



“Filtering Chaos: From Information to Knowledge”

Texas Library Association ♦ Annual Conference

April 14 - April 17, 2010 • San Antonio, Texas

SELECTED PROGRAMMING FOR *Academic Librarians*

For the complete schedule (including events, author functions, and other programming) and to register online, go to:

<http://www.txla.org/conference/conf.html>

Wednesday, April 14

Digitization Expo

9:00 am - 4:30 pm

The Digitization Expo provides librarians with current information about project management, outsourcing options, trends, and hot topics. Tickets (\$15) may be purchased by Wednesday, March 31, 2010, through the preregistration process. You may also pay \$20 at the door.

Getting the Unfun Done: Hiring, Supervising, Coaching, and Firing (Preconference)

8:30 am - 4:30 pm (Wednesday, April 14)

Discover current and proven best practices and techniques for the challenging aspects of managing employees. Academic and public librarians with management experience will engage the audience through interactive activities to help cement the learning.

Preregistration required.

Laura Heinz, head of information services, University Library, Texas Tech University; Jennifer Shelly, senior librarian, Valley Ranch Library, Irving Public Library; and Linda Swalley, assistant chief of technical services, Houston Public Library.

Collection Development Best Practices (Preconference)

1:00 - 5:00 pm (Wednesday, April 14)

What has been the impact of various technologies on collection development? What are the best tools currently available? What will the future hold? All this and more will be discussed. *Preregistration required.*

Carolyn Davidson Brewer, assistant director, North Texas Regional Library System; Diane Bruxvoort, associate dean for collection services, University of Houston; and Mark Dolive, director, South East Library, Tarrant County Community College.

What You Don't Know That You Don't Know about Copyright! (Preconference)

1:00 - 5:00 pm (Wednesday, April 14)

Copyright is a complex and constantly changing beast. What you don't know about what think you know about fair use, photocopying, and licensing a work will surprise you! A librarian-turned-copyright lawyer will help you ensure compliance and tame the monster.

Preregistration required.

Gretchen McCord Hoffmann, attorney, Wong Cabello (Austin).

From AACR2 to Resource Description and Access (RDA): An Update

1:00 - 1:50 pm (Wednesday, April 14)

Have you been hearing about RDA and need the latest news? Learn about the progress, testing, and pending implementation of this important and long-awaited development in the world of cataloging.

Richard Hasenyager, director for library services, North East ISD (San Antonio); Shawne D. Miksa, associate professor, College of Information, University of North Texas; and Barbara Schultz-Jones, assistant professor, College of Information, University of North Texas.

Get a Job! Plan, Prepare, and Execute

2:00 - 3:50 pm (Wednesday, April 14)

Learn to get the job of you want. Master practical steps to prepare for employment and advancement, including what not-to-wear, valuable skill sets, and educational gap analysis. Develop a personal strategic plan to fulfill your career goals.

Cindy Batman, LIS liaison/outreach librarian, University of North Texas; Janet Denny, employment development coordinator, University of North Texas; and Amanda Rhodes McKenzie, teaching assistant, College of Information, University of North Texas.

Thursday, April 15

General Session I with Scott Simon

8:30 - 10:00 am

Scott Simon, host of NPR's *Weekend Edition* and winner of the Peabody Award, Emmys, and countless other recognitions, is one of the most recognized and respected voices in journalism today. He has covered ground zero in New York and Kabul, reported from snipers' roosts and theatre stations, and brought us to the realities of sieges, famines, hurricanes, and civil wars. A compelling and delightful narrator, Simon will share his vast and unique experiences covering the news and finding the truth and humanity in the stories that shape history and our own lives. He is the author of *Home and Away: A Memoir of a Fan, Jackie Robinson and the Integration of Baseball*, and *Windy City*. His forthcoming book, *Baby We Were Meant for Each Other*, is scheduled for release in August 2010.

Scott Simon, host, *Weekend Edition*, National Public Radio; writer and novelist.

Animated Tutorial sharing Project (ANTS): a Repository of Tutorials for Libraries

10:15 - 11:50 am (Thursday, April 15)

The Animated Tutorial Sharing Project (ANTS) is an open project of collaboratively developed multimedia tutorials that can be downloaded as is or modified by any library. ANTS provides sharing features, embedding code, and the means for content syndication to popular sites such as Facebook, iTunes, Libguides, course management systems, and YouTube. Learn how ANTS provides a central site for authoritative content and increases the visibility of information literacy and libraries on the Internet.

Paul Betty, distance learning librarian, Regis University (Co); Carmen Kazakoff-Lane, distance education librarian, Brandon University (Canada).

Are We Our Own Worst Copyright Enemy?

10:15 - 11:50 am (Thursday, April 15)

Are you unwittingly creating barriers to information? What are the new threats to fair use? Be in the know about the latest trends regarding copyright law, intellectual property, and fair use.

Carrie Russell, director of program on public access to information, Office for Information Technology Policy, American Library Association (Washington, D.C.).

Collection Development Budget Strategies: Filtering the Chaos

10:15 - 11:50 am (Thursday, April 15)

What challenges face financially strapped libraries in balancing online and print resources in building timely and relevant collections? Join a panel of academic,

school, and public librarians in discussing the impact that collection development can have on the budgeting process.

Carolyn Davidson Brewer, assistant director, North Texas Regional Library System; Diane Bruxvoort, associate dean for collection services, University of Houston; Mark Dolive, director, Southeast Library, Tarrant County College; Gay Patrick, director of library media services, Dallas ISD; and Sarah D. Tusa, coordinator of collection development and acquisitions, Lamar University.

Futureproofing Your Library

10:15 - 11:50 am (Thursday, April 15)

Learn how to futureproof your library from two of the library community's leading consultants and thinkers, Joan Frye Williams and George Needham. Williams specializes in making sense of the future; Needham's specialty is laying out the road map to get there.

George Needham, vice president, global and Regional Councils, OCLC; and Joan Frye Williams, president, Joan Frye Williams.

Managing Change in the Information Age

10:15 - 11:50 am (Thursday, April 15)

This program highlights the multiple approaches that library leaders use to manage change in technology, reference, collection development, and administration.

Delene de La Rosa, director, Quitman Public Library; Julie Todaro, dean of library services, Austin Community College; and Zhixian (George) Yi, doctoral student, Texas Woman's University.

Working with Wikis (Hands On Lab II)

12:00 - 1:50 pm (Thursday, April 15)

Have you wondered exactly what wikis are and whether you should be using them? If so, this is the workshop that will answer your questions and transport you to this collaborative world. Gain experience with PBWorks and design your own wiki. *Seating is limited and tickets (\$25) must be purchased by March 31 through online preregistration only.*

John Hayes, academic technology specialist, Northside ISD (San Antonio).

Doin' the Wave –the Google Wave (Net Fair I)

1:00 - 1:50 pm (Thursday, April 15)

Ever wonder what email might be like if it was invented today – in the midst of social networking, instant messaging, photo sharing, blogs, and wikis? Well, it might look a lot like Google Wave. Instead of using separate tools for each of the services listed, it's all combined in a Wave! Come see what the buzz is all about!

Christine Peterson, continuing education librarian, Amigos Library Services, Inc.

The Future of Newspapers

1:00 - 1:50 pm (Thursday, April 15)

Newspapers have long been part of the public record. Is there a future for newspapers in the age of digital content and citizen journalism? Will there continue to be a permanent record of news for posterity? Join us for a no-holds-barred look at these crucial issues and the implications for collections and reference services.

George Sylvie, associate professor, College of Communication, University of Texas at Austin.

The *Horizon Report* on Emerging Technologies

1:00 - 1:50 pm (Thursday, April 15)

What are the new technologies that you and your students will be using in the next five years? The *Horizon Report* from the New Media Consortium presents research compiled from colleges, schools, business leaders, and technology professionals about the trends coming your way.

Keene Haywood, director of research, New Media Consortium (Austin).

Mining Treasures from Your Special Collections for Instruction

1:00 - 1:50 pm (Thursday, April 15)

Make your special collections and archives more useful to faculty. Mine your treasures to create a mini-collection of primary and unique sources that support instruction. Speakers will discuss how to improve outreach to faculty and students whether you support K-12 or college communities.

L. Pat Bozeman, head of special collections, University of Houston Libraries; Dara Flinn, graduate student, College of information, University of North Texas; and Elizabeth Sargent, lead archivist, Houston Metropolitan Research Center, Houston Public Library.

Valuing Libraries: Making the Case for Keeping the Doors Open

1:00 - 1:50 pm (Thursday, April 15)

Learn to market the value of your library to your administrators and organizations. An expert walks you through a variety of methods to put a dollar value on programs and services. Case studies will show how actual libraries have selected their valuing criteria to demonstrate cost savings and worth.

Margaret A. Carroll, doctoral teaching fellow, College of Information, University of North Texas.

Second Life Libraries and Librarians - Notes from a Virtual World (Net Fair I)

2:00 - 2:50 pm (Thursday, April 15)

With more and more librarians entering Second Life, our experience with this virtual and evolving world is growing. Learn more about this interactive environment and the realities of providing services in a virtual community.

Lorin Fisher, information literacy coordinator, Texas State University.

Creating a Positive Work Environment: Best Practices for Recognizing Employees

2:00 - 3:20 pm (Thursday, April 15)

How do you recognize valuable employees? Library managers discuss best practices for recognizing employee performance and emphasize non-monetary initiatives and programs. Members of the audience will also be encouraged to share their own techniques.

Lea Bailey, director of learning resources, Ratteree Career Development Center, Irving ISD; Ophelia Cespedes, human resources division manager, Houston Public Library; Lori Hughes, director of administrative services, Alkek Library, Texas State University; and Tracey Mendoza, dean of library services, Northeast Lakeview College, Alamo Colleges.

Hot Topics Slam

2:00 - 3:20 pm (Thursday, April 15)

Experience short bursts of learning about timely topics. Your colleagues will bring you tools, tips, tricks, soft skills, and other bits of learning to use or share. Practical and fun! *A business meeting follows the program.*

Sian D. Brannon, technical services manager, Denton Public Library; Victoria Lynn Packard, associate professor and reference/document information librarian, Texas A&M University-Kingsville; Angela Palmer, library assistant, Bee Cave Public Library; and John Pecoraro, coordinator, Big Country Library System.

The Next Generation of Library Automation: Open Source Options

2:00 - 3:20 pm (Thursday, April 15)

Wondering what open source is and how it might benefit your library? Get an overview of open source library system software, discuss how it differs from proprietary software, and examine its use in libraries. Panelists will discuss their experiences with selection and migration to an open source system.

Cecilia Barham, director, Decatur Public Library; Jesse Paul Ephraim, director, Roanoke Public Library; Diane Lutz, director of learning media services and David Schuster, library technology coordinator, Plano ISD.

How Do We Stack Up? Outcomes-Based Assessment for Library Instruction

2:00 - 3:50 pm (Thursday, April 15)

Measure the impact of library instruction using rubrics and other practical methods of assessment. A pioneer in outcomes-based assessment for library instruction will show you how to measure learning outcomes make evidence-based decisions, and provide meaningful data to stakeholders.

Megan Oakleaf, assistant professor, iSchool, Syracuse University (NY).

Library Voices Gone Digital: Try Podcasting (Hands On Lab II)

2:00 - 3:50 pm (Thursday, April 15)

In this interactive introduction to podcasting, you will learn about available software, as well as how to locate existing podcasts and subscribe to feeds. But wait, there's more! You will create your own podcast and learn how this tool might be used in libraries for purposes such as oral histories, interviews, book clubs, tutorials, and library orientations. *Seating is limited and tickets (\$25) must be purchased by March 31 through online preregistration only.*

Donald Hawkins, educational specialist, ESC region 20.

Pay-Per-View Models for E-Journals and E-books

2:00 - 3:50 pm (Thursday, April 15)

User-driven, pay-per-view (PPV) models for e-journals and e-books are an emerging option for libraries. Panelists offer suggestions for managing a PPV program and discuss their experiences with a range of vendors.

Katy Ginanni, e-access and serials librarian, Trinity University; Susan M. Macicak, social sciences bibliographer; and Lindsey Schell, English literature and women's studies bibliographer, University of Texas at Austin.

Piloting a New Course for Interlibrary Loan in Texas

2:00 - 3:50 pm (Thursday, April 15)

TSLAC staff and ILL Task Force members will provide an update about their activities, including which vendor was selected for the pilot and how the selection was made. Participants from piloting institutions will speak about the progress of the project. *A business meeting follows the program.*

Susan J. Bennett, TexNet coordinator, and Beverley Shirley, director of library resource sharing, Texas State Library and Archives Commission; and Adam Wright, executive director, North Texas Regional Library System.

Preserving and accessing Photographs in Special Collections

2:00 - 3:50 pm (Thursday, April 15)

Learn about the basic preservation of photographs and negatives in special collections and the influence of the storage containers and the environment in preservation. Discover solutions to common problems associated with the increased handling of photographic materials by patrons. The discussion will also cover issues specific to various photo types.

John Waggener, reference archivist, American Heritage Center, University of Wyoming.

Beyond the Avatar: Best Practices for Dynamic Experiences as Librarians Assisting Online Classes (Contributed Papers Session I)

2:30 - 2:55 pm (Thursday, April 15)

The experiences of virtual or embedded librarians offer guidelines for developing best practices and provide insight on how to become an active, effective virtual/embedded librarian by collaborating with faculty.

Lilly Ramin, instructional technologies librarian, Willis Library, University of North Texas; and Starr Hoffman, librarian for digital collections, Government Documents Department, University of North Texas.

Creating Videos to Promote Libraries and Services (Contributed Papers Session I)

3:00 - 3:25 pm (Thursday, April 15)

Learn how to pick a topic, set the scene, write the script, use video software, create supporting documentation; and educate the staff on how to best utilize the marketing material.

Debora Tomaselli, student, Department of Library and Information Sciences, College of Information, University of North Texas.

Introduction to LibGuides (Net Fair I)

3:00 - 3:50 pm (Thursday, April 15)

LibGuides is a content management program used to create web-based research guides and in-house information updates. Little, if any, HTML experience is necessary, and there is no need to wait for your Web guru to create the pages you need. See how one academic library uses this tool.

Tina Herman Buck, technical services librarian, St. Edward's University.

Librarians' Perceptions of Teaching Credit-Bearing Courses: A Pilot Survey of Librarians at Lutheran Universities (Contributed Papers Session I)

3:30 - 3:50 pm (Thursday, April 15)

The authors researched whether or not librarians at institutions affiliated with the Evangelical Lutheran Church in America (ELCA) were involved with credit-bearing teaching and, if so, how these teaching responsibilities were assigned, negotiated, structured, and carried out.

Sally Carroll-Ricks, systems administrator/E-resources librarian, Blumberg Memorial Library; and Martha Rinn, university librarian, Texas Lutheran University.

Advocating from the Library Frontlines: Whose Job Is It Anyway?

4:00 – 4:50 pm (Thursday, April 15)

In many libraries, there are more people working the frontlines than there are administrators. How do we involve and empower them to articulate the value of their respective libraries at their comfort levels? Library advocacy should be everyone's job, including the librarians and other library staff working the frontlines of our libraries. Alire will share her thoughts about frontline advocacy and appropriate materials to help folks do it!

Camila Alire, president, American Library Association and dean emeritus, University of New Mexico & Colorado State University.

Second Life Interest Group Organizational Meeting

4:00 - 4:50 pm (Thursday, April 15)

Are you wondering what virtual worlds, such as Second Life, might offer to libraries and librarians? This informal group will discuss what it means, what librarians have done, and the virtual world presence of the library groups. Get your questions answered about virtual worlds and their impact on the next generation of learners. Talk with librarians who have experienced immersive learning environments in Second Life.

Texshare Membership Expansion

4:00 - 4:50 pm (Thursday, April 15)

Learn about statute changes to TexShare that allow for inclusion of an expanded variety of libraries in the state's largest resource sharing consortium. New membership categories, eligibility requirements, and issues of sustainable funding will be discussed.

Kathy Hoffman, executive director, university of Texas MD Anderson Cancer Center Library; Ann Mason, TexShare coordinator, and Beverley Shirley, director, library resource sharing, Texas State Library and Archives Commission.

Get Blogging with the Basics (Hands On Lab II)

4:00 pm - 5:50 pm (Thursday, April 15)

This introduction to blogging will lead you past the "why" and into the "how" of creating a library blog. Begin with planning a new blog, discover the variety of free online blogging tools, and experiment with the pros and cons of each. Gain a solid understanding of multiple blogging options through hands on practice and determine which might be best for your library. *Seating is limited and tickets (\$25) must be purchased by March 31 through online preregistration only.*

Jason Griffey, head of library information technology, University of Tennessee at Chattanooga.

Friday, April 16

Problem-Based Learning Meets Web 2.0: Using YouTube for Information Literacy

8:00 - 8:50 am

Many students are visual learners, and YouTube provides an opportunity to enhance information literacy instruction. The speakers will introduce a teaching approach that uses YouTube with problem-based learning techniques to help students define a problem and determine effective information-seeking strategies.

Annie Downey, instruction unit manager; and Frances May, library workshop coordinator, University of North Texas.

Extend Your Blog Beyond the Basics (Hands On Lab III)

8:00 - 9:50 am (Friday, April 16)

Add value to your blog with free online tools and learn blogging tips and tricks that make it easier for you to connect with patrons and for them to connect with you. Explore effective ways to structure and compose your blog; include photos, video, and audio; encourage comments and suggestions; and integrate your blog posts into other services like Facebook or Twitter. Discover how to track activity on your blog for future evidence based decision making. Come ready with your questions and find solutions for your specific blogging needs. *Seating is limited and tickets (\$25) must be purchased by March 31 through online preregistration only.*

Jason Griffey, head of library information technology; University of Tennessee at Chattanooga.

From Static to Dynamic: Creating Interactive Online Exhibits

8:00 - 9:50 am (Friday, April 16)

Go beyond static collections of digitized objects! Speakers will demonstrate ways to build interactive exhibits for the Web that allow your patrons to engage with historical materials in your collections. Learn about open source tools for developing dynamic exhibits.

Danielle Cunniff Plumer, coordinator, Texas Heritage Digitization Initiative, Texas State Library and Archives Commission; and Scott Sayre, principal, Sandbox Studios (Minneapolis, MN).

New Trends in Search: Wolfram|alpha, Google Squared, and Bing

8:00 - 9:50 am (Friday, April 16)

Search tools are changing on a daily basis. Compare the features of three search engines and determine how to apply them to reference and research. *A business meeting follows the program.*

April Kessler, business librarian, University of Texas; and Laura Young, research analyst, Austin Ventures.

Preventing, Recognizing, and Managing Burnout in Libraries

8:00 - 9:50 am (Friday, April 16)

Through this interactive session, managers will acquire techniques for recognizing and preventing employee burnout in the workplace and discover how to help employees recover. *A business meeting follows the program.*

Laura Heinz, head of information services, University Library, Texas Tech University; and Toni Lambert, assistant director, Austin Public Library.

Exploring Second Life: An Introduction (Net Fair II)

9:00 - 9:50 am (Friday, April 16)

In this introductory session, see how librarians around the globe interact synchronously in a virtual immersive learning environment used for book discussions, workshops, conferences, buzz sessions, and digital resource sharing.

Valerie Hill, librarian, Ethridge Elementary School, Lewisville ISD.

Feed Me! The Benefits of RSS (Net Fair II)

10:00 - 10:50 am (Friday, April 16)

Learn how you, your library, and your patrons can benefit from using RSS. This presentation includes a very brief overview of the technology with the majority of the time spent on practical applications.

Elda Collier, librarian, South Austin Campus Library, Austin Community College.

Taming the Chaos: Making Metadata Work for You

10:00 - 10:50 am (Friday, April 16)

Take control of your digital information by learning metadata terminology, types, schemata, and applications. Acquire tips and tools for filtering the chaos of your digital world.

Shelley E. Barba and Jason Thomale, metadata librarians, Texas Tech University.

We Ain't Lion: We Want Customers Happy and Chaos Free!

10:00 - 10:50 am (Friday, April 16)

Customers want to know we care. We need to listen actively and interact in ways that keep our customers satisfied, whether on the frontline, phone, or online. This program addresses effective listening skills and conflict resolution and offers tips for improved customer service.

Beth A. Avery, head of research and instructional services, University of North Texas.

Embedding Library Resources into Course Management Systems: A Case Study at Duke University

10:00 - 11:20 am (Friday, April 16)

The speaker will detail the collaborative efforts of librarians, instructional technology staff, and systems support staff to establish an instructional presence for the libraries in every Blackboard course at Duke. Learn the project's history, instructional role and benefits, assessment measures, and technical components.

Emily Daly, coordinator of upper level instruction, Perkins Library, Duke University (NC).

Build It So They WILL Come: Effective Online Communities for Library Users (Hands On Lab III)

10:00 - 11:50 am (Friday, April 16)

Create a unique online community using a free online tool called Ning, learn the skills needed to build dynamic online communities, and examine the best ways to grow them into exciting destinations for library users. Build, encourage, and nurture a sense of community that supports and enhances new and existing programs while gathering valuable feedback from patrons that further strengthens your services. Virtual book clubs, school project support and interchange, and study groups built around specific courses or assignments are just a few of the many possible programs that lend themselves to an online community structure. *Seating is limited and tickets (\$25) must be purchased by March 31 through online preregistration only.*

Jesse Paul Ephraim, director, Roanoke Public Library.

The Changing Role of Technical Services

10:00 - 11:50 am (Friday, April 16)

What is the future of technical services in this time of shrinking budgets, changing expectations, and the potential for outsourcing? This program discusses why technical services remain an essential component of library services and how you can strengthen your program. Learn to shorten turnaround time, float collections, and improve collaboration with collection development departments to increase circulation and customer satisfaction.

Patricia Lowrey, technical services administrator, Cleveland Public Library (OH); and Cynthia Orr, president, Cynthia Orr Consulting (OH).

Cultivating Donors in Times of Financial Stress

10:00 - 11:50 am (Friday, April 16)

Even during stressful financial times, librarians can nurture long-term donor relationships. This session covers donor cultivation and engagement, special events planning, and 10 essential tips for library fundraising.

Chantel Dunham, director of library development, University of Georgia.

Developing a Competitive Edge for Libraries: Improving User Experiences

10:00 - 11:50 am (Friday, April 16)

Understanding users and designing an experience that exceeds their expectations contributes to a systemic strategy for making libraries competitive in the information environment. The speaker describes design thinking and shares ideas for its application in your library to create a better user experience.

Steven J. Bell, associate university librarian for research and instructional services, Paley Library, Temple University (PA).

ERM Tools for Licensed E-resources: Keeping Track of It All

10:00 - 11:50 am (Friday, April 16)

Electronic Resource Management (ERM) tools should make managing e-resources easier. Panelists describe their work with four ERMs and share successes and concerns to help you evaluate if this type of tool will work for you.

Jeannie Downey, electronic resources coordinator, University of Houston; Apryl Price, electronic resources librarian, Texas A&M university; Alisha Little Quagliana, coordinator for administrative metadata, University of Texas at Austin; and Paivi Rentz, head acquisitions librarian, Texas State University.

Shaping the Confident Freshman: Covering all the Research Bases

10:00 - 11:50 am (Friday, April 16)

This program focuses on the information-seeking concepts and skills students should develop throughout their academic careers and on how school and academic librarians can work together to ensure mastery. Insights from current undergraduates will spark discussion, and participants will leave with several approaches they can adapt locally.

Mary W. George, senior reference librarian, Princeton University (NJ).

That's Not My Area! Reference SOS

10:00 - 11:50 am (Friday, April 16)

Have you been asked to answer a reference question on a subject you know nothing about? Speakers from public and academic libraries offer strategies that prepare you to provide relevant answers to patron questions.

Tina Oswald, research librarian, Stephen F. Austin State University; and Jennifer Shelly, senior librarian, Valley Ranch Library, Irving Public Library.

Free Business Resources on the Web (Net Fair II)

11:00 - 11:50 am (Friday, April 16)

Sometimes you actually get more than you pay for! Get the links to 20+ free sites with business information covering marketing, demographics, technology, and more.

April Kessler, business librarian, Reference and Information Services Department, University of Texas at Austin.

Get Together: Conducting Online Meetings and Web Conferencing (Hands On Lab III)

12:00 - 1:50 pm (Friday, April 16)

Use the free conferencing tool DimDim to conduct your meetings from the comfort of your desktop. Share documents, deliver presentations, interact, and get business done in a Web environment that's easy to use, needs no software installation, has no dress code, and requires no travel. *Preregistration is required by Wednesday, March 31, 2010 through the preregistration process. See page 65 for registration form.*

David Ptasnik, educational specialist, Distance Learning, ESC region 20.

Connecting to Collections: A Review of the State Project

1:00 - 1:50 pm (Friday, April 16)

A team of Texas institutions has completed an IMLS-funded pilot project to determine the variety and extent of collections care needs in our state. The session will provide an overview of the project and its initial findings.

Danielle Cunniff Plumer, coordinator, Texas Heritage Digitization Initiative, Texas State Library and Archives Commission.

Meebo for Your Library (Net Fair II)

1:00 - 1:50 pm (Friday, April 16)

Meebo instant messaging can be used to provide free virtual reference for your patrons. We'll look at setting up an account, communicating with users, and getting the most out of this useful Web-based tool.

Elizabeth Barksdale, director of library and media services, Western Texas College.

Active Learning in Action! (Contributed Papers Session II)

2:00 - 2:25 pm (Friday, April 16)

Active learning energizes the classroom, engages the students, and illustrates how to use the information outside of the classroom. Implement small active learning items into each lesson, allowing students to move through a lesson, instead of hearing a lecture.

Cynthia Henry, assistant librarian; and Kimberly Vardeman, reference librarian, Texas Tech University.

T4: Top Texas Technology Trends for Libraries

2:00 - 2:50 pm (Friday, April 16)

The session reports on top library technology trends in Texas and the nation and how they might affect your library in the near and distant future. Trends discussed are based on the results of a survey of Texas librarians in addition to other sources.

Todd J. Humble, supervisor, North Richland Hills Public Library.

Designing Websites with Accessibility in Mind (Net Fair II)

2:00 - 3:30 pm (Friday, April 16)

Find out about tricks and tips you can implement while you design or renovate a website. Make your site more useable for your patrons with differing needs. The presenter will discuss creating clean HTML, using proper mark-up and navigation and working with images, audio, and video.

Christine Peterson, continuing education librarian, Amigos Library Services, Inc.

Increase Value with Mashups: Putting online Information to Work for Your Library (Hands On Lab III)

2:00 - 3:50 pm (Friday, April 16)

Mashups combine or aggregate data to produce visualizations or results that improve the patron's experience, such as combining a Google map with your library branch locations or adding Amazon recommendations to your OPAC. There's no programming required! Experiment with easy ways to take data from separate sources and add value to your services through creating amazing graphic displays of information for patrons and staff using Web 2.0 technology. *Seating is limited and tickets (\$25) must be purchased by March 31 through online preregistration only.*

Robin Hastings, information technology coordinator, Missouri River Regional Library (MO).

Libraries Go Mobile

2:00 – 3:50 pm (Friday, April 16)

Learn how libraries make services and collections available to patrons' mobile devices with mobile webpages and tools such as Facebook, Twitter, text messaging, mobile applications, and more. This session will focus on changes in the evolving mobile information landscape and provide practical tips for libraries of all kinds on how to meet the challenge.

Joe Murphy, science librarian and coordinator of instruction and technology, Kline Science Library, Yale University (New Haven, CT).

Second Life Implementation at Academic Libraries

2:00 - 3:50 pm (Friday, April 16)

Second Life is receiving attention as an alternate way to reach library users and provide instruction and outreach. Learn the process for implementing a Second Life program and hear from librarians and university staff who work closely with it.

Sara Bordelon, systems analyst and virtual worlds trainer, University of Texas at San Antonio; Lorin Fisher, information literacy coordinator, Texas State University; Esther Grassian, information literacy librarian, University of California at Los Angeles; and Tara Schmidt, reference librarian, University of Texas at San Antonio.

Understanding Library User Behavior: a University of Rochester Case Study

2:00 - 3:50 pm (Friday, April 16)

How do you effectively reach students and faculty? Learn from an innovative study on user behavior that tackled this question. A university vice provost explains how research findings led to adjustments in library facilities, reference outreach, and Web services.

Susan Gibbons, vice provost and dean, River Campus Libraries, University of Rochester.

Connect with Your Part-Time Library Staff: Using Learning Styles to Individualize Training (Contributed Papers Session II)

2:30 - 2:55 pm (Friday, April 16)

Training techniques currently in practice at the University of North Texas, Willis Library, for part-time shelvers will be demonstrated as well as assessment methods utilized to determine the effectiveness of staff training.

Julie Leuzinger, stacks manager, University of North Texas.

Fast, Cheap, and Under Control: Viral Video on a Shoestring (Contributed Papers Session II)

3:00 - 3:25 pm (Friday, April 16)

The current generation of one-touch video cameras, coupled with social networking sites like YouTube and Twitter provide simple, low-threshold options for unleashing viral videos that promote events and create a buzz. Consider a new spontaneous approach to produce offbeat promotional videos to market events and learn about time-saving, cost-effective strategies that will help you launch your own project.

David W. Wilson, information literacy librarian,
Coates Library, Trinity University.

Creating Chaos to Filter Chaos (Contributed Papers Session II)

3:30 - 3:50 pm (Friday, April 16)

TAMU's consolidation of Reference and Circulation will be outlined, including planning, implementation, challenges and opportunities encountered, and the future for library services.

Adriana Gonzalez, coordinator of research services,
Public and Research Services, Texas A&M
University.

General Session II with Julie Powell

4:00 - 5:20 pm (Friday, April 16)

Julie Powell's mega-popular first novel serves up a unique concoction of literary genres old and new. From biography and autobiography to blogging and journalism, *Julie & Julia* blends diverse ingredients into a successful and fun look at the world of cooking, the life of culinary master Julia Childs, and marriage and life goals. With a background in journalism, Powell drew on her training to incorporate facts and everyday challenges into a story set against a biographical narrative of two very different women who faced similar challenges and found answers in common areas. Powell is a two-time James Beard Award winner, has been awarded an honorary degree from Le Cordon Bleu in Paris, and was the first ever winner of the Overall Lulu Blooker Prize for Books. Powell's newest work is *Cleaving: A Story of Marriage, Meat, and Obsession*. Julie Powell, author, Little, Brown, and Company.

Saturday, April 17

Generation neXt Comes to the Library

8:00 - 9:50 am

We've moved from "mining out enough information" of the paper-based days to the "too much information" searching of today. How do we provide academic support for the new consumer student looking for help? Find out what the research shows in relation to these

changes and the effect on learning for this generation of students.

Mark Taylor, director, Taylor Programs.

Emerging Technology: Mobile Literacy and new Competencies

8:30 - 9:50 am (Saturday, April 17)

Mobile phones and Web 2.0 tools can put your library in the palm of a user's hand. What skills do librarians need to leverage the power of these devices to improve library programs and services? This session identifies several new competencies and ways to adapt traditional skills to promote ourselves as well as help our patrons navigate and manage this new information stream.

Joe Murphy, science librarian and coordinator of instruction and technology, Kline Science Library, Yale University.

Presentation Skills: Building Your Toolbox

8:00 - 9:50 am (Saturday, April 17)

Do people moan when you offer staff development? Wouldn't it be great if they cheered instead? Learn some new tricks to conduct effective sessions with adult learners. Leave with new tools for your meeting toolbox and make your next presentation the best ever!

Diana Ely, director of organizational and staff development, Northside ISD (San Antonio).

Trials and Tribulations of a Yearbook Digitization Project (Contributed Papers Session III)

10:00 - 10:25 am

The La Ventana yearbook digitization project will be discussed, including the initial process the management team went through to plan, scan and publish the collection, and the multiple issues which arose. Learn the important concepts to discuss before any digital project gets underway.

Barbara McArthur, library special formats cataloger;
and Joy Marie Perrin, library digital lab manager,
Texas Tech University.

The Google Book Search Settlement Story

10:00 - 11:50 am (Saturday, April 17)

The Google Book Search settlement is a moving target. Three speakers will discuss Google Books, the current status of the settlement, and what it might mean for Texas libraries.

Dennis J. Dillon, associate director, University of Texas Libraries; Gretchen McCord Hoffmann, attorney, WongCabello; and Carrie Russell, copyright specialist, Office of Information Technology Policy, American Library Association (Washington, D.C.).

Innovators, Early Adopters, and the Rest of Us - Getting the Most from Your Library's Technology

10:00 - 11:50 am (Saturday, April 17)

Our future is all about leveraging technology and services to meet customer expectations. This panel discusses the best and most innovative uses of existing technology and reveals strategies for securing funding to expand your library's reach.

Stephen Abram, vice president for Strategic Partnerships and Markets for Gale Cengage; John Blyberg, assistant director for innovation and user experience, Darien Library; and Leah Krevit, assistant university librarian for public services, Rice University.

Library Education Via Distance Learning: Implications for the Profession

10:00 - 11:50 am (Saturday, April 17)

A panel, including library distance education faculty and a graduate of an MLS online library science program, will describe their experiences and observations of this delivery mode, as well as research about online learning communities, and the implications for the future of the profession.

Ling Hwey Jeng, professor and director, School of Library and Information Studies, Texas Woman's University; Michelle M. Kazmer, associate professor, School of Library and Information Studies, Florida State University; and Julie Leuzinger, stacks management supervisor, University of North Texas Libraries.

Reference Issues Table Talk

10:00 - 11:50 am (Saturday, April 17)

Find new ways to improve reference services in this fun and interactive event. Make the most of this opportunity to find out how others have resolved issues and problems as you network with colleagues. Suggest topics to RRT members now for inclusion in this session.

Subject Cataloging: The Essentials

10:00 - 11:50 am (Saturday, April 17)

This program discusses the ins and outs of subject cataloging. Learn about subject headings, formatting, and subject cataloging tools. This session is geared towards both new and experienced catalogers in libraries of all types.

Joanna F. Fountain, assistant professor, Department of Library Science, Sam Houston State University.

Tackling E-Content

10:00 - 11:50 am (Saturday, April 17)

Understand the who, what, when, where, and why of negotiating for e-content. Get tips for dealing with e-content management issues and techniques for building good vendor relationships.

Barbara Fullerton, manager of librarian relations, Morningstar, Inc.; Ronda Rowe, networked information bibliographer, University of Texas at Austin; and Ben Toon, market analyst, Fujitsu Network Communications.

Tips for Effective Supervision

10:00 - 11:50 am (Saturday, April 17)

Join colleagues to discuss that most difficult task - supervising employees. Audience participation will be key in this interactive program as experienced supervisors share practical approaches and techniques. Bring your ideas and questions.

Erin O'Toole, graduate library assistant coordinator, University of North Texas; and Jennifer Shelly, senior librarian, Valley Ranch Library, Irving Public Library.

Change through Collaboration: Towards Creating a Credit-Bearing Course (Contributed Papers Session III)

10:30 - 10:55 am (Saturday, April 17)

A team of librarians at St. Philip's College was awarded a Student Engagement Grant allowing the librarians to reimburse tuition and other college related expenses for students who successfully completed an online information literacy course.

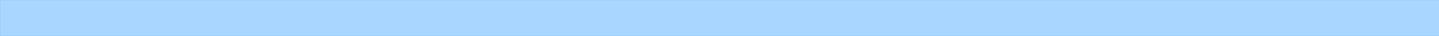
Reuben Kaller, librarian; Kimbel May, librarian; and Kelli Wilder, librarian, Learning Resource Center, St. Philip's College.

Closing Author Session Luncheon with Adriana Trigiani

12:00 - 1:20 pm (Saturday, April 17)

Adriana Trigiani defies categorization. An author, director, producer, and screenwriter, Trigiani creates true-to-life, heartwarming, and hysterically funny works that combine the tenets of women's literature, southern literature, and something else into unique and delightful stories. The author of such wonderful concoctions as the *Big Stone Gap* series, *Lucia, Lucia*, and *Viola in Reel Life*, she also wrote for *The Cosby Show* and *A Different World*. Luncheon tickets must be purchased by Wednesday, March 31 through the preregistration process. See page 65 for registration form.

Adriana Trigiani, author, HarperCollins Publishing.



A Sampling of Authors at TLA

Andrea Gosline, Sheila Greenwald, Brenda Guiberson, David Klass, Sarah Cortez, Rene Saldaña, Ray Villareal, Scott Simon, R. L. Lafevers, Grace Lin, Suzanne Selfors, Stephen Emond, Jandy Nelson, Sarah Ockler, Francisco Stork, Cari Best, Tracy Dockray, Jen Bryant, Leslie Bulion, Douglas Florian, Pat Mora, Laura Purdie Salas, Robert Weinstock, Helen Kettelman, Eric A. Kimmel, Kenneth C. Davis, Elizabeth Berg, Katherine Center, Ingrid Law, Dryan Collier, Brian Pinkney, Frank Morrison, Kimberly Willis Holt, Marc Aronson, Patricia McCormick, Ryan Smithson, Kelly Conrad Bender, Steve Huddleston, Ruth Kassinger, Cindy Meredith, Matt Turner, Kadir Nelson, Ben Rehder, Kathryn Casey, Kinky Friedman, Kathleen Kent, Francis Ray, Julie Powell, Amy Wilson, Jeff Kinney, and Adriana Trigiani.