

## **Session Title: Compassionate Librarianship: Reframing Reference for the Virtual Space**

**Session Length:** 45 minutes (up to 5 presenters)

**Content Level:** Intermediate

### **Session Description**

Working from home has been difficult, but learning from home has been exceptionally challenging to students, especially BIPOC students. Now more than ever, our virtual “reference desk” interactions need to be compassionate and equity minded. Come learn about best practices for virtual reference to create a welcoming and inclusive learning environment.

### **Learning Objectives:**

Attendees will understand and empathize with students' online learning experience

Analyze their current virtual reference practices

Learn to create a welcoming and inclusive learning environment.

## **Session Title: The evolution of project management**

**Session Length:** 45 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

Whether you've been just assigned as "project manager" or a seasoned PMP (certified project manager), this session will focus on "project management" tools that you can leverage to manage any project. Not every project requires a professional project management tool. This session will focus on what project management tools are available and when/where to use them. The focus will be the utilization on tools such as Microsoft To-do, Microsoft Planner and Microsoft Project and their collaboration with a team using available tools in the M365 framework. However there will be a discussion on other project management tools such as Trello , Asana, Monday.com and more. Some Key takeaways: Understanding when to use which planning tool Appreciation of the value of project management and how librarians/info pros can be project managers Exploration of additional technologies to help with project management Objectives: Create a project plan based on need Organize project segments Collaborate on a project Notes: session can be any length from 30 min, 45 min or 60 min. Also categorized the session as fundamental yet can structure the session to be intermediate

### **Learning Objectives:**

Create a project plan based on need

Organize project segments Collaborate on a project

## **Session Title: Virtual Tour of the Pan Am Archives**

**Session Length:** 45 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

Housed at the University of Miami's Otto G. Richter Library, the Pan American World Airways, Inc. Records are the major resource for researching Pan Am corporate history. This virtual tour of the will introduce the archive's history, touch on the history of Pan Am, and the library's impressive digitization program. The records of Pan American World Airways Inc. begin with the company's founding in 1927 and document the 64 year lifespan of a pioneer airline and international symbol of adventure and romance. The 1,500 linear foot collection contains evidence of Pan Am's long list of accomplishments, which includes being: the first American airline to operate a permanent international air service, the first American airline to use radio communications, the first American airline to develop an airport and airways traffic control system, the first American airline to employ cabin attendants and serve meals aloft, the first American airline to develop a complete aviation weather service, the first airline in the world to offer scheduled transpacific passenger and mail service, the first airline in the world to offer scheduled transatlantic passenger and mail service, and the first airline to operate jets within the continental United States.

### **Learning Objectives:**

Participants will leave this session having learned about the corporate and social history of Pan Am, as well as having a better understanding of the organization of archives and digitization of materials.

## **Session Title: Census Data and Geography Resources for Librarians**

**Session Length:** 90 minutes (live interactive only, (up to 5 presenters))

**Content Level:** Intermediate

### **Session Description**

U.S. Census Bureau data provides a fresh portrait of America's people and is a leading source of quality data for your patrons. Key data are now provided through the 2020 Census, and the Census Bureau has a new platform to access this information: [data.census.gov](https://data.census.gov). Join this session for a live demonstration and hands-on exercises where you will learn how to navigate the new site. This session also features a segment on census geography. You will learn the basics of geography hierarchies, relationships, and easy-to-use geography reference tools that enable you to visualize boundary changes over time and find geographies for a particular address.

### **Learning Objectives:**

- Access highly anticipated data from the 2020 Census and latest American Community Survey (ACS) through [data.census.gov](https://data.census.gov), a new site that has replaced the previous data portal of 20 years.
- Visualize geographic boundary changes over time through the TIGERweb mapping application
- Find geographies associated with a particular address through the Census Geocoder

## **Session Title: Obtaining Value Adds from the Vendor: How to Get More Bank for Your Dollars!**

**Session Length:** 60 minutes (up to 5 presenters)

**Content Level:** Intermediate

### **Session Description**

We spend hundreds of thousands of dollars on subscription services and data for our organizations. Learn how to negotiate for value add ons from your vendors that improve the impact these purchases have on your clients.

### **Learning Objectives:**

1. How to build trust and rapport in negotiations with vendors;
2. Defining Distributive vs. Integrative Negotiation;
3. Finding uncommon ground and focusing on areas where you and the other party have different interests and perceptions, rather than commonalities;
4. Sharing best practices, tips and ideas for getting more for your information investment.

## **Session Title: Food Taxonomy: Facilitating standards to enhance worldwide research**

**Session Length:** 45 minutes (up to 5 presenters)

**Content Level:** Intermediate

### **Session Description**

In the ever-expanding universe of open-source data, there exists almost countless resources for food and culture from international organizations. Many of these are specific to a particular topic such as agriculture (UFAO), flavors (TERMCAT), and food and drink classification (Europeana). There are resources emerging that compile, and facilitate access to, these seemingly disparate food resources (BARTOC) In this program, speakers will discuss a proposal to create a new, unique data resource that fills a need not yet represented within the data currently being analyzed. In addition to possibly bringing to light an unmet need, the analysis may uncover links between resources that open the door to collaboration opportunities. Speakers will also look at the potential of further taxonomy-related developments using artificial intelligence (AI) and machine learning to address the increasing complexity of scientific and technological food information.

### **Learning Objectives:**

1. To learn about existing food taxonomy classification systems
2. To learn how taxonomy facilitates use of various food information databases.
3. To explore collaboration opportunities to develop more uniform terms.

## **Session Title: Customer Experience (CX): Basics You Need to Know**

**Session Length:** 30 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

This session has a connected theme of providing services to our users. We've heard of customer service (CS) and user experience (UX). Combine them together and the outcome is Customer Experience (CX). While CX has long been a successful service model within the corporate world, it's an emerging trend for library environments. While the topic may be familiar with our colleagues working in industry environments, it offers a new perspective of serving our customers in alternative library environments. CX is how your customers perceive their interactions and transactions with your organization. The goal is for all employees to connect to the customer through a commitment of embracing a "customers first" philosophy. Implementing CX strategies can create library sustainability and build customer loyalty.

### **Learning Objectives:**

Attendees will learn about the Customer Experience (CX) service model.

Attendees will identify CX strategies for implementation at their libraries.

Attendees will learn about best practices for implementation depending upon their library environment.

## **Session Title: Using Semantic Resources to Enrich Content Services**

**Session Length:** 45 minutes (up to 5 presenters)

**Content Level:** Intermediate

### **Session Description**

Let's face it, without structure, content management systems and other repositories can quickly go from sharing content to burying content. How do you tackle this challenge and capitalize on the opportunity it represents without feeling like you are trying to boil the ocean? By using semantic resources like taxonomies and ontologies! This session will present lessons learned from experience and give you actual steps for increasing the use of semantic resources in your content platforms.

### **Learning Objectives:**

1. Understand the link between enterprise content and controlled semantic resources.
2. Evaluate semantic resources and the effort involved in implementation and maintenance.
3. Learn more about how other organizations use similar tools to address content management challenges.

## **Session Title: Mapping Taxonomies, Crosswalking Concepts**

**Session Length:** 30 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

So you have a taxonomy ... now what? Learn about practical ways to map taxonomies or provide crosswalks between ontological concepts in this session.

### **Learning Objectives:**

1. Understand basic concepts related to cross-walking two distinct data sources.
2. Know where to look to find more information and guidance on cross-walking/mapping of semantic resources.
3. Have actionable ideas for how they can embark on a cross-walking/mapping project.

## **Session Title: Collaborative Approaches to Supporting Inclusive Entrepreneurship**

**Session Length:** 30 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

This session will discuss an expanding collaboration between Blackstone LaunchPad and a university library through the lens of their latest entrepreneurial partnership. The group will speak to the development of a micro-credential supporting inclusive student entrepreneurship and the circumstances that prompted the invitation for library collaboration. To meet the needs of first-year international students participating in the micro-credential program, three librarians collaborated to develop a workshop series to introduce students to patent and standard research, market research, and data visualization. The process of pivoting to a virtual instruction format and outcomes for the library will also be discussed. Attendees will learn about the process of cross-unit collaboration on a micro-credential program, the challenges and successes of the workshop series, and recommendations for how they might build partnerships at their own institutions to expand inclusive support for entrepreneurs.

### **Learning Objectives:**

Attendees will learn strategies for building cross-unit and cross-department partnerships in order to develop a network of external collaborators.

Attendees will learn how to develop a worthwhile micro-credential that provides college or university students at all levels an opportunity to gain practical research skills and entrepreneurial experiences.

Attendees will learn approaches for shifting to an online instruction format without compromising the interactivity of a workshop.

## **Session Title: Excellence in Library Services: Success stories of Innovative Library Services from the Asian Region**

**Session Length:** 90 minutes (live interactive only, (up to 5 presenters))

**Content Level:** Intermediate

### **Session Description**

How innovation in library services across the globe can connect librarians, scholars and educators worldwide to stimulate learning and research among their faculty and students. This session shares the experiences of Nazarbayev University Library (Kazakhstan), UIN Sunan Kalijaga Library (Indonesia), Indian and Sri Lankan University Libraries and LIS education institutes developed innovative library services in preparing and responding to the needs of its academic community during the pandemic times brought by COVID-19 with new procedure, rules and policies in order to ensure that the library has met users' need.

### **Learning Objectives:**

How innovation in library services across the globe can connect librarians, scholars and educators worldwide to stimulate learning and research among their faculty and students.

It also provides how innovative library services provided during Pandemic COVID-19 by different Asian Countries like Indonesia, Sri Lanka and Kazakhstan.

## **Session Title: The Info Pro's Role in Promoting Women in Engineering and STEM**

**Session Length:** 60 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

The Engineering and STEM fields offer many career opportunities but face challenges in attracting and maintaining women in these professions. Learn about a variety of initiatives by information professionals in promoting Engineering and STEM in both the academic and corporate setting. Some aim to foster interest in science among young girls, others to make the work climate more friendly to women, and still others to build strong networks on which women can rely. How do you fit into the equation and what efforts can you make to advance female employees and students in your organization?

### **Learning Objectives:**

Instruction techniques to support diverse audiences

Collection development to support diverse audiences Programming opportunities to support diverse audiences

## **Session Title: To the Zooniverse and Beyond: Women in Astronomy**

**Session Length:** 60 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

As women continue to be underrepresented in aviation and space careers, the Smithsonian is committed to disrupting this pattern by fostering a lifelong interest in STEM for girls and young women. This first half of this session will provide information on the ongoing efforts to activate the Smithsonian's one-of-a-kind collections, archives and libraries, research, and programs to inspire learners to think about their roles in defining our future in aviation and space. The Zooniverse ([zooniverse.org](http://zooniverse.org)) is the world's largest platform for online citizen science, engaging more than 2 million volunteers around the world. In the second half of this session, attendees will learn about the space-themed origins of the Zooniverse, some of the platform's notable astrophysical successes, and look ahead to the future of people-powered astronomy research.

### **Learning Objectives:**

1. Develop and discuss strategies for fostering a lifelong interest in STEM for girls and young women
2. Activate the Smithsonian collections in your library
3. Learn how to use the Zooniverse platform for people-powered astronomy research

## **Session Title: Government Information for Business, Finance, and Legal Research: A Beginner's Guide**

**Session Length:** 45 minutes (up to 5 presenters)

**Content Level:** Fundamental

### **Session Description**

Due diligence and thorough company research are crucial for informed and responsible decision-making, especially for investors, attorneys, and business researchers. While there are robust commercial databases that offer company insights and litigation histories, these resources can be prohibitively expensive. Government publications and other free or low-cost resources can provide a convenient alternative to fill information gaps. This presentation will outline fundamental resources for company research, including how to read company filings from the Securities and Exchange Commission (SEC), as well as sources for federal and state case law, and descriptions of other relevant government agencies that house company information.

### **Learning Objectives:**

- Identify different government or low-cost sources of company information.
- Summarize the primary information found through government and low-cost sources.
- Execute effective searches in government portals to locate relevant company information.

## **Session Title: Destination Search: Move Your Research to the Next Level**

**Session Length:** 45 minutes (up to 5 presenters)

**Content Level:** Intermediate

### **Session Description**

How we search and what we search changed dramatically in the past few years. To keep on top of the challenges posed by unstructured data and multimedia formats, some of which are transitory, plus results affected by AI and machine learning algorithms, online researchers must practice constant vigilance. Not only do searchers need to understand why sources might be questionable, they also need to evaluate results through the lens of diversity, equity, and inclusion. The presenter will guide you through the adventure of finding high quality, valid information in a web search world that seems optimized for shopping and trivia, hiding vital information behind paywalls. Reach your destination by driving toward credible information.

### **Learning Objectives:**

Understand the newest approaches to online research

Learn evaluation techniques for online search results

Become alert to pitfalls of web-based information