SELECTED PROGRAMMING FOR Academic Librarians

For the complete schedule (including events, parties, author functions, exhibits, and other programming) and to register online, go to: http://www.txla.org/annual-conference

Tuesday, April 12

**Digitization Basics**  
(Ticket purchase required)  
8:00 am - 12:00 pm  
Interested in digitizing your special collections, local history, or genealogical materials? Learn the basics of scanning photographs and documents. Instructors from the University of North Texas will cover basic equipment needs, workflows, and digitization standards.  
Jersey Moore, digital imaging lab manager, University of North Texas; Mark Phillips, assistant dean for digital libraries, University of North Texas; and Danielle Cunniff Plumer, coordinator, Texas Heritage Online, Texas State Library Commission.

**Go the Extra Mile: Distance Learning Librarianship**  
(Ticket purchase required)  
8:00 am - 4:00 pm  
This workshop covers best practices, trends in distributed librarianship, and federal guidelines for copyright and TEACH standards. Learn more about information literacy training, assessing learning outcomes, marketing, and collaboration.  
Cindy Batman, liaison to the College of Information, Discovery Park Library, University of North Texas; Jeff Clark, faculty emeritus, James Madison University (Harrisonburg, VA); Celita DeArmond, reference and distance learning librarian, San Antonio College; and Brad Marcum, distance education program officer, Eastern Kentucky University Libraries (Richmond).

**Library Management Skills Institute I: The Manager**  
(Ticket purchase required)  
8:00 am - 5:00 pm  
The Management Skills Institute focuses on the individual manager’s role in providing leadership within a complex and changing library organization. Learn facilitative leadership, performance coaching and influencing skills, and problem-solving techniques.  
DeEtta Jones Young, consultant, DeEtta Jones and Associates (Washington, DC.).

**Information Literacy from Birth to Earth: An Unconference**  
(Ticket purchase required)  
8:30 am - 5:00 pm  
Academic, public, special, and school librarians must work together to improve Texans’ information literacy skills, whether preparing individuals for higher education, careers, or life problem-solving. An unconference is a facilitated, participant-driven event to center energy and ideas around a particular theme. Everyone will be both teacher and learner. Come to this innovative session for developing a shared vision on how to shape library services.  
Siobhan Champ-Blackwell, community outreach coordinator, National Network of Libraries of Medicine, MidContinental Region, Creighton University Health Science Library (Omaha, NE); Karen Vargas, consumer health outreach coordinator, National Network of Libraries of Medicine, South Central Region.

**Libraries: A Prescription for Healthy Communities**  
(Ticket purchase required)  
8:30 am - 12:00 pm  
Providing customers with access to diverse and reliable health information is imperative for libraries. Learn how to evaluate resources and identify ways to serve “at-risk” populations. Participants will receive a health information literacy toolkit.  
Mark J. DeHaven, professor, Department of Family Medicine, Health Science Center, University of North Texas; Claudia H. DeShay, education librarian, University of Texas Southwestern Medical Center; Kimberly M. Gay, academic reference and instruction librarian, John B. Coleman Library, Prairie View A&M University; and Cheryl Rowan, Public Health Outreach Coordinator, National Network of Libraries of Medicine, South Central Region, Houston Academy of Medicine – Texas Medical Center Library.

**Black Belt Librarians: Real World Library Security**  
(Ticket purchase required)  
9:00 am - 4:00 pm  
Learn the essential elements for implementing an effective security program for a library of any size. Topics include approaching patrons to inform them of rules in a way that will most likely insure their compliance and keep the staff safe at the same time. Attendees will practice a real world approach through role playing and begin the documentation for a security plan.  
RDA: Everything You Need to Know
(Ticket purchase required)
9:00 am - 4:00 pm
It’s here! Resource Description and Access (RDA) is the new descriptive cataloging standard, and its implementation will affect every library in Texas. In this informative preconference, participants will learn all about RDA, including the FRBR model, how to create bibliographic records using RDA, and the RDA Toolkit.

Barbara B. Tillet, chief, Policy and Standards Division, Library of Congress; Jee Davis, head librarian, Cataloging and Metadata Services, University of Texas at Austin; and Shawne D. Miksa, associate professor, College of Information, University of North Texas.

Digital Storytelling (Hands On Lab I; Ticket purchase required)
12:00 – 4:00 pm
This program walks participants through the process of creating digital stories and sharing them with customers. Digital storytelling will be defined and tools used to create these stories will be explored.

Bernard Robin, associate professor, Department of Curriculum and Instruction, University of Houston.

Shaking the Money Tree: Harvesting Grants (Ticket purchase required)
1:00 - 5:00 pm
The grant process can be time consuming and frustrating but also very rewarding when successful. Hear four librarians share their experiences in locating, writing, and managing grants.

Michelle Malizia, associate director, National Network of Libraries of Medicine, South Central Region; Victoria Lynn Packard, associate professor and librarian, government information/map/reference and instruction, Texas A&M University at Kingsville; Jennifer Peters, grants administrator, Texas State Library and Archives Commission; and Suzanne Sears, assistant dean for public services, University of North Texas Libraries.

Three Simple Rules for Great Presentations (Ticket purchase required)
1:00 - 5:00 pm
Most PowerPoint presentations are not as effective as they could be. Learn three simple and easy-to-use rules that will help you dramatically improve your presentations and increase the potential for positive learning outcomes. Attendees will create an action plan for implementing these rules.

Lee Andrew Hilyer, head of information and access services, University of Houston.

Is Reference Earning Its Keep? (Ticket purchase required)
1:00 - 5:00 pm
For every dollar invested in reference, what is the actual return? The speaker covers assessing the value of reference, marketing reference in terms of dollar value, and applying assessment tools to other areas of the library.

Keith Curry Lance, consultant, RSL Research Group.

Process Improvement with Lean Six Sigma (Ticket purchase required)
1:00 - 5:00 pm
Lean Six Sigma creates a continuous process to improve efficiency and workflow. This program covers the seven forms of waste and their impact on cost. Learn to create a productive culture within your organization and help employees identify what adds value to their jobs and to the customer.

Sara Tebes, circulation supervisor, Irving Public Library.

Digital Collections: Exposing Oral Histories, Manuscripts, and Video Content
2:00 - 3:50 pm
This session highlights best practices and lessons learned for expanding digital collections by including resources such as video, oral histories, and handwritten manuscripts. Learn about the panelists’ experiences providing digital access and assessing the impact of that work.

Lisa Spiro, director, Digital Media Center, Rice University; Quinn Stewart, lecturer and coordinator of IT services, School of Information, University of Texas at Austin; David Todd, coordinator, Conservation History Association of Texas; and Marie Wise, digital projects manager, Information Technology, Houston Public Library.

1001 Great Ideas and Diversity Fair
4:00 - 5:30 pm
Interact with colleagues as you discover new ideas and innovative techniques to take back to your workplace. In this dynamic and informal session, participants will move among tabletop presentations showcasing best practices in diversity, library operations, and other services representing all library types.

Wednesday, April 13

General Session I with Jamie Lee Curtis
8:30 - 10:00 am
New York Times bestselling author and actress Jamie Lee Curtis has captivated the public for a generation. A gifted and straight-speaking storyteller, Curtis believes passionately in reading and fostering children’s imagination and potential.

Take a journey with her through her life and work. Inspiring and indomitable, Curtis will discuss her most recent works.


America’s War on Sex: Crossing the First Amendment Frontier
10:15 - 11:50 am
The freedom of sexual expression is a prime battleground in public policy and the media. A noted author in this area discusses what he calls the...
“SexPanic” that has been created by those who seek to control what others read, watch, access by computer, and do in private. The author will discuss the connections between attacks on free speech and on private sexual expression and support librarians in being more knowledgeable, proactive in speaking out in their community, and willing to address self-censorship.

Marty Klein, sex therapist, policy analyst, and author.

**Building Blocks for the Linked Data Environment: VIAF, LCSH/SKOS, and RDA Registries**
10:15 - 11:50 am
Rediscover the power of controlled vocabulary in today’s search environment. Authority control enables customers to locate library materials by bringing together names, titles, and subject headings in library catalogs and beyond. This session discusses the building of multilingual, international resource discovery tools that incorporate the precision of libraries’ controlled vocabularies.

Barbara B. Tillett, chief, Policy and Standards Division, Library of Congress.

**Calling All New TLA Members!**
10:15 - 11:50 am
Join us and hear from a panel of experienced TLA members from all types of libraries. They will share some of their experiences, conference tips, and networking ideas that you don’t want to miss! We will have pastries, coffee, and plenty of time for Q&A.

Kelly Brouillard, adult services librarian, Lewisville Public Library; Laura Heinz, head, information services, Texas Tech University; Karen Kessel, librarian, Tobias Elementary School, Hays CISD; Brett Kirkpatrick, associate vice president for academic resources and director of libraries, University of Texas Medical Branch; and Rebecca Sullivan, director, Riter C. Hulsey Public Library (Terrell).

**TSLAC Competitive Grants: Model Projects**
10:15 - 11:50 am
Looking for grants? The Texas State Library and Archives Commission’s federally-funded grants program supports projects that reach the underserved, enable cooperative efforts between libraries, support literacy, and make unique materials accessible. Come hear grantees from TSLAC’s four programs discuss their projects, and learn about program requirements for proposals.

Dale Fleege, director, Weatherford Public Library; Brenda Gunn, associate director and Janey Slaughter Briscoe Archivist, Dolph Briscoe Center for American History, University of Texas at Austin; Nancy Hykel, director, West Public Library; Suzan Nyfeler, continuing education specialist, Central Texas Library System, Inc.; and Jennifer Peters, grants administrator, Library Development Division, Texas State Library and Archives Commission.

**Science Fiction on the Fate of Libraries: Lost in Space or Brave New World?**
10:15 - 11:50 am
Point your laser beam to the future! What do current demand, future need, and science fiction tell us about the fate of libraries? Science fiction has much to say about our future and has “predicted” many technologies as well as their affects on society. Two librarians who are fans of the genre will transport you through time and space. Find out if libraries will live long and prosper.

Michael Baldwin, director, Benbrook Library District; and Adam Wright, director, North Texas Regional Library System.

**Virtual Reference: To Consort or Not?**
10:15 - 11:50 am
Reference consortial services allow libraries to join together by using one shared platform to serve virtual users through chat, text, and other methods. Learn what this model involves and if it is appropriate for your users. Panelists will discuss the costs and methods for evaluating such services according to levels of usage and popularity, patron satisfaction, and the differences in a single versus cooperative model approach.

Beth Avery, coordinator of collection development, University of North Texas Libraries; Greg Hardin, reference librarian, Texas Woman’s University; Joe Jackson, off campus librarian, Paris Junior College; Emme Lopez, reference librarian, University of Texas at San Antonio; Frances May, workshop coordinator, University of North Texas Libraries; Carlton Nelson, reference librarian, University of Texas-Pan American; and Sylvia Owens, librarian, Austin Community College.

**Ebsco Publishing: EBSCOhost® eBooks**
11:00 - 11:50 am
EBSCO Publishing is adding eBooks to EBSCOhost®. Learn how combining eBooks and databases can increase usage and provide a more powerful research experience for users.

**2D Barcodes: Inspiration for Uses in the Library**
11:00 - 11:50 am
Matrix Labels, or 2D barcodes, help you connect mobile users with online content via their cell phone cameras. This program introduces you to Matrix Labels and covers the pros and cons of the three major formats. In addition to examples of library uses, find out how the City of Manor uses QR Code to make information more accessible to its residents.

Billy Hoya, program coordinator II, University of Houston Libraries; and Dustin Haisler, assistant city manager, Manor.

**Opening Author Session Luncheon**
Sponsored by LiFTA with Diane Mott Davidson, Richard Peck, and Jacqueline Winspear
Tenant purchase required
12:00 - 1:50 pm
From poetry to mystery, children’s literature to adult fiction, authors...
Diane Mott Davidson, Richard Peck, and Jacqueline Winspear offer an eclectic and award-winning menu of literary samples. Hear these well-known authors discuss their life and works.


**EasyBib.com: EasyBib** (Technology Showcase I)
12:00 - 12:50 pm
EasyBib is a popular bibliographic and research management tool used by 20 million students to create citations and organize research.

**Online Video Tutorials with Jing**
(Hands on Lab III)
(Ticket purchase required)
12:00 - 1:00 pm
Extend learning outside of your library by creating short online video tutorials using Jing. Create how-to’s on downloading eBooks, using databases, understanding call numbers, and locating materials. Share instantly via Web, email, IM, Twitter, or your blog.

Mark Kania, instructional technology specialist, Round Rock ISD.

**Are You a Disposable Middleman? The Disintermediation of the Librarian**
1:00 - 1:50 pm
As customers increasingly turn to the Internet for information and become more independent, finding sources, librarians are at risk of disintermediation, or being “cut out” of the process. This potential perception of irrelevancy endangers funding and other sources of support. This talk examines the issue and offers some automation solutions to mitigate the risk.

Jane Burke, senior vice president, ProQuest.

**Birds Do It, Bees Do It, and You Know You Get Questions about It: Sexual Health Resources**
1:00 - 1:50 pm
With sexual activity starting at younger ages and medical advances helping it continue into older ages, librarians need increased skills to meet the sexual health information needs of their customers. This presentation offers reliable resources on sexual health, tips on handling the reference interview, and includes sections about teens, GLBTs, adults, and older adults.

Karen Vargas, consumer health outreach coordinator, National Network of Libraries of Medicine, South Central Region.

**Innovative Interfaces: Encore Synergy** (Technology Showcase I)
1:00 - 1:50 pm
Want to make sure customers discover all your library has to offer? Encore Synergy provides a single search box for books/eBooks, articles, library programs, and more.

**Digitization 101** (Net Fair I)
1:00 - 1:50 pm
Get your digitization project started with this helpful session. Attendees will learn the basic steps to get their project off to a successful start.

Tara Carlisle, project development librarian, University of North Texas.

**Fish Markets, Coffee Shops, and Hotels: Finding the Right User Experience in Academic Libraries**
1:00 - 1:50 pm
A user experience (UX) should be unique. What does a unique UX in an academic library look like? What does it offer and how is it implemented? Steven Bell will share insights into how academic libraries can develop a unique UX based on three core themes: differentiation, loyalty, and memorableness.

Steven Bell, associate university librarian for research and instructional services, Temple University Libraries (Philadelphia, PA).

**Save Time with Electronic Ordering**
2:00 - 3:20 pm
Electronic ordering services provided by vendors can improve the way your library orders materials and supplies, saving both time and money. Company representatives will present information about electronic ordering systems and Electronic Data Interchange protocols, including how...
to integrate them with existing systems.

Alice Belous, Baker & Taylor; Jay Blint, Ingram Library Services; Chad Cummings, Brodart Company; Pete Williams, media/IT director, Demco, Inc.; and Loren Zawodny, corporate librarian, ATI Enterprises, Inc.

**Improving Workplace Relationships**

2:00 - 3:50 pm

Our workplace is filled with people from different backgrounds and diverse perspectives. A simple technique used by cultural anthropologists can improve your working relationship with your boss and co-workers. Become more successful at understanding and being understood in the workplace.

Sandra Cannon, planner principal, Austin Public Library.

**Manage Citations with Zotero** (Hands On Lab IV)

(Ticket purchase required)

2:00 - 3:50 pm

Collect, manage, and share citations with a click of the mouse using Zotero, a free easy-to-use Firefox extension. Can it really be that easy? Learn how to set up Zotero and make the most of this research tool.

Robin Dasler, science and mathematics librarian, University of Houston.

**Diplomacy 101: Dealing with Difficult Patrons**

2:00 - 3:50 pm

Problem patrons? We all have them, but how do we handle them? Review techniques to deal with tough situations, reduce the risk of violence, and prepare for difficult situations. Learn the importance of establishing policies and training your staff.

Mark Willis, community relations manager, Dayton Metro Library (OH).

**Current Issues in Scholarly Communication and Open Access**

2:00 - 3:50 pm

This panel of academic library leaders will address the topic of open access and the role of librarians in scholarly communication. The session covers how to reduce barriers to the access, sharing, and use of scholarship.

Fred Heath, vice provost and director of libraries, University of Texas at Austin; Heather Joseph, executive director, SPARC; Sara Lowman, vice provost and university librarian, Rice University; and Dana Rooks, dean of libraries, University of Houston.

**SOCS Rocks! Solution-Oriented Customer Service**

2:00 - 3:50 pm

Customer service needs to focus on finding solutions. Find out how to keep the customer in mind when creating new policies and see examples of solutions from real life disputes using the Solution-Oriented Customer Service model.

Sara Tebes, circulation supervisor, Irving Public Library.

**Unique Library Careers**

2:00 - 3:50 pm

What do universities, database vendors, media outlets, and accounting firms have in common? Special librarians, of course! A panel of these librarians will highlight the unique skill set required for their jobs and emerging trends in special libraries. This is an opportunity to learn about new career options and network with librarians in specialized areas.

Debra Flieder, analyst, EY Knowledge, Ernst & Young (Dallas); Barbara Fullerton, manager of librarian relations, Morningstar, Inc. (Dallas); Karen Holt, digital assets, instruction and outreach librarian, University of Texas at Austin; and Joel Lang, sales analyst, Smiley Media (Austin).

**Promoting eReaders & Digital Content: Conversations and Context**

2:00 - 3:50 pm

Sales of eReaders and eBooks are on the rise! Learn how libraries can legally and effectively be a part of this market trend. A panel discusses different eReaders and eBook collections, best practices for a circulation program, and concerns regarding digital rights management and copyright. This session invites your comments and participation.

Lisa Charbonnet, branch manager, Westbank Community Library District; Dennis Clark, head of public and research services, Texas A&M University; and Billy Hoya, program coordinator II, University of Houston Libraries.

**Providing Computer Classes for Job Seekers: A Collaboration** (Contributed Papers Session I)

2:30 - 2:55 pm

Austin Public Library and the UT School of Information collaborated to offer services to job seekers, including one-on-one sessions with a librarian on job searching and classes on basic computer skills.

Bonnie Brzozowski, librarian, Austin Public Library; and Loriene Roy, professor, School of Information, University of Texas at Austin.

**The Frontera Collaboration: Libraries Promoting Evidence-Based Practice in the US-Mexico Border Region** (Contributed Papers Session I)

3:00 - 3:25 pm

The goal of the Frontera Collaboration is to increase cooperative efforts among libraries aimed at improving clinical care and public health in the US-Mexico border area. This collaboration has promoted evidence-based practice and conducted outreach activities for clinicians and public health personnel.

Keith Cogdill, director, South Texas Regional Information Services, University of Texas Health Science Center Libraries.

**Designing a Mobile Site for Your Library** (Net Fair I)

3:00 – 3:50 pm

A mobile website for your library should be a compact set of tools and information that is quickly loaded via a mobile Web browser. In this session, you will learn how to evaluate which information to put on your mobile website, which tools are available to create your site and see a
demonstration of how easily you can create a mobile website with simple HTML.

Jeff Koffler, Web developer/graphic designer, Fondren Library, Rice University.

Rally for Texas Libraries
4:00 - 5:00 pm
Texas State Capitol, South Steps
Back by popular demand: TLA will return to the Capitol and again stagger legislators with our ability to deliver a loud and powerful message. TLA’s conference will shut down entirely for this special event. The library community will gather for an inspiring Rally for Texas Libraries on the Capitol steps. Our goal is to remind state leaders that libraries are essential to the health and vitality of Texas. If you have RED in your conference wardrobe, please wear it. Red hand fans (free to the first 2000 takers) and red rally signs will be available. Buses will provide transportation from the convention center. The Drum Café performance troupe will start the call to rally and punctuate the event. The Rally will be a fun, energizing event you won’t want to miss! Join thousands of our colleagues in debunking the myth; Librarians, do not keep silent! Tours of the newly renovated de Zavala State Library building will be available from 5 pm – 7 pm immediately after the rally.

Thursday, April 14

Creating Metadata for Cultural Heritage Objects (Hands On Lab V; Ticket purchase required)
8:00 - 9:50 am
Participants will get hands-on experience describing cultural heritage objects using Dublin Core metadata. This session includes a discussion on the different types and functions of metadata, as well as the distinction between physical and digital objects. Participants will enter their original metadata into prepared spreadsheets and will learn useful shortcuts when working with text.

Amber Seely, manager, Cataloging and Metadata Service; and Marie Wise, digital projects manager, Information Technology, Houston Public Library.

Reality Check: Putting eBooks into the Readers’ Hands
8:00 - 9:50 am
The explosion of ebook devices has profound implications for readers and libraries. Warren Buckleitner, a nationally-known expert on children’s technology, considers the landscape of evolving technologies. From the Kindle to the iPad and beyond, find out what these devices mean for students from preschool to college.

Warren Buckleitner, editor, Children’s Technology Review.

Agile Librarian’s Guide to Thriving in Any Institution
8:30 - 9:50 am
Librarians’ thoughtful use of professional expertise and political skills can ensure that nonlibrarian decision makers appreciate the value of libraries. Learn some active methods to get your library the attention and support it deserves. This participatory session reviews the importance of image development and the need to assess library services.

Michelynn McKnight, associate professor, School of Library and Information Science, Louisiana State University.

Open-Source ILS’s: The Good, the Bad, and the Okay
8:30 - 9:50 am
Attendees will hear “war stories” from four librarians who have implemented open-source library systems. The panelists will talk about how they evaluated, tested, and trained staff, and whether or not the final result was worth the effort. Audience participation will be encouraged.

Jesse Ephraim, adult services librarian, Roanoke Public Library; and

David Schuster, library technology coordinator, Learning Media Services, Plano ISD.

Raise the Standard for Customer Service
8:30 - 9:50 am
It’s all about attitude. See yourself and your library through your patron’s eyes. What are their expectations? Discover practical tips for providing better customer service and turning complaints into compliments. Improve communication skills and learn the keys to good policy.

Mark Willis, community relations manager, Dayton Metro Library (OH).

Creating Space for Transition: A Space Study for an Overcrowded Library
(Contributed Papers Session II) 10:00 - 10:25 am
As space issues become a challenge, this paper presents methods for assessing needs of users and conducting a space study for shelving capacity. The author presents findings and discusses future space plans.

Julie Leuzinger, stacks manager, University of North Texas Libraries.

Using Evidence-Based Practice to Improve Library Instruction
8:30 - 9:50 am
A strong relationship exists between Evidence-Based Practice (EBP) and information literacy (IL); librarians who teach IL skills will find EBP techniques a good fit for their professional practice. This presentation defines EBP in an IL context and identifies ways to apply these skills to improve instruction and assessment activities.

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

Metadata for Open Access E-Journals
9:00 - 9:50 am
Digital publishing is a boon for small presses and journals. Going digital is one step in the process of being discovered by online researchers.
Classifying, describing, and managing digital content improves discovery and the use of small press, independent, and open access e-journals.

Holly Mercer, head of digital services and scholarly communication, Texas A&M University.

Virtual Texas: A 3-D Immersive Exhibit (Net Fair II)
9:00 - 9:50 am
Hear about TLA’s Second Life Community’s exploration of virtual worlds. An exhibit on Texas history is currently on display at the Community Virtual Library, featuring the Alamo, Texas museums, historical resources, and simulations.

Valerie Hill, librarian, Ethridge Elementary, Lewisville ISD.

Legal Boundaries for Social Media
10:00 - 10:50 am
How do you deal with cell phone video taken in the library and posted on Facebook or YouTube? How about information now circulating in cyberspace? Discover your legal limitations.

Gretchen McCord, attorney consultant, Digital Information Law, LLC.

T4: Top Texas Tech Trends (Net Fair II)
10:00 - 10:50 am
This session reports on top library technology trends in Texas and the nation and how they might affect your library in the near and distant future. The speaker reviews the results of the annual Texas survey and references additional sources.

Todd Humble, supervisor, North Richland Hills Public Library.

Crossing Boundaries in Fiction, Poetry, and Art
10:00 - 11:20 am
Three award-winning writer/teachers who live close to the US - Mexico border explain how they cross boundaries in their fiction, poetry, and art to represent and engage underserved readers.

Benjamin Alire Sáenz, author and professor, University of Texas at El Paso; Steven Schneider, author and professor, University of Texas - Pan American; and Carmen Tafolla, author and professor, University of Texas at San Antonio.

Create Blogs and Websites with WordPress (Hands On Lab VI; Ticket purchase required)
10:00 - 11:50 am
Need a quick website but don’t know any HTML? Don’t worry! Build it with WordPress, a simple and easy to use platform for designing blogs and websites. Participants will create their very own WordPress site and learn how to customize it with themes and widgets.

Lee Andrew Hilyer, head of information and access services, University of Houston Libraries.

The Future of Metadata and the Semantic Web
10:00 - 11:50 am
For over 150 years, libraries have cataloged their materials with great precision. The library catalog in its present form, however, is unable to interact easily with other information resources. We have a wealth of bibliographic data that is not currently contributing to the most commonly used information resource: the World Wide Web. The speaker will discuss what the major transformation in metadata means for libraries, and what librarians can do to prepare, adapt, and take advantage of new possibilities that emerge.

Karen Coyle, consultant, kcoyle.net.

A Burning Topic: Branding Your Library
10:00 - 11:50 am
A panel of past Branding Iron Award winners will discuss the process of establishing and promoting their library brand. Learn what branding is, why a brand is important in marketing, and what is involved in creating and maintaining one.

Catherine Essinger, marketing coordinator, University of Houston Libraries; Cody Gregg, interim dean of library services and instructional technologies, South Texas College; and Donna Maria Jackson, brand consultant, Communications-Branding, Houston Public Library.

Beyond Federated Searching: An Update on Discovery Tools
10:00 - 11:50 am
Emerging discovery tools search resources far beyond the province of federated searches. Learn about the technology behind these tools, how to select one, and how close they come to meeting the true “one-stop shop” dream. Speakers review examples of such tools, including the state’s resource-sharing search interface.

Marshall Breeding, director for innovative technology and research, Vanderbilt University (Nashville, TN); Kevin Marsh, networked services librarian, Texas State Library and Archives Commission; and Anne Mitchell, head of cataloging and metadata services, University of Houston.

Understanding User Behavior with Ethnographic Research Methods
10:00 - 11:50 am
Ethnographic research can offer an innovative approach for assessing library services. The speaker will explain what it means, the resources required, the methodology used, and its application.

Andrew Asher, lead research anthropologist, The Ethnographic Research in Illinois Academic Libraries (ERIAL) Project (Lewisburg, PA).

From Hobby to Methodology: Understanding Genealogy as a Research Method to Provide Reference
Services in Libraries and Archives
(Contributed Papers Session II)
10:30 - 10:55 am
Your Story provides a genealogical research method developed as a concept to improve research skills, improve the quality of the reference interview, and provide genealogists
with a construct for successful research.

Heather Kramer, special collections librarian, Clayton Genealogy Library, Houston Public Library.

**Local Leadership Institutes — The How and Why**
10:00 - 11:50 am
Learn how to put together a local leadership institute and find out how it might benefit your staff. A panel discusses logistics and curriculum for such an institute and tallies the personal and institutional value of the endeavor.

Mary J. McCoy, director of library and learning services, Ron E. Lewis Library, Lamar State College-Orange; Betty J. Reynard, vice president for academic affairs, Lamar Institute of Technology-Beaumont; and Ted Wanner, continuing education specialist, Texas Library Association.

**In Our Own Words: Plagiarism Interventions**
10:00 - 11:50 am
According to *School Library Journal*, 95% of high school students say they have cheated. Librarians have an important role to play in preventing plagiarism. Review a variety of plagiarism prevention programs at the UT-Austin Libraries and how they can be adapted for use in school and public libraries. Learn to create “plagiarismproof” assignments.

Cindy Fisher, first-year experience librarian; Michele Ostrow, head of library instruction services; and Meghan Sitar, instruction and outreach librarian, University of Texas at Austin.

**Librarians and Libraries Boost the Bottom Line: the Facts for Evidence-Based Librarianship** (Contributed Papers Session II)
11:00 - 11:25 am
This study links library characteristics with the profitability of private law firms based on Revenue per Equity Partner and return on investment benchmarks.

Margaret Aby Carroll, adjunct faculty, College of Information, University of North Texas.

**Free, Credible and Online—Medical Information at Your Fingertips** (Net Fair II)
11:00 - 11:50 am
This presentation will show how the recently redesigned MedlinePlus can help librarians navigate the difficult world of health information on the Internet such that only credible, reliable articles are found. Additionally, participants will be shown where to find interactive learning tools and information about side effects of drugs and supplements.

Karen Vargas, consumer health outreach coordinator, National Network of Libraries of Medicine, South Central Region.

**Podcast Pizazz** (Hands On Lab VII; Ticket purchase required)
12:00 - 3:50 pm
The novice technology user will be able to create, publish, and syndicate podcasts and to explore Web, mobile, and computer-based tools for creating engaging podcasts. The session will introduce tools such as Aviary, VoiceThread, Audioboo, and Audacity.

Miguel Guhlins, director of instructional technology, San Antonio ISD.

**The e-Patient Movement: Taking Charge of Your Health**
1:00 - 1:50 pm
The e-Patient movement is about the empowerment of patients using online resources and tools. Hear the stirring personal account of e-Patient Dave and his personal experience dealing with cancer and navigating the healthcare system. Show your users how to take charge of their healthcare experience by learning to communicate with their doctors, asking informed questions, and seeking quality health information online.

Joyce Baumbach, chair, TLA Legislative Committee; Marty de Leon, policy analyst; and Gloria Meraz, director of communications, Texas Library Association.

**Demystifying Licensing for Electronic Resources**
1:00 - 1:50 pm
Learn to identify components of license agreements that are most important for your library and strategies for negotiating terms. The session also covers licensing alternatives such as SERU, interpreting terms in license agreements, and emerging licensing standards.

Clinton Chamberlain, coordinator for information resources, University of Texas at Arlington.

**Legislative Update**
1:00 - 1:50 pm
Okay, you’ve rallied for libraries. Your adrenaline is pumping; now find out what to do next to support library initiatives as the 82nd Legislature reaches the critical hour. TLA’s government relations team will brief you on the status of the session—the joys, the heartbreak, and the work to be done.

Dave deBronkart, founding co-chair, Society for Participatory Medicine (Nashua, NH).

**Future Leaders’ Views of Organizational Culture: A Survey Report**
1:00 - 1:50 pm
The authors of “Future Leaders’ Views on Organizational Culture” summarize their survey findings. Key outcomes of this research indicate a significant gap between current and preferred organizational cultures.

Kristin Antelman, associate director for the digital library, North Carolina State University (Raleigh); and Krisellen Maloney, dean of libraries, University of Texas at San Antonio.
The TexShare/SCELC Partnership: How Private Academic Libraries Can Realize Savings in Electronic Licensing
1:00 – 1:50 pm
In 2009, TexShare and the Statewide California Electronic Library Consortium (SCELC) entered into a partnership whereby private university libraries can maximize savings on the licensing of electronic databases, journals, and other library resources. Come to this session to learn more about this partnership and to discover how this joint collaboration may save you money for your library.
Rick Burke, executive director, Statewide California Electronic Library Consortium; Russlene Waukechon, database coordinator, TexShare, Texas State Library and Archives Commission; and James Wiser, assistant director, Statewide California Electronic Library Consortium.

Securing Rights for Digital Works: Case Studies and Methods
2:00 – 3:20 pm
Managing rights for digital projects is frequently complex and time consuming. Library practitioners will discuss creative approaches to protecting copyright while maximizing access. A variety of formats including books, art, music, oral history, and orphan works will be covered.
Caroline Castillo, digitization project assistant, Houston Public Library; Anne Karle-Zenith, copyright review project librarian, University of Michigan Library; and Tim Logan, assistant vice president, Baylor University Libraries.

Gale, part of Cengage Learning: AccessMyLibrary Mobile Phone Applications (Technology Showcase II)
2:00 - 2:50 pm
Beginning with a demonstration of Gale’s AccessMyLibrary mobile applications for public, school, and college libraries, the session will focus on evaluating, interpreting, and increasing usage.

Search Engine Optimization and Information Literacy (Contributed Papers Session III)
2:00 - 2:25 pm
Search Engine Optimization, made available through a library’s website, increases the simplicity, speed, and convenience of searching electronic resources to make libraries more competitive with other Internet search providers.
Ian Barba, assistant librarian, Texas Tech University.

The Art of Explanation in Plain English (Common Craft)
2:00 - 2:50 pm
Lee LeFever is the founder of Common Craft, producers of the popular “in Plain English” series of online video explanations. He will discuss the process of producing Common Craft videos and focus on explanation as an important communication skill. Learn how you might create an explanatory message for your library.
Lee LeFever, founder, Common Craft (Seattle, WA).

Books, Libros, Kitab: Building Diverse Collections for Diverse Populations
2:00 - 3:50 pm
As communities become more multilingual so must library collections. Learn how to build a diverse collection from librarians who have answered such questions as: How do I select non-English material for my collection if I do not speak that language? What languages should my collection include?
Martin Corrigan, world languages specialist, Corrigan Library Consultants; Jayme P. Karen, librarian, Weatherford Elementary, Plano ISD; Andrea Malone, modern and classical languages librarian, University of Houston; Maria Elena Ovalle, coordinator of library services and media, ESC Region 1; and Gregory Snyder, catalogue librarian, San Jacinto College.

Provider-Neutral eBook Catalog Records
2:00 - 3:50 pm
This program describes how a provider-neutral record differs from previous cataloging practices for eBooks, and will also discuss OCLC’s plan for conversion and consolidation of existing eBook records in WorldCat. Learn the new standards for eBook cataloging.
Robert Bremer, senior consulting database specialist, OCLC.

SACS and the QEP: Assessment and the Role of Academic Libraries
2:00 - 3:50 pm
The reaffirmation process for accreditation by SACS centers on assessment and the QEP. This session will provide an introduction to the assessment of student learning and the development of a campus QEP. A panel will then provide examples from their respective campuses.
Donell Callender, associate librarian for humanities, Texas Tech University; Doyle Carter, associate professor of kinesiology and director of the quality enhancement plan, Angelo State University; Sarah Logan, assistant vice president of institutional research and effectiveness, Angelo State University; Kelli Wilder, librarian, Alamo Colleges- St. Philip’s College; and Richard Wood, executive director of libraries, Health Science Center, Texas Tech University.

Everyone is Getting Crabbier
2:00 - 3:50 pm
Feeling stressed? You’re not alone! Most of us are doing more with less at work and at home while juggling the ever increasing expectations of bosses, co-workers, family members, and friends. It is no wonder that we are all getting crabbier. This program provides techniques to manage stress both in your personal life and in the workplace.
Government Information en Español
2:00 - 3:50 pm
This program identifies Texas and federal information resources in Spanish for personal use and research. The speakers highlight selling points for providing government information to the diverse Hispanic community and offering outreach services.

Minerva Alaniz, assistant librarian, Texas Tech University; and John Faria, government documents librarian, El Paso Public Library; and Tom Rohrig, associate librarian, Texas Tech University.

PowerPoint on Steroids: Tech Tools for Better Presentations
2:00 - 3:50 pm
Used typically, PowerPoint is a tool with serious limitations. Learn ways to leverage free software and online resources to empower your multimedia presentations and infuse them with 21st century skills.

Randy Rodgers, instructional technology specialist, Birdville ISD.

Diversity or Inclusion? Making a Seat for Everyone at the Table
2:00 - 3:50 pm
Attorney Elizabeth Campbell discusses the impact of our attitudes, myths, and conflicts through the lens of diversity. Through stories and common experiences, she will offer tools and methods to identify divisive attitudes, reach solutions within the workplace, and build strategies to bring people together.

Elizabeth A. Campbell, partner and chief diversity officer, Andrews Kurth LLP.

Dollars for Digitization: Getting and Managing Federal Grants for Digitization Projects
2:00 - 3:50 pm
You’re interested in digitizing your special collections, and you’ve heard that grant funds are available from federal agencies including IMLS. What do you do next? Come learn from a panel of academic, public, and special librarians what it takes to get federal dollars for digitization, with an emphasis on the principles of grant writing and management.

Dreanna Belden, assistant dean, University of North Texas Libraries; Susan Rhyne, manager of information services, Texas Railroad Commission; and Susan K. Soy, development administrator, City of Austin.

Where Do We Draw the Line on Privacy?
2:00 - 3:50 pm
The landscape of information privacy is shifting dramatically. This program will show you how to craft and implement policies to protect user privacy. The speaker will challenge you to initiate a conversation in your community to educate and engage the public on this critical issue.

Angela Maycock, assistant director, Office for Intellectual Freedom, American Library Association.

Wielding Web 2.0 and Social Networking Tools to Recruit, Supervise, and Interact with Workers (Contributed Papers Session III)
3:00 - 3:25 pm
Web 2.0 and social networking tools have been used to manage workers and workflows. Using free online tools, supervisors remotely monitor projects and host remote volunteers with a streamlined managerial Web presence.

R. Nicole Westbrook, digital photograph technician, Digital Library, University of Houston.

Mobile Web Users in the Context of the Library (Contributed Papers Session III)
3:30 - 3:50 pm
With the advent of mobile devices, academic and public libraries in Texas have applied mobile technologies to websites. This paper presents a survey of users who have mobile access to library services.

Yunfei Du, assistant professor; and Wandeet Tangsathitkulchai, doctoral student, College of Information, University of North Texas.

General Session II with Greg Mortenson
4:00 - 5:20 pm
New York Times bestselling author Greg Mortenson is the co-founder of the Central Asia Institute and the children’s program, Pennies For Peace. His work creating educational opportunities for children in Pakistan and Afghanistan has earned international praise and has improved the lives of thousands upon thousands of children living in the most difficult circumstances on the planet. Don’t miss the opportunity to hear the legendary humanitarian as he discusses his work and the remarkable Pennies For Peace program.

Greg Mortenson, co-founder and executive director, Central Asia Institute and author, Penguin Young Readers Group.

Friday, April 15

Acquisitions and Collection Development Budget Strategies: More with Less
8:00 - 9:50 am
What challenges confront libraries as they balance collecting a variety of material formats for an increasingly diverse user base with decreasing budgets? Join a panel of academic, public, and school librarians in discussing how to manage acquisitions and collection development in lean budget times.

Mark Dolive, director, SE Campus/Library, Tarrant County College District; Leigh Ann Jones, library coordinator, Frisco ISD; Marianne Lorio, database and AV librarian, Houston Public Library; Elizabeth Sargent, assistant manager and lead archivist, Houston Metropolitan Research Center, Houston Public Library; and J. Michael Thompson, head of acquisitions, University of Houston.
Lariat List Adult Services Author Session Breakfast with Josh Bazell and Linda Castillo (Ticket Required)
8:00 - 9:30 am
Adult reading and programming are on the menu today. Join your colleagues for the unveiling of the 2011 Lariat List of fiction titles for adults. Josh Bazell (Beat the Reaper) and Linda Castillo (Sworn to Silence), authors included in the 2010 list, enliven the morning’s activities with fiction over easy.
Josh Bazell, author, Little, Brown and Company; and Linda Castillo, author, St. Martin’s Press.

Reference beyond the Desk
8:00 - 9:50 am
Learn from an academic and public librarian how to expand reference service beyond the desk. From roving reference to reference outreach, librarians have multiple opportunities to increase customer service and work with customers at the point of need.
Clara Maynard, branch librarian, Harris County Public Library; and Beth Thomsett-Scott, science and engineering librarian, University of North Texas.

Social Networking Basics (Hands On Lab VIII)
(Ticket purchase required)
8:00 - 9:50 am
Learn how to use Facebook, Twitter, and LinkedIn in personal and professional environments. Have fun while promoting yourself and your library.
Jody Braswell, librarian, Burnet Elementary, Odessa ISD; WyLaina D. Hildreth, senior librarian, Denton Public Library; and Alexey W. Root, senior lecturer, Interdisciplinary Studies, University of Texas at Dallas.

Speed Dating with eReaders and Other Mobile Devices
8:00 - 9:50 am
This tech “petting zoo” allows attendees to interact with gadgets in an informal, round-table setting. Devices (such as eReaders, iPads, and smartphones) will be available for hands-on experimentation, and librarians will answer your questions at each station. This session is appropriate for all skill levels.
Christina H. Gola, head of library instruction; and Billy Hoya, program coordinator II, University of Houston Libraries.

Crossing TransAtlantic Borders: Leaders and Innovators in Romanian Libraries
8:00 - 9:50 am
The Bill and Melinda Gates Foundation funds the Leaders and Innovators Training Program allowing Romanian public librarians a chance to travel to the US and exchange ideas. A representative from the Mortenson Center for International Library Programs and public librarians from Romania discuss how technology has changed the role of librarians. This discussion offers attendees the opportunity to glimpse a global perspective on library issues and network with international colleagues.
Barbara Ford, director and distinguished professor; and Susan Schnuer, associate director, Mortenson Center for International Library Programs, University of Illinois at Urbana-Champaign Library.

Make a Bold Move: Chess in Public, Academic, and School Libraries
8:00 - 9:50 am
Chess is one of the most enduring games in history and is known for building confidence and strategic thinking. Find out how to promote traditional play as well as modern incarnations – Live Chess – at your library. From seeking funding for programming to implementing clubs and tournaments, presenters share their experiences in libraries to entice new users and create new communities.
Jody Braswell, librarian, Burnet Elementary, Odessa ISD; WyLaina D. Hildreth, senior librarian, Denton Public Library; and Alexey W. Root, senior lecturer, Interdisciplinary Studies, University of Texas at Dallas.

Lighten Up! The Value of Play in the Workplace
9:00 - 9:50 am
All work and no play makes a dull librarian! Particularly important during stressful times, incorporating fun as a part of work can relax tensions, improve staff morale, encourage innovation, and lead to better customer service. The speaker will show you how to introduce creative learning into your organizational culture.
Laura Heinz, associate librarian, Texas Tech University.

Learn Frontline Fundraising from ALA President Roberta Stevens
9:00 - 9:50 am
Institutions everywhere are confronting funding limitations. In this financial climate, libraries can supplement support from their local communities or educational institutions with alternative funding sources. Transforming advocacy skills into fundraising opportunities are the focus of this program that explores how to overcome the fear of “the ask” to grow library resources.
Roberta Stevens, president, American Library Association.

LibGuides: Research Instruction beyond School Library Walls
9:00 - 9:50 am
Learn how Leander ISD librarians used LibGuides, a commercial web-based pathfinder, to increase the use of their library databases and electronic resources. The speakers will also discuss how these efforts can promote collaboration and facilitate research skills and instruction.
Zandra Lopez, librarian, Vandegrift High School; and Diana Pierce, librarian, Leander High School, Leander ISD.

Grey/Gray Matter: The Role of Institutional Repositories
9:00 - 9:50 am
The speaker defines the role of an institutional repository and explains how it aids in preservation and
scholarship. The session reviews trends in preservation services, providing remote access to collections, and facilitating scholarly communications and research.

Holly Mercer, head of digital services and scholarly communication, Texas A&M University.

Pitch for Your Niche: Cultivating a Professional Image in this High Tech Age
10:00 - 11:20 am
Understanding the best way to present yourself in the interview process, in a résumé, and through a changing technological climate is imperative whether you’re a new or seasoned librarian. Come hear speakers from all types of libraries present information and strategies on marketing yourself in the digital age.

Cathy Nelson Hartman, associate dean of libraries, University of North Texas; Kris Helge, law librarian, School of Law, Texas Wesleyan University; Valerie Hill, librarian, Ethridge Elementary School, Lewisville ISD; Donna Kearley, coordinator of library services, Denton ISD; Toni Lambert, assistant director, Austin Public Library; and Julie Leuzinger, stacks manager, University of North Texas Libraries.

The Future of Resource Sharing
10:00 - 11:20 am
As the world around us continues to change, what is the future of resource sharing? The speaker reviews emerging formats, industry trends, and the impact they might have on resource sharing. Learn how to prepare for these changes. A business meeting follows the program.

Tony Melvyn, product manager, Worldcat Resource Sharing, OCLC.

Meet the Next Generation: Digital Natives Talk to Stephen Abram
10:00 - 11:20 am
Are you savvy to the mosquito trick? How do teens who have grown up in the digital age consume information and technology? How is their approach to the world of information unique, and how can libraries best respond? Hear the opinions and preferences of digital natives in their own words as Stephen Abram interviews a panel of young library customers.

Stephen Abram, vice president, Strategic Partnerships and Markets, Gale Cengage Learning.

Basic Accounting Concepts and Techniques for Acquisitions Librarians
10:00 - 11:20 am
A former CPA and current acquisitions librarian introduces accounting techniques to help maintain fiscal order. She will review reconciling fund and vendor accounts, annual budgeting and monitoring, and creating scenario analysis for larger purchases.

Rachel Kirk, collection management and acquisitions librarian, Middle Tennessee State University (Murfreesboro, TN).

Creating an Online Health Information Pathfinder for a Diverse Population
10:00 - 11:20 am
The speakers will report on an online pathfinder they created to support the health information needs of a community. This project, funded by an award from the National Library of Medicine, allowed them to work with the community to design a culture and language friendly web-based pathfinder, which is available in bilingual formats.

Ana D. Cleveland, regents professor and director, Houston and Health Informatics Programs; Xuequn Della Pan, project coordinator; and Jodi Philbrick, assistant director, Houston Program, College of Information, University of North Texas.

One Book One Conference
10:00 - 11:50 am
Grab a cup of coffee, bring a friend, and share in TLA’s “book club.” This year’s One Book One Conference selection is The Night Bookmobile by Audrey Niffenegger. A graphic novel selected by popular vote by our membership, the work sets the stage for a lively forum and great opportunity to make new friends.

Read the selection before conference and lend your thoughts to a stimulating discussion with your fellow librarians. Robert Weiner and panel will lead our conference conversation on this year’s intriguing selection.

Elizabeth Figa, associate professor, College of Information, University of North Texas; WyLaina D. Hildreth, senior librarian, Denton Public Library; Carrye Syma, assistant librarian, Texas Tech University; and Robert Weiner, associate librarian, Texas Tech University.

Google Docs, Reader, and Email Tools: Unleash the Power of Google
(Hands On Lab IX; Ticket purchase required)
10:00 - 11:50 am
This session guides participants through a variety of Google tools, and participants should already have their own Google account. Topics to be covered include creating and sharing Google documents, using rules for Google email, and setting up Google Reader to organize RSS feeds.

Ellie Collier, reference librarian, Austin Community College.

Library Disaster and Continuity of Operations Planning
10:00 - 11:50 am
All libraries are vulnerable to large or small disasters. The panel of experts will discuss how to plan for disaster and how to ensure the best services for your community. Learn about continuity of operations planning and the importance of partnerships and collaborations to speed recovery.

Gina Minks, imaging and preservation service manager, Amigos Library Services, Inc.; C. Marty Thompson, director, R.M. Bird Health Science Library, University of Oklahoma Health Science Center; and Dan Wilson, associate director, Health Science Library, University of Virginia.
Transforming the Library Experience:
Think Like the Customer
10:00 - 11:50 am
When you’re on a dead horse, the best strategy is to dismount. Don’t be afraid to reinvent customer service. Innovative service should be central to your library’s decision making process. The speaker will emphasize the importance of refining policies and procedures with customers in mind and organizing your library to support quality service.
Karen Hyman, library consultant.

Understanding Poverty: Implications for Library Services
10:00 - 11:50 am
Do you understand the culture of poverty? Are you aware of how poverty-related behaviors and mindsets affect learning? Socioeconomic differences can result in misunderstandings and challenges for librarians and users alike in many library settings. This program provides practical, real-world guidance for overcoming barriers and helping others succeed, including intervention strategies proven to increase effectiveness.
Ruby K. Payne, president, aha! Process, Inc.

Closing Author Session Luncheon with Daniel Handler and Maira Kalman: How We Got Together, Why We Broke Up, and Other Sad Love Stories (Ticket purchase required)
12:00 - 1:20 pm
Acclaimed-author Daniel Handler (a.k.a. Lemony Snicket), who has written books for both grownups and young readers, joins celebrated The New Yorker illustrator and artist Maira Kalman for a lively discussion. They will describe their collaborative process and reveal how they turned their painful adolescent romantic experiences into their first YA novel, and vice versa. In addition to these fascinating personalities, the audience will be treated to a live musical excerpt from Brothers, Boyfriends and Other Criminal Minds.
Daniel Handler, author; and Maira Kalman, illustrator, Little, Brown Books for Young Readers.

See you next year!