St. Louis Regional Library Network
TechExpo 2013

March 14, 2013 Purser Center, Logan College

9:00 – 9:30 Registration & Refreshments

9:30 – 10:30 Session 1

***Session 1A -- Fun and Gaming in an Academic Library -- North Mabee Hall

Justin Megahan   Reference/Digital Resources Librarian/Assistant Professor, Jack C. Taylor Library, Fontbonne University

Justin will present on Fontbonne's two year collaboration with the gaming club, Gaming2gether, on Fontbonne's campus. We've co-hosted several events (Gaming in Libraries Day, Murder Mystery Dinner, movie/game tie-in events, weekly gaming sessions, Quidditch, and fundraisers) that have benefited the gaming group and helped raise the library's profile on campus. In addition, Justin will discuss how the program evolved through equipment acquisition, advising the organization, and tying it all together with the Jack C. Taylor Library's mission.

***Session 1B -- 10 Simple Tricks for LibGuides -- South Mabee Hall

Sheryl Walters   Reference & eResources Librarian, Learning Resources Center, Logan College of Chiropractic / University Programs

and *Christina Prucha*   Cataloger/Archivist Learning Resources Center, Logan College of Chiropractic /University Programs

LibGuides are a great resource for library users but they don't have to just be text and links. In this session, you will learn how to add 10 simple features that will make your LibGuides more interesting and usable. Join us and learn how to use html code to add images into links and lists, create EBSCOHost search boxes, use rotating boxes, create a drop down menu box, quick link menu(anchors), tabbed boxes, columns within boxes, show/hide menu selection, Facebook feed, and scrolling boxes.

***Session 1C -- The Art of Life: Data Mining and Crowdsourcing the Identification and Description of Natural History Illustrations from the Biodiversity Heritage Library -- Distance Learning Room in the LRC

Trish Rose-Sandler   Data Analyst, Center for Biodiversity Informatics, Missouri Botanical Garden

In spring of 2012 the National Endowment for the Humanities funded the Missouri Botanical Garden to embark on an ambitious project called *The Art of Life*. The project's goals are to identify and describe natural history illustrations from the digitized books and journals in the online Biodiversity Heritage Library (BHL).

The BHL is a consortium of natural history and botanical libraries that cooperate to digitize and make accessible legacy literature held in their collections.   The BHL portal now provides access to more than 110,000 volumes and 40 million pages of texts. Contained within these texts, but not easily accessible due to a lack of descriptive metadata, are millions of visual resources (plates, figures, maps, and photographs), many of which were produced by the finest botanical and zoological illustrators in the world, including the likes of John James Audubon, Georg Dionysus Ehret, and Pierre Redouté.   Scholars and educators who rely heavily on visual resources in their research and teaching (e.g. biologists, art historians, curators, historians of science) will, for the first time, be able to find and view a wealth of illustrations of plant and animal life from which to make connections between science, art, culture, and history.Nearly one year into the project, this presentation will discuss our objectives, progress, tools and technologies being utilized, and explain how the final deliverables will benefit all libraries.

10:40 – 11:40 Session 2

***Session 2A -- Credible Health and Science Information Online: Helping People become Knowledgeable Consumers -- North Mabee Hall

Judy Hansen   Consumer Health Librarian, Family Resource Center--St. Louis Children's Hospital

and *Will Olmstadt*   Public Health Librarian, Becker Medical Library, Washington University School of Medicine

Two experienced health librarians provide a thorough overview of key web sites, tips and tricks for finding reputable health and science information online. Learn about the suite of health information web sites freely available from the National Library of Medicine, and the age-appropriate web portals at KidsHealth.org – including the mobile-friendly versions available. We'll present ideas for integrating the sources into cross-curriculum efforts, beyond science and health classes. We'll talk about the successful partnerships between librarians and other health care workers (such as school nurses) that can create more informed, engaged and aware patients and families. We'll end by evaluating health information web sites with media literacy principles – applicable to Missouri Core Academic Standards.

***Session 2B -- Going Mobile: Developing a Library Mobile Application -- South Mabee Hall

Christina Pryor   Reference Manager, St. Louis County Library

Christina Pryor will discuss the SLCL Mobile app including the process that was used to launch the library's app. She will explain the differences between a mobile-compliant website, a mobile website, a Web app and a native app. Attendees will learn how SLCL evaluated all of the different options based on the library's technology resources, necessary software integration, budget and patron needs. A demonstration of SLCL Mobile will be included as well as an overview of statistics and feedback about the app. Chris will cover her approach to technology project management, the app development process, determining app content, tips, lessons learned and challenges. Attendees will also see how SLCL got the word out to patrons as well as library staff about the app through social media and communication efforts.

***Session 2C -- Logan College Campus Tour -- meet at registration desk

11:40 – 12:50 Lunch -- Keynote Marketing Madness in Libraries -- Lobby

Karen Robinson   Assistant Teaching Professor, MU-School of Information Science & Learning Technologies & Reference Librarian, UM-St. Louis.

Have you and your staff *bounced* around ideas for promoting your library? Have you narrowed down your ideas to the *final four*? Or is successful library marketing just *a hoop dream*? In this session you'll get coaching and gain some tips on completing your *brackets* for *winning* marketing efforts in your library!

1:00 – 1:50 Session 3

***Session 3A -- Using Digitization and Social Media to Promote Special Collections -- North Mabee Hall

Drew Kupsky   Digital Resources Librarian, Pius XII Memorial Library, Saint Louis University

For several years, SLU has been using digitization to provide greater access to our Special Collections materials. In addition, we have recently begun using social media, including Twitter, Facebook, and Historypin, for more visibility of our collections. This presentation will review some of the work SLU has done with social media to promote its special materials.

***Session 3B -- Minecraft the Library -- South Mabee Hall

Christopher Durr   Teen and Technology Coordinator, Kirkwood Public Library

Minecraft is a popular game that teens all over the world are playing. The game is kind of like a digital legos – where you have the chance to create anything that you want with simple mechanisms and a variety of blocks. Learn how the Kirkwood Public Library set up its own minecraft server and hosts events for local teens. This is a session on building (literally) community using technology

2:00 – 3:00 Session 4

***Session 4A -- Lessons Learned: Starting a successful Patron Driven Acquisitions Program -- North Mabee Hall

Heidi Vix   Electronic Resources Librarian, Webster University, Emerson Library

Choosing an eBook vendor and creating the setup configurations for a PDA pilot program involves months of preparation and work. I will share my experiences and detail what information I used to evaluate the vendors, how we choose one over the others, why we set certain parameters in place, what it takes to keep a PDA program running.

***Session 4B -- Library Databases for Community Outreach -- South Mabee Hall

Mary Anne Erwin   Instruction & Liaison Services Librarian, Webster University Library

Have you thought about leveraging your library databases for more than just individual use? This session will offer practical advice on how to use ReferenceUSA and other resources to support and reach out to your community in meaningful ways. (The ReferenceUSA database is easily accessible via many public libraries if your library does not subscribe.) We will explore such creative uses as recruiting speakers and new library users, training small business owners, marketing your library and parent institution, identifying sponsors for events and even finding donors. In the process you may raise public awareness of how your library is an integral part of your community.