

Poster Sessions – Full Descriptions

Alphabetical by Session Title

"But I'm not a graphic designer!"

Jennie Sizemore

Many librarians working on websites are drawn into designing not only the layout of the site but also all the graphics that appear on it. Our librarian powers help us organize the information on our site; our coding skills can make the site a reality; usability studies let us know whether it's functioning for our users; but how the heck are we supposed to know how to make it pretty? Good design is the confluence of durability, usefulness, and beauty. Beauty may be the most daunting and nebulous of the three, but visual design can be learned.

This poster will present some basic design concepts for us non-designers to keep in mind as we create our libraries' virtual landscapes. Many online resources will be shared, including font libraries, stock photo galleries, color-design tools, graphics program tutorials, and design blogs and websites. I will also share advice for new web designers, strategies to come up with interesting web design and graphics, and ways to sell it to your coworkers. Building upon the conference's theme of risk-taking, I would encourage librarians to re-think library website design and not be afraid to step outside their comfort zone to try more daring designs.

60% E-Books

Elliot Polak

Norwich was facing a multitude of challenges including an increasing distance student population with a high demand for inter-library loan, limited shelving/storage space, and a limited acquisitions staff. Additionally, many of these distance students serve in the military overseas, and often struggle with unreliable Internet access, an inability to view E-Books offline, and long delivery times for physical materials. In response to these challenges Norwich implemented a patron driven acquisition solution (E-book Library) to help ease some of these burdens. To make these newly purchasable E-Books findable, Norwich loaded 129,000 E-books into their library catalog significantly swaying the balance of the collection from 140,000 physical monographs and 50,000 E-Books to 179,000 E-Books and 140,000 physical monographs. Using the new service's flexible lease policy students immediately took to the service and began borrowing and downloading E-Books. Students finally had the ability to read E-Books offline and with portable devices like the iPhone and iPad. Norwich's risk paid off, reducing the burden on the inter-library loan by greatly increasing the amount of accessible material for students and reducing the need to deliver materials to distance students.

Communicate openly: managing project development with available and open-source tools

Marliese Thomas

Over 18 months, developers at Auburn University Libraries adopted and adapted the open-source VuFind into a new catalog. During the process, communication needs within the committee and with stakeholders changed. The more complex and involved the project became, the more the committee had to respond with new ways to manage internal information. Using products and solutions at hand, the committee migrated through wikis, emails, and blogs. Developers used the products Mercurial and Bugzilla for their own tracking, then moved to the open-source IT tracking software Redmine. Redmine became a comprehensive platform of issue tracking, communication, and documentation. Using this stable environment allowed the project to be easily maintained by one programmer, once the development committees' charge was completed and members released. This presentation will show how these tools can be adapted to assist in any kind of project management, focusing on the flexibility of Redmine.

Conducting usability studies with budget-friendly web-based tools

Emily Symonds

This session looks at the multiple web-based tools available for online usability studies and their suitability for conducting assessments of academic library websites. The initial project focused on the evaluation of an updated version of the University of Louisville's Digital Collections website. The purpose of the assessment was to gather information on how users navigated the collections and retrieved information. Following the creation of tasks that focused on key elements of the site, two barriers remained to completing an assessment: funding and personnel time to recruit volunteers and conduct tests. In conjunction with the libraries' Assessment & Resource Planning Team (ARPT), the metadata librarian researched web-based options for usability testing. Criteria included selecting a tool that tracked user behavior, that could be adopted for academic, rather than commercial, purposes, and that was free or could be used for enough other tests in the libraries to justify a subscription for it. The session will examine the usability websites and tools considered and discuss the effectiveness of a web-based tool for the Digital Collections assessment.

Data Management Policies of U.S. Government Scientific Research Funders

Trisha L. Adamus, Alison Tubini Miner

Since today's data is produced faster than researchers can process, analyze and store it, data management and policies for data management have become extremely important. Understanding that

the results of scientific study are often expensive to replicate, but can be analyzed to produce new knowledge, U.S. government funding agencies are no longer merely concerned with preserving the end results of studies, but also the data that produced those results. With the recent announcement of the National Science Foundation's data management plan requirement, questions about the guidelines and solutions have become rampant among researchers. Funders' data policies - the responsibilities of researchers regarding data collection, access, and preservation - can be difficult to locate or interpret. Librarians, particularly those that serve the scientific community, should be familiar with these policies in order to assist their users in developing grant proposals.

This study presents an overview of data management plans and policies for selected U.S. government agencies that fund scientific research. We analyzed policies of the National Science Foundation, the National Institutes of Health, the United States Department of Energy, the Office of Naval Research, the United States Department of Education, the United States Environmental Protection Agency, The United States Agency for International Development and the National Oceanographic and Atmospheric Administration. We looked for guidelines pertaining to data policies, publication repositories, data plans, data access, data preservation, data standards compliance and data centers. Funders' websites were thoroughly searched for data management expectations, and the results have been compiled in worksheets and analyzed. Our results address both the obligations and specificity of the policies and notes areas where no guidance or vague guidance is given to research.

This study aims to bring information on disparate data policies into one place, to facilitate learning and comparison of different requirements. We hope to increase awareness of the data management policies currently used in the United States, and also of the need for data policies. The information presented will give librarians a better understanding of data management options and what concerns should be addressed in the future.

Developing Meaningful Data Services at the University of Massachusetts Amherst

Rebecca Reznik-Zellen, Jessica Adamick, Steven McGinty, Maxine Schmidt

Environmental scanning exercises enable an institution to develop a clear understanding of complex issues before making high-impact process decisions or commitments. At the University of Massachusetts Amherst, the path to embracing the current data management trend includes several complementary, exploratory exercises designed to help the Libraries not only understand the nuances of the local research environment but also to evaluate practices at peer institutions that may serve as a model for engaging and supporting faculty. By crafting a vision that prioritizes the needs of the campus community while learning from external solutions, the University of Massachusetts Amherst Libraries are able to articulate meaningful data services for faculty and graduate students.

While Data Curation Profiles are immensely helpful and do figure into these exploratory efforts, the Libraries' Data Working Group has taken a three-pronged approach to gathering information from the community. Environmental scanning activities include faculty interviews, focus groups, and web audits.

The resulting information, which includes input from graduate students as well as faculty and approaches from peer institutions as well as local practice, provide a broader perspective of data management issues. The findings from these activities are the foundation on which services for faculty and graduate students are being developed with respect to their various data management needs, concerns, cross-institutional collaborations, and infrastructure support scenarios.

The University of Massachusetts Amherst claims 82 centers and institutes that are conducting research on some level, bringing in over \$140 million in externally sponsored research each year, including 10 federally-funded research centers that reflect national priorities and provide opportunities for breakthrough research, educational innovation, and technology transfer. This research environment has earned the campus classification as a Research University with Very High research activity (RU/VH) by the Carnegie Foundation. (<http://www.umass.edu/umhome/research.php>). As a key partner in teaching, learning, and research, the University of Massachusetts Libraries is committed to extending services to include data management support.

Encouraging Technology Exploring & Use Through Peer Learning

Chanitra Bishop

With the abundance of new technology, it is often difficult for library staff to keep up with the latest technologies and determine which ones are useful. Even when staff are aware a new technology, they often don't feel they have the skills needed to use the technology or they don't know how to integrate the technology into their work. On the Bloomington campus of Indiana University, a peer learning program was created to help staff learn about new technologies. The program provides hands-on workshops given by library staff that demonstrate a new technology such as Google Chrome and Twitter. The program has encourage more library staff to explore new technologies and incorporate them into their work.

Experiences with User Text Correction at the California Digital Newspaper Collection

Frederick Zarndt, Brian Geiger

With its California Digital Newspaper Collection (CDNC) the University of California has participated in the USA's National Digital Newspaper Program (NDNP) since it began in 2003. The requirements of NDNP -- administered by the Library of Congress -- ask for page-level newspaper digitization. CDNC goes a step beyond these requirements and creates article-level METS/ALTO newspaper data in addition to page-level data. The CDNC article-level data is online at the California Digital Newspaper Collection's website while the page-level data is online at the Library of Congress' Chronicling America.

Historical newspapers are popular with historians of all sorts but especially family historians and genealogists. A use study by the National Library of New Zealand showed that more than 50% of the

users of its Papers Past newspaper collection were family historians and genealogists. Although CDNC has not done a similar study, anecdotal evidence suggests that users of its historical newspapers collection are also largely family historians and genealogists.

Historical newspapers are nearly always digitized using optical character recognition (OCR). Unfortunately because newspapers have complex formats and historical newspaper source documents (microfilm, poorly preserved newsprint, bound volumes) are often of poor quality, OCR results are also of poor quality and frequently of abysmal quality. Poor text quality of course reduces search recall, often to very low levels.

Australia's Newspapers Digitisation Program (NDP) included a user text correction (UTC) facility when it first went online. UTC has been wildly popular with users of the Australia's Trove Digitised Newspapers, with some users devoting more than 40 hours per week to text correction according to Rose Holley in her report *Many Hands Make Light Work: Public Collaborative Text Correction in Australian Historic Newspapers*. However because UTC was included as a feature from the beginning of the Australian NDP, there is no way to know how much it affects use of the Trove Digitised Newspapers or how many users are attracted to Trove because of its UTC facility.

In this presentation we summarize preliminary before and after results of UTC text correction used with CDNC. Particular attention is given additional traffic attracted to CDNC before and after UTC and to family historians and genealogists use of CDNC before and after UTC.

Fulfill Your Digital Preservation Goals with a Budget Studio

Yongli Zhou, Colorado State University Libraries

In order to fulfill digital preservation goals, many institutions spend thousands of dollars purchasing high resolution scanners for in-house scanning of historical print and oversize materials. Currently overhead scanners and scan robots are sold at prohibitively high prices and normally have high annual maintenance fees. According to advertisements for the limited number of overhead scanners on the market, they can meet most institutions'™ digitizing needs. In reality, these scanners do not work as well as advertised because they can break down on a very frequent basis. As digital single-lens reflex (DSLR) camera technologies advance and their prices drop quickly, it is time to consider using a DSLR camera to digitize your valuable collections. This paper will compare images delivered by a high-end overhead scanner and a DSLR camera, discuss pros and cons of using each method, demonstrate how to set up a cost efficient shooting studio, and present a budget estimate for a studio

Leveraging the cloud for nimble web project management

Erin White

The presenter will share the evolutionary process that was developed at VCU Libraries to juggle an increasingly complex mixture of web projects, team members, stakeholders, and project priorities. The session will include tips and tricks for using a set of lightweight cloud resources, powered by Google Docs, to dynamically manage multiple projects, tasks, team members, and competing priorities. Examples of these cloud tools will be provided as a framework for nimble web project management practices, including creating, evaluating and updating basic project plans and requirements; managing timelines and expectations for projects; adapting overall priorities and project schedules quickly in response to shifting organizational needs; and successfully testing and launching a project. Examples will also show how these tools can be used to communicate the current and upcoming workload of the web team to library and external stakeholders.

Linking library users to information through data

Rebecca Thompson, Heather Moulaison

Libraries attempt to meet the information seeking needs of patrons by providing resources, both physical and virtual, via the library website. Web-based patron queries remains a largely character-based task where the system matches the text of user search string to text strings in surrogates of resources held by the library and/or known or vetted resources included in the library's web presence. In some instances, a character-string-based web search in a selected search engine like Google might also be launched.

One possibility for improving query results for patrons is by mapping their queries to established and nascent linked data systems on the semantic web. While some might argue the trustworthiness of data available on the semantic web, for the purposes of patron searching, we consider these resources to be vetted and, at this time, to be as reliable as more traditional library resources.

Users search personal names in online library catalogs and discovery systems. Two weeks of transaction logs from a medium-sized Midwestern academic library are first examined to identify representative personal names being searched. Special interest is paid to failed searches yielding zero hits. Though not all patron queries for personal names are successful in the library environment, information about individuals may exist on the web-at-large, even if library holdings and resources available through the library website do not provide access to these documents.

URIs for persons have been established in a number of repositories, including VIAF, the New York Times, and DBpedia, and semantic linking of personal names is taking place in projects such as VIVO and ORCID, and is supported by linked data vocabularies.

By translating patron queries of library catalogs into searches of linked data environments, we could propose direct links out to useful and vetted resources that will help meet the needs of library patrons. This poster is the product of research being done with the goal of creating a prototype system to

integrate linked data into library catalog search results. The resulting product would propose a way for library catalogs to access the semantic web without requiring library data to meet strict semantic web requirements, thereby exploiting existing linked data projects to the benefit of library catalog searchers.

On-The-Fly: Building a dynamic mobile web-app on a (small) budget and in a (big) hurry

Courtney Greene, Bret Davidson

In greater and greater numbers, academic institutions are moving to develop mobile-optimized web sites, services and applications. Evidence suggests that most organizations currently observe that a small proportion of their overall web traffic is sourced from mobile devices. Trends within the marketplace suggest that these numbers will only continue to grow, and to grow rapidly; analysts predict that by the end of this year, more than half of Americans will own smartphones.

Participation in application development at the campus or university level brings opportunities to libraries, but also numerous difficulties. Added to this is the stress of negotiating complex institutional political infrastructures, particularly if the library must lobby to be included in planning. In contrast, developing a library web-app is often within the reach of even a small institution, by leveraging existing resources of time and staff, and does not require campus-level action. Library-specific mobile-optimized websites also have the benefit of being accessible to all platforms including less feature-rich mobile devices, lowering the barriers to users.

Finding ourselves in a situation where full participation in the campus-sponsored mobile application is not possible, we are undertaking a substantive revision of our existing mobile site. Initially launched as a beta project, the site was pulled together rapidly without the opportunity for a formal requirements gathering process, and no user evaluation has been conducted since its inception. Although successful in the sense that the current site's content is assembled dynamically from our content management system, we see an opportunity to expand services by integrating additional sources of data: vendor APIs, Google services, and others. We are approaching the redesign as an opportunity to overhaul and re-brand the service, beginning with a needs assessment and requirements-gathering, followed by two cycles of development to be informed by user testing. Upon launch, we will assess the impact of the changes through a comparison of usage statistics and by soliciting user feedback.

This poster session will present the results of our case study, focused on concrete, practical explanations of replicable methods. This case study is widely applicable to libraries with limited development resources who are interested in achieving measurable improvements to their mobile presence in an accelerated time frame. Furthermore, because our organizational structure places the unit responsible for web development within public services, our potential audience extends across a broad range of staff with varying roles and levels of technical expertise.

Walking the Grid: Profiling Online Instructor Use for Easier Assessment and Improvement

Mr. Terry Cottrell, Ms. Jane Siron

Assessment of faculty use of assignments, online discussions, library resources, testing systems and other important aspects of Course Management Systems like Blackboard, Moodle and Sakai is becoming increasingly important for deans, directors and key administrators looking to optimize decision making through the use of data. The University of St. Francis Center for Instructional Delivery created the Online Instructor Dashboard (OID) as a means of facilitating greater discussion between faculty, IT staff, librarians and other online education stakeholders regarding best practices based on easy and attractive looking real-time presentation of instructor usage data. The OID is a unique tool that allows University of St. Francis instructors to see what their assessors see about key aspects of their online teaching. The tool empowers faculty with data that has previously only been accessible via little known and complex system commands within the learning management system.