director, Library Services, Northern California, & Marina Aiello, Manager, Library Services, Kaiser Permanente

In the past few years, the Kaiser Permanente Libraries have responded to the changing healthcare landscape by re-envisioning and updating services, resources, and roles, as well as fostering an online platform for virtual collaboration among the kpLibrarians and library users. The librarians have pushed the boundaries of their services to meet users’ information needs, as well as enhanced information sharing with one another and the users. Selected changes in work format and process include using a shared knowledgebase and chat service to provide virtual reference services across multiple regions; performing cross-departmental collaboration by acting as library liaisons and creating online resource guides with input from organizational stakeholders; developing multiple online points of contact for users in different physical locations and virtual spaces; and contributing to the launching of new organizational initiatives through research and collocation of online tools. Speakers describe the strategies for updating the kpLibrarians’ roles and services and offer recommendations for other organizations.

C202  Knowledge Stewardship & Healthy Info Management
11:30 a.m. – 12:15 p.m.
Deanna West Martin, Associate Department Head, Information Services, MITRE Corporation

The MITRE Corporation is a private, not-for-profit corporation that operates federally funded research and development centers (FFRDCs). FFRDCs serve as long-term strategic partners to the U.S. government, providing objective guidance in an environment free of conflicts of interest. MITRE works in the fields of aerospace, defense, health and human services, federal agency modernization, homeland security, cybersecurity and more. Knowledge Stewardship (KS) Service was established to provide a planned approach to maintaining content across multiple platforms so that it is findable, actionable, and maintains a high value throughout the information life cycle. The KS Service has a combined staff with expertise in taxonomy creation and maintenance; content organization; information life cycle management; and forming and maintaining strong partnerships across all of MITRE’s work programs. Hear how the KS Team fills a significant information gap, how its stewardship fulfills the goal of maintaining healthy information, and ensures that “gold source” information is accessible. Also get tips and techniques for replicating its processes and practices within your organization.

LUNCH BREAK  A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

C203  Digital Library Services & Preservation
1:30 p.m. – 2:30 p.m.
Richard Hulser, Natural History Museum of Los Angeles County
Kenn Bicknell, Digital Resources Librarian, Los Angeles County Metropolitan Transportation Authority
Milagros Santos-Ong, Director, Supreme Court of the Philippines Library

This panel provides real-life examples of how they digitized materials to reinvent and expand library and archives services and heighten their perceived value to their constituents. Bicknell talks about how digitized content has been integrated into information services at the Los Angeles County Metropolitan Transportation Authority. Santos-Ong discusses the advantages of digital library services for the Philippine legal system which is a unique combination of civil (Roman), common (Anglo-American), Muslim (Islamic), and indigenous peoples’ law. Digitization of this information has facilitated legal research and has improved library services by providing easy and accurate access to the information at the exact time it is needed. He also talks about the available open source and commercial Philippine legal databases and touches on preservation of both digital and hard copy of all of this for future applications.

BREAK  A Chance to Visit the Exhibits
2:30 p.m. – 3:15 p.m.

C204  Building the Research Carrot: Tools, Service, & Practices
3:15 p.m. – 4:00 p.m.
Dee Magnoni, Research Library Director, Los Alamos National Laboratory

Government mandates, institutional requirements, and library requests combine to create a perceived burden for researchers. What can librarians do to build the researcher carrot? What tools, services, and outreach can be put in place to encourage scholarly best practices? Magnoni shares technology developments and service options at Los Alamos National Laboratory and discusses the external landscape of current and emerging practices.

C205  Creating Research Deliverables With User Data Analysis
4:15 p.m. – 5:00 p.m.
Jamie Lin, Librarian, Qualcomm

ResearchViews are weekly, industry-focused research briefs authored by the Qualcomm Library’s research and analysis team. The team knows it created a valuable product, but how do they share it with the company? To ensure these reports gain the widest audience, and are both timely and targeted toward users’ preferences, the team has evolved a process in which patterns of usage are regularly examined...
in order to refine topics and delivery formats. Final deliverables are text or data files, accessible in both desktop and mobile versions, and include a 2-minute video summary of the report. Learn how the team creates and markets this research as a brand, tracks usage at the announcement and document levels, produces videos to present the information in a visual format, and constantly reevaluates their results and adapt them to user needs.

**TRACK D • Dealing With Digital**

Digital practices continue to morph and change as our resources, services and customers evolve. This track looks at making ebooks, libraries as publishers, partnering with open data, managing digital assets, and creating unique digital collections.

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

**D201 • Ebook Maker: Libraries as Publishers**

10:30 a.m. – 11:15 a.m.

Liz Hickok, Supervising Librarian, Technical Services, & Christina Shin, Librarian, Sunnyvale Public Librarian

As Jamie LeRue of the Douglas County Colorado Libraries commented in a 2013 National Public Radio series, “With a digital platform in place, libraries can not only distribute ebooks: they can publish them.” This statement highlights the dynamic shift underway with libraries emerging as content creators and, even more recently, as maker-spaces. The maker movement is rapidly revolutionizing the ways in which libraries around the country interact with and deliver value to their communities. As part of this shift, the Sunnyvale Public Library currently offers 3D printing services as well as a series of adult crafting programs. The idea for the Bay Area Library ePublishers (BALE) project developed as a direct response to these maker programs, seeking to provide this same level of support and artistic space for local writers. Founded by a group of like-minded librarians, BALE’s committee of professional writing experts and dedicated librarians read and reviewed dozens of manuscripts received in response to a public call for submissions of short stories and poetry set in the Bay Area. Given this unique approach to redefine the library’s role within the publishing world and to redefine how libraries connect with local writers, the program was able to receive a modest grant from the California State Library to further its development. This idea of libraries emerging as publishers and content creators, rather than merely content consumers and distributors, holds broad implications for libraries. Get a blueprint for your own publishing/ebook program and platform.

**D202 • Engaging With Partners to Open Data**

1:30 p.m. – 2:30 p.m.

Alyson Williams, Reference Librarian, Inter-American Development Bank (IDB)

The IDB is the leading source of development financing for Latin America and the Caribbean and a large producer of knowledge. The library has evolved greatly during the last few years from the traditional reference-based service to an embedded librarian model, most recently it is adding new services related to data. Recently the IDB has begun opening their data, and the library is a full partner in this process. It designed a new interactive open data platform that pulls data from three existing data bases, allowing everyone to compare indicators across sectors for the first time. The library is working with IDB specialists and researchers to upload its data into our Open Data catalog, which not only centralizes all of this valuable knowledge, but allows for use, reuse, and visualization by everyone. Get tips and best practices for engaging with researchers to share data.

**D203 • Digital Asset Management Systems**

3:30 p.m. – 4:00 p.m.

Jon Legree, Information & Technology Services Manager, Yorba Linda Public Library

This session describes the development and use of Portola, an open source system that allows librarians to easily create temporary or permanent circulating collections of everything from study rooms to tablets or guitars. The system, named in part for the primary setting of the Internet Librarian conference, integrates with the library’s ILS and discovery platform using Node.js and a NoSQL database for extensibility and flexibility. Ultimately, the system can be extended to replace the library’s open source discovery layer and perhaps even the entire ILS.

**D204 • Creating Collections on the Fly: Portola**

3:30 p.m. – 4:00 p.m.

Jon Legree, Information & Technology Services Manager, Yorba Linda Public Library

This session describes the development and use of Portola, an open source system that allows librarians to easily create temporary or permanent circulating collections of everything from study rooms to tablets or guitars. The system, named in part for the primary setting of the Internet Librarian conference, integrates with the library’s ILS and discovery platform using Node.js and a NoSQL database for extensibility and flexibility. Ultimately, the system can be extended to replace the library’s open source discovery layer and perhaps even the entire ILS.

**D205 • Mighty Morphin’ Map Rangers**

4:15 p.m. – 5:00 p.m.

Patrick Newell, AUL, Digital Services Division, & Carol Doyle, Maps & Government Information Librarian, Henry Madden Library, Fresno State

In April of 2015, the California State Library and Fresno State convened a meeting of major map collections in the state to discuss map and aerial photography collections overlap, digitization efforts, discovery tool development, rights management, online hosting,
and digital preservation efforts occurring at public and academic libraries and state agencies. Our speakers summarize survey data of major map collections in the state, discuss the impetus for changing the way maps are found, preview different map discovery systems, highlight important tools, look at new directions for map collections, state library funding of map visualization, and share projects in California.

**TRACK E • Internet@Schools**

Day 2 of the 2-day, K–12-focused Internet@Schools track features sessions on library space design, storytelling, developing students’ research skills, makerspaces (again!), and strategies for innovation. Organized and moderated by David Hoffman, Internet@Schools magazine, & Carolyn Foote, Westlake High School, Austin, Texas

**E201 • Design with Intention:**
*Redesigning Library Spaces*

10:30 a.m. – 11:15 a.m.
Carolyn Foote, Librarian, Westlake High School/Eanes ISD, Austin, Texas

Explore methods for rethinking and redesigning a library space to better meet the needs of patrons. Learn strategies for gathering input, see examples of library design, and find out inspiring resources for rethinking your library space.

**E202 • A Thousand Voices:**
*The Power of Storytelling*

11:30 a.m. – 12:15 p.m.
Diane Cordell, Consultant and Writer, CyberSmart Education Company, Queensbury, New York

Ursula K. LeGuin reminded us “there have been no societies that did not tell stories.” Explore how to use this universal feature of every country and every culture to connect people in meaningful ways. Cordell shares specific tools and techniques to help our school community members—students, staff, parents, and other library users—find common truths as they share their unique stories.

**LUNCH BREAK • A Chance to Visit the Exhibits**

12:15 p.m. – 1:30 p.m.

**E203 • Research Skills: Your School Library Is Better Than Google!**

1:30 p.m. – 2:30 p.m.
Erica Clay, Librarian, INFOhio, Columbus, Ohio
Gar Sydnor, VP, Discovery Innovation, Public Libraries, and K–12 Schools, EBSO Information Services, Ipswich, Massachusetts

A recent study by EBSO ties college success to research skills that students develop in grade 9. Students who develop digital research skills early on to enjoy the confidence to conduct research at a college level. What’s more—to the surprise of no librarian—students are most likely to develop the required skills when paired with a librarian. But how does the library make the case for using its resources in a world that’s “all Google”? In this session panelists address how librarians can effectively empower students to develop the research skills critical for college success. Panelists showcase how students gain access to vetted information that improves research outcomes. They look at how technology can contribute to teaching research skills and students’ ability to learn. And they examine how librarians, educators, and vendors can work together to develop effective library programs.

**BREAK • A Chance to Visit the Exhibits**

2:30 p.m. – 3:15 p.m.

**E204 • Getting a Makerspace Started in Your School Library**

3:15 p.m. – 4:00 p.m.
Amy Armstrong, Teacher-Librarian, Heritage Middle Schools, Meridian, Idaho

Starting a makerspace in a school library can be daunting. Physical space, resources, scheduling conflicts, and student and staff participation are all key issues that must be addressed in order to have a successful makerspace. Hear ideas from teacher-librarian Amy Armstrong on how to start a space, where to find money, what resources have been popular, and how to tie these activities into the school curriculum. Starting a program from scratch has lots of obstacles along the way, and attending this session can help you find the right balance for your library.

**E205 • Shifting Your Paradigm: 3 Strategies for Library Innovation on a 1:1 Campus**

4:15 p.m. – 5:00 p.m.
Ruth Aptaker, Director, Library and Information Services-Library Innovation, Mater Dei High School, Santa Ana, California

Is your school considering becoming a 1:1 school, or has it recently begun the journey? Many libraries are struggling to define their roles as students’ information seeking behaviors rapidly change in a new 1:1 environment. You, as librarians and providers of information, must not only keep up but embrace this paradigm shift and become leaders in its implementation. Aptaker discusses three strategies she has used to successfully innovate and re-imagine the school library and its role on a 1:1 campus.

**TUESDAY EVENING SESSION**

European Libraries: Directions & Insights

7:30 p.m. – 9:00 p.m.
Erik Boekesteijn, Founder & Director, DOKLAB, & Shanachie Media

As our libraries and information services are morphing with changing roles and directions, how much do you know about the innovation, transformation, and practices of other libraries? Especially those libraries in different countries? Join our world traveler and storyteller for a look at some exciting spaces, programs, and practices in European libraries. Test your knowledge at the challenging audience-interactive quiz included with this event! Join us for this fun learning experience filled with tips and tricks to apply in your library.
KEYNOTE

Trends In Tech & Biz
8:45 a.m. – 9:45 a.m.

As we explore new roles and directions for libraries and the information services, what can we learn from the technology and business? Stay tuned to the conference website, il.infotoday.com, for more details.

COFFEE BREAK  A Chance to Visit the Exhibits
9:45 a.m. – 10:30 a.m.

TRACK A  Info Service Biz: New Models & Roles

Libraries and information services have entered a new era that demands new strategies, service models, operations, measures, roles, and mindsets. Join us for Day 2 of looking at how to balance what’s always been valued with what’s now expected and critical for the new biz we’re in.

A301  Fitting New Service Models Into Small Libraries
10:30 a.m. – 11:15 a.m.

Ken Roberts, Consultant

Library reports repeatedly outline new, emerging roles for public libraries that stress library as place and a creative collaboration community hub. These new service models fit more easily in larger library buildings in urban communities. How, though, do rural library systems with small physical buildings, adapt new service models to fit their more limited physical space? The Canadian provinces and territories have launched a national initiative to look at best practices and potential service models that translate trends into reality for small library systems with sometimes inadequate library facilities. Roberts heads the project and shares what inspired this project and the major findings.

A302  Analytics & Big Data for the Info Service Biz
11:30 a.m. – 12:15 p.m.

Frank Cervone, Director, Information Technology, School of Public Health, University of Illinois

With the collection of large-scale datasets, the tools and methods related to large-scale data are changing as well. While older technologies can be adapted for some purposes, new tools such as NoSQL databases, the Hadoop processing environment, and programming languages such as Pig are becoming important tools for the data and information analyst. Learn what all the terminology means and what tools to use to begin to develop your Big Data and analytics environment.

LUNCH BREAK  A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

A303  New Services Drive New Workflows: Infoblitz
1:30 p.m. – 2:30 p.m.

Frances Devlin, Faculty Services Librarian, & Betsaida Reyes, Librarian, University of Kansas Libraries

Danielle Kane, Research Librarian, & Jeff Schneidewind, Emerging Technologies Research Specialist, UC Irvine Libraries

Audrey Webber, E-Services Librarian, Princeton University

Lightning talks from three university libraries on how each is transforming services and, as a result, work processes and roles. University of Kansas Libraries opened a Collaborative Learning Community (CLC) in June 2014, with library faculty and staff using tablets in their daily work; hear its findings of innovative uses and best practices of tablets in different library units. UC Irvine Libraries describe the implementation of its own library conversation agent, ANTswers, its analysis of the type of information to be gained from reviewing the conversation logs, and the impact of a chatbot on various library staff roles. Princeton University Library describes its use of a chat client/widget in combination with Skype’s voice and screen share, including pitfalls and successes of various staffing models.

A304  Pick the Targets: Services & Measures
2:45 p.m. – 3:30 p.m.

Rebecca Jones, Partner, Dysart & Jones Associates

Mohammad Hosseini-Ara, Director, Culture, City of Markham

So many services and programs, so little time and resources. Libraries need to target their efforts. Jones and Hosseini-Ara explain how libraries can used tools from the nonprofit and corporate sectors to determine which services are critical and which, no matter how loved they were at one time, need to be divested. They then work with the audience to identify the measures most useful for ensuring the operations underpinning the services are productive, and that the services are realizing impacts important for the library and stakeholders.

TRACK B  Tech Tools

New technology and tools are always appearing on the library landscape, but what ones deserve our attention and testing? Get a library tech update and hear practitioners talk about what’s new, how these tools and technologies are being utilized, and how they have engaged their staffs and communities!

Moderated by Tracy Z. Maleeff, Duane Morris LLP

B301  Library Tech Update
10:30 a.m. – 11:15 a.m.


The success of libraries depends to a large extent on the technology tools that it has in place to manage and provide access to collections and to automate operations. Breeding discusses the current library technology industry, highlighting the major trends in systems and the companies that develop and support these tools.
This fast-moving session shares the tech tools that libraries have used successfully and how you can use them in your environment. New York Public Library and Chicago Public Library are getting a lot of attention for lending out mobile hot spots to their communities. Rings shares how smaller libraries can create a similar program on a manageable scale, provides tips on developing your own program, where to purchase devices, and how to package and brand them. Clasper looks at a number of online tools designed to make collaboration more efficient and rewarding. Zaffino discusses a book recommendation app currently in beta testing, shares what the first users are saying, and more. Gunderson illustrates how to apply Extensible Stylesheet Language Transformations to XML data to restructure data so that it instantly appears the way you want it to in Excel.

LUNCH BREAK • A Chance to Visit the Exhibits
12:15 p.m. – 1:30 p.m.

B303 • Grabbin’ ‘Em With Tech!
1:30 p.m. – 2:30 p.m.
Rebecca Raven, CEO, Brampton Public Library
Stephen Lee, Library Jedi, San Francisco Public Library
Kate Roberts, Senior Librarian/Web Team Manager, & Erin Berman, Community Programs Administrator, Technology & Innovation, San Jose Public Library (SJPL)

Hear about three innovative programs to engage staff and customers with technology. Raven discusses keeping staff, especially volunteers, engaged and their IT skills current and shares her library’s program to move both staff and public computing functions to a browser-based cloud solution while increasing staff technical acumen. Lee talks about how SFPL deployed a pilot project of six mounted iPads called the eNewsCenter as a service for a better user experience and as collaboration with private companies. He shares the tech tools they used, how the success of the pilot has resulted in expansion at three locations with more to come and secrets to setting up one or 100 interactive iPad stations like the eNewsCenter for your customers. Bicknell provides an overview of successful deployment of a free, web-based timeline tool on interactive digital kiosks outside the library environment. He explains how the kiosk environment is scalable and well-suited to all types of libraries and content, how various digital assets create an engaging experience for the public outside the library, highlights three different chronologies to educate the public about an historic train station, a notable light rail project, and the infrastructure of regional highways.

Privacy Frameworks & Tools
2:45 p.m. – 3:30 p.m.
Todd Carpenter, Executive Director, NISO
Kate Roberts, Senior Librarian/Web Team Manager, & Erin Berman, Community Programs Administrator, Technology & Innovation, San Jose Public Library (SJPL)

Libraries have a long history of supporting the privacy of patron data. Despite this history, the nature of patron privacy in a digital environment is evolving in ways that are outside of the direct control of libraries. For example, many library systems are cloud-based and managed by vendors, and much of the digital content is web-based and controlled by publishers. In both cases, the library does not directly control interaction data. NISO has launched a project to develop a consensus framework around patron privacy in these systems, bringing together libraries, publishers and vendors. Carpenter describes the developing framework. The SJPL won a grant from the Knight News Foundation to prototype an online privacy footprint mapping tool for the public. The goal is to provide a neutral source of online privacy information that could be tailored to an individual’s privacy needs. The main challenge is creating a responsive web tool that is fun and engaging while educating people about online privacy. SJPL partnered with San Jose State University Game Development undergraduates to help design and code the tool. Learn about gamification principles employed to make the tool engaging, team member roles that make the project possible, and the tech behind the project that includes HTML5 and JavaScript.
**TRACK C ● Innovation & the Future**

At Internet Librarian, we are always looking for the next big thing and try to highlight exciting new projects featured in libraries. Hear about virtual reality, libraries as incubators, mobile makerspaces, and building apps.

Moderated by David Lee King, Topeka & Shawnee County Public Library

**C301 ● Virtual Reality in the Library**

10:30 a.m. – 11:15 a.m.

Sean Brewer, Open Data Specialist & Kyle Gordy, Web Developer, Chattanooga Public Library

The promise of affordable virtual reality is now here. In fact, you already have most of the equipment you need in your pocket. How can libraries take advantage of virtual reality? What is WebVR and how can we build experiences with it on the web? We will show you the current landscape of virtual reality equipment. Then, we will explain the development of virtual experiences using our projects as examples.

**C302 ● Libraries as Awesome Incubators**

11:30 a.m. – 12:15 p.m.

Uyen Tran, Emerging Technology Librarian, San Diego Public Library

If STEAM is the education of youth, and maker is the creativity of adolescence, then entrepreneur is the resulting output. Did you know libraries make awesome “incubators” for startups? Libraries offer information, resources, and training on how to start a business, provide “co-working spaces,” and tools for entrepreneurs. This session shows the result of one library’s first Startup Weekend event, how it was organized, its impact on the library, and how you can organize one at your library. Learn how the library turned the inter-generational Maker Lab into a space that promotes entrepreneurship and innovation by connecting users with traditional library services. Hear about some of the projects and companies that were founded/created using the tools and services provided at the library.

**LUNCH BREAK ● A Chance to Visit the Exhibits**

12:15 p.m. – 1:30 p.m.

**C303 ● Mobile Makerspaces: Tips & Tricks**

1:30 p.m. – 2:30 p.m.

Susan Bannwart, Branch & Outreach Services Manager, La Porte County Public Library

Learn how the La Porte Library collaborated with the community to create Spark Labs, the La Porte County Public Library makerspaces. The library developed a curriculum as well as mobile makerspaces to take to library branches, schools, and other community centers. From recruiting donors and volunteers to creating a makerspace advisory board with community leaders, this session gives you tips and tricks for creating successful makerspaces in your community.

**C304 ● Hack the Library: App Building Competition**

2:45 p.m. – 3:30 p.m.

Stanislav Bogdanov, Instructional Multimedia Librarian, & Rachel Isaac-Menard, Reference/Web Services Librarian, Adelphi University

Libraries are constantly evolving, for example, incorporating creative spaces within learning commons and makerspaces. This involves engaging audiences in new ways and advocating for innovative learning and literacy technologies. Hackathons are programming or design competitions to create new apps or tools. The Hack the Library 2015 App Hackathon at Adelphi University will help in this transformative period by providing different perspectives from the library’s primary users. The goal for the competition is to generate ideas (rather than completed apps) for any utility applications or mobile or desktop games that can be used in the library. This presentation details the process of organizing an academic library hackathon, including recommendations for implementation, getting university support, and legal considerations. Apps pitched at the hackathon are also presented, as are suggestions for creating a successful event.

**TRACK D ● Learning, Growing, Leading**

This track looks at ways to learn, grow, and become leaders in your organizations and communities. It looks at peer coaching, project management thinking (one of the 21st-century must-have skills), re-envisioning, and makeovers for academic libraries.

**D301 ● Project Management Thinking**

10:30 a.m. – 11:15 a.m.

Emily Clasper, Manager, System Operations & Training, Suffolk Cooperative

As library jobs become increasingly project-oriented, how can librarians incorporate the theories, practices, tools, and methodologies associated with project management to increase the efficiency and success of the projects we undertake, as well as add value to our professional skill set and become more effective leaders? Join our certified project manager and librarian for an overview of the basic principles of project management and the ways applying them within a library setting can benefit everyone.

**D302 ● Peer Coaching Across Organizations**

11:30 a.m. – 12:15 p.m.

Max King, IT Librarian, Illinois Institute of Technology, & Dee Winn, Head, Information Services, Concordia University

A common complaint among librarians in management positions is the lack of support and training for them to rely upon as they navigate their way through unfamiliar waters. Although formal or informal mentoring programs have helped some institutions facilitate the transition from employee to manager, the speakers began a peer coaching model of co-mentorship based on Marshall Goldsmith’s peer coaching model, which encourages a cost-effective way to provide quality coaching to mid-level, high-potential, and emerging leaders. They reflect on their experiences conducting a peer coaching model across institutions, utilizing technology such as Skype and Trello to facilitate cross-institution peer coaching, participants’ feedback, support structures for emerging managers, and potential stumbling blocks for those interested in seeking out a similar support network.

**LUNCH BREAK ● A Chance to Visit the Exhibits**

12:15 p.m. – 1:30 p.m.

**D303 ● Gamification & Learning**

1:30 p.m. – 2:30 p.m.

Raymond Pun, Reference & Research Services Librarian, NYU Shanghai, & Stanislav Bogdanov, Instructional Multimedia Specialist, Adelphi University

What is gamification and how can it be used to enhance the learning experience? Gamification involves applying game design to
non-game applications to make them more fun and engaging.” The challenge is that in the context of the library, people often do not associate it as being “fun” or “engaging.” Adding gaming elements may increase attention, interest and overall library experience. Learn more about gamification in libraries and get lots of ideas from the real-world examples shared.

**D304 ● Leadership Lessons & Strategies**

2:45 p.m. – 3:30 p.m.

Rebecca Raven, CEO, Brampton Public Library

Frank Cervone, Director, IT, School of Public Health, University of Illinois

Rudy Leon, Associate Director, Research Services & Learning Spaces, UNC Wilmington

Ben Bizzle, Director, IT, Craighead County Jonesboro Public Library

This panel of practitioners shares their personal leadership lessons. They discuss strategies and techniques for helping staff grow into leadership positions and engage in interactive conversation with the audience.

**TRACK E ●**

**Engagement Strategies & Practices**

Capturing attention, building awareness, and engaging customers are challenging to all types of libraries. Hear from our experienced practitioners about the strategies and practices that have worked (or not) in their environments. Get lots of ideas and insights!

**E301 ● Doklab Innovation in Storytelling**

10:30 a.m. – 11:15 a.m.

Erik Boekesteijn, Co-Founder & Director, Doklab & Shanachie Media

Lora Baiocco, Online Services & Archives Librarian, Westmount Public Library

Our popular world-travelling speaker gives the latest update and news from Doklab, the famous Library Innovation Lab in the Netherlands. He discusses new tools to help you and your users keep, share, and make stories. Baiocco shares details of the userExperience of the local stories interactive application at a public library in Montreal.

**E302 ● Successful Academic Library Makeover!**

11:30 a.m. – 12:15 p.m.

Tod Colegrove, Head, DelLaMare Science & Engineering Library, & Tara Radniecki, Engineering Librarian, University of Nevada, Reno

For thousands of years libraries have been connecting people and technology; making stories interactive application at a public library in Montreal. Tara Radniecki, Engineering Librarian, University of Nevada, Reno shares insights for the first time.

**E303 ● Social Media Strategies for Advocacy**

1:30 p.m. – 2:30 p.m.

Patrick Sweeney, Political Strategist & John Chrustka, Founder, EveryLibrary

Want to activate voters, advocates, and their neighbors? Wondering how to get the word out about a library ballot measure or the library? Learn how a simple coordinated web and social media can build awareness and engagement with your community. Through liking, sharing, and commenting, you can crowdsource an awareness campaign that will raise engagement exponentially across your community. Hear about how to use Facebook, email, Twitter, and Tumblr to successfully reach the community. Learn the best ways to maximize your advertising budget through micro-targeting. These presenters review techniques for each platform, and provide insights into how to monitor success using reports. If you need to convince someone about the value of using social media for a campaign, this session is for you.

**E304 ● Circulating Kindles & Living to Tell About It**

2:45 p.m. – 3:30 p.m.

Susan Broman, Adult and Digital Services Coordinator, & Mary Yogi, Internet Services Librarian, County of Los Angeles Public Library

Imagine circulating e-readers at 85 libraries! Hear how one library started with a pilot of 18 libraries and now has 920 Kindles deployed across 29 libraries. Speakers detail the planning process, including the decision to use Kindle Paperwhites and work with Amazon Whispercast, procurement issues, technical services issues and solutions, questions of content, staff training and deployment, customer survey results, and lessons learned. This highly successful pilot program has brought a new way to read to many residents of a widely diverse county; join our presenters as they share their story and talk about maintaining a low loss rate, creating 34 different genres of content, and getting feedback from the 62% of customers who used e-readers for the first time.

**CLOSING KEYNOTE PANEL**

**The Future of Libraries: Challenges & Strategies**

3:45 p.m. – 4:30 p.m.

MODERATOR: Ken Haycock, Research Professor of Management and Organization, Marshall School of Business, University of Southern California Senior Partner, Ken Haycock & Associates Inc.

PANEL:

Kim Bui-Burton, Community Services Director, City of Monterey

Greg Lucas, State Librarian, California State Library

Susan Hildreth, CEO, Brampton Public Library

Haycock summarizes the challenges facing libraries today. Our panel of industry leaders reacts and discusses the challenges, addresses strategies for creating a positive future for libraries, and shares their insights!
YOUR REGISTRATION INCLUDES:

Delegates to Internet Librarian 2015 may register for any number of days, each of which are comprised of five tracks. The fee includes:

- Access to all sessions for each day booked. (Attendees may switch between tracks as they choose.)
- Admission to the Exhibit Hall
- Conference packet
- Exhibit Hall Opening Reception on Monday night
- Morning and afternoon refreshments
- Continental Breakfast each morning before the keynote
- All evening & networking events

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

HOTEL INFORMATION

The Monterey Marriott and the Portola Hotel & Spa are the official conference hotels for Internet Librarian 2015. Discounted room rates of $214 at the Portola and $205 at the Marriott for a single or double room (plus applicable taxes) have been arranged for attendees who book prior to October 2, 2015. Please note that the discounted room block is subject to availability and therefore is not guaranteed. So, please book early.

Reservations should be made online at:

Monterey Marriott
350 Calle Principal, Monterey, CA 93940
Marriott Reservations Line: 877-901-6632

Portola Hotel & Spa
Two Portola Plaza, Monterey, CA 93940

EXHIBIT HOURS

Monday, October 26..........................5:00 p.m. – 6:30 p.m.
Tuesday, October 27........................9:45 a.m. – 3:30 p.m.
Wednesday, October 28....................9:45 a.m. – 1:30 p.m.

REGISTRATION DESK HOURS

Sunday, October 25...........................................8:00 a.m. – 4:30 p.m.
Monday, October 26.................................8:00 a.m. – 6:30 p.m.
Tuesday, October 27..............................8:00 a.m. – 5:00 p.m.
Wednesday, October 28.......................8:00 a.m. – 3:00 p.m.

DISCOUNTS

Organizations sending more than one registrant can benefit greatly from the following rates for full conference registrations only: first person @ $499; second person and all additional registrants @ $379. After September 25, 2015, add $20 to each level. All registrations for group discounts must be sent to Information Today, Inc. under one cover. (Many networks and regional library cooperatives are offering special discount rates. Contact your network director for further details.) Discounts are not available for preconference workshops.

CANCELLATIONS AND SUBSTITUTIONS

Cancellations will be accepted if received in writing no later than September 18, 2015. 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. Please indicate the name and the title of the person who will be replacing the original registrant. After this date, changes must be made at the conference.

NOTE: The sponsors and management of Internet Librarian 2015 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 Internet Librarian 2015 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.
PAYMENT METHOD
Payment must accompany advanced registration. Check or money order should be made payable to:
Information Today, Inc.
☐ Check or money order enclosed for the amount of $____________
Charge to:
☐ Visa  ☐ MasterCard  ☐ AMEX  ☐ DISCOVER
Credit Card # ____________________________ Exp. Date ____________________________

Signature __________________________________________

INTERNET LIBRARIAN 2015
143 Old Marlton Pike, Medford, NJ 08055
Phone: 609-654-6266 • Fax: 609-654-4309
E-mail: custserv@infotoday.com
Web site: infotoday.com

PERSONAL INFORMATION
Name____________________________________________
Job Title__________________________________________
Organization_______________________________________
Street____________________________________________
City_______________________________________________
State, ZIP_________________________________________
Phone____________________________________________
Fax_______________________________________________
Email____________________________________________

YOUR TYPE OF LIBRARY: (Check One)
1  ☐ College/University  4  ☐ Government
2  ☐ Medical  5  ☐ Corporate/Business
3  ☐ K-12  6  ☐ Other (please specify)____________________

YOUR JOB FUNCTION: (Check One)
1  ☐ Systems Librarian  5  ☐ Researcher
2  ☐ Acquisitions Librarian  6  ☐ Web Master
3  ☐ Reference Librarian  7  ☐ Corporate Librarian
4  ☐ Other (please specify)______________________________

REGISTRATION FEES

Preconference Workshops ● SUNDAY, OCTOBER 25 (includes lunch)
FULL 1  2  3 $279  $289
AM 4  5  6  7  8  9  10  11  12  13  14  15  16  17  18  19 $179  $189

Full 3-Day Conference ● Does not include workshops
$499  $549

I select the following day only:
☐ Monday, October 26 ____________________________ $279  $289
☐ Tuesday, October 27 ____________________________ $279  $289
☐ Wednesday, October 28 ____________________________ $279  $289

Internet@Schools Track ● October 26–27
☐ Track E—Internet@Schools only ____________________ $199  $219

Library Leaders Digital Strategy Summit ● October 26–27
☐ 2-day Library Leaders Summit (Also includes access to all 3 days of Internet Librarian) $699  $749
☐ Exhibition Only (October 26–28) ____________________ FREE  FREE

YES, I want to subscribe to ITI NewsLink, the information and library profession’s FREE email newsletter highlighting the information that both users and producers of information products and services need.

TOTAL $____________ $____________
OCTOBER 26–28, 2015
Monterey Conference Center
Portola Hotel & Spa | Monterey Marriott
Monterey, California

MORPH!
EXPLORING NEW ROLES & DIRECTIONS FOR THE INFO SERVICE BIZ

- Over 100 speakers
- 5 simultaneous tracks
- 19 workshops
- Internet@Schools Track
- Free cybertours
- More than 100 in-depth sessions

REGISTER TODAY! Rates go up after September 25!

IL.INFOTODAY.COM