

Quick Response to Technology

TechNet 2011: NTLP's 4th Annual North Texas Conference on Library Technology
Wednesday August 3, 2011 at the Decatur Civic Center

Opening Session

[Sarah Houghton-Jan](#), [Michael Porter](#) & [Rachel Vacek](#) Discuss New Technologies

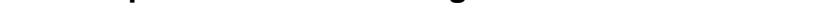


Three technology addicts will talk about what's hot and new! They've chosen the best software, hardware, gadgets, smartphones, gaming devices, apps, toys and more ... all for your edification and entertainment! See a snapshot of what's in your community's collective mind when they say, "We want more technology!" Objective: Identify new technologies your community has and new hardware, software and web services the library can utilize.

Read more about Librarian in Black [Sarah Houghton-Jan](#), Library Renewal President [Michael Porter](#) and University of Houston Librarian [Rachel Vacek](#) below descriptions of each of their break-out sessions.

1 p.m. Session

[Sarah Houghton-Jan](#), [Michael Porter](#), [Rachel Vacek](#) & [Jessamyn West](#) Contemplate the Future of Digital Libraries



Four digital library experts at one table! Hear what the futurist minds of our profession believe is happening with digital libraries. Are e-books dead? Is online programming the future? How about library websites? Should we all hire programmers? What role does the future library have in providing content digitally? What will librarians do? What will physical libraries be left with? Come for a dynamic panel discussion of possible visions for the future of digital libraries, including lots of time for questions and discussion with the audience. Objectives: Identify future possibilities for digital content and services as well as for digital library creation and maintenance; Recognize the different roles of content producers, providers and consumers in a world of digital content.

Read more about Librarian in Black [Sarah Houghton-Jan](#), Library Renewal President [Michael Porter](#), Rural/Public Librarian [Jessamyn West](#) and University of Houston Librarian [Rachel Vacek](#) below descriptions of each of their break-out sessions.

Special Features of this Conference

Networking Café

During each break-out session period, the Networking Café will be available for individuals who want to drop in for open discussion. This is a very unstructured opportunity to brainstorm with fellow techies, engage in philosophical discussions relative to library technology or organize a mixed-libraries group for future meetings and discussions.

Technology Petting Zoo

Since NTLP's TechNet conferences began in 2008, each has included a Technology Petting Zoo which, at the request of the conference planning committee, provides an opportunity for attendees to try out various technology items for themselves and, when possible, compare the competitive products. This is your chance to find out whether or not specific technologies are appropriate for your library's needs, the needs of your library's community – or your personal needs.

Break-Out Sessions

Considerations for Your Mobile Library ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

We all know by now that the ubiquity of mobile devices, from smart phones to e-book readers to tablets, is changing when, where, and how people are accessing information for personal and professional use. What does this mean for libraries? It means our libraries not only need to have a mobile presence but that they also need innovative and desired services which utilize the native features of today's mobile devices. This presentation will walk you through some things to consider when thinking about the needs for your library's mobile environment, and it will point to useful tools for designing, implementing and managing the content on a mobile website. You'll hear about the benefits and drawbacks of building a mobile website versus building a mobile application. You'll also learn about ways many libraries are integrating library resources and services into their mobile environment. Objectives: Clarify distinctions between mobile app and mobile webpage; Consider concepts beyond just replicating content on your library's mobile site but taking advantage of other features; Generate ideas about your own mobile library environment by seeing examples of what other libraries are doing.

[Rachel Vacek](#) has lots of experience with mobile website development and application integration. She has researched it, gone through it – as project lead – at her workplace, and presented on this and related topics before. As Head of Web Services at the University of Houston Libraries, she found that her project group had many things to consider for their mobile website. "We've implemented a great deal in some neat ways," she explains.

Electronic Content from Libraries: Breaking Old Models to Create Vibrant Libraries for Decades to Come ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

When it comes to content access, library users want what they want, when they want it, in the format they want. But what's a library to do when services like Netflix, iTunes, Hulu and Amazon offer electronic content much more effectively than libraries do? In an era when larger consumption patterns are shifting away from physical formats (print, CD, DVD) to electronic formats, and in a time when libraries struggle financially, how can we possibly offer access in competitive ways, especially when for so long many traditional library vendors seemed to not be responding much to the "new normal" in electronic content access? With new vendor options for e-content access starting to pile on, many in Libraryland are wondering if the solutions we're offering our patrons through traditional vendor relationships are really in the best interest of our libraries, our patrons and our communities. Objectives: Analyze and discuss all these issues and more; Reflect upon the electronic content access environment we inhabit and the directions we're headed; Recognize our competition, our history and our institutional missions; Consider ways libraries can take solid, practical action to remain relevant in the rapidly impending world where electronic content accounts for the most of library's circulation.

[Michael Porter](#) is a librarian, author, consultant, presenter, technology fan and PEZ collector. He has 20 years of experience working in Libraryland and has presented hundreds of times to library staff around the world. Michael currently works full time as President of Library Renewal, a non-profit organization dedicated to finding new solutions for libraries as they struggle to effectively offer electronic content to their users. In 2009 he was honored as a Library Journal "Mover & Shaker," and in 2010 he was elected to the Executive Board of the American Library Association. Michael has previously worked at WebJunction (Seattle, WA), OCLC Western (Ontario, CA), the Bill & Melinda Gates Foundation US Library Program and the Allen County Public Library (Fort Wayne, IN). He's currently working on a book about successful electronic communities for ALA Editions, co-authors the "Internet Spotlight" column in each issue of Public Libraries Magazine and also teaches the "Technology Planning and Management" workshop for PLA's "Certified Public Library Administrator Program."

E-Portfolios: The What, Why & How ... It's Not as Hard as You Think! ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

E-Portfolios are a growing trend and a practical way for paraprofessionals and professionals to document their skills, projects, and professional involvement. They allow you to show fellow professionals that you're more than just a resume or vita. Briefly discussing their own experiences with e-portfolios, this duo will walk attendees through some examples and demonstrate how to easily create your e-portfolio and adapt it to your professional interests, activities and accomplishments. They'll also provide tips on how to manage your online presence and effectively brand yourself. Objectives: Recognize the purpose and benefits of creating an online portfolio; Consider two tools - PbWorks and WordPress - for online portfolio creation; Become familiar with terminology and templates for adapting your portfolio to any library type.

As Instructional Technologies Librarian at the University of North Texas Libraries, [Lilly Ramin](#) has acquired significant experience in working with e-portfolios. She's been doing workshops and training (in person hands-on

and online through Blackboard) on e-portfolios since 2006. She considers herself “a practical techie.” [Starr Hoffman](#), Head of Government Documents at the University of North Texas Libraries, has a dynamic online presence and also uses the same tech tools Lilly uses. She describes herself as “a [librarian](#) by trade, a [student](#) by passion, a [geek](#) by choice and an [artist](#) by nature.”

Giving Your CMS Users a Content Strategy and a Positive UX ■■■■■

In web design, much of user experience (UX) design is focused on the needs and expectations of end-users. However, it is just as essential to consider the user experience of your library staff who are using a content management system (CMS) to maintain the design and content of your library's webpages. And the more systems, features and content you build into your library's website, the more difficult it becomes to maintain. This session will cover not only user experience and content strategy in general but also how focusing on these on the back-end of your library's web presence can help improve the overall experience for your library users. Objectives: Gain knowledge of UX design and content strategy; Identify ways to share content across your library's web-based systems; Get tips on what to consider when choosing or developing a CMS for your library.

[Rachel Vacek](#) oversees multiple CMSes at the University of Houston Libraries, including the main website, LibGuides, LibAnswers, the mobile website and the intranet. She has come to understand how essential it is to balance usability and functionality, and always looks for ways to more easily manage content and make it reusable across platforms.

Google Docs & You (Oh, Yeah, & Your Patrons!) ■■■■■■

Providing public-use computers at your library can sometimes result in less-than-ideal situations: patrons with no flash drive and/or no money to buy one and none to pay for printing what they need *now*; those with a document to print yet their laptops have only Works and library computers have only Word, etc. Well, Google has created a tool we can use to our advantage. They've given us a way to resolve those issues while satisfying – and impressing – our patrons more than before. Google Docs allows you and your patrons to create MS Office like files, mimicking Word, Excel, and PowerPoint, without ever having to download anything. Better yet, it's free so you don't need additional funding or permission to get it done! Your patrons will think you're as smart as *you* think you are! Your IT people will love you for not bugging them about compatibility issues! Your coworkers will envy your ability to share these documents with the click of a mouse! Objectives: Recognize potential benefits of using Google Docs with their patrons; Learn to create an account and access the Google Docs service; Identify the ins and outs of creating and sharing documents using this tool; Prepare to teach coworkers and patrons about Google Docs.

Fort Worth Librarian [Spencer Smith](#) has been using Google Docs personally and in a private sector library setting for years and recently started using it with patrons in the public setting. He knows “the ins and outs, ups and downs and the guts of Google Docs.”

Hot Off the Press! How Libraries Are Providing Access to Their Historic Newspapers ■■■■■■■

A growing trend among public libraries is to provide online access to their local historical newspapers. This session will outline the steps to digitize historical newspapers, debunk a few myths about the process and provide resources to help get a newspaper digitization project going.

[Tara Carlisle](#) is Project Development Librarian at the University of North Texas. On a daily basis she not only works with professionals from museum, archival, academic and public libraries to add new materials to The Portal to Texas History but also maintains a companion website which offers lesson plans using historic newspapers for K-12 teachers. [Ann Howington](#) is Project Coordinator of Texas Historical Newspapers at the University of North Texas Libraries. She manages the National Digital Newspaper Program (NDNP) and works with Tara to locate microfilm, scan, create metadata and provide access to Texas' historical newspapers on The Portal to Texas History.

How to Win Friends & Influence People – Social Media & Your Library ■■■■■■

[Note: The session leaders recommend that attendees at this session already have a web page or know how to create one.] Libraries exist to connect with people and help them to connect with their world.

Social media gives us new tools to help carry out that mission by allowing us to be more engaging, conversational and playful. Arlington Public Library staff wants people to see the library subconsciously as their trusted smart friend who steers them toward ideas and resources which they might not encounter

on their own. Learn how to broaden your patron base and deepen connections by putting a human face on your institution. Objectives: Recognize ways social media can help promote library services; Identify tools for library fans which can multiply a library's message; Examine social media's promise for delivering personalized customer service; Acquire practical tips and tricks for connecting with library fans and for handling administrative tasks.

[Mark Dellenbaugh](#) is on-point for the total user experience of the Arlington Public Library System across all digital / mobile / virtual customer touchpoints including the library's social networking / online community and downloadable media and e-book initiatives. He works with a team of web content and collection development specialists and says he gets to be "a detail-oriented spreadsheet technocrat, a big-picture, next-generation thinker, a customer-service excellence fanatic, and a well-rounded, well-read, internet expert." [Melissa Jeffrey](#), Collection Development & Web Content Librarian at Arlington Public Library, is committed to finding ways to use social media to market happiness to library users.

Kill the DRM, Save the E-Books: What Libraries Need to Know about Digital Content Licensing ■ ■ ■ ■ ■ ■ ■

The e-book landscape is changing faster than we can snap the shutter on our Instamatic cameras. And all we're left with is questions. Why are libraries licensing and not owning e-books? How does copyright affect e-book licensing and lending in libraries? What about different companies' terms of service? What about digital rights management (DRM)? Can we kill it dead? Come for a crash course in what you need to know to develop your digital collections responsibly and in how to explain the myriad confusing rules and laws to your library users. Objectives: Clarify and consider the relationships among digital content and copyright, digital rights management and terms of service. Identify ways those four topics relate to needs and responsibilities at libraries.

[Sarah Houghton-Jan](#), has worked with electronic content in public libraries for the last 10 years and has developed an expertise and relationship with the digital content publishers and aggregator companies (like Overdrive, OCLC, 3M, etc.). Identified as a Trendspotter in Library Journal's 2009 Mover & Shaker recognitions, she is the author of [Technology Training in Libraries](#) and of <http://librarianinblack.net/>, the award-winning blog about libraries and technology. She describes herself as "amazingly informed and therefore properly opinionated."

On the Fly Tech Support or "Hey, This Isn't My Job!" ■ ■ ■ ■ ■ ■

Public access computers in libraries bring new challenges to reference and circulation desk staff. Fortunately there are many quick and simple way to troubleshoot most common PC problems. Jessamyn West will demonstrate how library staff can use their superpowers of research, helpful service and tenacity to address and even solve many PC problems. Objectives: Identify the steps involved in troubleshooting a technology problem; Recognize other resources for solving basic tech problems; Acknowledge what is normal and what is not normal in the world of PC or Mac maintenance.

[Jessamyn West](#) works in rural Vermont as a library technologist and is a community manager at MetaFilter.com. She has been blogging about libraries since early 1999, when she worked at a library in Seattle. Fiercely protective of losing what's special about libraries, she describes herself as "a user-oriented librarian when I'm working at a library and a library activist when I am not. My passion presently is mucking about in the intersection of libraries, technology and politics and describing what I find there." She is the author of [Without a Net: Librarians Bridging the Digital Divide](#) and publish/co-editor of [Revolting Librarians Redux](#).

Search Less, Find More with the Library of Texas ■ ■ ■ ■ ■

Retrieve reliable answers faster than a speeding bullet! Conduct research more powerful than a locomotive! Search many trustworthy resources in a single bound! Look ... on the screen! It's a book! It's an article! It's exactly what I need! Yes, it's the Library of Texas – a search tool provided by the Texas State Library & Archives Commission to compliment the TexShare databases. This session will demonstrate new features and provide examples of how this powerful tool can bring timely, accurate information to your library and make your job easier. Come and learn how to incorporate this super resource into your library's never-ending battle for truth, justice and the American way. Objectives: Demonstrate how the Library of Texas can be useful to library personnel and library users; Identify examples of custom widgets used to incorporate LoT into any library website; Recognize the newest features of LoT.

Using his own super powers, **Eddy Smith**, a member of the Library of Texas Working Group, will present a fun and lively exploration of the Library of Texas, a super resource made available through the Texas State Library and Archives Commission. Eddy is Executive Director of the [Abilene Library Consortium](#) and has experience in corporate software development as well as in working at academic and special libraries.

Talking Books by Mail or Download (Did We Mention It's Free?) ■■■■ ■■■■ ■■■■ ■■■■

The Texas Talking Book Program provides free library service to Texas residents who are unable to read standard print formats due qualifying visual, physical and reading disabilities, offering over 80,000 books and magazines for download or by mail, in audio, large print and Braille. Has your library become a demonstration site yet? Objectives: Review services provided by the Texas TBP; Recognize qualification requirements; Identify different ways through which library personnel may assist users in accessing this free service; Demonstrate BARD, the downloadable audio book service.

*As Reader Services Librarian at Texas Talking Book Program **Kathleen Walls** administers the BARD (Braille and Audio Reading Download) service and provides registration and technical support for that service.*

Tiny Tech/High Tech: How Small Libraries Can Use Technology Sensibly ■■■■ ■■■■ ■■■■ ■■■■

There's good news and bad news for libraries and librarians relative to the ever-changing field of technology. It's important to note that, by continuing to focus on the role of libraries as we look at patrons' expectations for technology, we can greet the Library 2.0 world in style without breaking the bank. Objectives: Identify some cheap tech concepts for libraries to implement which scale well and are easy to maintain; Recognize links to resources for sharing ideas and meeting like-minded people; Discuss free and low-cost technology options which work for small libraries.

[Jessamyn West](#) works in rural Vermont as a library technologist and is a community manager at [MetaFilter.com](#). She has been blogging about libraries since early 1999, when she worked at a library in Seattle. Fiercely protective of losing what's special about libraries, she describes herself as "a user-oriented librarian when I'm working at a library and a library activist when I am not. My passion presently is mucking about in the intersection of libraries, technology and politics and describing what I find there." She is the author of [Without a Net: Librarians Bridging the Digital Divide](#) and publish/co-editor of [Revolting Librarians Redux](#).

To Help Yourself &/Or Your Library Users, Just Twiddle! TWDL or Texas WorkSkills Development in Libraries ■■■■ ■■■■ ■■■■ ■■■■

Are your library users looking for a job? Wondering how to best help them write their resumé? Amazed at how many people still lack basic computer skills? Come learn about Texas Workskills Development in Libraries (TWDL), a program which offers great resources intended for use by a trainer or even for helping someone one-on-one. To prepare for this program, Carolyn Davidson Brewer interviewed nearly 20 Human Resource staff members and business owners to find the best tips for helping jobseekers, and she sifted through various curricula and resources for teaching basic computer skills to glean the most appropriate for inclusion in the program's website. Just remember - sometimes tech gurus need help too! Come learn how best to approach this type of training. Objectives: Identify and discuss the TWDL resources; Review basic resumé-writing skills; Demonstrate basic how-to-train skills.

[Carolyn Davidson Brewer](#), current Library Director at Richland Hills Public Library AND former NTLN Workskills Diva, has taught over 180 workskills sessions around the state – including both train-the-trainer sessions and public sessions. If it can happen during such training, she has experienced it!

What in the HECK Is a QR Code — & Why Should I Care? ■■■■ ■■■■ ■■■■ ■■■■

In the tech world, the saying "Welcome to the future!" is yielding to "Get with the times!" As Smartphones become even more ubiquitous, most libraries continue to miss out on marketing and customer service opportunities which should be embraced. Spencer Smith believes that Quick Response, or QR, codes are the easiest and most obvious – and maybe even most low-cost – move to make for libraries wanting to provide the next level of customer service and 21st century marketing. He will demonstrate ways to use QR codes not only to provide a top tier customer service without even thinking about it but also to get people thinking about *your* library even when they aren't *in* it! Journey to the future with him and learn about Smartphone uses beyond phonecalls, surfing the net and playing Scrabble with friends! Objectives: Define and explain QR Codes. Demonstrate creation of QR codes. Identify possible library uses for QR codes, especially in library marketing.

Fort Worth Librarian [Spencer Smith](#) is integrating QR technology into that library's practices and services.

When to Say Good-Bye: Honestly Evaluating Your Social Media Presence ■■■■ ■■■■ ■■■■ ■■■■

How do you evaluate your social presence? This session will show you several ways to do just that and will dare to ask the critical question: When should I continue my blog, Facebook, Twitter, or (cough)

