

FINAL PROGRAM

18TH ANNUAL

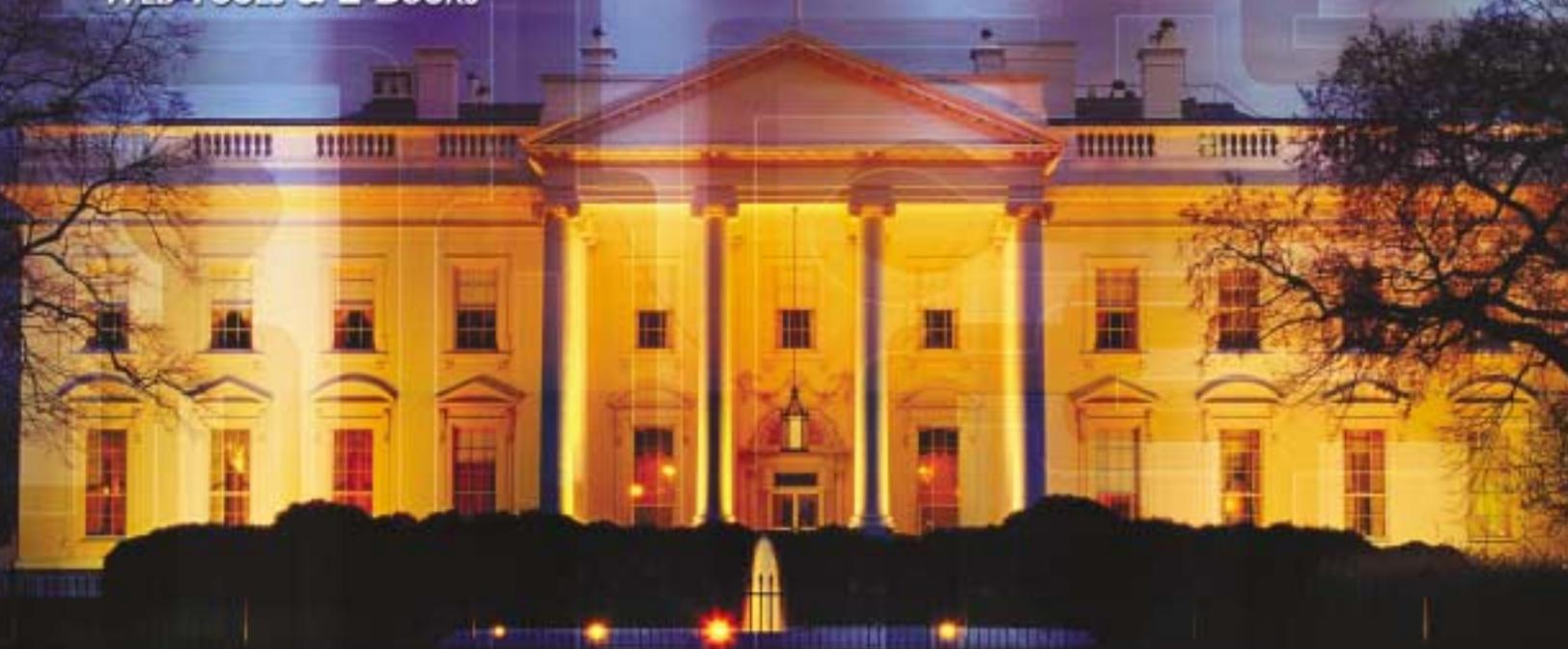


# COMPUTERS IN LIBRARIES 2003

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

WASHINGTON HILTON & TOWERS  
MARCH 12-14, 2003

SEARCHING & SEARCH ENGINES  
DIGITAL CONTENT MANAGEMENT  
WEB DESIGN & DEVELOPMENT  
COMPUTERS IN SCHOOL LIBRARIES  
COLLABORATIVE DIGITAL REFERENCE  
INTRANETS, PORTALS & KM  
USABILITY TESTING  
E-LEARNING & LITERACY  
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# 18th ANNUAL COMPUTERS IN LIBRARIES 2003

18 Years Strong! We are pleased to present the 18th annual Computers in Libraries — the most comprehensive North American conference and exhibition on all aspects of library & information delivery technology. Although the tools and technology available to libraries & information services have changed over the years, the excellent quality and range of both topics and speakers at Computers in Libraries 2003 remain the same.

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## CONFERENCE OVERVIEW

### Coffee and Danish Hours

Get the day off to a great start by joining us for coffee and danish each morning before the keynote session.

### Evening Session

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

Wednesday  
March 13, 7:30 p.m. – 9:00 p.m.

**Technology & Knowledge Forum:**  
*A Look at Dead & Emerging Technologies*

### Free Receptions & Dine Arouds

Information Today invites all registrants, exhibitors, and exhibition visitors to receptions on Wednesday and Thursday evenings. They provide opportunities to renew acquaintances and meet new colleagues in a relaxed atmosphere. Sign up in the registration area for Dine Arouds at the superb restaurants in the Washington, DC area.

### Speakers Room

The Bancroft Room will be available Wednesday through Friday for speakers to help them prepare for their presentations.



### Tape Cassettes

All sessions are being taped and are for sale in the registration area. They may be picked up during the meeting itself.

### Program Chair

*Jane I. Dysart, Dysart & Jones Associates*

### Organizing/Review Committee

- Stephen Abram, Micromedia ProQuest*
- D. Scott Brandt, Purdue University Libraries*
- Marshall Breeding, Vanderbilt University*
- Kathy Dempsey, Editor, Computers in Libraries*
- Walt Howe, Delphi Internet Services*
- Donna Scheeder, Congressional Research Service*
- Julia Schult, Hamilton College*
- Ferdi Serim, Editor, MultiMedia Schools*
- Hope Tillman, Babson College*

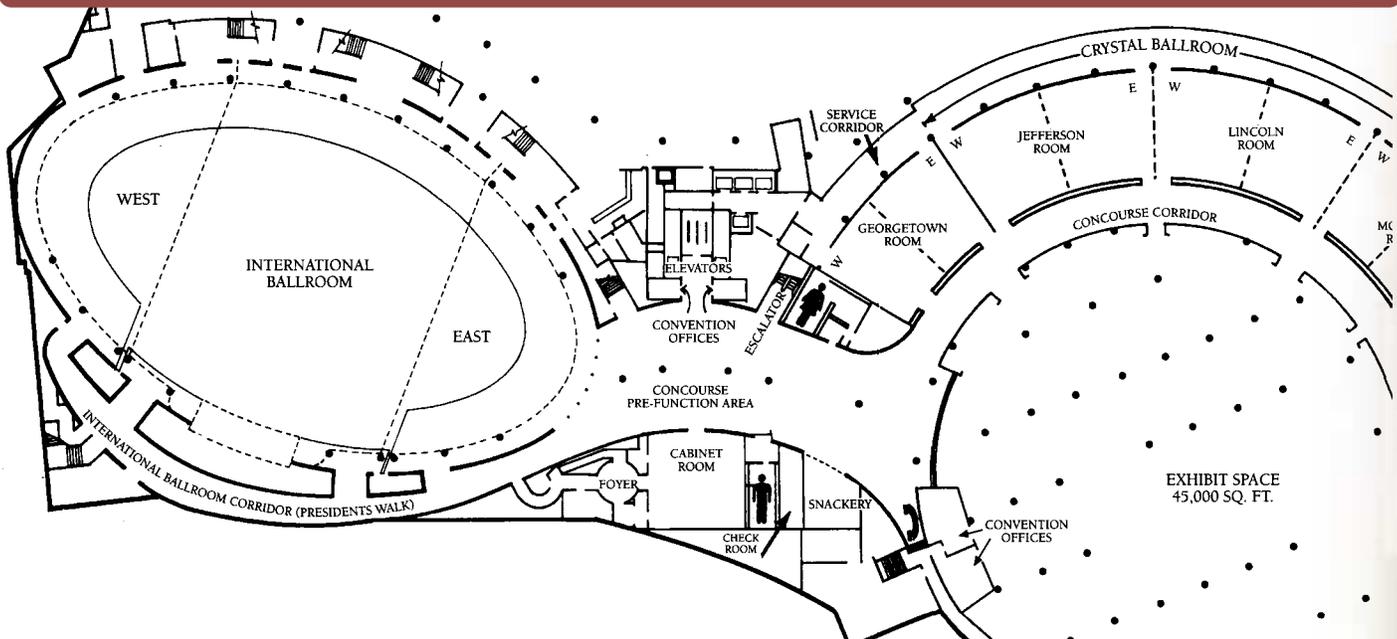
## Information Today, Inc.

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

## EXHIBIT HOURS

- Wednesday, March 12 . . . . . 9:45 a.m. – 5:45 p.m.
- Thursday, March 13 . . . . . 9:45 a.m. – 5:45 p.m.
- Friday, March 14 . . . . . 9:45 a.m. – 3:00 p.m.

## HOTEL FLOOR PLAN



## SPECIAL SESSIONS

## KEYNOTES

## WEDNESDAY KEYNOTE

International Ballroom Center

## Library as Implant; Librarian as Cyborg

9:00 a.m. – 9:45 a.m.

*Michael Schuyler, Deputy Director, Kitsap Regional Library, & Lead Columnist, Computers in Libraries*

The future will be more futuristic than you ever thought possible. Librarians seem to feel that the future will be a little more automated, a little more wireless, and a little more online, perhaps, but otherwise libraries will provide the same kinds of service they do today and become community centers as well. The problem is, this view is too introverted. It fails to place the library in the context of the future, which may turn out very differently than we understand today. Futurists are predicting that 10 years out, we may be right, but 20 years out, we may see a future that is so vastly different, we cannot imagine what it will look like. If you think of technological progress as a gently rising curve, the only way you'll find the future is by looking straight up. The future library may very well be an implant; the future librarian may not be a Homo sapiens.

## THURSDAY KEYNOTE

International Ballroom Center

Achieving Together What None Can Do Alone:  
Interoperability and Standards

9:00 a.m. – 9:45 a.m.

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

Libraries have long used standards to good effect. For example, MARC and AACR2 were an essential foundation for automated library catalogs, union databases, and eventually the single largest book database in the world. But computer networks now provide an opportunity to achieve goals collectively that even a decade ago would have been improbable, if not impossible. For computer systems to work together (interoperability), standards are required. What the essential standards are being developed and/or are required for libraries to prosper in the 21st century?

## FRIDAY KEYNOTE

International Ballroom Center

## Cybercrimes &amp; Safety Strategies for Internet Librarians

9:00 a.m. – 9:45 a.m.

*Jayne Hitchcock, Author, Net Crimes & Misdemeanors*

Outmaneuvering online spammers, scammers, and stalkers is not on the top of the list for most Internet librarians, but it should be as we work with our clients in many different environments. This thought-provoking keynote alerts us to the dangers and suggests some key strategies for safe workplaces, encryption, computer protection, and protecting children. This entertaining keynote speaker has learned these strategies firsthand and shares her experiences and knowledge.

## WEDNESDAY EVENING SESSION

Technology & Knowledge Forum:  
A Look at Dead & Emerging Technologies

7:30 p.m. – 9:00 p.m.

International Ballroom West

**Moderator:** *D. Scott Brandt, Purdue University*

**Panelists:** *Darlene Fichter, University of Saskatchewan & Northern Lights Internet Solutions*

*Stephen Abram, Micromedia ProQuest*

*Michael Schuyler, Deputy Director, Kitsap Regional Library*

*Debbie Hartzman, Amgen, Inc.*

*Andrew Pace, Head, Systems, North Carolina State University*

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

## THURSDAY SPECIAL WORKSHOP

Moving Every Child Ahead: Literacy and the Big6  
(Organized and sponsored by Big6)

*Ferdi Serim, Director, Online Internet Institute*

*Art Wolinsky, Technology Director, Online Internet Institute*

9:00 a.m. – 4:30 p.m.

Lincoln Room

In this separately priced full-day conference workshop for school librarians, attendees will learn specific, practical strategies to make their library or media center the hub of school-wide efforts to increase student achievement. Literacy is the key to all other areas of student performance, taking on an expanded definition in the digital age.

Ferdi Serim and Art Wolinsky, Certified Big6 Trainers, will provide research-based approaches to improving critical thinking, information-based problem-solving, and the writing quality of students through the effective use of technology.

By developing district capacity for information-based problem-solving, the Big6 process can generate educational evidence for decision-making at the school and classroom level, allowing schools to move beyond the practice of education as an "evidence-free zone."

Your school requires reliable, research-based information to decide:

- How to achieve and document Adequate Yearly Progress.
- How to apply the lessons of research to classroom practice in key curriculum areas.
- Which efforts will result in the largest gains for at-risk and special populations.
- How to manage student data so that it can drive student improvement.
- What criteria to use in selecting both technology and traditional interventions.

# GENERAL CONFERENCE — WEDNESDAY, MARCH 12

## KEYNOTE

International Ballroom Center

### Librarian as Implant: Librarian as Cyborg

9:00 a.m. – 9:45 a.m.

*Michael Schuyler, Deputy Director, Kitsap Regional Library, & Columnist, Computers in Libraries*

The future will be more futuristic than you ever thought possible. Librarians seem to feel that the future will be a little more automated, a little more wireless, and a little more online, perhaps, but otherwise libraries will provide the same kinds of service they do today and become community centers as well. The problem is, this view is too introverted. It fails to place the library in the context of the future, which may turn out very differently than we understand today. Futurists are predicting that 10 years out, we may be right, but 20 years out, we may see a future that is so vastly different, we cannot imagine what it will look like. If you think of technological progress as a gently rising curve, the only way you'll find the future is by looking straight up. The future library may very well be an implant; the future librarian may not be a *Homo sapiens*.

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

9:45 a.m. – 10:30 a.m.

## SEARCHERS & SEARCH STRATEGIES TRACK A

International Ballroom Center

Sponsored by *Searcher* magazine, this track focuses on advanced research strategies, teaching others to search the Web, tips for searching effectively, and takes an in-depth look at "findability" rather than searching.

*Moderated by Dee Magnoni, Director, Library Knowledge Lab, Frank W. Olin College of Engineering*

### Advanced Research Strategies

A101

10:30 a.m. – 11:15 a.m.

*Mary Ellen Bates, Bates Information Services*

Learn how to think outside the box, how to handle questions that appear to be unanswerable, and how to determine whether it is better to select online or off-online sources. We've all had them—the questions that have no single answer (why is my competitor growing at 20 percent/year?); questions that no one really knows the answer to (how many cellular radio towers are there and where are they located?); or questions that no one will answer (get me the price list for that company's wholesale products). This session, featuring a long-time info pro, looks at strategies for quickly spotting unanswerable questions and the techniques for finding the answers.

### Web Search Instruction: Tips & Techniques from the Trenches

A102

11:30 a.m. – 12:15 p.m.

*Greg Notess, Reference Librarian, Montana State University, and Creator, Search Engine Showdown*

With the constantly changing nature of the Web, how do we help our users learn to search and keep up with the changes? This session suggests a variety of techniques for teaching both new and experienced users to efficiently and effectively search the Web. It covers the advantages and disadvantages of techniques for hands-on training, demo sessions, and online tutorials.

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

12:15 p.m. – 1:45 p.m.

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### Designing for Findability

A103

1:45 p.m. – 2:30 p.m.

*Peter Morville, President, Semantic Studios*

What is the Web's #1 usability problem? It's poor findability. People can't find what they need. This billion-dollar illness affects every large Web site and intranet and extends beyond the Web into almost every aspect of our lives. Unfortunately, there is no simple cure. Real solutions require the synthesis of ideas drawn from disparate fields such as business strategy, library science, interaction design, and knowledge management. In this provocative session, venture onto the bleeding edge of findability. Explore how search engines, Web logs, faceted classification, and social networks can be harnessed to make your documents and applications more findable.

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

2:30 p.m. – 3:15 p.m.

### 30 Search Tips in 40 Minutes: Turbo-Charging your Web Research

A104

3:15 p.m. – 4:00 p.m.

*Mary Ellen Bates, Bates Information Services*

This session is jam-packed with valuable tips about how to search the Web more effectively. You don't need to be an expert to use these techniques, but even long-time researchers will learn some new tricks from this session.

### FirstGov.gov: Impact on Information Searchers

A105

4:15 p.m. – 5:00 p.m.

*Stephen E. Arnold, Arnold Information Technology*

This session looks at the first government-wide index, launched by the U.S. government in 2000. It examines the use of a Web services model to deliver a single point of content, the collaborative services for knowledge-sharing across federal agencies, and the success of the initiative.

# GENERAL CONFERENCE — WEDNESDAY, MARCH 12

## INTRANETS & PORTALS TRACK B

Jefferson Room

Intranets, portals, and the strategy for organizing information and managing content are critical within organizations today. This track, sponsored by *Intranet Professional*, focuses on strategies and case studies of intranet professionals whose key roles involve creating usable and valuable intranets and portals. It also focuses on personalization strategies for ensuring customers get what they need and want from these sites.

Organized by **Mary Lee Kennedy**, Editor, *Intranet Professional*  
Moderated by **Bonnie Burwell**, *Burwell Information Services*

### Global Enterprise Portals: Case Study

B101

10:30 a.m. – 11:15 a.m.

**Nancy Baldwin**, Vice President, *Morgan Stanley*  
**Annalise Eberhart**, Portal Product Manager, *Morgan Stanley*  
**Eric Gross**, Knowledge Management Consultant

Morgan Stanley's law division portal project involves global users, multiple Web platforms, multiple vendor contracts, a wide range of content requirements, cost-cutting initiatives, and a diverse user base. This case study discusses the law division's experiences rolling out a portal to meet the needs of its own users as well as 60,000 internal clients. By building technology in-house and collaborating with vendors, users receive a variety of materials from both internal and external sources. Hear tips from the team that set up the enterprise portal, including a personalizable electronic library that is accessed daily by law and compliance professionals around the globe.

### From Web Site to Portal

B102

11:30 a.m. – 12:15 p.m.

**Debbie Hartzman**, Senior Analyst, *Information Literacy, Amgen Inc.*  
**Ann Hoffman**, Manager, *Information Resources, Amgen Inc.*  
**Dudee Chiang**, Library Portal Team Lead, *Amgen Inc.*

The Amgen Libraries had an extensive Web site that brought internal and external content to the corporation. In 2002, the company began to implement Plumtree software to develop a corporate portal. The library was identified as an important partner in this process and several "easy" functions were implemented in the beta test. After the portal was rolled out worldwide, the library appointed a portal team to determine how to transform the existing Web pages to a portal design and to work closely with the information technology department. The team evaluated current pages, prioritized tasks, created and tested gadgets, determined the "look and feel" of the gadgets, designed the portal page, and more. Along the way, the team re-thought the way they looked at information delivery and developed unique new ways to maximize the strengths of portal software. Join our speakers as they share Amgen's experience and lessons learned.

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

12:15 p.m. – 1:45 p.m.

### Navigating the Open Road: Open-Source Intranet Development

B103

1:45 p.m. – 2:30 p.m.

**Andrew White**, Assistant Director, *Library Information Systems, Health Sciences Center Library*, and **Joseph Balsamo**, Systems Administrator, *Stony Brook University*

With the increase in public access to Web-based library resources, academ-

ic and research libraries invest much time caring for the demanding computing environments found in public network access labs and classrooms. Many problems force systems administrators to waste valuable time on issues that can be better addressed via automation. To reduce the administrative burden, our speakers came up with an intranet solution, dubbed HSC Libnet. Built using open-source software including PHP, MySQL, and Apache, the solution automates Account Management, Helpdesk, Inventory, and Statistics. Learn from these speakers' hands-on experiences!

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

2:30 p.m. – 3:15 p.m.

### An Academic Portal for Integrating Library Resources

B104

3:15 p.m. – 4:00 p.m.

**Maryellen Allen**, *University of South Florida*

The University of South Florida's (USF) portal addressed the goal of a single sign-on for users to all electronic information by using Blackboard software. The portal provides access to electronic course space for every course, including automatic registration of enrolled students, access to official university e-mail and virtual library resources, plus real-time information about available seats in the open-use computer labs, etc. The portal (myUSF) allows users to select Web pages for individual USF libraries, an "ask-a-librarian" choice, and the Virtual Library that provides access to the licensed resources without additional authentication. This session shares the strategies, technology, challenges, and experiences of developing and implementing a portal.

### 10 Steps to Excellent Intranets

B105

4:15 p.m. – 5:00 p.m.

**Howard McQueen** and **Jean DeMatteo**, *McQueen Consulting*

What top 10 steps have proven successful in stimulating an intranet to achieve a measure of excellence? Hear secrets from our speakers, veterans of 7 years of consulting and implementing improvements in the intranet domain. The session may surprise you since it de-emphasizes technology in favor of creating the framework for delivering excellence in content management. Learn how to create benchmarks that focus on editorial, metatorial, and bottoms-up information architecture practices.

## ROLES FOR INFO PROS IN SYSTEMS & TECHNOLOGY TRACK C

International Ballroom West

We are all challenged to keep up with technology and new information strategies, change with our organizations, deal with an overload of information, and to continue to satisfy, if not exceed, the ever-increasing expectations of our clients. How do we do it? Hear from some industry pioneers and leaders about how they are adapting and moving toward an unknown future.

Moderated by **Donna Scheeder**, *Congressional Research Service*

### Evolving Roles & Skills

C101

10:30 a.m. – 11:15 a.m.

**Robyn Frank**, Director, *Library and Research Services, Executive Office of the President, White House*

What does it take to provide key information services to the highest office in the land? Hear about the skills and strategies necessary to satisfy an informa-

# GENERAL CONFERENCE — WEDNESDAY, MARCH 12

tion-hungry, but demanding and diverse clientele. Robyn Frank draws on experience with the National Agricultural Library, the Congressional Research Service, and most recently the White House.

## Changing Hats: From Reference Librarian to Electronic Specialist

11:30 a.m. – 12:15 p.m.

**Carol DeAngelo**, *Bio & Physical Sciences Reference Librarian/Electronic Journals Specialist, Naval Research Laboratory/Ruth H. Hooker Research*

It may seem odd for a reference librarian to take on the job of managing a large electronic journals collection. However, many librarians are finding varied opportunities if they are willing to tackle new technologies. This session discusses one librarian's transition and the skills she has learned, specifically about licenses, contracts, negotiations, updating Web pages, consortia, and dealing with access difficulties—all while still answering ask-a-librarian questions!

C102

the most “bang for your buck” and getting as much content as needed using as few media and tools as possible. Learn about Web tools, Web logs, RSS feeds, and many other cutting-edge methods that make keeping current as simple and as time-effective as possible.

## Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

## Skills for E-Learning Environments

C104

3:15 p.m. – 4:00 p.m.

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

Scott Brandt, AKA “Techman” suggests several technologies and skills needed to fill the role of e-learning coordinator, technical instructor, Web trainer, information-literacy specialist—all the teaching and training roles that are so critical in information communities today. He discusses online handouts and compares several technologies (HTML, ColdFusion, and Flash) to handle these.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

## Keeping Current in 40 Minutes or Less—Guaranteed!!

1:45 p.m. – 2:30 p.m.

**Steven M. Cohen**, *Assistant Librarian, Rivkin Radler, LLP*

All information professionals attempt to keep current by attending conferences, reading trade journals, and subscribing to e-mail lists. But with information overload, it is a challenge. This session suggests strategies for getting

C103

## Climbing the Information Supply Chain: Tools & Techniques

C105

4:15 p.m. – 5:00 p.m.

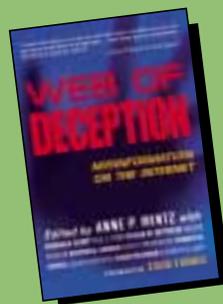
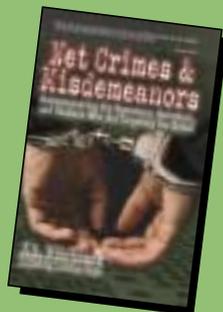
**Rebecca Jones**, *Dysart & Jones Associates*

Information service providers and librarians are both faced with many changes and challenges these days. This session looks at the role of Internet librarians, systems librarians, computer specialists—anyone involved with computers in libraries—and discusses key strategies for a successful future and how to make an impact in the daily lives and work of our constituents.

# Cyber Protection

## NET CRIMES & MISDEMEANORS:

Outmaneuvering the Spammers, Swindlers, and Stalkers Who Are Targeting You Online, by J. A. Hitchcock; edited by Loraine Page  
350 pages/ISBN: 0-910965-57-9  
\$24.95

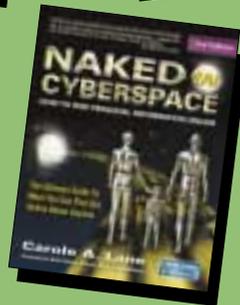


## WEB OF DECEPTION:

Misinformation on the Internet,  
edited by Anne P. Mintz;  
Foreword by Steve Forbes  
278 pages/ISBN: 0-910965-60-9  
\$24.95

## NAKED IN CYBERSPACE, 2ND EDITION:

How to Find Personal Information Online, by  
Carole A. Lane; Foreword by Beth Givens  
586 pages/ISBN: 0-910965-50-1  
\$29.95



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# GENERAL CONFERENCE — WEDNESDAY, MARCH 12

## WEB DESIGN AND TECHNOLOGIES TRACK D

### International Ballroom East

Sponsored by *Computers in Libraries* magazine, this track focuses on the technologies that power library Web services to help users. Pop open the hood and look at XML and database solutions in action, explore some open-source solutions, and keep pace with the latest usability research that affects library site development.

Organized and moderated by **Darlene Fichter**, *Data Services Librarian, University of Saskatchewan*

### Open-Source Software for Libraries

D101

10:30 a.m. – 11:15 a.m.

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

Many libraries are turning to open-source solutions to help deliver core library services. At this session, you'll learn what open-source software is, why so many people are excited about it, how your library can find and use open-source software, and how your staff could contribute to an open-source project.

### Harnessing XML Database-Driven Content for Library Web Sites

D102

11:30 a.m. – 12:15 p.m.

**Karen A. Coombs**, *Instruction Librarian, SUNY Cortland*  
**Xiaochang (Shaw) Yu**, *Systems Librarian, Virginia Commonwealth University*

Are you wondering if you should use a database for your Web site? Should you switch some of your content to XML or repackage vendor-supplied content as XML? What's involved in developing with XML or storing your content in a database? The first speaker describes how databases can streamline Web site maintenance and enhance information collection abilities. She illustrates a series of Active Server Pages projects that enable librarians to participate in the content creation and maintenance process without knowing HTML. The second speaker describes some new software releases that make XML developing easy. Learn about developing simple applications in Cold-Fusion MX for parsing, searching, and transforming XML documents in a library context. This session offers great step-by-step help in how to present XML documents on the Web.

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

12:15 p.m. – 1:45 p.m.

### Dis-Integrated Technical Services and Electronic Journals

D103

1:45 p.m. – 2:30 p.m.

**Andrew Pace**, *Head, Systems, North Carolina State University Libraries and Columnist, Computers in Libraries*

"Dis-Integrated Library Systems" presents an overview of the disjointed workflow and system development as it applies to the technical services management of electronic resources and their subsequent public display via the Web. After looking at the state of development by libraries, systems vendors, and the open-source community, the presentation puts forth some possible solutions that will maximize existing systems and data, while creating a usable system that takes advantage of the electronic resources environment.

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

2:30 p.m. – 3:15 p.m.

### Small-Scale Usability Testing: Evolution Not Revolution

D104

3:15 p.m. – 4:00 p.m.

**Darlene Fichter**, *Data Services Librarian, University of Saskatchewan*

Is the idea of embarking on a major usability study daunting? How will you find the time to carry it out, let alone make all the revisions? Don't despair. Hear how to perform small incremental tests to improve the usability of a Web site. Learn about techniques and see some results from tests of a health sciences library Web site. Get tips about how to foster a culture of continuous assessment.z

### Tricorders, Light Sabers, and HAL

D105

4:15 p.m. – 5:00 p.m.

**Richard Wayne**, *Assistant Director, University of Texas Southwestern Medical Center at Dallas*

Find out how to use new multimedia tools in conjunction with today's new and emerging library automation technology. University of Texas Southwestern has recently implemented several technology initiatives, including widespread wireless, Endeavor's Encompass and LinkFinder Plus, OCLC Illiad, laptop and PDA lending, electronic dissertations, high-end public desktops with scanners and CD-DVD writers, virtual reference, and more. Learn from their experiences!

## WEDNESDAY EVENING SESSION

### International Ballroom West

### Technology & Knowledge Forum: A Look at Dead & Emerging Technologies

7:30 p.m. – 9:00 p.m.

**Moderator: D. Scott Brandt**, *Purdue University*

**Panelists: Darlene Fichter**, *University of Saskatchewan & Northern Lights Internet Solutions*, **Stephen Abram**, *Micromedia ProQuest*, **Michael Schuyler**, *Deputy Director, Kitsap Regional Library*, **Debbie Hartzman**, *Senior Analyst, Information Literacy, Amgen, Inc.*, and **Andrew Pace**, *Head, Systems, North Carolina State University*

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

# GENERAL CONFERENCE — THURSDAY, MARCH 13

## KEYNOTE

International Ballroom Center

### Achieving Together What None Can Do Alone: Interoperability and Standards

9:00 a.m. – 9:45 a.m.

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

Libraries have long used standards to good effect. For example, MARC and AACR2 were an essential foundation for automated library catalogs, union databases, and eventually the single largest book database in the world. But computer networks now provide an opportunity to achieve goals collectively that even a decade ago would have been improbable, if not impossible. For computer systems to work together (interoperability), standards are required. What essential standards are being developed and/or are required for libraries to prosper in the 21st century?

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

9:45 a.m. – 10:30 a.m.

## VIRTUAL SERVICES TRACK A

International Ballroom Center

It's hard to believe that virtual reference services were barely on our radar screen 6 years ago. Today these services are revolutionizing our client interactions, taking us in directions we once only imagined. Using chat technologies we can deliver high-quality, face-to-face customized reference services to clients located miles away, we can integrate virtual reference with academic curricula, and we can use perpetually friendly "bots" for never-ending directional questions. The potential of the technology combined with our creative, client-focused drive for success is incredible. This track of case studies and conversations challenges us to grab that potential and run with it—in academic, public and special library environments.

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

### Things That Go Chat in the Night A201 & A202

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

*Steve Coffman, Vice President, Product Development, Library Systems and Services, LLC*

*Sandra Dean, Coordinator Information and Reference, Brisbane City Council Library Services*

*Christine Mackenzie, Manager, Library Services, Brisbane City Council*

*Margie Richardson, Coordinator, Information Services, Richland County Public Library*

*Rob Froud, County Librarian, Libraries, Arts and Information, Library Administration Centre*

*Jane Gill, Enquiry Centre Manager, Libraries, Arts and Information, Taunton Library*

*Diane Luccy, Information Services Librarian, Richland County Public Library*

This session begins with a look at where we are in North America and globally with virtual services and what we can expect in the future and then considers a unique global example of a consortium that provides 24-hour global reference service. How does this unique online reference service work? How do you develop and manage a co-operative global team? Hear how the Richland County Public Library in Columbia, S.C., the Brisbane City Council Library Service in Queensland, Australia, and the Somerset County Council Libraries, Arts and Information Service in the U.K. met the challenges and now offer a viable service. Their experiences in providing "answers now, all the time, across the world" are exciting and illuminating.

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

12:15 p.m. – 1:45 p.m.

### Implementing Virtual Services A203

1:45 p.m. – 2:30 p.m.

*Sam Stormont, Coordinator of Digital Reference Services, Temple University Libraries, and Co-author, Starting and Operating Live Virtual Reference Services: A How-To-Do-It Manual for Librarians*

How do you get started in providing live virtual reference services? What is the best model for your organization? Learn the key issues and hear about real-world examples in different types of libraries. Sam Stormont will discuss and illustrate five models of live virtual reference services that are leading the way.

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

2:30 p.m. – 3:15 p.m.

### Virtual Reference Services for Distance Learning A204

3:15 p.m. – 4:00 p.m.

*Judith Truelson, Electronic Research Services Librarian, University of Southern California*

USC has set up information centers for social work and education graduate programs as a successful alternative to staffing separate libraries. Center services have targeted on-campus programs, with little service available for the needs of distance learning students. With the introduction of OCLC's Questionpoint, there is an opportunity to offer e-mail, real time chat, and desktop video reference services to social work and education students in Orange county, California and Hawaii. This session focuses on how USC librarians developed a preferred vision for this service, have begun to transform this vision into action, and describes their experiences and lessons learned so far.

### Top 10 Reasons to Take a Second Look at Your Chat Software A205

4:15 p.m. – 5:00 p.m.

*Elaina Norlin, Associate Librarian, and*

*Olivia Olivares, Assistant Librarian, University of Arizona*

Elaina Norlin and Olivia Olivares will share tips and caveats for librarians who want to begin providing virtual reference services. They will share some startling information about the financial health of some of the software companies and what this may mean to your library. They will describe how to estimate the expenses of training, marketing, and evaluating chat products, as well as how to determine which solution works best for you.

# GENERAL CONFERENCE — THURSDAY, MARCH 13

## CONTENT MANAGEMENT: STRATEGIES & APPLICATIONS TRACK B

Jefferson Room

This track deals with issues related to manual and automated indexing, categorizing, and building taxonomies and applications for creating expertise databases and personalizing content. Speakers also discuss the software packages for these activities and evaluate their usefulness.

Moderated by **Terence K. Huwe**, Director of Library and Information Resources, University of California

### Content Categorization: Striking a Balance Between Automation and Editorial Control B201

10:30 a.m. – 11:15 a.m.

**Mike Zuckerman**, Vice President of Marketing, Verity Inc.

Many organizations are opting for categorization solutions that combine automation with human expertise. This session examines different types of categorization solutions using examples from Gale Group. In the past, Gale relied solely on human expertise to categorize articles from over 7,000 periodicals into as many as 40,000 categories and sub-categories. However, with 30,000 new articles added to its databases daily, Gale realized it needed a more efficient and cost-effective solution. Gale chose categorization software that would automatically classify articles, but still allow direct input from its editors. Hear about different types of categorization solutions and their pros and cons, and learn the right questions to ask when choosing a categorization solution.

### Can Software Build a Taxonomy? B202

11:30 a.m. – 12:15 p.m.

**Marcia Morante**, President, Knowledge Curve, Inc.

Taxonomy development is often a labor-intensive and time-consuming task. However, in recent years, software products have emerged that claim to lessen this burden. This session examines the products currently on the market and discusses how well they meet the challenge of simulating the intellectual processes used by information organization professionals. It looks at the characteristics of the taxonomies produced and assesses the claims related to productivity gains. Since taxonomy creation and categorization are typically bound together in the products under discussion, the classification capabilities of the software will also be evaluated.

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

12:15 p.m. – 1:45 p.m.

### Looking at Content Through RSS-Colored Glasses B203

1:45 p.m. – 2:30 p.m.

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

Rich Site Summary (RSS) is a form of XML that is used to syndicate content from thousands of Web sites into an aggregated news feed. RSS feeds have begun to attract the attention of those in the fields of content delivery and management. Content from numerous sites can be delivered to one place (an aggregator), saving the precious time of visiting these sites frequently throughout the day. This session covers how to get started in the world of RSS feeds, including a review of the major players in the field, resources to

help locate feeds, and what the future will hold for RSS—plus practical advice on how to utilize feeds.

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

2:30 p.m. – 3:15 p.m.

### Experts in Your OPAC: Cataloging Faculty and Resident Expertise B204

3:15 p.m. – 4:00 p.m.

**Lawrence J. McCrank**, Dean, Library and Instructional Services

In academic libraries, faculty are a vital information resource, the university's resident experts, but such resources are not usually captured in a library OPAC. Often faculty names are only in Web-based lists as directories organized by the person's organizational placement, which can be quite distinct from his or her expertise. New technology, interactive Web linking, adoption of MARC formats for people (serial), courses (periodical), and their publications (monographic), plus new search engines that access digital archives, library materials, and globally-searched Web site sets, now offer new possibilities. This session shows how a traditional OPAC can be enhanced by cataloging faculty, courses in university catalogs, publications, and syllabi used in conjunction with electronic and manual reserves for a more holistic, integrated approach to academic information systems.

### Content Personalization Strategies B205

4:15 p.m. – 5:00 p.m.

**Howard McQueen**, CEO, McQueen Consulting

This session provides a strategic look at setting strategies for implementing content personalization. Learn best practices for creating, testing, and sustaining group profiling techniques, as McQueen delves into the importance of customization options in portals and dashboards. Take home a short list of key vendors and products that address personalization.

## E-LEARNING & TRAINING TRACK C

International Ballroom West

A mini-keynote on the "state of the art" of e-learning launches this track on e-learning and training applications and approaches. The session on alternative formats for learning covers unique and innovative environments of teaching, followed by a practical option for creating (or re-creating) your own online tutorials. Afternoon sessions address some nuts-and-bolts approaches to developing learning events and how to plan and organize large training events from start to finish.

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

### E-Learning: Overview and Directions C201

10:30 a.m. – 11:15 a.m.

**Stephen Abram**, VP, Corporate Development, Micromedia ProQuest  
**Bonnie Burwell**, Consultant and Principal, Burwell Information Services

One of the growing challenges facing librarians is how to help people deal with the continued proliferation of varying information services and formats. Whether we call it instruction, training, or teaching, learning is increasingly user-centered, customizable, and interactive. In this session, our presenters look at current trends and challenges, different types of e-learning, technologies employed, and specific tools available to facilitate learning.

# GENERAL CONFERENCE — THURSDAY, MARCH 13

## Alternative Learning Environments and Formats

C202

11:30 a.m. – 12:15 p.m.

**Ross LaBaugh**, Coordinator of Library Instruction, California State University at Fresno

**Kristine Ferry**, Advanced Technologies Librarian, University of Michigan Business School

Many of us prefer one-on-one or small classroom formats for teaching and training, but our patrons, clients, and students often look for alternative or asynchronous modes of learning. Thus, librarians must watch constantly for new and different ways to facilitate learning opportunities. Two interesting aspects are presented in this session. "InfoRadio" is a novel and award-winning approach to teaching information competency skills to college and university students. The second presentation looks at innovative solutions for offering students digitized course content and covers issues related to copyright and using new technologies.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

## Customizing Tutorials (YourTILT)

C203

1:45 p.m. – 2:30 p.m.

**Colette O'Connell Holmes**, Management Librarian, **Donna Hopkins**, Engineering Librarian, and **George Biggar**, Senior Applications Programmer, Rensselaer Polytechnic Institute

Whether or not you are familiar with the pioneering work that went into the Texas Information Literacy Tutorial (TILT), you might want to sit in on this presentation. Following a brief overview, this session will help you learn how you can customize TILT for your own use. YourTILT allows access to the TILT code to alter it for your institution's needs, including public and corporate libraries, as well as academic ones. Our presenters discuss a wide range of issues, ranging from licensing to editing to using the tutorial.

## Coffee Break — A Chance to Visit the Exhibits

2:30 p.m. – 3:15 p.m.

## Designing Training Sessions for Libraries

C204

3:15 p.m. – 4:00 p.m.

**Elizabeth Lambert**, Community Technology Center Coordinator, North Regional/BCC Library, Broward County

**Harriet Protos**, Reference Department Supervisor, Collier County Public Library

**Michael Stephens**, Head of Networked Resources Development and Training, St. Joseph County Public Library

Call it instruction, teaching, or training, but call on it often! Training encompasses a variety of approaches, but its bottom line is increasing skills and knowledge of staff, students, patrons, or clients. What should you know to start a program from scratch? This track's first presenters share their experiences from the trenches as they count down the 10 vital steps for developing and running a training program. Insight is offered for putting training together—do's and don'ts, tips and techniques, insights, and practical considerations. The second presenter looks at incorporating "drawing power" and the "wow factor" into sessions, especially for new and interesting technologies.

## Planning Large Training Events

C205

4:15 p.m. – 5:00 p.m.

**Stephanie Gerding**, Continuing Education Director, and **Pam MacKellar**, Technology Consultant, New Mexico State Library

Put the day's sessions on e-learning in perspective by looking at the overall planning needed to coordinate and arrange large instructional events. Knowing how to do training and the formats or environments to use is one level, but planning, implementing, and evaluating a large training event may seem overwhelming. Not so! Our presenters discuss needs assessment, hiring trainers, locating appropriate facilities, following a theme, developing materials, and staying under budget.

## WIRELESS WEB WORLD TRACK D

### International Ballroom East

The world of Internet appliances and wireless devices is growing and spinning so quickly that it is almost impossible to keep up and make decisions for our libraries. These sessions provide some insights and strategies for the wireless Web world as well as applications that are working today.

Moderated by **Julia Schult**, Reference Librarian, Hamilton College

## Where Will Wireless Take Us?

D201

10:30 a.m. – 11:15 a.m.

**Nancy John**, Interim University Librarian, University of Illinois at Chicago

Technologies are evolving and emerging at an amazing rate. Recently capturing wide audiences is anything wireless, anything handheld, anything robotic, or anything AI. The potential impact of these technologies on library services and on libraries in general is incredible—or is it? Some of these technologies will be hot and stay hot. Some of them will fizzle before your eyes. This session describes the types of technological developments we should expect and be planning for, as well as how to recognize hot and recover from not-hot, and challenges us to consider how our services can embrace the best of these technologies to secure a solid and successful future.

## The Wireless Library

D202

11:30 a.m. – 12:15 p.m.

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

**Michael Schuyler**, Deputy Director, Kitsap Regional Library

**Dee Magnoni**, Director, Library/Knowledge Lab, Frank W. Olin College of Engineering

This interactive forum focuses on using wireless (Wi-Fi802.11b) technology in libraries. It looks at the implementation strategies, costs, policy considerations, and benefits of wireless technology. Using real-work examples, the speakers will demonstrate how Wi-Fi can be a cost-effective and relatively painless technology for libraries.

## Lunch Break — A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

## Going Wireless in Kansas City: Testing Hand-Held Technology for Public Library Use

D203

1:45 p.m. – 2:30 p.m.

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

Kansas City Public Library created a wireless taskforce charged with researching, developing, and testing wireless applications and connectivity to the

## GENERAL CONFERENCE — THURSDAY, MARCH 13

library's electronic services. The taskforce was supplied with 25 Compaq iPaq PDAs with wireless connectivity. Using the iPaqs, the taskforce tested barcode scanning, accessing their library catalog, databases, and Web site, and e-mail and instant messaging. In addition to normal staff uses for a PDA, the taskforce was charged with discovering creative ways to meet the needs of a library in the 21st century using wireless technology. This session shares the results, lessons learned, and future directions for one library.

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

2:30 p.m. – 3:15 p.m.

### To Wire or Not to Wire? Is That Your Question?

D204

3:15 p.m. – 4:00 p.m.

*William VanKeuren, Assistant Librarian, Hanover Public Library*

Learn how a small library (service area of 7,000) established and used a mix of wired and wireless networks and access points to provide computer and Internet services for staff and patrons. Hear how their plans to expand and share this technology have progressed. The speaker discusses the wide variety of opportunities to implement WiFi (802.11b) in public and other libraries and talks about the value of developing partnerships for funding such initiatives.

### Space Planning for Wireless

D205

4:15 p.m. – 5:00 p.m.

*Stephen Arnold, Arnold Information Technologies*

We all agree that wireless devices are in the future for libraries and information service delivery. But how will this technology actually affect the library? Using international examples from advanced wireless regions in Europe and Japan, this session provides some key strategies for the future.

### FREE RECEPTIONS

Information Today, Inc. invites all registrants, exhibitors, and exhibition visitors to receptions on Wednesday and Thursday evenings. They provide opportunities to renew acquaintances and meet new colleagues in a relaxed atmosphere while viewing the latest products and services for libraries and information services.

## COMPUTERS IN SCHOOL LIBRARIES

### THURSDAY SPECIAL WORKSHOP

### Moving Every Child Ahead: Literacy and the Big6 (Organized and sponsored by Big6)

*Ferdi Serim, Director, Online Internet Institute & Art Wolinsky, Technology Director, Online Internet Institute*

9:00 a.m. – 4:30 p.m. Lincoln Room

In this separately priced full-day conference workshop for school librarians, attendees will learn specific, practical strategies to make their library or media center the hub of school-wide efforts to increase student achievement. Literacy is the key to all other areas of student performance, taking on an expanded definition in the digital age.

Ferdi Serim and Art Wolinsky, Certified Big6 Trainers, will provide research-based approaches to improving critical thinking, information-based problem-solving, and the writing quality of students through the effective use of technology.

By developing district capacity for information-based problem-solving, the Big6 process can generate educational evidence for decision-making at the school and classroom level, allowing schools to move beyond the practice of education as an "evidence-free zone."

Your school requires reliable, research-based information to decide:

- How to achieve and document Adequate Yearly Progress.
- How to apply the lessons of research to classroom practice in key curriculum areas.
- Which efforts will result in the largest gains for at-risk and special populations.
- How to manage student data so that it can drive student improvement.
- What criteria to use in selecting both technology and traditional interventions.

Attendees will learn specific strategies for using technology to provide a window into student performance and how to evaluate the resulting data to help teachers become more effective.

Participants are encouraged to bring a battery-operated laptop to provide a "hands-on" learning experience. (Electrical outlets may not be available.) Each participant will receive a demonstration copy of Inspiration software and a site license of 3DWriter to allow immediate follow-up for workshop activities when you return to school.

### PROGRAM AGENDA

9:00 a.m. – 9:30 a.m.

**Intro and Participant Assessment**

9:30 a.m. – 11:30 a.m.

**"What's My Process?" Activity**

Big6 Ties to Information and Technology Literacy

- Quick Look at the Big6
- Information Overload and the Big6 Solution

Closer Look at the Big6

- Big6 Examples
- Nonlinearity of Big6

11:30 a.m. – 1:00 p.m.

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

1:00 p.m. – 4:00 p.m.

**The Challenge of Technology Enhanced Learning**

- Big6 Puts Technology in Context
- Working Through a Big6 Assignment
- Improving Literacy Across the Curriculum Using Big6 and Technology: Inspiration, 3DWriter, Drive-by Evaluation Activity, Google Advanced Searching, Vivisimo new clustering search engine

4:00 p.m. – 4:30 p.m.

**Closing: Big6 and the Big Picture**

# GENERAL CONFERENCE — FRIDAY, MARCH 14

## KEYNOTE

International Ballroom Center

### Cybercrimes & Safety Strategies for Internet Librarians

9:00 a.m. – 9:45 a.m.

*Jayne Hitchcock, Author, Net Crimes & Misdemeanors*

Outmaneuvering online spammers, scammers, and stalkers is not on the top of the list for most Internet librarians, but it should be as we work with our clients in many different environments. This thought-provoking keynote alerts us to the dangers and suggests some key strategies for safe workplaces, encryption, computer protection, and protecting children. This entertaining keynote speaker has learned these strategies firsthand and shares her experiences and knowledge.

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

9:45 a.m. – 10:30 a.m.

## SEARCH ENGINES TRACK A

International Ballroom Center

Sponsored by ONLINE magazine, this series of sessions covers what every searcher needs to know about search engines. It digs down to show the inner workings of the engines and takes a micro view, discusses new features, and compares the engines. The afternoon sessions take a focused look at Google for power searching, at some of the engines that might take over Google's leadership role, and then looks at what libraries can learn from Google.

Moderated by *Kathy Dempsey, Editor & Betsy Winter, Managing Editor, Computers in Libraries Magazine*

### Search Engine Showdown Update

A301

10:30 a.m. – 11:15 a.m.

*Greg Notess, Reference Librarian, Montana State University, and Creator, Search Engine Showdown*

Expert searcher and industry watchdog Greg Notess looks at the search engine landscape in 2003. He highlights what's new with Google and AllTheWeb, compares the current crop of major Web search engines, identifies new search engines and search features, and provides a wealth of tips for making the most of your searches when navigating the Net.

### Search Engine Overlap: A "Micro" View

A302

11:30 a.m. – 12:15 p.m.

*Ran Hock, Principal, Online Strategies, and Author, The Extreme Searcher's Guide to Web Search Engines*

Search engine users are familiar with the "macro" studies of search engine overlap, providing statistics from hundreds of millions of pages. However, what does

overlap mean at the really practical level of our individual searches? Ran Hock takes a case-study approach at the level of an individual search. He dissects how many and what kinds of unique pages you get by searching multiple search engines, how important the additional information is likely to be, if duplicates or near duplicates are a part of the equation, and how consistent the overlap or lack of overlap is. The presentation addresses the central question, "How important is it, in a specific search, that I use more than one search engine?"

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

12:15 p.m. – 1:45 p.m.

### Google Intensive:

#### Power Searching & Beyond

A303 & A304

1:45 p.m. – 2:30 p.m. & 3:15 p.m. – 4:00 p.m.

*Gary Price, The Virtual Acquisition Shelf & Reference Desk  
Chris Sherman, Associate Editor, Search Engine Watch*

Gary Price and Chris Sherman, authors of the best-selling book, *The Invisible Web*, take an in-depth look at advanced search strategies using Google and other Web engines. They suggest many tips and techniques for power searching and then look at "Google busters"—new or newly improved search tools that may blow your favorite engine out of the water.

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

2:30 p.m. – 3:15 p.m.

### Libraries vs. Google:

#### Competing with Google

A305

4:15 p.m. – 5:00 p.m.

*Chris Sherman, Associate Editor, Search Engine Watch  
Greg Notess, Creator, Search Engine Showdown  
Gary Price, The Virtual Acquisition Shelf & Reference Desk  
Ran Hock, Principal, Online Strategies*

Should academic or corporate users use the resources of the research library or simply type queries into Google? There are good reasons to believe that libraries offer more, but statistics suggest that users are increasingly choosing Google. What are the libraries' strengths, and how can their offerings be made easier and more rewarding? How can the traditions of research and scholarship be kept alive? This session analyzes the strengths and weaknesses of the research media and explores how research libraries can enhance their strengths and reduce their weaknesses.

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# GENERAL CONFERENCE — FRIDAY, MARCH 14

## SECURITY TRACK B

### International Ballroom East

Security has become even more important to information professionals over the last year. This track looks at the many aspects of security—security applications in libraries as well as virtual Web applications—and considers the implications of security for access to information and privacy.

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

### Security Primer

B301

10:30 a.m. – 11:15 a.m.

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

This overview session looks at all the dimensions of security, some of which are more of a concern to libraries than others. From encryption to dealing with viruses, get a clear picture of both the threats and types of currently available security. Learn what you need to consider in creating strong security measures for your library.

### Network Security in Libraries

B302

11:30 a.m. – 12:15 p.m.

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

What is it that actually happens when a network is attacked? With the large investment that libraries have in electronic resources, it is important that librarians understand the threats, vulnerabilities, and legal issues related to computer hacking and network attacks. This session discusses how to keep up with the dynamic vulnerabilities inherent in a network and how to protect your library's resources. Find out what a computer hack is, learn how to evaluate the various types of software and hardware that provide protection, and understand how to identify sources of potential exposure and develop a plan to close those exposures.

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

12:15 p.m. – 1:45 p.m.

### Where Has All the Data Gone?

### Database Cleaning and Homeland Security

B303

1:45 p.m. – 2:30 p.m.

Moderator: **Donna Scheeder**, *Congressional Research Service, Library of Congress*

**Greg Notess**, *Reference Librarian, Montana State University, & Author, Government Information on the Internet*

**Gary D. Bass**, *OMB Watch*

What is the appropriate balance between a citizen's right to access government information on the Web and national security? What is the current status of efforts to scrub the Web of government information considered by some to be a national security risk? Can the Web ever be scrubbed? What about privacy? How much information is too much information? This is a hot topic sparked by the Bush administration's war on terror and emphasis on homeland security. Hear a lively discussion on these and other issues regarding government information on the Web.

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

2:30 p.m. – 3:15 p.m.

### Barbarians at the Gate:

### Securing Your Web Site and Intranet

B304

3:15 p.m. – 4:00 p.m.

**Brian Pomeroy**, *Assistant Director, Web Technology, The Children's Hospital of Philadelphia*

Computer security, it's been said, is a process, not a product. Threats are abundant and more serious than ever before ... and often not what you think. Security encompasses a variety of issues: technical, managerial, social, legal, and even political. This session covers the common threats to system security, specifically Web sites and intranets, and some strategies, policies, and procedures for protecting systems from attack and compromise.

### Can You Secure a Public Access Computer Without Third-Party Software? YES!

B305

4:15 p.m. – 5:00 p.m.

**David Anasco**, *Electronic Services Specialist, Howard County Library*

Can you secure a computer for public access use without purchasing expensive third-party software? The answer is yes. Using native security features built in to the Windows NT and Windows 2000 operating systems, libraries can offer customers a secure and still highly usable public access computer. This session discusses why this is more than just a cost-effective solution, but also a workable and secure solution.

## E-RESOURCES TRACK C

### International Ballroom West

The challenges and questions surrounding the selection, acquisition, organization, distribution, and management of digital content continue to grow. Should we purchase just the electronic version or the paper? What are the copyright implications? Which of our non-electronic collections should be digitized—and how? The speakers in this track have dealt with these questions in their libraries. Learn from their hard-won experience.

Organized and moderated by **Stephen Abram**, *Micromedia ProQuest*

### Managing Content and E-Resources on the NIST Virtual Library (NVL)

C301

10:30 a.m. – 11:15 a.m.

**Susan Makar**, *Research Consultant, National Institute of Standards and Technology (NIST)*

In May 2002, the Information Services Division (ISD) of Technology Services (TS) at the National Institute of Standards and Technology (NIST) implemented a content management system that greatly facilitates maintenance of the Division's Web site, the NIST Virtual Library (NVL). Content on the NVL is managed using an off-the-shelf content management system, eMPower, and an in-house SQL database, the NVL Resource Administration System. Together these systems provide a seamless interface for NVL users, while allowing ISD staff to easily and quickly create and edit Web pages. This session describes the team effort of Reference Services and Information Technology staff in designing, populating, implementing, and maintaining these systems, as well as the training process that allows almost 20 ISD staff members to have ownership of various sections of the NVL.

## GENERAL CONFERENCE — FRIDAY, MARCH 14

### JPEG2000 for Digital Archiving and Internet Distribution

11:30 a.m. – 12:15 p.m.

*James Janosky, Business Development Manager, Aware, Inc.*

The JPEG2000 standard (ISO 15444-1) brings the advantages of advanced wavelet compression techniques to digital archiving without the barriers of proprietary solutions. Preserving rare documents and photographs presents a unique set of requirements that is perfect for JPEG2000. Librarians are trying to balance the need of making Special Collections accessible to the public while preserving them for future generations. JPEG2000 allows you to save a lossless digital archive, extract a highly compressed quality layer from the single master for transmission, and decode the JPEG2000 file in the Web browser. The layered file format supports extracting any quality layer (any effective compression ratio) or any resolution level. Join this session to understand the capabilities of the new JPEG2000 digital image compression standard and how it can be used for digitizing collections for archives and Internet distribution.

C302

### Planning for Long-Term Management of Online Learning Resources: A Digital Library Approach

3:15 p.m. – 4:00 p.m.

*Robert Downs, Senior Digital Archivist and Officer of Research, Columbia University*

In collaboration with various stakeholders, digital librarians, and others responsible for managing digital resources can create plans to prepare effectively for the long-term management of online learning resource acquisitions. Considerations for planning include the purpose, strategic relevance, scientific validity, pedagogical applicability, currency, usage, usability, hardware dependencies, software requirements, availability, accessibility, security, and intellectual property restrictions associated with each digital resource. Evaluating candidate digital acquisitions in terms of these and related issues can support digital library managers in planning for the levels of service to be provided and in identifying the resource requirements for implementing and sustaining such services.

C304

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

12:15 p.m. – 1:45 p.m.

### Current Legal Concerns for E-Resources

1:45 p.m. – 2:30 p.m.

*Lesley Ellen Harris, Copyright, Licensing and E-Commerce Attorney and Consultant*

This session discusses the current status of licensing and copyright. It covers all the things you need to know to keep you out of trouble by highlighting the current legal landscape and dealing with the implications for librarians.

C303

### Digital Metrics & Collections

4:15 p.m. – 5:00 p.m.

*Eric Djiva Kamal, Systems Administrator, Stony Brook University*  
*Andrew White, Assistant Director for Library Information Systems, Stony Brook University*

*Richard Matthews, Head of Reference and Research Services, Wichita State University Libraries*

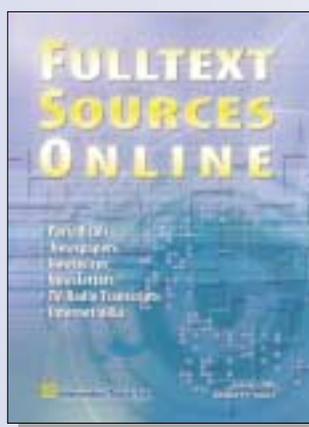
*Susan Gibbons, Digital Initiatives Librarian, University of Rochester, Rush Rhees Library*

Academic libraries are facing a crucial need for reliable e-metrics to manage their online collections. The usage reports from publishers are seldom useful for decision-making due to a lack of standards. Eric Kamal and Andrew White demonstrate that local electronic use statistics can be feasibly developed in an open-source environment. Hear their library's strategies and expe-

C305

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

2:30 p.m. – 3:15 p.m.



ISBN 1-57387-168-0  
January 2003 issue  
\$136.50 plus shipping

## FULLTEXT SOURCES ONLINE

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# GENERAL CONFERENCE — FRIDAY, MARCH 14

riences, and learn their secrets! The second presentation focuses on how to deal with state government publications that increasingly are “born digital” or distributed electronically with their print equivalents less freely available. It addresses models for permanent public access and the state of relevant technology. The third speaker, Susan Gibbons, discusses institutional digital repositories and why libraries should play major roles in these projects. She outlines how to develop a set of local requirements for a software system to run the repository and the different categories of systems available (along with their pros and cons).

## WEB APPLICATIONS & LIBRARIES TRACK D

### Jefferson Room

This track focuses on libraries as builders and creators of information products and services. Hear about some of these new information services that excite and delight users. Discover how libraries are using personalization, integration with course management systems, and special digital collections to provide better user services. In some cases libraries need to change workflow behind the scenes to handle electronic resources or consider redesigning Web sites from the bottom up to offer next-generation services.

Organized and moderated by **Darlene Fichter**, *Data Services Librarian, University of Saskatchewan*

### The Blogging Explosion— Libraries and Weblogs

D301

10:30 a.m. – 11:15 a.m.

**Darlene Fichter**, *Data Services Librarian, University of Saskatchewan and columnist, ONLINE magazine*

Blogs are a goldmine for “emergent information” on the web. Not only have libraries and librarians started to mine this information, but many have joined the blogging community and become creators of innovative Weblogs. This session discusses how blogs can help you produce instant content for your Web site and market libraries and library services. It covers different types of blogs, popular free and low cost blogging services, as well as new software packages for blogging. Our expert highlights new blog features and add-ons that help you create dynamic resource sites.

### Taking MyLibrary to the Next Level: Customizing Library Resources to the Course Level

D302

11:30 a.m. – 12:15 p.m.

**Susan Gibbons**, *Digital Initiatives Librarian, University of Rochester, Rush Rhees Library*

The University of Rochester Libraries has developed a home-grown solution to improve access to library resources that is tailored to individual courses. Built on the concepts behind NCSU’s MyLibrary, a ColdFusion, database-driven, open-source program enables bibliographers to link resources to courses at a broad level (all 100-level Sociology courses) and at a specific level (Professor Smith’s Sociology 118). With a click of a mouse, a student gets a Web page of “best library resources,” including books, journals, databases, Web sites, media, and librarian, customized for his/her individual course. Most of the resource information is pulled, on the fly, directly from the integrated library system, eliminating the need to maintain and update two databases. With assistance from in-house usability staff, the University of Rochester Libraries has successfully created a product that is graphically oriented and extremely easy to use.

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

12:15 p.m. – 1:45 p.m.

### Library Site Redesign from the Ground Up: Abbott Labs Case Study

D303

1:45 p.m. – 2:30 p.m.

**Susan M. Jarrell**, *Senior Systems Analyst, Abbott Laboratories*  
**Betsy Larson**, *Digital Library Systems Analyst, Abbott Laboratories*

Find out what prompted the Abbott Laboratories Library to undertake a redesign project for their Web site. Learn how Abbott recognized and identified critical issues that led to a decision to re-develop the site. Get a bird’s-eye view of the process, including highlights of group brainstorming sessions to jump start the redesign efforts, team composition, use of an external moderator, short-term (6 months) goals, near-long-term (18 months) goals, and long-term dreams (24+ months). Check the pulse—the status of short-term goals—and share their reflections on lessons learned, challenges, and successes.

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

2:30 p.m. – 3:15 p.m.

### Web-Based Application Design: How to Create Designs That Work for Your Employees

D304

3:15 p.m. – 4:00 p.m.

**Eric Hards**, *Senior Web Designer, Lockheed Martin*

More and more organizations are replacing legacy programs with Web-based applications. Many developers are not experienced with designing usable Web applications. This session, for any developer or designer working on Web-based applications, provides guidelines for designing usable applications. It focuses on the use of standard design techniques to create applications that result in efficient employee use. Don’t make the mistake of reproducing a text-based legacy application on the Web. Users expect more and developers need to understand how to create applications that employees can use quickly.

### Library Users Reap the Benefits of Integration: Case Studies

D305

4:15 p.m. – 5:00 p.m.

**Christine Drew**, *Babson College*  
**David King**, *IT Project Manager, Kansas City Public Library*

In this session, learn how librarians in two organizations have creatively responded to new challenges and how they work with integrated information and tools to serve users better. At Babson College, the liaison librarians implemented a proactive action plan enabling the library’s inclusion into all Blackboard course sites. Through the benefits of access and participation in these sites, librarians now actively engage faculty in improving student information-literacy skills through virtual communities. David King describes the problem faced by Kansas City Public Library’s Special Collections department, which needed to merge three databases of historical information about Kansas City, an OPAC catalog, and over 9,000 static HTML pages into one database. The solution was a single SQL database, with Web-based search capabilities and back-end administrative and data-entry functions.

# COMPUTERS IN SCHOOL LIBRARIES

FRIDAY, MARCH 14

Lincoln Room

## Cybercrimes & Safety Strategies for Internet Librarians

KEYNOTE

9:00 a.m. – 9:45 a.m.

*Jayne Hitchcock, Author, Net Crimes & Misdemeanors*

Outmaneuvering online spammers, scammers, and stalkers is not on the top of the list for most Internet librarians, but it should be as we work with our clients in many different environments. This thought-provoking keynote alerts us to the dangers and suggests some key strategies for safe workplaces, encryption, computer protection, and protecting children. This entertaining keynote speaker has learned these strategies firsthand and shares her experiences and knowledge.

## Coffee Break—A Chance to Visit the Exhibits

9:45 a.m. – 10:30 a.m.

## Designing a Digital Library for Children

S101

10:30 a.m. – 11:15 a.m.

*Allison Druin, Assistant Professor, and*

*Ann Weeks, Professor of the Practice, University of Maryland*

Few technology interfaces for digital libraries support young children's needs as information users. In 2001, our speakers began to develop a digital library to assist young people in digitally browsing, searching, and reading children's books online. The prototype of this new digital library launched with book content from 12 countries in late 2002. This session discusses the unique design methods used to develop this international digital library as well as the development of digital book readers appropriate for young children.

## Grant Writing Made Easy

S102

11:30 a.m. – 12:15 p.m.

*Pamela Nutt, Media Specialist, Griffin-Spalding County School System*

In this session, an experienced grant recipient introduces proven ways of writing grants for educational purposes and provides a step-by-step guide. Last year, Pam Nutt obtained over \$35,000 in grants for her media center. To illustrate how to answer the questions and the type of information to include in the applications, her presentation will use a grant that was approved.

## Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:30 p.m.

## Controversies and Issues: The Media Center's Role in Teaching the Art of Debate

S103

1:30 p.m. – 2:00 p.m.

*Lisa Spicko, Vice President of K-12 Marketing, Gale Group*

The exploration of both sides of contemporary and often controversial issues is making a comeback in American schools. The resurgence is fueled in part by recent findings that examining issues, with a goal of debating them, encourages critical thinking in young minds. This session focuses on what libraries can do to support classrooms and initiate this type of learning in their schools.

## Why Are Media Positions Cut? How Not to Survive

S104

2:15 p.m. – 3:00 p.m.

*Mary Alice Anderson, Lead Media Specialist, Winona Area Public Schools*

Media specialists work in exciting times and our resources and skills are in demand. But have you noticed there are fewer media specialists than in the past? Why? Positions may be cut for financial reasons, but there also may be causes within our own profession. What practices make our positions vulnerable rather than valuable? What can media specialists do to survive in perilous times? Hear from an experienced and successful specialist and learn more about practices, behaviors, and attitudes that may work against us, the impact of technology on programs and jobs, and the expectations and perceptions that principals have of media specialists. Learn some strategies for coping with change and what you can do to build programs and help ensure job and program security.

## Using the Internet to Improve Information Literacy

S105 & S106

3:15 p.m. – 5:00 p.m.

*Sheila Offman Gersh, Director, Center for School Development, City College of New York, School of Education*

This session describes an "information-literate individual" and shows how integrating the Internet into classroom instruction can improve students' use of information. It illustrates how to "Internetize" traditional classroom lessons, create online collaborative projects, and create WebQuests that meet state-wide learning standards and assessment criteria. It discusses the wide range of resources on the Internet to help in "Internetizing" classroom instruction. A Web site that has links to hundreds of resources and templates will be available for attendees.

## THURSDAY SPECIAL WORKSHOP

Lincoln Room

### Moving Every Child Ahead: Literacy and the Big6 (Organized and sponsored by Big6)

*Ferdi Serim, Director, Online Internet Institute*

*Art Wolinsky, Technology Director, Online Internet Institute*

9:00 a.m. – 4:30 p.m.

For more information see page 18.



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This specialized conference within a conference brings together a series of programs focused on technology and its impact on the practices and practical concerns of librarians and school media specialists within the K-12 education system. **Organized and moderated by Ferdi Serim, Editor, *MultiMedia Schools***, the conference offers participants philosophical reflection, practical how-to tips, and information about the newest products, services, and strategies designed for the K-12 market. Attendees are invited to attend the Computers in Libraries Keynote at 9:00 a.m. on Friday, March 14 and then visit the Exhibit Hall for a coffee break before the Computers in School Libraries sessions start, and may also register to attend sessions at Computers in Libraries 2003 for an additional fee.

SATURDAY, MARCH 15

International Ballroom East

### Assessing Staff Technology Skills

9:00 a.m. – 9:45 a.m.

*Mary Alice Anderson, Lead Media Specialist, Winona Area Public Schools*

The technology is well used. Staff development is ongoing. Most teachers have attended staff development classes. But are the teachers skilled? Are they really using technology effectively and efficiently? Is technology used in meaningful ways? Why would we want to know? How can we assess how well staff are using technology? The session addresses tools for assessing staff skills and examining the assessment process using Profiler from the U.S. Department of Education.

S201

and its collections; and to direct and support student resource gathering, reading, note-taking, drafting, and publication of research.

### Lunch Break

12:00 p.m. – 1:00 p.m.

### Using Streaming Media in Education

1:00 p.m. – 1:45 p.m.

*Richard Mavrogeanes, President and Founder, VBrick Systems*

When the City of New York wanted to enhance education at the K-12 schools with television-quality one-way streaming and multipoint interactive video, it turned to VBrick Systems. VBrick technology is creating a continuous presence in the NYC schools by allowing students to participate in four-way classroom discussions and lectures and take virtual tours of the museums and cultural centers in the New York City vicinity—all without leaving the classroom. Not only has New York saved millions by using the existing INET network instead of creating a new video infrastructure, the city is using video communications to enhance the education process. Learn about the strategies and the lessons learned.

S204

### Libraries in the Computer

10:00 a.m. – 10:45 a.m.

*Kathryn Summers, Assistant Professor, and Holly Weeks, Graduate Research Assistant, University of Baltimore*

This session shares results of research using children as design partners to design an international digital library for children. It is based on Alison Druin's work examining searching, querying, browsing, and information visualization strategies for children aged 6-10. The University of Baltimore team has a 3-year NSF grant to explore how the digital library can also support searching, browsing, and organizing information for children aged 10-13. The first year of the study focuses on comparative data, mapping significant differences in searching and browsing strategies for older children. The presentation identifies key areas of inquiry and methods for working with pre-teens as design partners in designing online information interfaces.

S202

### Coffee Break

1:45 p.m. – 2:00 p.m.

### The Grand Library Already Inhabits the Global Net

2:00 p.m. – 4:00 p.m.

*Judy Breck, Contentmaster, EdClicks.com, Founder of homeworkcentral.com, and Author of How We Will Learn in the 21st Century*

Change and chaos surrounding the Internet have been unsettling, making the Net's big picture good news for learning a lost message in the realm of general opinion, the media, librarians, and educators. This experienced and innovative speaker provides an exhibition of stunning Grand Library assets and describes how singularity of scale generates cognitive context, causing the most efficient knowledge-handling method outside of the human brain. Comparing the Net to our DNA, where most genes are junk, she describes the Grand Library that is now refining itself within cyberspace and soon will be handheld. Librarians have a grand future in our new world, where the full scope of human ideas is no longer available only to the elite, and the privilege of knowledge has ended. Her news is all good! Join us for a stimulating and fun session.

S205 & S206

### Coffee Break

10:45 a.m. – 11:15 a.m.

### Find It. Read It. Write It. Stretching the Power of Web Log Technology

11:15 a.m. – 12:00 p.m.

*Patrick Delaney, Library Media Specialist, Dr. Martin Luther King Academic Middle School*

This session describes a 2-year collaborative project between an urban middle school library and UC Berkeley's Bay Area Writing Project, applying Web log technology for teaching and learning. It explains the use of Web logs to publish a digital daily agenda of library-based learning projects; to link to school and public library OPACs; to direct teacher and student online research in free and fee-based databases; to collect online comments about the library

S203

# PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 11

## Searcher Academy

W1

9:00 a.m. – 4:30 p.m.

FULL DAY

**Moderator:** *Mary Ellen Bates*, Principal, Bates Information Services

**Faculty:** *Gary Price*, Co-Author, *The Invisible Web*, Creator, *Price's List of Lists & Direct Search*

*Greg Notess*, Reference Librarian, Montana State University, and Creator, *Search Engine Showdown*

*Ran Hock*, Principal, *Online Strategies*, and Author, *The Extreme Searcher's Guide to Web Search Engines*

Want to sharpen your skills? Learn from the experts? Join search veterans, authors, and columnists from *Searcher* and *ONLINE* magazines and the "Super Searchers" series of books to learn the latest strategies and techniques for searching online. This day-long event introduces you to experts who share their searching secrets and expertise as they focus on the most current practices in the field. Participants should have basic experience with Web searching, but even searchers with extensive Internet background will find tips to polish and advance their skills.

Academy topics include:

- Search Engine Mechanics: Pop the hood and look into the mechanics of the search engines with our search engine grease monkey.
- Searching the Invisible Web: How to find hidden troves of deep information on the Web.
- Cool Search Tools: The best of the best Web resources.
- Practical Research Tips and Techniques.
- Choosing the Right Search Engine: When to use which engine and when to use the invisible Web, plus the value of advanced search features.
- Ask an Expert: An interactive discussion including favorite tips, Web sources, and advanced techniques from the faculty and a chance to ask questions.

## Web Managers Academy

W2

9:00 a.m. – 4:30 p.m.

FULL DAY

**Moderator:** *Darlene Fichter*, Data Coordinator, University of Saskatchewan

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

*Peter Morville*, President, *Semantic Studios*

*Marshall Breeding*, Library Technology Officer, Vanderbilt University

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

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

- How to develop or redesign a site.
- Key checkpoints in a Web project life cycle.
- How to develop a solid and sustainable site architecture.
- Demystifying Web site standards and jargon.
- Solid tips for creating usable Web designs.

Offered for the first time, this information-packed full-day seminar hits the high points of strategic and practical milestones in the planning process for Web development. Learn about new and popular tools and technologies and examine Web architecture, design considerations, and usability. Look at the



mechanics common to all Web sites, plus user testing, visual design, and cool new tools. Taught by experienced experts, this workshop is a good, 1-day crash course for all levels of Web development managers.

## Basic HTML for Librarians

W3

9:00 a.m. – 12:00 p.m.

**Ran Hock**, Principal, *Online Strategies*, and Author, *The Extreme Searcher's Guide to Web Search Engines*

Knowing about HTML isn't just for Webmasters anymore. Whether you are responsible for creating Web pages for your organization or just for yourself, or you want to be "in the loop" in discussions of Web page construction, it is useful to have a basic knowledge of HTML. For those who build Web pages using editors, a knowledge of HTML is useful for solving problems, plugging in JavaScript, etc. This half-day workshop covers the basics including formatting, links, tables, lists, images, etc. This course will be "hands-on" using your own laptop. Attendees should bring their own laptop, loaded with either Netscape or Internet Explorer, and either Notepad or Wordpad. No Internet connection will be necessary. The workshop helps attendees understand the basic structure of HTML code, become familiar with the main HTML tags and features, understand how to modify existing code, "plug in" JavaScript features, and more.

## The Info Pro as Instructional Designer

W4

9:00 a.m. – 12:00 p.m.

**Bonnie Burwell**, *Burwell Information Services*

Do you create half-hour "brown bag" demonstrations or multiweek Web-based courses, or anything in between? This half-day workshop provides an understanding of instructional design methodology and principles for developing successful learning experiences. This practical, experiential session illustrates how to design an effective instructional program using a variety of delivery methods. You will learn how to:

- Set educational objectives based on an assessment of the learning needs in your organization.
- Select a learning format appropriate for your organization.
- Use templates to develop an instructional plan that incorporates best practices for adult learners and lots of interactivity.
- Integrate evaluation techniques into your instructional design strategy.

## Strategies for Improving the Business Value of Your Intranet

W5

9:00 a.m. – 12:00 p.m.

**Howard McQueen**, CEO, *McQueen Consulting*  
**Jean E. DeMatteo**, *McQueen Consulting*

This half-day workshop is a case study on how an international consulting firm of 5,000 employees used the balancing perspectives of governance, information, and technology to drive improvements in business value on its intranet. The workshop discusses the methodology, the objectives, and the recommendations, focusing on information management, information architecture, human resources, change management, and the adoption of communities of practice. The workshop also suggests a user-centric implementation plan that addresses the bottoms-up approach to generating user buy-in. Attendees

## EXHIBIT HOURS

Wednesday, March 12 . . . . . 9:45 a.m. – 5:45 p.m.

Thursday, March 13 . . . . . 9:45 a.m. – 5:45 p.m.

Friday, March 14 . . . . . 9:45 a.m. – 3:00 p.m.

## PRECONFERENCE WORKSHOPS — TUESDAY, MARCH 11

who work for business units or enterprise teams seeking to improve the value of their intranets will find this interactive course highly valuable.

### Intranet Strategy & Architecture

W6

1:30 p.m. – 4:30 p.m.

**Peter Morville**, *President, Semantic Studios, and Author, Information Architecture*

As we shape distributed organizations to tap innovation and emergent strategy, the intranet is becoming an essential vehicle for employee productivity, corporate communication, and knowledge management. Usability and findability are now on the radar of many managers and executives. Solid intranet strategy and successful implementation require an intimate understanding of users, content, and context. The information architecture must serve as a bridge, connecting taxonomies, metadata, and search and navigation systems to a company's identity and strategic direction. This session discusses how to balance top-down and bottom-up methods of strategy formation and information architecture design to produce adaptive, scalable intranets that confer competitive advantage.

### Writing Grants for Technology Projects

W7

1:30 p.m. – 4:30 p.m.

**Jack L. Smith**, *MPA, The Smith Group*

Grant writing is both a science and an art. This half-day grant-writing training program is geared toward the real-life grant-writing situations faced by administrators, direct line staff, and others who must juggle their regular duties while they write technology grants.

Topics include:

- Grant-writing frame of mind
- Grant-writing shortcuts
- Accessing resources on the Internet
- Key components of a proposal
- Examples of successful grants for technology projects and programs

Jack Smith is a management consultant and trainer with 25 years of grant-writing experience working with over 40 different agencies. He also conducts grant-writing training with state governments, nonprofit agencies, universities, state, and national associations. His development work has been cited at the federal and state level.

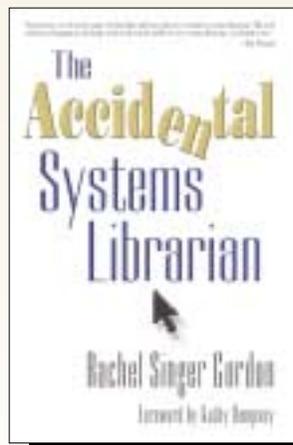
### Information Portals & Content Management Strategies

W8

1:30 p.m. – 4:30 p.m.

**Howard McQueen**, *CEO, McQueen Consulting*  
**Jean E. DeMatteo**, *McQueen Consulting*

This half-day workshop covers content management from A to Z and features McQueen's Six Functional Layers to unlocking the value of content management. Containing top-down and bottom-up information architecture strategies and weighted equally between internal and external content enhancement strategies, this course defines "content infrastructure" investments that must be made for horizontal and vertical (vortal) information portals to be successful. Filled with case studies and compelling applications, this intermediate, non-engineer/developer course, led by an intranet expert, equips attendees to be effective content managers or consultants.



2003 • 220 pp • softbound  
ISBN 1-57387-161-3  
\$29.50

## The Accidental Systems Librarian

By **Rachel Singer Gordon** • Foreword by **Kathy Dempsey**

*The Accidental Systems Librarian* takes the approach that anyone with a solid foundation in the practices and principles of librarianship and a willingness to confront changing technology can serve effectively in a library technology position—with or without formal computer training. An essential book for any librarian who wants to deal more effectively with technology in her or his institution.



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# POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 15

## Intranet Professionals Academy

W/9

9:00 a.m. – 4:30 p.m.

FULL DAY

**Moderator:** *Mary Lee Kennedy, Director, Knowledge Network, Microsoft, and Editor, Intranet Professional*

**Faculty:** *Stephen Arnold, Arnold Information Technologies*  
*Eric Hards, Senior Web Designer, Lockheed Martin*  
*Darlene Fichter, Data Librarian, University of Saskatchewan Library*

Whether you're an information professional just starting out or one who is already delivering products and services on the intranet, this experience-packed day provides an excellent opportunity to learn about intranets. Learn about the current thinking and developments that make a difference in information and knowledge transfer in your organization and speak with expert-practitioners and colleagues. This first-ever Intranet Professionals Academy covers:

- Intranets and portals as instruments of information and knowledge exchange
- People and intranets and expectations and realities
- Designing the ultimate end-user experience
- Intranet and portal technologies: What is hot and what's not
- Managing content for best results
- Information architecture, search and taxonomy
- Intranets and portals for the end-user

## Virtual Reference 101: A Planning Primer

W10

9:00 a.m. – 12:00 p.m.

**Steve Coffman, Vice President, Product Development, Library Systems and Services LLC**

**Rebecca Jones, Dysart & Jones Associates**

Virtual reference services—live, real-time reference services over the Internet—are hot topics and hot projects for librarians. However, planning and implementing these services require much more effort than just selecting a software package. This workshop suggests a framework for working through the entire process of designing, implementing, and operating a virtual reference service. The workshop covers:

- An overview of virtual reference services
- Elements to consider in designing a virtual reference service, including software, staffing, and policies
- Lessons from real-world examples

## Technology Futures: Enhancing Library Workflow with IT

W11

9:00 a.m. – 12:00 p.m.

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

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

You've harnessed the Web for your library users, but have you exploited technology to support day-to-day library activities? This workshop focuses on innovative technologies to enhance workflow and improve productivity for library staff and to deliver valued-added services to your user. Explore Open-Source Toolkits and applications you can develop in-house, including:

- Prospero for ILL
- SiteSearch and other Web database solutions
- Inventory management, room, and equipment scheduling
- Fedora for digital repositories

- Citation Manager, an open-source citation manager
- PMachine for knowledge exchange and best practices
- PHPWebsite for sharing intranet content
- MOSST (Modular Online Software for Self-Paced Tutorials)

## Making an Impact: Successful Business Practices

W12

9:00 a.m. – 12:00 p.m.

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

Whether you're an independent info entrepreneur and thinking about launching your business, or are an entrepreneurial librarian who knows you can never stop telling your patrons about your added value, marketing is something that comes with the job. This workshop suggests practical tools you need to get the message out to your clients or patrons, the do's and don'ts of establishing your expertise and services, and specific techniques that work for information professionals. Mary Ellen Bates, a lively speaker, long-time independent info pro, and author of *Building and Running a Successful Research Business: A Guide for the Independent Information Professional*, shows you how to move outside your comfort zone and promote your information services effectively to anyone.

## Digital Library Collections & Services: Landscape & Strategies

W13

9:00 a.m. – 12:00 p.m.

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

Are you trying to cope with both paper and electronic worlds? Who isn't? Will we be able to totally switch to an electronic world any day soon? This workshop, led by a pioneer in the digital library systems, will help you:

- Get a quick overview of the current landscape for electronic information.
- Spot trends to help prepare you for the future.
- Learn survival strategies for your library and its information services.

Using many real-world examples, Tennant outlines key strategies for success now and in a paperless future.

## Web Research Buffet

W14

9:00 a.m. – 12:00 p.m.

**Gary Price, The Virtual Acquisition Shelf and New Desk**

**Chris Sherman, Associate Editor, Search Engine Watch**

The co-authors of *The Invisible Web*, Gary Price and Chris Sherman, discuss and share insights on many online research topics and issues. Get the scoop on dozens of great resources to take back to the office. Get up-to-date in this rapidly changing environment by hearing these two experienced and entertaining speakers discuss the latest happenings in Web-based research. Topics include:

- The latest Web search happenings
- The invisible Web in 2003
- Searching for breaking news on the open Web
- Finding quality resources for your site
- The importance of noncommercial Web directories
- How you'll be searching in the future
- Cool Web tools
- Special sites for special needs

# POSTCONFERENCE WORKSHOPS — SATURDAY, MARCH 15

## Planning & Evaluation of Virtual Reference

W15

1:30 p.m. – 4:30 p.m.

*Elaina Norlin, Associate Librarian, University of Arizona*  
*Olivia Olivares, Assistant Librarian, University of Arizona*

The University of Arizona created a Virtual Reference Project Team whose goal was to take a hard look at the virtual reference market and make decisions on the feasibility of adding virtual services. The team conducted customer surveys, site visits, inquiries, competition, and system analysis and found that many libraries are buying the software and then evaluating the project. This half-day workshop describes and discusses the economic and fiscal aspects of evaluating and choosing a virtual reference service software package. Topics address what you need to move forward and include:

- Investigating the financial health of virtual services software companies
- Evaluating the financial capabilities of a library's institution for the next 5 years to determine feasibility
- Developing a plan to determine "success," including cost analysis, training, marketing, etc.
- User testing to find the best places to market the service on your library interface

## The Extreme Searcher's Web Finding Tools

W16

1:30 p.m. – 4:30 p.m.

*Ran Hock, Principal, Online Strategies, and Author, The Extreme Searcher's Guide to Web Search Engines*

Web search engines, Web directories, metasites, and portals are all useful tools for finding the right sites efficiently and effectively. For a specific question, however, one tool may be much more appropriate than another. A knowledge of the finer searching aspects of each tool provides the serious searcher with unique search advantages. This workshop looks at which tool to use when, and the relative strengths, weaknesses, and applications of each type. As for metasites, we'll see why this category of tool needs more recognition and how to easily locate the best metasites in any area. The emphasis

## DINE AROUND TOWN WITH INFORMATION PROFESSIONALS

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is on practical applications and on knowledge that will help attendees to effectively and efficiently find the answers they need.

## Getting Down to Business: How Super Searchers Find Business Information

W17

1:30 p.m. – 4:30 p.m.

*Mary Ellen Bates, Principal, Bates Information Services*

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

## XML in Libraries

W18

1:30 p.m. – 4:30 p.m.

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

The eXtensible Markup Language (XML) is arguably the most important technical development for libraries since the Web. XML is a relatively simple, yet powerful, method used to encode anything from data to full text in a way that can be easily transported and manipulated by software. Librarians are already using XML to accomplish a variety of tasks in ways that are easily transferable to other libraries. This session provides an introduction to XML and quickly moves on to how XML can solve specific library problems and enable new opportunities. It is filled with ideas as well as real-world applications.

## Web Design for Information Delivery

W19

1:30 p.m. – 4:30 p.m.

*Eric Hards, Senior Web Designer, Lockheed Martin*

You know a Web site should be designed for usability. Now you need to know how to do it. This half-day workshop focuses on design techniques for designing usable information-based Web sites. The workshop looks at how users consume information, how to organize information correctly, and how to present information for users so it is most efficient and easy to use. Case studies emphasize how to design information structures of Web sites and intranets. The workshop also covers the choice of navigation elements, color, graphics, and page structure, as well as how to sell usability design to management.

## PRESENTATION LINKS

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the Computers in Libraries 2003 general sessions! Links will be posted on the Computers in Libraries 2003 Web site ([www.infotoday.com/cil2003/presentations](http://www.infotoday.com/cil2003/presentations)) three to four weeks after the conference.

# FREE CYBERTOURS &

Listen and learn at a series of free cybertours and conference nugget sessions for all Computers in Libraries 2003 exhibit hall visitors. Taking place at the CyberCorner in the exhibit hall, these cybertours and conference nugget sessions cover a range of topics & subject areas. They are open to all and add value to your visit. Space is limited so it's first-come, first-served.

Join our Net savvy Web experts for a look at their favorite sites and topics! There is no need to register, simply pick the cybertour or conference nugget session of interest to you and arrive at our CyberCorner within the CIL 2003 exhibit hall at the appropriate time.

## WEDNESDAY, MARCH 12

### Top Trends in Library Automation

11:00 a.m. – 11:15 a.m.

**Marshall Breeding**, Library Technology Officer at Vanderbilt University and frequent speaker, writer, and consultant in the field of library automation provides an information packed conference nugget session. He gives a brief report on the current patterns of the library automation marketplace and an outlook on the developing trends to expect in the next few years.

### Bates' Competitive Intelligence Cybertour

12:00 p.m. – 12:15 p.m.

Do you need to keep track of your organization's competitors and the competitive landscape in general? In this fast-paced cybertour **Mary Ellen Bates**, industry expert and author of *Super Searchers Do Business & Super Searchers Cover the World*, covers the top sites and techniques for competitive intelligence gathering.

### Tools & Techniques for Leading Edge Librarians

1:00 p.m. – 1:15 p.m.

Come hear about the latest tools and techniques used by an expert, **Gary Price**, Editor, *Virtual Acquisition Shelf & News Desk*. This cybertour of Gary's favorites will help you to keep current with new Internet reference resources. The co-author of *The Invisible Web* shares the tools he uses to monitor the 'Net and keep current, as well as some tips for finding quality material.

### RSS: Technical Basics

2:00 p.m. – 2:15 p.m.

**Blake Carver**, LISNews.com, *Librarian and Information Science News* explores RSS in a conference nugget session. He looks at the what the RSS standard is, what it is used for, easy ways to create an RSS feed, and the benefits a Web site/business would see by adding an RSS feed to a site.

### Next Generation Library Users

3:00 p.m. – 3:15 p.m.

So what do we need to know about our future clients? Are they different than us? Yes, says this global trend watcher, **Stephen Abram**, VP Corporate Development, Micromedia ProQuest. So what do we do? Come to this conference nugget session and hear some potential strategies for dealing with nextgen patrons.

### Five Easy Tricks for Extreme Searchers

4:00 p.m. – 4:15 p.m.

**Ran Hock**, Online Strategies, & author of *The Extreme Searcher's Guide to Web Search Engines* reveals his secrets in this conference nugget session. This expert searcher looks at five quick and easy techniques that all serious searchers should know about and profit from.

	WEDNESDAY	THURSDAY	FRIDAY
11:00 a.m. – 11:15 a.m.	<b>Top Trends in Library Automation</b> <i>Marshall Breeding</i>	<b>Online Trends</b> <i>Mary Ellen Bates</i>	<b>The Invisible Web</b> <i>Chris Sherman</i>
12:00 p.m. – 12:15 p.m.	<b>Bates' Competitive Intelligence Cybertour</b> <i>Mary Ellen Bates</i>	<b>Homeland Security Sites</b> <i>Donna Scheeder</i>	<b>Visual Interfaces</b> <i>Stephen Abram</i>
1:00 p.m. – 1:15 p.m.	<b>Tools &amp; Techniques for Leading Edge Librarians</b> <i>Gary Price</i>	<b>Making Your Website Usable</b> <i>Frank Cervone</i>	<b>Hot Off the Presses: Cybertour of News Sources</b> <i>Ran Hock</i>
2:00 p.m. – 2:15 p.m.	<b>RSS: Technical Basics</b> <i>Blake Carver</i>	<b>Streaming Media: What, Why, How</b> <i>Gary Price</i>	<b>Creating Online Courses</b> <i>Bonnie Burwell</i>
3:00 p.m. – 3:15 p.m.	<b>Next Generation Users</b> <i>Stephen Abram</i>	<b>Talking Tech with Your Leaders</b> <i>Bonnie Burwell</i>	
4:00 p.m. – 4:15 p.m.	<b>Five Easy Tricks for Extreme Searchers</b> <i>Ran Hock</i>	<b>Blogging Basics</b> <i>Darlene Fichter</i>	

# CONFERENCE NUGGETS

## THURSDAY, MARCH 13

### Online Trends

11:00 a.m. – 11:15 a.m.

What's happening in the online world? What should we be studying, thinking about and using? **Mary Ellen Bates**, industry expert and author of *Super Searchers Do Business & Super Searchers Cover the World* shares her opinions in this conference nugget session. Hear what an expert searcher and writer has to say about trends in the online world.

### Homeland Security Sites

12:00 p.m. – 12:15 p.m.

Go on a reconnaissance mission with **Donna Scheeder**, Congressional Research Service, Library of Congress, and survey the key resource sites for Homeland Security issues in the Executive and Legislative branches. This cybertour provides a host of informative links to public policy organizations and key publications. No security clearance required!

### Making Your Web Site Usable

1:00 p.m. – 1:15 p.m.

Hear the top ten tips from an experienced Web designer and developer for making your site usable and readable to those you most want to reach. **Frank Cervone**, Assistant University Librarian for Information Technology, Northwestern University fills this content nugget session with tips you'll want to try in your own environment.

## FRIDAY, MARCH 14

### The Invisible Web (IW)

11:00 a.m. – 11:15 a.m.

Some of the authoritative information accessible over the Internet is virtually invisible to search engines. Other material, often time sensitive content, can't be located via search engines. So how can you take advantage of the IW? How can you find this content? Our expert, **Chris Sherman**, Co-Author, *The Invisible Web* & Editor, *SearchDay Newsletter*, gives you a glimpse on this cybertour at how to take advantage of the invisible Web.

### Visual Interfaces

12:00 p.m. – 12:15 p.m.

What you see – is pretty good! Join this wild and whacky cybertour of the top 10 visual interfaces for web sites or OPACs. What do they do? Why are they cool? Do they increase information seeking behaviors? Do they provide more context for search result displays? Come and hear **Stephen Abram**, VP Corporate Development, Micromedia ProQuest, discuss what happens when you think beyond words.

### Streaming Media: What, Why, How

2:00 p.m. – 2:15 p.m.

This content nugget session introduces the key concepts about streaming media – what streaming media is, why it is important to librarians, and the basics of how streaming media is being used today in library applications. **Gary Price**, Editor of *The Virtual Acquisition Shelf and News Desk*, provides an excellent overview of this topic.

### Talking Tech with Your Leaders

3:00 p.m. – 3:15 p.m.

This conference nugget session provides tips for interacting with your senior management, library board, or others who are not as closely involved in technology as you are. **Bonnie Burwell**, Burwell Information Services, shares her learnings about technology conversations as a librarian, consultant, and member of the Oakville Public Library Board.

### Blogging Basics

4:00 p.m. – 4:15 p.m.

So what is blogging? Why is it important to librarians and how can they use it in their work? Hear about 10 ways libraries can use blogs to deliver services and promote libraries from **Darlene Fichter**, Data Librarian, University of Saskatchewan, an Internet pioneer, and a blogging expert.

### Hot Off the Presses: Cybertour of News Sources

1:00 p.m. – 1:15 p.m.

Jimmy Olsen, get in here! A quick look at some key resources for locating the hottest news, the most far-reaching news, the newest news, and even the oldest news on the Internet. Join, **Ran Hock**, Online Strategies & author of *The Extreme Searcher's Guide to Web Search Engines*, for this information packed cybertour!

### Creating Online Courses

2:00 p.m. – 2:15 p.m.

Tried to create a course or training module for use online? This conference nugget session shares "the five things I wish I knew before I created a Web based course using WebCT." Educator and librarian, **Bonnie Burwell**, Burwell Information Services, shares her learnings and provides key tips for those embarking on this journey.

## WEDNESDAY EVENING SESSION

International Ballroom West

### Technology & Knowledge Forum: A Look at Dead & Emerging Technologies

7:30 p.m. – 9:00 p.m.

Moderator: **D. Scott Brandt**, Purdue University

Open to all registrants, exhibitors, and exhibit visitors. See page 13 for more details.

SAVE THE DATE

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