

Technology@MLA 2007

Join the Library Technology Division at this year's Michigan Library Association Annual Conference, November 7-9, at the Lansing Center and Radisson Hotel. This year's conference theme – "READ Between the Lines" – recognizes that libraries are important educational and recreational resources in our communities and challenges us to explore ways in which libraries will continue to fulfill and expand this role in our electronic and digital future.

As at past Conferences, the LTD is sponsoring and supporting a range of technology programs to keep you on the cutting edge. Below is a full schedule; see pages 2 and 3 for the highlights!

Wednesday, November 7

1:30 p.m. – 2:45 p.m.

- ✓ Digitization on a Dime: How a Small Library and a Big Team of Volunteers Digitized 15,000 Obituaries in Under a Year
- ✓ Open Source Secrets: What the 3rd Party Doesn't Want You to Know!

4:00 p.m. – 5:15 p.m.

- ✓ Putting Wikis to Work: How to Make Interactive Pathfinders, Forums and Intranets
- ✓ Techno Trend Tips for the Youth Librarian
- ✓ Celebrating Teen Tech Week

Thursday, November 8

8:00 a.m. – 12 noon

- ✓ Unconference (see page 2 for details)

8:45 a.m. – 10:00 a.m.

- ✓ Serving the Virtual Client: Electronic Content, Service and Benchmarks for Improved Performance in the Academic Virtual Library
- ✓ Fact or Fiction - Planning for IT with Service Needs in Mind

10:45 a.m. – 12 noon

- ✓ Bringing Second Life into Your First Life: Expanding Your Library's - and Librarians'— Reach Beyond the Physical Plane
- ✓ Library Space Cadets: Hanging with the RSS, MySpace and Second Life Crowd
- ✓ Using Blogs and Wikis for Staff Communication in the Reference Department

1:45 p.m. – 3:00 p.m.

- ✓ Catalog 2.0 (see page 2 for details)

3:45 p.m. – 5:00 p.m.

- ✓ What Works — 2.0 in Practice: More My Library, Less MySpace (see page 2 for details)



Friday, November 9

7:30 a.m. – 8:30 a.m.

- ✓ LTD Annual Meeting and Breakfast (see page 3 for details)

9:00 a.m. – 10:30 a.m.

- ✓ There's a Future in Your Past
- ✓ Tech Tips for Dynamic Web Sites



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Don't Miss It!

Don't Miss These Special MLA Events!

Thursday, November 8 • 8:00 a.m. • Unconference

At this year's Annual Conference, MLA will hold its inaugural Unconference to address library technology issues. The Unconference will follow an agenda developed by the participants through an online discussion (<http://www.mla.lib.mi.us/events/annual/unconference>) leading up to Thursday morning when the Unconference convenes. Other library unconferences have already been held at Ann Arbor District Library, Darien (CT) Public Library and Baruch College (NYC).

The Unconference will follow an Open Space Technology method and the Law of Two Feet which says that if you're neither contributing nor learning where you are, move to somewhere else. From the law, flow four principles: Whoever comes are the right people; Whatever happens is the only thing that could have; Whenever it starts is the right time; When it's over, it's over.

Dan Lohrman, Chief Security Officer for the Department of Information Technology for the State of Michigan, will help kick-off the Unconference. Appointed in May 2002, Dan is also co-chair of the Michigan Technology Council (MITEC) Security Subcommittee, and he is a member of the Michigan Homeland Security Protection Committee.

The Unconference is open to all attendees of the Conference; LTD encourages you to help make it a success. Bring your ideas and enthusiasm and join your colleagues at this landmark event!

Thursday, November 8 1:45 p.m. • Catalog 2.0

Hosted by the LTD, this panel will include representatives from both public and academic libraries to present what they have discovered through usability studies about patron expectations in an increasingly 2.0 world. They will also discuss what tools they are using to meet these expectations.

This is your opportunity to learn what your colleagues are doing with RSS feeds, tagging and reviewing, faceted searching, tag cloud visualization and integrating outside content. You will see how these libraries have worked with their traditional catalogs, alternative vendor-purchased interfaces, open-source software and locally developed solutions.

Panelists' presentations will be followed by discussion; we encourage you to attend and share how you are addressing Catalog 2.0 in your library!

Thursday, November 8 3:45 p.m. • More My Library

The Library Technology Division is thrilled to welcome Jessamyn West to speak on the topic of integrating social software into library workflow. Ms. West is a nationally known speaker on such issues as user-centered design, technology training (on a limited budget), and open source initiatives. In September 2007, Jessamyn's blog, Librarian.net was ranked #1 as the most popular librarian blog, according to the Online Education Database group.



In her presentation, Jessamyn will take a look at how a library really integrates social software into their workflow, and will seek to answer some questions with which your library may be grappling: How do I motivate staff to learn and engage in new technology? What are the pitfalls of introducing new technology? How am I already engaging in social networking, even I don't even realize it?

Don't Miss These Special MLA Events!

Thursday, November 9

7:30 a.m. • LTD Annual Meeting and Breakfast

Please join us for an opportunity to meet members of the LTD board, network with other members, and discuss future program ideas. If that's not tempting enough – there will once again be door prizes!! Sign up can be done as part of your Annual Conference Registration. If you've already registered but didn't sign up for the meeting it's not too late! Contact Anne Winkel at MLA about being added to the list anytime before November 1st. The cost is \$15.

Bring your business cards, your ideas, and your appetite!

Volunteer Your Time!

Become an active member of the Michigan Library Association's Library Technology Division. The LTD Board is always seeking volunteers to help with programs, publications, and projects. It is a great way to meet your colleagues, share information, and make the division stronger and more dynamic. For information, contact Ben Sebrowski at bsebrowski@commercetwp.com.

2007-08 LTD Board

Benjamin Sebrowski, Chair
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www.mla.lib.mi.us/ltd

LTD Web Site: A Valuable Source of Information!

Visit the Michigan Library Association Library Technology Division Web site at www.mla.lib.mi.us/ltd for information on upcoming workshops and tours, past presentations, issues of the *Peer/2/Peer*, Board minutes, division annual reports, and much more!

The screenshot shows the website for the Michigan Library Association's Library Technology Division. The header includes the MLA logo and a navigation menu. The main content area is titled 'Library Technology Division' and includes a 'Welcome!' message, a list of board members, and information about the LTD Newsletter - Peer/2/Peer. A sidebar on the right contains links for 'This Group's Documents' and 'Upcoming events'. The footer includes contact information for the Michigan Library Association.