

SirsiDynix Institute Executive Conference



The User Experience

The Broadmoor Hotel
and Convention Center

Colorado Springs,
Colorado

February 18-19, 2007

Welcome



Dear library executives:

It is my pleasure to welcome you to the SirsiDynix Institute Executive Conference. This conference will provide you with a wonderful opportunity to learn how technologies and trends can keep your institution current, vibrant, and thriving. And, you'll receive the benefit of networking with others in the industry and sharing ideas.

Libraries play a vital role in today's communities – they are looked upon to provide information, resources, expertise, and other valuable content that people need to enhance their lives. You, as library leaders, are charged with making sure your users get the best experience possible.

This year's conference focuses on enhancing the user experience, increasing productivity by using creative strategies and tools, building partnerships, and using Web 2.0 strategies to build Library 2.0 communities.

The SirsiDynix Institute is an ongoing forum for professional development in the library community. By providing free access to industry-leading speakers and events through its online series, the Institute realizes its mission to support librarianship and advance the work of librarians around the world.

We hope that when you return home, if you haven't already discovered the benefits of the SirsiDynix Institute, you'll take advantage of the opportunities at www.sirsidynixinstitute.com.

Thank you for attending the SirsiDynix Institute Executive Conference – we hope you have a wonderful experience.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Patrick C. Sommers', with a long, sweeping flourish extending to the right.

Patrick C. Sommers
Chief Executive Officer
SirsiDynix

The User Experience

Building Community 2.0

As leaders in our communities, information professionals are using new technologies to build stronger interactive environments in our neighborhoods, on our campuses, and in our workplaces. The Executive Conference supports the issues and trends in the information marketplace. This year, the conference focuses on enhancing the user experience, learning, increasing productivity by using creative strategies and tools, building partnerships, and using Web 2.0 strategies to build Library 2.0 communities. With real world success stories and tips from your peers, this event will recharge your batteries!

Sunday, February 18

All sessions will be held in the Ballroom, Broadmoor Main, unless otherwise noted.

9 - 9:10 a.m. **Opening/Welcome:**
Patrick C. Sommers, SirsiDynix Chief Executive Officer

9:10 - 10 a.m. **Building Community through Transformational User Experiences:**
Jerome Nadel, Chief of Global Technical Process and Executive Managing Director, Human Factors International

The Internet has raised the bar for the kind of experiences that library users are expecting from Web sites and services. Library clients expect to find information and complete transactions independently. If technology is hard to use, the result impacts customer satisfaction. Positive user experiences are now mission-critical, strategic imperatives for libraries to fully leverage their capabilities and ensure successful products and services. Nadel shares trends and best practices for user-centered design and usability testing through case studies, including real life examples from both the information and business worlds. Gather tips for creating "smart" portals to meet user expectations and for designing Web sites that deliver content and tools that help communities grow.

10 - 10:20 a.m. **Break**

10:20 - 11:15 a.m. **Communities, Learning, and the Internet:**
Lee Rainie, Director, Pew Internet and American Life Project

New kinds of communities and learning environments are being created through the use of the Internet and other technologies. Rainie discusses

his project's recent findings, especially the profound impact ubiquitous connectivity has on the way people interact, participate in groups and communities, and learn. He discusses the implications of his work for libraries and their users.

11:15 - 11:30 a.m. **Break**

11:30 a.m. -
12:30 p.m. **Finding Answers: The Whole Package?**
Gary Price, Publisher, ResourceShelf.com, and
Director, Online Resources, Ask

Keeping current and finding information regarding community issues and activities is always a challenge, but this lively session provides a context for viewing what's happening in the information industry and the impact of these events on libraries. Stephen Abram interviews industry watcher Price as they look closely at a core function of libraries, finding answers.

12:30 - 1:30 p.m. **Lunch** *Penrose Room (top of Broadmoor South)*

1:30 - 2:30 p.m. **Social Computing and the New
Community Environment:**
Elizabeth Lane Lawley, Director, Lab for Social
Computing, Rochester Institute of Technology

The use of social software today is increasing at an unprecedented rate. Lawley looks at the social tools currently available and on the drawing board, illustrates their uses in various communities, and discusses the potential of these tools for building 2.0 communities.

2:30 - 2:45 p.m. **Break**

2:45 - 3:45 p.m. **Social Tools & Libraries:**
Steven Bell, Associate University Librarian for Research
and Instructional Services, Temple University, and
Helene Blowers, Director, Technology, The Public
Library of Charlotte & Mecklenburg County

Many social software tools are available and in development. Our practitioners discuss experiences with tools in different types of communities and discuss successful applications in the library and information world.

3:45 - 4:15 p.m. **Networking**

Grab refreshments and join discussions of the day's insights and suggested questions. SirsiDynix staff will be at each table to take notes.

4:15 - 4:30 p.m. **Facilitated Feedback from Table Discussions**

4:30 - 5:30 p.m. **Cocktail Reception, Ballroom Foyer**

6 - 7 p.m. **The User Experience: Pieces of the Puzzle Fall into Place, International Center**

Stephen Abram, Vice President of Innovation, SirsiDynix

Libraries are at a great tipping point. There's a return to a focus on the new end user. Abram's special presentation will help take the many puzzle pieces strewn around the floor and assemble them into a picture of what the user experience needs to be in the coming years. How will libraries continue to be highly relevant in our communities: to learners, scholars, and others with whom we interact? As chief strategist of the SirsiDynix Institute, Abram will share SirsiDynix research and provide structure to comments found in his popular blog, *Stephen's Lighthouse*, and in international speeches.

Monday, February 19

8:15 - 10 a.m. **SirsiDynix Corporate and Product Overview, International Center**

Patrick C. Sommers, Chief Executive Officer, SirsiDynix
John Dickson, Vice President, Engineering, **Berit Nelson**,
Vice President, Technical Product Management

In conjunction with the SirsiDynix 2007 SuperConference, Sommers will give a corporate update, followed by presentations on the latest product updates and some new technologies from SirsiDynix.

10 - 10:30 a.m. **Break**

10:30 - 11:30 a.m. **Next Generation Communities**

Kenneth Peterson, Coordinator of Services to Libraries,
Boston Regional Library System
Melanie Damsker, Manager of Special Events and
Programs, Boston Public Library Foundation

The issue of attracting "young professionals" has become important to the library industry on a couple of levels. Of course, the most obvious is

the great need to recruit and retain young professionals. But another one is equally important. Libraries have struggled to keep up with the recent, huge technological advances in order to retain their relevance for young people in their community, not only in terms of the holder and distributor of information, but also as a viable community center for learning, knowledge, and event space. This session reflects several perspectives regarding this issue in the broadest sense of the community as a whole, so that we can see where the library fits into this community.

11:30 - Noon **Table Discussions**

Noon - 1:30 p.m. **Lunch** *Fountain Room (Lake Terrace Dining Room)*

1:30 - 2:30 p.m. **Building Learning Communities:**

Elizabeth A. Unger, Vice Provost for Academic Services and Technology, Dean of Continuing Education, Professor of Computing and Information Sciences, Kansas State University

Academic campuses, whether they are schools, universities, or colleges, are challenged with developing state-of-the-art facilities and networks that connect with the way people learn today. This session looks at how connected campuses bring together libraries, faculty, administration, IT, alumni, and students to build thriving learning communities.

2:30 - 3 p.m. **Break**

3 - 4:30 p.m. **Learning from the Web Successes:**

Stephen Abram, Vice President of Innovation, SirsiDynix

Focusing on the top trends in the information world, Abram looks at how libraries can learn from such sites and tools as MySpace, Facebook, Meebo, and YouTube to build communities and work collaboratively with their clients. Libraries can compete in the challenging and changing information world by focusing on what they do well, rather than on outright copying other successful Web presences. Abram explores the big successes and how SirsiDynix has positioned its products to support transformations. He concludes with a facilitated discussion of thoughts, ideas, and questions from the previous two days.

4:30 - 5:30 p.m. **Executive Closing Reception, *Fountain Room***

Executive Conference Speakers

Patrick C. Sommers, Chief Executive Officer, SirsiDynix

With more than 35 years' experience as a leader of successful information technology companies, SirsiDynix CEO Patrick Sommers began in 2001 to implement plans for taking Sirsi (now SirsiDynix) to an entirely new level as a provider of strategic technology solutions to libraries around the world. These plans have included key mergers and acquisitions of DRA, Docutek, and Dynix, which have resulted in the creation of SirsiDynix – a global technology leader with unparalleled resources and a powerful vision for the future. At the same time, the company has continued developing its integrated library system offerings, while embarking on development of leading-edge technologies that assist 21st century libraries in making sense of the vast world of information and bringing knowledge to the people and communities they serve.

Jerome Nadel, Chief of Global Technical Process and Executive Managing Director, Human Factors International

Nadel has more than 18 years of applied human factors and interface design experience. His professional career began at IBM's Human Factors Lab in Charlotte, N.C. Following that, he held multiple job titles at Unisys, including program manager and co-manager of the Corporate Human Factors group. As vice president of marketing of a multi-national technology start-up, he supported an acquisition by another international technology leader, where he also served as vice president of marketing, driving technology partnerships and promoting usability of mobile data services. Presently, he is a fundamental component of the HFI team as executive managing director and vice president. He earned his M.S. in Industrial/Organizational Psychology with emphasis in Human Factors from Kansas State University and has completed all course work for a Ph.D. His B.A. in Psychology Honors Program is from the University of South Florida.

Lee Rainie, Director, Pew Internet and American Life Project

Rainie is the founding director of the Pew Internet & American Life Project. Since December 1999, the Washington D.C. research center has examined how people's Internet use affects their families, communities, health care, education, civic and political life, and workplaces. In addition, the Project uses regular surveys to track online life. It regularly reports findings on subjects such as teenagers' and senior citizens' use of the Internet, broadband adoption, trends in email use, how people employ search engines, use of the Internet to gather news (especially about politics), blog

creation and readership, and trends in music and movie file sharing. The Project has issued more than 100 reports based on social issues and online activities. It also has focused research on important public policy questions such as public attitudes about trust and privacy online, development of e-government, attitudes about intellectual property issues, the impact of spam, and the status of digital divides. The Project is non-partisan and takes no positions on policy matters. All of its reports and datasets are available free online at: <http://www.pewinternet.org>. Prior to launching the Pew Internet Project, Rainie was managing editor of *U.S. News & World Report*. He is a graduate of Harvard College and has a master's degree in political science from Long Island University.

Gary Price, Publisher, ResourceShelf.com, and Director, Online Resources, Ask

Price is a renowned expert in search, particularly structured data search, and a respected leader within the search, library, and education communities. In addition to his former position on the editorial team at Search Engine Watch, Price is the editor of ResourceShelf and Docuticker, online news sources for online researchers, librarians, journalists, and educators. Price has been a frequent speaker at Search Engine Strategies, WebSearch University, Computers in Libraries, Internet Librarian, and numerous other industry conferences. Prior to joining Search Engine Watch and ResourceShelf, Price worked as a reference librarian at George Washington University in Washington, D.C. He co-authored the book *The Invisible Web* with Chris Sherman and has compiled several well-known Web research tools, including Price's List of Lists and Direct Search, a compilation of invisible Web databases. He has received numerous awards, which include the Innovations in Technology award (2002), the Agnes Henebry award from the Special Libraries Association (2004), and Alumnus of the Year from Wayne State University (2004). Price currently works for Ask.com, where his primary role is to help make search better for users and be a resource to the Ask.com community.

Elizabeth Lane Lawley, Director, Lab for Social Computing,
Rochester Institute of Technology

Lawley joined the faculty of the Information Technology department at RIT (Rochester Institute of Technology) in 1997, teaching primarily in the areas of Web design and development technologies. Her current teaching and research interests focus on social computing technologies such as weblogs, wikis, virtual worlds, and collaborative information retrieval. She also conducts research and speaks on the topic of gender imbalances in technology and education. She received her master's degree in Library Science from the University of Michigan in 1987, and went on to work at the

Library of Congress and the Congressional Information Service. In 1992 she founded Internet Training & Consulting Services, which provided services to a number of clients in business, government, and education throughout the 1990s. She received her doctorate in Information Science from the University of Alabama in 1999. In 2004 she founded RIT's Lab for Social Computing, and currently serves as its director. During the 2005-2006 academic year, Lawley is on a one-year sabbatical from RIT, and holds a position as a Visiting Researcher at Microsoft Research in Redmond, Wash.

Steven Bell, Associate University Librarian for Research and Instructional Services, Temple University,

Bell is currently the Associate University Librarian for Research and Instructional Services at Temple University. Prior to that, he was the director of the Paul J. Gutman Library at Philadelphia University from 1997 to 2006. He took this position in August 1997 after having spent 11 years at the Lippincott Library of the Wharton School at the University of Pennsylvania, serving in a variety of positions, including assistant director. In addition, he is an adjunct faculty member at Drexel University's College of Information Science & Technology where he teaches courses in online and Internet searching and academic librarianship. He is a graduate of Penn's Graduate School of Education, where he earned a Doctorate in Education (EdD). His MLS was taken at Drexel University, and his undergraduate degree (in American Studies) is from Temple University. He is a published writer and authors the Kept-Up Librarian weblog, <http://staff.philau.edu/bells/keepup/>.

Helene Blowers, Director, Technology, The Public Library of Charlotte and Mecklenburg County

Helene is responsible for the development and creation of technology training programs, as well as the library's award-winning Web site, <http://www.plcmc.org/>. She is co-author of the book, *Weaving a Library Web: A Guide to Developing Children's Websites*.

Kenneth Peterson, Coordinator of Services to Libraries, Boston Regional Library System

Peterson's position involves the promotion of the services of the Boston Public Library and Commonwealth of Massachusetts through the development of continuing education programs and automated network services for the Metro-Boston area. Peterson's latest projects include the launch of the first city-wide implementation of SchoolRooms and furthering the adoption of technology at the Boston Public Library. He received his B.A. in Sociology from the University of New Hampshire and M.S. from Simmons College.

Melanie Damsker, Manager of Special Events and Programs,
Boston Public Library Foundation

Damsker's responsibilities include coordinating events that promote and financially support Boston Public Library programs such as the Homework Assistance Program (HAP). From the logistics to fundraising, she assists in designing Foundation events that raise money for the 27 neighborhood branches of the Boston Public Library. Damsker also manages a large group of volunteers, the Young Professionals, who raise funding and awareness for the library. The Young Professionals hold events that provide an entertaining forum to highlight library programs and services.

Elizabeth A. Unger, Vice Provost for Academic Services and Technology,
Dean of Continuing Education, Professor of Computing and Information
Sciences, Kansas State University

Unger is an engineer, mathematician, and computer scientist. She holds a B.S. in Mechanical Engineering and an M.S. in Mathematics from Michigan State University, and a Ph.D. in Computer Science from the University of Kansas. Unger served as director of User Services at the Computing Laboratory at Michigan State University from 1961-1966. At Kansas State University, she served as associate director and acting director of the Computer Center from 1966-1974, and has been a professor of Computer Science since the department's creation. She was the associate dean of the graduate school from 1990-1994, and has served in her current position as vice provost and dean since then. She currently serves on the Great Plains Network Board, the Information Technology Advisory Board of Kansas, and the visionary group for Kansas Education Network (Kan-Ed). Her interests involve using technology as a tool to support the university in the information age, including organized university information systems, distance and lifelong learning, digital libraries, and digital technology transfer.

Stephen Abram, Vice President of Innovation, SirsiDynix

Abram, a leading international librarian and lighthouse thinker in the North American library community, leverages his extensive experience in library technology and trend forecasting, new product conceptualization, and market development to ensure that SirsiDynix products and services continue to be the most innovative in the library market and meet the needs of library directors, library staff members, and library users. He works on strategic projects in all areas to advance this vision. He has more than 25 years in libraries as a practicing librarian and in the information industry. His most recent role was as vice president of corporate development for Micromedia ProQuest.

•SirsiDynix• institute

The SirsiDynix Institute presents in 2007. . .

The User Experience

All programming for 2007 will focus on how to improve and impact your user's experience. Your user can be your patron, student, or employee. Each presenter will define "user" in his or her own way and offer their expertise to effect positive change to your user's experience at your organization.

The SirsiDynix Institute is an ongoing forum for professional development in the library community. By providing free access to industry-leading speakers and events, our mission is to support librarianship and advance the work of librarians around the world.

Attend our free Web seminars as the SirsiDynix Institute presents compelling speakers selected from among leaders in librarianship and information technology.

www.sirsidynixinstitute.com

Grow your skills



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