

# 2014 LITA Forum: Concurrent Sessions

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## Advancing Data Discovery: Academic Libraries and DataONE

*Robert J. Sandusky, Amber Budden, Dave Vieglais*

This session introduces DataONE and describes the ways U.S. academic libraries have and can contribute to the technical and organizational design of DataONE; highlights tools that are beneficial to researchers and students such as DMPTool, DataUp, and ONER; describes DataONE's role in student and researcher education, including the Librarian Outreach Kit developed by the project; and illustrates how DataONE is contributing to "big data" and "big science" by bringing together massive amounts of data for projects like the State of the Birds Reports and providing data extraction and subsetting services, allowing researchers to work with subsets of big data.

**Robert J. Sandusky** is Associate University Librarian for Information Technology at the University of Illinois at Chicago. His research focuses on sociotechnical systems, scholarly communications, and distributed work. He has investigated domains including ecological informatics through the DataONE project, scholarly publishing and scholarly communications, digital libraries, community informatics, and management of distributed infrastructure. He has worked in software development, infrastructure management, and taught at the University of Tennessee, Knoxville. He graduated from the University of Illinois at Urbana-Champaign with a Ph.D. in Library and Information Science.

**Amber E Budden** is Director for Community Engagement and Outreach at DataONE where she facilitates working group activities, leads educational workshops and develops data management and best practices resources. Prior to joining DataONE, Dr Budden conducted ecological and sociological research at the University of California Berkeley and the National Center for Ecological Analysis and Synthesis, and taught at York University and the University of Toronto. Dr. Budden has also worked in communication and outreach within the non-profit sector as chair of the National Postdoctoral Association Publications committee.

**Dave Vieglais** graduated from the University of Queensland with a Ph.D. in botanical ecophysiology, completed a National Academy of Sciences Postdoctoral Fellowship working on a Kennedy Space Center based global climate change project with NASA and the Smithsonian Institute, and has since been employed by the University of Kansas as a Senior Scientist within the Informatics Department of the Biodiversity Institute. Dave has been a leader on many National Science Foundation sponsored projects focused on the design, development, deployment, and operation of distributed infrastructure to support access to, and analysis of biodiversity and earth sciences data. Dave also fills the role of Director of Development and Operations for the University of New Mexico based Data Observation for Earth (DataONE, [www.dataone.org](http://www.dataone.org)) project.

## Breaking Through Firewalls: Building Support for the Learning Commons Concept on Campus

*Sara Suiter Trettin, Amy Chase Kenton*

How do you build support for the Learning Commons concept among campus stakeholders with a small staff, limited budget and little space? This session provides participants a proven framework for moving from idea to implementation with limited resources. We'll share our experience building collaborative partnerships and leveraging existing technology to plan, pilot and assess a new service point for student/faculty research and educational technology support on our community college campus. Qualitative survey data and a toolkit that includes timelines, collaboration strategies, and evaluation, marketing and technology tools will be provided to help participants develop their own service hub.

**Sara Suiter Trettin** is the Learning Services Librarian at Howard Community College. She recently graduated from UNC-Chapel Hill with her Master's in Library Science where she worked in two campus libraries. Prior to graduate school, she worked with the Library of Congress Educational Outreach Division to promote the use of digitized primary sources in classroom instruction. Sara holds a BA in Elementary Education from Clemson University and spent two years teaching in a DC public charter school.

**Amy Chase Kenton** is Director of Instructional Media at Howard Community College. Previously she served as a faculty member for Towson University's College of Education where she founded the Education Innovation Lab, a dedicated professional development incubator for faculty and pre-service teachers. A doctoral candidate in Instructional Technology, her research focus is addressing anxiety in adult learners of technology.

## Collaborate to Customize: A Consortium's Journey

*Anya Arnold*

A presentations that traces the decision process, the communication process, and implementation process of moving 37 libraries to one shared ILS and discovery platform. What we saw as the current benefits and what we see as future potential as well as lessons learned along the way.

**Anya Arnold** coordinates and leads collaborative groups composed of vendors and member library staff to develop recommendations and procedures that oversee the day to day workings of the consortial resource sharing program which contains 37 members libraries and the courier program which has 87 library locations. Before and after obtaining her MLIS from the University of Pittsburgh she worked at OCLC and played a lead role in numerous strategic program development and technology initiatives within Resource Sharing. In addition, her Fozzie Bear sense of humor and a very detailed calendar helps her to remain an attentive wife and an understanding mother to her small two children.

## Collaborative Discovery: The Open Discovery Initiative In Practice, The Art Of Indexed Search And What It Means For Your Library

*Marshall Breeding, Allie Flanary and John McCullough*

Indexed search, or index-based discovery, has been in libraries for some time. The significant differences in the way providers and publishers describe available data for discovery led to the NISO Open Discovery Initiative (ODI)—best practices for cooperation across the discovery ecosystem. Learn what the report recommends for providers and publishers, and see the recommendations put into practice from a discovery provider and a librarian’s perspective. Includes discussion of how best practices foster innovation opportunities through robust APIs for discovery and delivery—going beyond single-box searching at an individual library to consortial and global networks of fulfillment.

**Marshall Breeding** is an independent consultant, speaker, and author. He is the creator and editor of Library Technology Guides and the lib-web-cats online directory of libraries on the Web. His monthly column Systems Librarian appears in Computers in Libraries; he is the Editor for Smart Libraries Newsletter published by the American Library Association, and has authored the annual Automation Marketplace feature published by Library Journal since 2002. He has authored nine issues of ALA’s Library Technology Reports, and has written many other articles and book chapters. Marshall has edited or authored seven books, including Cloud Computing for Libraries published by in 2012 by Neal-Schuman, now part of ALA TechSource. He regularly teaches workshops and gives presentations at library conferences on a wide range of topics.

**Allie Flanary** is Faculty Librarian and User Experience Specialist at Portland Community College, in Portland, Oregon, where she teaches and lives index-based discovery from in the trenches. A self-described “new-fangled nexgen librarian,” Allie thinks that a little Facebook is a reasonable part of the work day, blogs are a semi-reliable news source, and tattoos are a good thing. She is a 2012 Library Journal Mover and Shaker, past chair of ACRL Membership Committee and ACRL New Members Discussion Group, and past chair of the Orbis Cascade Alliance Summit Planning and Operations Team for User Experience. Allie has been an invited speaker on topics ranging from the future of the ILS to perceptions of librarian fashion and style. She holds an MLS from Emporia State University, and tweets on these topics and more via @shinylib.

**John McCullough** is the product manager for discovery services at OCLC. As such, he is responsible for WorldCat Discovery Services and has led the product team for its launch. He has worked more than 15 years in library automation, with a focus on improving end-user discovery. Formerly Vice President of Product Strategy at Innovative Interfaces, he oversaw the development of the Encore discovery service. He earned his MLIS at the University of Western Ontario.

## Consortial Collaboration in the Cloud: An Innovative Group Implementation of Web-Scale Management

*John Petrusa, Lauren Magnuson, Cynthia Wilson, Edward Mandity, Karl Stutzman*

In 2013, a consortium of small to medium academic libraries prioritized moving to a shared web-scale management system in order to enhance collaboration between the members and realign services within them. After selecting [Redacted], the group implementation required a creative approach to data migration and workflow analysis, facilitated by technological solutions as well as internal change management. Panelists representing the consortium, member libraries and [Vendor] will discuss innovative resource sharing in a consortial web-scale system, data migration from disparate local systems into the shared system and e-resource knowledgebase, plus the potential for new developments regarding shared print and online collections.

**Josh Petrusa** is Associate Dean for Technical Services, Butler University. **Lauren Magnuson** is PALNI Systems Coordinator. **Edward Mandity** is Systems Librarian, Marian College. **Karl Stutzman** is Assistant Director, Digital Library Services, Anabaptist Mennonite Biblical Seminary. **Cynthia Wilson** is Implementation Manager at OCLC.

## The Death of the Library Website Redesign

*Tammy Allgood Wolf*

Presentations describing the steps involved in a library website redesign are ubiquitous. Most redesigns involve exhaustive plans, dense reports, and thorough documentation of site requirements. When the website is perfected, this brand new site is rolled out to users. This is often a lengthy process.

The principals of Agile development champion interactions over processes, working software over comprehensive documentation and responding to change over following a plan. These methods encourage small, iterative changes on a rapid development and delivery cycle. This allows developers to respond to needs more quickly and decreases the cognitive load on users while allowing them to more easily adapt to change.

I will make the case that library websites should adopt Agile practices. Small improvements through iterative changes allow users to adapt and increase user satisfaction.

**Tammy Allgood Wolf** is currently the Web Services Librarian at Arizona State University. She is responsible for designing and maintaining the ASU Libraries web site as well as many other internal and external library interfaces. Tammy was the Project Manager of the online game, Axl Wise and the Information Outbreak, created by the Fletcher Library Game Project and assists with the popular, The Library Channel, podcast and video series. Tammy is also a Drupal expert and administers the ASU Libraries's installation of Summon, the Library One Search. Tammy currently conducts web usability research and chairs the ASU Libraries Web Services Advisory Board. Education: M.S., Information Science (University of North Carolina at Chapel Hill); B.A., History, Cum Laude (University of Arizona).

## Does Your Website Make Your Users Fat?: Reducing User's Cognitive Load With Easy To Ingest Web Design

*Zoe Chao*

A study shows that people are about 50% more likely to choose chocolate cake over fruit salad when a task demands more processing work from their brains, compared to the people who deal with a similar but easier task. Does your website demand too much from your users and encourage them to consume high-calorie, feel-good food because they are frustrated? In this presentation, I will introduce some basic cognitive theories. I will then discuss examples from libraries' web pages as well as the basic concepts for web design to minimize the cognitive load and weight gain from our users.

**Zoe Chao** is the Metadata Librarian at the UNM University Libraries. Her research interests include metadata application, user experience, web design, and information architecture. Prior to her job at UNM, she was the Portal Librarian at the University of Illinois at Urbana-Champaign (UIUC), where she was responsible for harvesting and ingesting metadata into the web portal, Illinois Harvest. She was also involved in large-scale digitization projects at UIUC. She has an MLIS from UIUC, and an MS in Fisheries and Wildlife from Michigan State University.

## EAD Finding Aids for Discovery Systems

*Kathryn Silberger and Monish Singh*

With the goal of making our archival collections more accessible to students, a program to convert Word document archival collection finding aids into XML EAD format via a homegrown "Box Builder" that automated the complex processes via a simple interface was developed. It will be described and demonstrated. Over 70,000 catalog records via the EADs were then loaded into the Library Discovery System and were indexed by Google. Over 36,000 digitized photographs are viewable on-line through the XML EADs. Statistics will be shared demonstrating the success in increasing both student and external researcher use of the rich archival collection.

**Kathryn Silberger** is Senior Librarian Digital Content Services, Marist College. BA and MLS University of Texas at Austin.

**Monish Singh** is Assistant Librarian Digital Content Services, Marist College. BS Bapjui Institute of Engineering & Technology, MSIS, Marist College.

## EgoSystem: Outreach via Social Search

*James Powell*

The Internet represents the connections among computers and devices, the world wide web is a network of interconnected documents, and the semantic web is the closest thing we have today to a network of interconnected facts. Noticeably absent from these global networks is any sort of open, formal representation for an online global social network. Each users' online presence, and its

immediate social network, are isolated and typically only available within the confines of the social networking site that hosts it. Discovery across explicit online social networks and implicit social networks such as those that can be inferred from co-authorship relationships and affiliations is, for all practical purposes, impossible. And yet there are practical (and non-nefarious) reasons why an organization might be interested in exploring portions of such a network. Outreach is one such interest. Los Alamos National Laboratory (LANL) prototyped EgoSystem to harvest and explore the professional social networks of post doctoral students. The project's goal is to enlist past students and other Lab alumni as ambassadors and advocates for LANL's ongoing mission. During this talk we will discuss the various technologies that support the EgoSystem and demonstrate some of its capabilities.

**James Powell** is a Research Technologist at the Research Library of Los Alamos National Laboratory, and a member of the Digital Library Research & Prototyping team. Herbert Van de Sompel leads this team, and Harihar (Harish) Shankar, a software developer on the same team, was one of the main developers of the EgoSystem.

## Enhancing a University's Knowledge Management Using VIVO

*Mary Ochs and Dean B. Krafft*

Taking on new roles in knowledge management for the university requires new skill sets and new relationships, but the time-honored skills of librarians and library IT staff translate very effectively through VIVO <http://vivoweb.org>. VIVO creates a research information network within a university that connects via linked data across institutions, adding context to search while exposing scholarship, datasets, collaboration, and impact beyond the library and the university. This overview of the motivations and experience of VIVO in one institution, from both the technical and administrative perspective, will be valuable to other institutions considering VIVO or any researcher information platform.

**Mary Ochs** is Director of Albert R. Mann Library, Cornell University, Ithaca, NY.

**Dean B. Krafft** is Chief Technology Strategist and Director of IT, Cornell University Library, Ithaca, NY.

## Evaluating and Selecting Library Services Platform: Are you ready to shift? Where should you start?

*Hong Ma*

Libraries are in the process of investigating Next generation ILSs (library services platforms). A well planned evaluation process makes difference between great success and total disaster. It is critical to define the project with a good understanding of the scope. We would like to share our experience about how we develop a solid plan to ease the overall vendor selection process. We will cover building collaboration among library departments as well as with campus IT to prepare RFI document, working with library staff to develop customized demo requests and comparing products to produce comprehensive report to guide the decision making.

**Hong Ma** manages and provides leadership for the Library Systems Department, which is responsible for maintenance and development of information technology infrastructure, productions, and services across the University Libraries at Loyola University Chicago. Prior to Loyola, she was Information Systems Librarian for the University of Miami libraries. She presented nationally. She has been active at the Library Information Technology Association (LITA). She currently serve as Vice chair for LITA HoLT(Head of Library Technology) interests group and member of LITA Forum 2014 program planning committee.

## Implementing a Library Reading List Tool in a Learning Management System

*Mike Waugh, Emily Frank and Eric Frierson*

In an effort to better integrate library resources at the point of need in classes with an online presence, LSU Libraries implemented a tool that allows instructors to create reading lists embedded within Moodle. The reading list points to the library's discovery system, allowing one-click full-text access for students. The tool was built using the discovery system's API and the LTI protocol. This presentation will demonstrate how the tool's launch engaged entities outside the library for development and promotion, while embedding the library in the university's virtual community.

**Mike Waugh** is the Systems Librarian at Louisiana State University Libraries.

**Emily Frank** is Instructional Technologies and Engineering Librarian at Louisiana State University Libraries.

**Eric Frierson** is a Discovery Services Engineer with EBSCO Information Services. He received his MSI from the University of Michigan and has held various library positions, most recently as Head of Library Systems at St. Edward's University.

## Lead Your Career: Perspectives on Libraries, Technology, & Leadership

*Carl Antonucci, Lisa Carlucci Thomas, and Sharon Clapp*

Panelists discuss ways to recharge, reinvigorate, and reinvest your professional energy to enhance and achieve career goals. Topics include: cultivating creativity, career pivots, forecasting and planning for change, keeping tech and leadership skills ahead of the curve, and incorporating lessons and knowledge from across sectors. Key concepts include: professional development, evaluating risk, overcoming barriers to innovation, and seeding success in your career and organization. Join innovators Lisa Carlucci Thomas (Design Think Do), Carl Antonucci (Central Connecticut State University), and Sharon Clapp (Central Connecticut State University) for this thought-provoking discussion.

**Dr. Carl Antonucci** is the Director of Library Services, Elihu Burritt Library, Central Connecticut State University. He has been employed in library services in higher education since 1993. He recently completed a PhD in American history at Providence College and has a Masters in Library Science from Simmons College.

**Sharon Clapp** is the Digital Resources Librarian, Elihu Burritt Library, Central Connecticut State University. She has her Master's degree in Library/Information Science and has worked with library systems, virtual reference, e-resources, and website development since 1998.

**Lisa Carlucci Thomas**, Director & Founder of Design Think Do, a creative consulting firm specializing in libraries and information services. Lisa previously worked as a manager and academic librarian at Yale University and Southern Connecticut State University. Lisa is a 2010 *Library Journal* Mover & Shaker, a 2009 ALA Emerging Leader, and a MLIS graduate of Syracuse University.

## Library Lab: Improving Library Services and Transforming Organizational Culture

*Abigail Bordeaux, Sue Kriegsman, and Sebastian Diaz*

Our university library created a lab program in 2010 in order to foster experimentation and improvements to library services, provide opportunities for individuals from any segment of the community to make original contributions, and encourage collaboration and cooperation across departments and units. As we wrap up this grant-funded program in 2014, we seek to share how the lab has impacted the library and the community, describe the culture shift it has helped facilitate, and showcase some of the lab's successful projects and program elements.

**Abigail Bordeaux** is a Senior Systems Librarian with Library Technology Services at Harvard University

**Sue Kriegsman** is the Program Manager of the Office for Scholarly Communication at the Harvard Library

**Sebastian Diaz** is the Geek Chief at the Berkman Center for Internet and Society at Harvard University

## LibraryBox: Building, Customizing, and Implementing

*Jason Griffey*

Libraries and librarians across the US and the world are experimenting with the LibraryBox Project, a low-cost way of delivering digital content to areas without existing or reliable communication infrastructure. Technically adept librarians are beginning to experiment with the platform as a way to create hyperlocal delivery of all sorts of information, ranging from self-contained curricula to complete ebook cataloging and delivery systems.

At this session you will be introduced to the project, be led through an installation process, and be shown a number of customization options to make LibraryBox work for your institution.

**Jason Griffey** is an Associate Professor and Chief Technology Strategist at the University of Tennessee at Chattanooga. His latest book, *Mobile Technology and Libraries*, is available as a part of Neal Schuman's Tech Set, which was the winner of the ALA 2011 Award for the Best Book in Library Literature. He has written multiple Library Technology Reports for the American Library Association on topics such as



personal electronics in the library, privacy, copyright, and intellectual property. Jason was named a Library Journal Mover & Shaker in 2009, and speaks internationally on the future of libraries, mobile technology, eBooks, and other technology related issues.

His current obsession is the LibraryBox Project ([librarybox.us](http://librarybox.us)), a portable digital file distribution system. He can be stalked obsessively at [www.jasongriffey.net](http://www.jasongriffey.net) and Pattern Recognition and was a long running columnist for the ALA Techsource blog. He spends his free time with his daughter Eliza, reading, obsessing over gadgets, and preparing for the inevitable zombie uprising.

## MetaArchive at 10: Growing, Diversifying, Innovating

*Matt Schultz, Rachel Howard and Deanna Ulvestad*

The MetaArchive Cooperative is a member-driven, geographically distributed digital preservation network celebrating its ten-year anniversary in 2014.

In that time the Cooperative has grown from six institutions in one region into an international network of academic research libraries, public libraries, research centers, consortia, and foundations. The Cooperative now works with over 50 institutions on three continents.

The presenters will describe the innovative organizational strategies that the Cooperative pioneered to build and sustain this diverse network of institutions. We will also describe how the Cooperative has upgraded its technical infrastructure and begun expanding its operations to include digital research data.

**Matt Schultz** is the Program Manager for the MetaArchive Cooperative, a program of the Educopia Institute. Matt graduated Spring 2009 with a Master of Science in Information (MSI) at the University of Michigan's School of Information. He specialized in Archives & Records Management, Digital Preservation, and Human-Computer Interaction.

**Rachel Howard**, Digital Initiatives Librarian at the University of Louisville, has served on the MetaArchive Steering Committee since 2006. She has been involved in digital projects at the Library of Congress, Smithsonian Institution, and other libraries and museums since 1998. She holds an MLIS from the University of Washington (Seattle).

**Deanna Ulvestad** is the Head Archivist at the Greene County Public Library (Xenia, OH) and serves on the MetaArchive Outreach Committee. She was Lead Archivist at WYSO 91.3 Public Radio (Yellow Springs, OH) for several grants relating to The American Archive, a national digital initiative funded by the Corporation for Public Broadcasting to preserve audio and television programming. She earned a Masters in History with a concentration in archive and museum administration from Wright State University (Dayton, OH).

## Migration to Kual Open Library Environment: An Early Adopter's Experience

*Chulin Meng and Michelle Suranofsky*

Kuali Open Library Environment (Kuali OLE) is an open-source, community-based library management system designed by and for research and academic libraries to manage and provide access to their ever-increasing print and digital collections. Lehigh University is one of the Kuali OLE Founding Partners and will be one of the first implementers in summer of 2014. This presentation will focus on our implementation experience. We will also discuss the opportunities made possible through open source next generation library system.

**Chulin Meng** is Director of Library Technology, Lehigh University

**Michelle Suranofsky** is Senior Systems Analyst, Lehigh University

## MOOC-ing Up Your Institution's IR Collections

*Shu-chen Tsung, Salwa Ismail and Kate Dohe*

Academic libraries have been embroiled in an ongoing evolution where we are emerging out of the cocoon of being seen as largely standalone institutions and are focusing on integrating with our local campuses beyond the collections and bibliographic instruction sessions. The rise and hype of MOOCs and other technology –enhanced courses (TEC) have put the libraries back in the pillion seat, where we have a presence at the table in terms of the role that we can play to help our universities advance in their MOOC/TEC ventures.

This presentation will focus on how the Libraries at our University have integrated and worked collaboratively with various schools and units on campus, the Office of the Provost and the faculty learning and scholarship center to create a collection in our institutional repository that is an archive of videos, learning objects, learning goals and related teaching materials generated from MOOC/TEC projects. The discussion will focus on the inter-linkages between the various entities involved and the technical and digital infrastructure and how it had to be modified to accommodate the streaming video changes and other relationships between the digital objects. There will also be some discussion related to the sustainability of this collection and it's integration into faculty teaching materials and curriculum.

Shu-chen Tsung is the Associate University Librarian for Digital Services and Technology Planning.

Salwa Ismail is the Head of Library Technologies and Digital Services.

Kate Dohe is the Digital Services Librarian.

## of Books: Network Analysis of Library Catalogs

*Kirk Hess*

This presentation will discuss using network analysis techniques to model a network of connections between individual items in a library catalog by mining the metadata and transactional data found in the ILS. One use for this data is to recommend items to users, and a prototype recommender system will be demonstrated as part of this presentation.

## Scaling a Network: Resource Sharing Across State Lines

*Donna Bacon and Sarah Hickman Auger*

A sustainable solution for large-scale resource sharing (beyond traditional ILL) has been critical to our mission of providing equal access to materials for library users across the state. Now we're building on our success by taking the initiative across state lines, adding individual members from other states, and establishing peer-to-peer sharing with another state-wide system. We'll discuss how these projects evolved from conception to implementation, including the technology and services involved, and share how these efforts helped grow our consortium and expand our reach to even more users, with ideas and best practices for other consortia looking to extend services.

**Donna Bacon** is the Executive Director of MOBIUS, a Missouri not-for-profit corporation whose purpose is to share library materials, information, and services using accessible, cost effective methods. Donna has decades of experience running successful consortia, bringing cost-effective resource sharing to millions of users across member institutions. Under her leadership, MOBIUS has continued to grow and thrive as a model for state-wide sharing and equal opportunity access.

**Sarah Hickman Auger** is a Senior Product Manager at Innovative Interfaces, dedicated to providing leading technology solutions and services that empower libraries and enrich their users worldwide. Sarah has more than a decade of experience working with academic and public libraries across discovery and library automation solutions.

## Schema.org – What It Means For You And Your Library

*Richard Wallis and Dan Scott*

In the context of library Linked Data discussions and projects--from national libraries, BIBFRAME, community groups, and individuals--the W3C SchemaBibEx Community Group has been working towards the description of bibliographic resources, using the Schema.org vocabulary backed by the major search engines.

Richard and Dan will review progress and discuss benefits for individual libraries with examples of schema.org implementations including OCLC's Linked Open Data (LOD) publication of Works and other resources in WorldCat, and open source systems such as Evergreen, Koha, and VuFind that enable LOD for individual libraries.

**Richard Wallis**, distinguished thought leader in Semantic Web and Linked Data, joined OCLC in 2012 as Technology Evangelist to focus and share Linked Data developments. He has been at the forefront of the emergence of these technologies in the information world for over 20 years. He is Chair of the W3C Schema Bib Extend Community Group and evangelist for the adoption of Linked Data in libraries and wider Web. He has an international reputation for insightful and entertaining keynote sessions at library, Web, and Semantic Web focused events. He is a pragmatist who believes in searching for implementable solutions.

**Dan Scott** is the systems librarian at Laurentian University, Canada developer of the Evergreen library system, and an active member of the of the W3C Schema Bib Extend Community Group.

## Share and Share Alike: Applying Social Media Optimization (SMO) to Enhance Web Content and Connect with Users

*Scott W. Young and Doralyn Rossmann*

Libraries often use social media without following library-specific best practices for sharing content and engaging users. Social Media Optimization (SMO), the practice of optimizing web content for shareability through social networks, offers an established framework for enhancing web content and generating engagement with users online. As library users become increasingly active on social media, libraries will benefit from using strategic approaches, like SMO, to access and harness these growing and powerful social networks. Session attendees will learn how to implement SMO to build, track, and analyze social media sharing and user engagement.

**Scott W. Young** - Assistant Professor, Digital Initiatives Librarian, focusing on front-end web development, user experience design, and social media.

**Doralyn Rossmann** - Assistant Professor, Head of Collection Development, researching user engagement, social media, and alignment of fiscal resources with strategic goals.

## Targeted Web Analytics for Decision Making and Problem Solving

*Lauren Ajamie*

This program will cover both the process and tools used for designing and implementing a series of targeted, limited-scope web analytics projects designed to answer specific questions, make decisions and even actively track and solve problems. Example questions include:

- Which citation sources are being used most, and least, in our discovery system?
- What features are most important to include in an updated version of one of our search tools?
- Are our patrons running into EZproxy errors that they're not reporting?
- What is the most effective channel for advertising a new electronic resource?

**Lauren Ajamie** is an electronic resources librarian at the University of Notre Dame.

## Technology Literacy Course for library staff: TLC goes a long way

*Howard C Marks and Bobbie Williams*

Our objective is to offer an opportunity for digital literacy training for the sometimes underrepresented library staff in rural, isolated locations. TLC fills in the gap with digital literacy basics in our course.

**Bobbie Williams**, MLS, Reference & Instruction Librarian, University of Texas at the Permian Basin

**Howard C. Marks**, MLS, Director of Library Services, Western Texas College

## Telling Your Story Using Google Fusion Tables and ArcGIS

*Anastasia Diamond-Ortiz and Brian Leszcz*

How do you show or present data to an audience who's understanding can range from basic to very sophisticated? How can you quickly show your findings without having to resort to a great deal of explanations? The answer is maps. This presentation "Using Google Fusion Tables and ArcGIS" will go over some map-making fundamentals and delve into using Google's free Fusion tables tools as well as ArcGIS for more advanced map-aking as a tool to present your data.

**Anastasia Diamond-Ortiz** is the Knowledge Manager for Cleveland Public Library. She has an interest in using GIS and other data visualization tools in public libraries.

**Brian Leszcz** is the Website Coordinator for KnowItNow24x7, Ohio's Virtual Reference Service. He has an interest in Linux, scripting, and tools that display information.

## Testing on the Tablet: Usability of an Academic Library's Mobile Site

*Junior Tidal*

Libraries have embraced and adopted mobile devices, changing how patrons interact with their libraries. This has called for libraries to present their website in a user-centered, mobile-friendly design. This presentation is a case study of an academic library's first mobile usability test of their mobile website. The similarities, differences, and obstacles related to traditional desktop usability testing and mobile testing will be explored and compared. Using the Apple iPad as a testing instrument, the data collected from this usability test pinpointed design and interface problems. Additionally, this information was also used as a blueprint for our upcoming responsive redesign.

**Junior Tidal** (jtidal@citytech.cuny.edu) is the Multimedia and Web Services Librarian and Assistant Professor for the Ursula C. Schwerin Library at the New York City College of Technology, City University of New York. He has held this position since April, 2006. As Multimedia and Web Services librarian, he has done a variety of tasks including media collection development, reference support for students and faculty, server administration, web development, and supervising College Assistants for the library's Multimedia Resource Center.

His research interests include mobile web development, usability, web metrics, and information architecture. He has published in OCLC Systems & Services, Computers in Libraries, and code4Lib. He has served as Secretary for the Library Association of the City University of New York (LACUNY) and has co-chaired the group's Emerging Technologies Committee. He is currently co-chair for New York City's code4lib chapter. Originally from Whitesburg, Kentucky, he has earned a MLS and a Master's in Information Science from Indiana University. When not in the library, Junior enjoys spending time listening to heavy metal music, cooking vegan meals, and cycling.

## **Transformation: Taking an Academic Library Consortium to the Clouds with OCLC's WorldShare Management Services**

*Lea J. Briggs*

Our academic library consortium is transitioning from a traditional integrated library system to OCLC's WorldShare Management Services. We are nearly finished with the migration and have learned much. This session focuses on practical advice for shepherding that process when in a group. Topics include challenges, pleasant surprises, and lessons learned. Considerations include proper preparation, organizing training, and methods of communication with members. Come engage in a conversation about what to expect if your group is going down this exciting path. No special technical or background knowledge needed for this session.

**Lea J. Briggs** is the Migration Project Management Librarian for the University of New Mexico and is managing the migration of the 16-member LIBROS academic library consortium to OCLC's WorldShare Management Services. She received her MLS from Emporia State University and her EdD from the University of South Dakota. Her research interests center around services to distance students and student use of library spaces.

## **Two Roads Diverged in a Yellow Wood: Amigos' E-Sources Project**

*Christine Peterson*

Amigos has been building an e-book platform that, for some libraries, will enhance e-book services they already use, and for others, become their only e-book service. We began with the Douglas County model, but have had to make changes to include the number and types of libraries we expect to use this service, as well as the functionality expected from those libraries.

Christine Peterson, the manager of this project, will discuss the many roads and paths offered to us, the reasons for the decisions we made to make this a working service, and where development is currently taking us.

**Christine Peterson** currently is the program manager for Amigos' e-book platform project. She also provides training, support and consulting services for Amigos member libraries in the areas of Internet and technology. Prior to joining Amigos, Christine served for eight years as the automation consultant and then manager for the Continuing Education and Consulting Department of the Texas State Library

and Archives Commission. Before that, she was the systems librarian at both San Antonio College and the Florida Institute of Technology. She holds Bachelor of Science degree in music and a Master of Library Science degree from Indiana University, Bloomington.

## **Up and Running: Making the Library's Digital Services Visible on Campus**

*Kelly Riddle*

This session will describe how a small academic library used digital initiatives to integrate itself more fully into the life of the university. Librarians taught workshops on technology topics for students and faculty, collaborated with departments on digitization projects, developed a consulting service for topics ranging from digital humanities project development to personal digital archiving, and harnessed a new institutional repository to provide archiving, publishing, and data services. The presenter will discuss components of the library's digital initiatives program and the development, implementation, and marketing of a robust slate of digital services over the course of one academic year.

**Kelly Riddle** is the Digital Initiatives Librarian at the University of San Diego.

## **The User Experience and its Impact on Virtual and Physical Spaces**

*Patrick Patterson*

This presentation will explore a variety of different concepts that can help improve both a libraries virtual and physical spaces to better accommodate the needs of patrons. We will start off by talking about how we interact with a variety of things on a daily basis, such as using computers or looking at signs for navigation purposes. The user experience is often referred to as UX and it is how we interact with a product, application website, service etc. By understanding how we interact with the world around us will provide insight to how patrons use our libraries.

Patrick Patterson is the Web Services Librarian at SUNY Potsdam College Libraries. Along with working at the college, I teach as an Adjunct Instructor for the Art Institute of Pittsburgh in the Web Design and Multimedia Department. Prior to working for SUNY Potsdam, I worked for the Indiana University Foundation as the web producer working on a variety of different websites.

## **Using Islandora for Digital Content Delivery**

*Rain Breaw Michaels and Tommy Keswick*

Detroit Public Library is in the process of building a robust digital asset management system using Islandora. This system will present rich image collections through DPL's website, while providing a powerful archival tool for digital assets.

This presentation will use the DPL system to demonstrate the capabilities of Islandora to handle any XML schema, support nearly any file type, and provide custom forms for metadata, enabling libraries to

control their data entry workflow. It will also showcase Islandora integration with Drupal, which enables: a) flexible styling for both graphic design/layout, and for how the data is presented; b) a system that is either distinct from or integrated within a library's existing website.

Islandora is a powerful tool that can make exploring digital collections more engaging for visitors and researchers, giving them the sense that the website is truly another branch of the physical library.

**Rain Breaw Michaels** is the principal Project Manager and User Experience Developer with the Cherry Hill Company. An active member of the Drupal Community and well-known trainer, Mrs. Michaels has taught web development at Colleges and Universities across the country, as well as presented at DrupalCons, camps and user groups.

**Tommy Keswick** has built his career around working with libraries and technology. As a Drupal developer with The Cherry Hill Company he works on bringing open source solutions to library challenges. Tommy is an active member of the Drupal community in Los Angeles and holds an MLIS from UCLA.

## Using Software Repositories to Manage, Integrate, Curate and Publish Research Data

*Robert Olendorf and Michael Warren*

Researchers are participating in ever increasingly large and complex projects involving numerous investigators. We are currently using software repositories such as Github and Bitbucket as a tool for managing our own projects from inception to the publication of results. We will describe how git, the software version system, and Github, a popular web based repository based on git, work. We will describe the most useful features of each. We will then provide concrete examples of how we have used these tools to facilitate our research, highlighting the strengths and weaknesses of these tools, as well as best practices for use.

Robert Olendorf is a Solutions Architect at the Los Alamos National Library where he focuses on data management, curation and repository development. He also has a background in evolutionary biology studying cooperation and sexual selection using game theory, genetic algorithms and empirical methods. He is interested in using software repositories as tools for data management and curation as well as a platform for open research.

Michael Warren is a Theoretical Astrophysicist and Computational Scientist in Theoretical Division at Los Alamos National Laboratory. He has also worked as a Software Engineer and Architect of High-Performance Computing and Data Analysis systems, and has won multiple Gordon Bell Prizes for significant achievement in parallel processing. He is interested in expanding the role of software repositories to integrate data, documentation and citations.



## What Does Your Repository Do?: Understanding and Calculating Impact

*Margaret Heller*

Institutional repositories affect bibliometrics for scholarly literature in a complex manner. Nevertheless, it is crucial for librarians working in scholarly communications to understand how to calculate and explain how including work in a repository affects its impact. This presentation describes the current state of research and practice into metrics for repositories including traditional metrics and newer alternative metrics. It will include original research with real world examples of how repositories affect impact, and give attendees detailed instructions on how to use web analytics and related tools to create reports detailing the impact of their own repositories.

**Margaret Heller** is the Digital Services Librarian at Loyola University Chicago, where she manages the institutional repository. She also oversees the library website and various web development projects. She is a regular contributor to ACRL Tech Connect and is active in LITA; currently she is chair of the Web Coordinating Committee.

## What to do with 211 User Stories: Developing a Discovery Tool By and For Our Users

*David Bietila*

In 2012, our library conducted a series of interviews and focus groups to determine user requirements for a new discovery system. Even with a robust set of user requirements, the implementation of the new search interface was a formidable task. This session will focus on the process of steering such a project, and will address stakeholder communication, scoping and prioritization, assessment, and management of day-to-day technical development. Using this approach, the library was able to deliver an open source search tool which adhered to current responsive and accessible design practices, while maintaining accountability to the interests of library users.

David Bietila is the Web Program Director at the University of Chicago Library. He has worked as a designer of library interfaces for thirteen years, and has been conducting studies of user behavior for nearly as long. He has previously held positions at George Washington University and the Washington Research Library Consortium. He holds an MA in LIS from the University of Wisconsin-Madison, and an MA in American Studies from George Washington University. He is currently working on improving discovery interfaces and providing seamless access to consortial collections at the University of Chicago Library.

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