

SARC III Program

September 28 – October 1, 2005

Wednesday, September 28, 2005
Registration/Information Desk Hours
7:30 am – 8:00 pm

Professional Development Program
Pre-Conference Workshop
Special registration and fees apply

Continental Breakfast in Woodlands Hotel

9:00 – 5:00

Determining & Communicating the Value of the Special Library
Joe Matthews – JRM Consulting

Identify ways in which the special library can calculate the value of its services and then communicate that value to the important stakeholders in the organization.

5:30 – 7:00
Opening Reception on the Cascades Terrace
Sponsored by Basch Subscriptions

Thursday, September 29, 2005
Registration/Information Desk Hours
7:30 am – 4:00 pm

7:45 – 8:50
Continental Breakfast in Conference Center
8:30 – 8:50
Morning Chat with Rebecca Vargha, SLA President-Elect

9:00 – 9:50

Knowledge Management in Practice: The FEDFAQ
(CONTENT CONNECTIONS)
Ernie Evangelista – Federal Reserve Bank of Atlanta

The Federal Reserve Bank of Atlanta Library collaborated with information technology staff to launch a knowledge management application that is now used by most of the Federal Reserve System. This application, known as FEDFAQ, serves multiple purposes. You'll hear how the FEDFAQ evolved from a Federal Reserve Bank of Atlanta application to a deeper and broader database involving other information providers. Screen shots of the administrative section of this application will be supplemented with a live look at how the database serves as the foundation for the FAQ section found on most Federal Reserve Web sites.

Works Well with Others
(PEOPLE CONNECTIONS)
Cynthia M. Kisby – University of Central Florida Libraries

Whether a solo librarian, team member, committee chair, task force dodger, department manager—no matter what the situation—success depends upon others. In this interactive session, we will practice using facilitation tools to put a framework around the essentials of successful group work. We will also learn skills to achieve positive outcomes and tangible accomplishments when working in a group.

Jumping on the Blogwagon: A Librarian's Perspective
(TECHNOLOGY CONNECTIONS)
Catherine Lavallée-Welch – University of South Florida-Lakeland
Sponsored by SLA SciTech Division

Perspectives on blogging and librarian-bloggers will be introduced by the editor/publisher of *Englib.info*, one of the first weblogs for sci-tech librarians. Purposes and objectives for blogging, technology issues, and professional development notions will be examined, as well as the future role of librarians as blogging resources in academic and corporate settings.

10:00 – 5:00
Vendor Fair

10:00 – 10:50

China—Let a Thousand Sources Bloom!
(CONTENT CONNECTIONS)
Terese Mulkern Terry – Lippincott Library, Wharton School, Univ. of Pa.

Are there really a thousand information resources about China? Learn about the best free and fee-based resources for exploring opportunities to interact with China along with need-to-know facts that affect that interaction. This research is no job for amateurs. Corporate, academic, and nonprofit librarians can benefit from the liberally illustrated presentation.

The X-Factor: Managing Your Institution's Performance
(PEOPLE CONNECTIONS)
Carol Hunter – University of Virginia

Focus on the planning and analysis process for setting performance goals. Topics covered will include: strategic planning, goal setting, manager accountability, discipline, training and development, and rewards.

Open Access—The Perfect Storm? Policy, History, and Use
(TECHNOLOGY CONNECTIONS)
Chuck Hamaker – Collections and Technical Services, University of North Carolina-Charlotte
Rick Johnson – Scholarly Publishing and Academic Resources Coalition (SPARC)
Tim Bucknall – Electronic Resources and Information Technologies, University of North Carolina-Greensboro

Hear three perspectives on open access: a public policy perspective—why this is important—by Rick Johnson of SPARC; a historical background, with the acronyms, protocols, and positions of key groups reviewed by Chuck Hamaker; and Tim Bucknall on how institutions can identify and use free and open access journals.

10:50 – 11:10
Break with Vendors

11:10 – 12:00

Science.gov—FirstGov for Science
(CONTENT CONNECTIONS)
Valerie S. Allen – U.S. DOE Office of Scientific and Technical Information (OSTI)

Information professionals must be engaged in an ongoing evaluation of content, technologies, and partnerships to enhance the value and accessibility of scientific data and information. One of the most notable projects with which the Department of Energy's Office of Scientific and Technical Information (OSTI) has been involved is Science.gov. Science.gov, or FirstGov for Science, is a multi-agency gateway to over 47 million pages of government information selected and submitted by 12 participating federal agencies. Get an overview of Science.gov, as well as other OSTI Web-accessible resources.

Change My Mind? No, You Change Yours!
(PEOPLE CONNECTIONS)
Cynthia M. Kisby – University of Central Florida Libraries

As managers, we care about change management strategies to help our staff members not just survive, but thrive, when faced with challenges, such as systems implementations and upgrades, building renovations, or budget reductions. As employees, our bigger concern is survival when these changes are imposed upon us. As individuals, we may or may not want to change how we react, communicate, or adapt. Join us to uncover common themes that might help ease the discomfort of change.

Librarians without Borders: Virtual Reference in a Regional Consortium
(TECHNOLOGY CONNECTIONS)

Jennifer McClure – University of Alabama
Gail Peyton – Mississippi State University
Marilyn Scott – Virginia Commonwealth University
Don Welsh – College of William and Mary

This panel will share the first year's experiences and lessons learned from ASERL's consortial virtual reference service. It will include a brief history of the project, a factual account of the first 12 to 18 months, evaluation of the project, and future plans.

12:00 – 2:00
Lunch with David Seaman, Keynote Speaker
and time to network and visit with vendors

2:00 – 2:50

Accessing and Using Government Statistical Information

(CONTENT CONNECTIONS)

Gary Marchionini – School of Information and Library Science, University of North Carolina-Chapel Hill

Government agencies at all levels collect important data for use by policy makers, businesses, and the public. The widespread migration of government statistical information from specialized databases and reports to the Web has opened up new possibilities for non-specialists to access these data and created new requirements for helping people understand the data they find. This talk describes an effort to make government statistical information easier to find and understand.

Timeless Creativity: Understanding and Applying the Art of Being Your Creative Best

(PEOPLE CONNECTIONS)

Cynthia Barrancotto – Proctor Library, Flagler College

The active and energetic information professional employs creativity in many ways on a daily basis. Attendees will look at the myths and truths surrounding the definition of "creativity" and the importance of being one's creative best throughout one's life. Discover a fresh awareness of inherent skills and practical ways in which to integrate and apply new tools and tips to both everyday life and the work environment.

Library Uses for XML

(TECHNOLOGY CONNECTIONS)

Stephen Bajjalý – School of Library and Information Science, University of South Carolina

XML (extensible markup language) provides significant information management advantages over HTML for both information providers and consumers. Compare XML and HTML and discuss the emerging importance of XML applications for special librarians.

2:50 – 3:30
Break with Vendors

3:40 – 4:30

Competitive Intelligence: An Expanding Universe of Resources

(CONTENT CONNECTIONS)

Judith J. Field – Wayne State University

Discuss new CI resources that should be consulted, including blogs and communities of practice, as well as incorporating data mining and bibliomining into your competitive intelligence arsenal.

Effective Negotiation Strategies for Purchasing Information Resource Contracts

(PEOPLE CONNECTIONS)

Joanie Olivier – Iconitel Consulting Company, Inc.

Learn how to cultivate a competitive edge when negotiating contracts with online vendors and effectively manage resource acquisitions and contract renewals for optimized budget planning. Understand pricing strategies, contract terms, and terminology. Accurately track usage statistics and user activity to identify opportunities for resource cost reduction, and apply new methods for ethical cost recovery of online research.

Adopting DSpace for a Corporation / Adopting DSpace for a University

(TECHNOLOGY CONNECTIONS)

Ilene Strongin-Garry – InterContinental Hotels Group
Susan Wells Parham – Digital Initiatives Department, Georgia Tech Library & Information Center

A corporate librarian will reveal how InterContinental Hotels Group used DSpace to archive its key learnings and integrated it into the department and the corporation. The speaker will focus on the effort to adopt an open source software system, including upgrades, customizations, and usage by other departments within the organization.

Georgia Tech Library established an institutional repository for a largely entrepreneurial campus in order to share scholarly communication more quickly and freely between researchers. Find out how the original expectations of the repository have modified over time, especially such features as universal self-submittal and keyword entry.

7:00 – 9:00

"Experience Colonial Williamsburg"
Dinner/Theater \$60/person – Reservation Deadline: Sept. 5

Friday, September 30, 2005
Registration/Information Desk Hours
7:30 am – 1:00 pm

7:45 – 8:50

Continental Breakfast in Conference Center

8:30 – 8:50

Morning Chat with Ethel Salonen, SLA Past President

8:00 – noon

Vendor Fair

9:00 – 9:50

Digitizing Library and Archival Resources

(PAST CONNECTIONS)

Jennifer A. Marshall – School of Library and Information Science, University of South Carolina

Continuing developments in technology and changes in the way people seek information sources are leading an increasing number of librarians and archivists to digitize portions of their holdings. This program is intended to outline the process of managing successful digital initiatives.

Finding Out What You Really Need to Create a Marketing Plan

(PRESENT CONNECTIONS)

Rebecca Rhodes – GrantSource Library, University of North Carolina-Chapel Hill

Discover the process a special library used to develop ideas for a marketing plan based on user surveys. In addition, understand how that plan was turned into action on a limited budget and how other special librarians can duplicate this successful approach.

Project Reconnect: Bridging the Gap between LIS Faculty and Practitioners

(FUTURE CONNECTIONS)

Gary Burnett – College of Information, Florida State University

There have been repeated calls in the LIS literature for educators to bridge the gap between research, classroom theory, and current practice. A proposed IMLS grant internship project will be presented: faculty members will perform typical tasks and work with library staff, they will provide both support for the library, and model conceptually-based practice. We wish to share our ideas, receive comments and suggestions, and gather information to use in our research, future workshops, and publication.

10:00 – 10:50

Earn a Degree on the Internet: Distance Education for Librarians, Archivists, and Records Managers

(PAST CONNECTIONS)

Albin Wagner – New Jersey Division of Archives and Records Management

Explore the variety of online educational resources available to records and information managers, including a directory of accredited courses and degree programs on the Internet. The experiences of students, faculty, and administrators involved in these programs will be evaluated.

Added Value: Defining, Creating, and Promoting Value to Our Users

(PRESENT CONNECTIONS)

Karen King – Darden Graduate Business Library, University of Virginia
Michael Greco – Scripps Library and Multimedia Archive at the Miller Center of Public Affairs, University of Virginia

Learn how to define that which is valued by our users, then discover how to create added value for our communities. Finally, explore how to promote value-added collections and services to users.

Evaluating Library Services

(FUTURE CONNECTIONS)

Joe Matthews – JRM Consulting

The strengths and weaknesses of the methodologies for gathering data and evaluating a wide variety of library services will be presented.

10:50 – 11:10
Break with Vendors

11:10 – 12:00

Behind the Scenes at the Peyton Randolph Site: Research at the Colonial Williamsburg Foundation

(PAST CONNECTIONS)

Gail Greve, Marley Brown, Edward Chappell, Juleigh Clark and Kevin Kelly – Colonial Williamsburg Foundation

Explore the research methods and materials used to develop an in-depth understanding of the history of the Peyton Randolph site. Colonial Williamsburg staff will describe how their departments each obtained information and how it is used to interpret the site to visitors.

Conducting a Comprehensive Communications Audit

(PRESENT CONNECTIONS)

Barbie E. Keiser – Barbie E. Keiser, Inc.

Be taken through a set of integrated activities that will allow a library to accomplish the objectives of a communications audit, including (1) a comprehensive survey of users to assess how they use the library's communications vehicles, (2) focus group discussions to delve more deeply into existing challenges and uncover potential solutions from staff and users alike, and, (3) interviews with selected individuals via telephone, verifying findings through actual observation on-site. Outcomes of specific communications audits will be highlighted and discussed.

Content, Not Containers: Information Format Trends

(FUTURE CONNECTIONS)

Alane Wilson – OCLC

As the boundaries blur between content, technology, and the information consumer, the container now matters less than the information within it. Examine the "unbundling of content" from traditional containers (books, journals, CDs) and distribution methods (postal mail, resource sharing) to reveal some implications for librarians. Among the topics covered will be the legitimacy and spread of "social" publishing, such as blogs, the repurposing of "old" content for new media, multimedia content as a service for an array of devices, and Google's forays into content provision with Google Scholar and Google Print.

12:00 pm – 2:00 pm
Lunch with one of our Founding Fathers
and time to network

2:00 – 2:50

Connecting with Your own Past: Preserving the History of Special Libraries

(PAST CONNECTIONS)

Bob Williams – School of Library and Information Science, University of South Carolina

The archival and historical materials of special libraries and information centers are among the most poorly collected and preserved. Learn both a rationale and practical approaches for collecting and preserving the appropriate records and other materials that document the history of the library or information center.

Virtual Communities: Within and Beyond Organizational Boundaries

(PRESENT CONNECTIONS)

Vicki L. Gregory – School of Library and Information Science, University of South Florida

The School of Library and Information Science at the University of South Florida is successfully utilizing an extensive virtual community to connect our faculty and students, but the model can easily be extended to other types of organizations or to any group of professionals in a community of practice. Hear described the form of virtual community that USF SLIS is presently using, and discuss those variations on this model that can be used in and adapted to many environments.

USA PATRIOT Act? Who Cares? Everyone Should!

(FUTURE CONNECTIONS)

Beatrice Kovacs – Department of Library and Information Studies, University of North Carolina-Greensboro

Many special librarians feel that the USA PATRIOT Act will not impact their situations, but when a federal agent shows up with a national security letter will they know their rights? Will they know the implications? Will they know what to do next? These issues will be explored.

3:00 – 3:50

When Worlds Collide: All Collections – One System

(PAST CONNECTIONS)

Julie Beamer – Virginia Historical Society

Libraries have been automating their collection records for over twenty years, and museums have just begun in large numbers to follow suit. However, very few institutions with both museums and libraries have attempted to put their collections on a single automation system. The Virginia Historical Society has made this leap. This presentation will show that a joint collection system is not a dream and will discuss why the VHS chose to bring their "worlds" together, compromises that were made, added benefits of automating processes, and the overall joys and pitfalls of library and museum collections colliding in the automated world.

Teaching Value within the SLIS Curriculum: Challenges and Opportunities Provided by the "Special Libraries" Course

(PRESENT CONNECTIONS)

Dr. Judy Marley – School of Library and Information Science, University of South Carolina

Review the approaches used to teach "value" within the Special Libraries course at the University of South Carolina's School of Library and Information Science. Participants will be asked to critique these approaches and share their own experiences in how they calculate value in their organizations.

SLA: The Future of the Profession and the Association

(FUTURE CONNECTIONS)

Ethel M. Salonen – SLA Past President

Ms. Salonen will review her year as President of SLA and highlight her observations on the successful future for information professionals. We will also strategize on what this means for SLA and our profession. There is much to be enthusiastic about, and there will be ample time for conversation.

Saturday, October 1, 2005

10:00

Tour – John D. Rockefeller, Jr. Library of The Colonial Williamsburg Foundation (Limit: 30)

10:00 or 11:30

Tour – Earl Gregg Swem Library of the College of William and Mary (Limit: 20 per session)