

New Expectations for 21st-Century Libraries



Annual Conference
of the
Librarians' Association
at the
University of
North Carolina
at Chapel Hill

March 17, 2003

THE WILLIAM AND IDA
FRIDAY
CONTINUING EDUCATION
CENTER
CHAPEL HILL, NORTH CAROLINA

New Expectations For 21st-Century Libraries

What is expected of 21st-century libraries? How do these expectations differ from the past? What impact do these new expectations have on the physical and virtual forms of libraries? How will these changes affect you as a librarian?

Sessions

Change is One Thing, Progress is Another : The Future for Paraprofessional Staff. Support staff, paraprofessionals, library assistants ... no matter what you call them, these important library employees have experienced a transformation in the nature of their work in recent years. The future will bring rapid change accompanied by rising expectations, particularly in regard to job responsibilities. This session addresses these issues and how paraprofessionals will define **progress** in a new environment.

Patron-Centered Library Innovation. Library automation should never be done for its own sake. The presenter will discuss strategies for keeping technology patron-centered and show examples of user-driven design.

Raise your MQ (Marketing Quotient). In this interactive workshop, participants will engage in a discussion of marketing and evaluating library services.

Renovating for New Expectations. Representatives from UNC-CH, UNC-G, Duke and NC State Universities will present descriptions of recent or future renovations and will look at how new expectations have driven these plans.

Speakers

Paula Kaufman (Keynote Speaker) is University Librarian at the University of Illinois at Urbana-Champaign.

June Brotherton is Associate Director for Administration and Advancement at North Carolina State University Libraries.

Tim Bucknall is Electronic Resources and Information Technology Librarian at the University of North Carolina - Greensboro.

Bob Byrd is Director, Rare Book, Manuscript, and Special Collections Library at Duke University.

Jim Curtis is Associate Director for Administrative Services in the Health Sciences Library at the University of North Carolina at Chapel Hill.

Evelyn Daniel is Professor at the School of Information and Library Science at the University of North Carolina at Chapel Hill.

Leah McGinnis is Acting Undergraduate Librarian at the University of North Carolina at Chapel Hill.

Rich Murray is Senior Assistant Librarian in the Cataloging Department at Duke University Libraries.

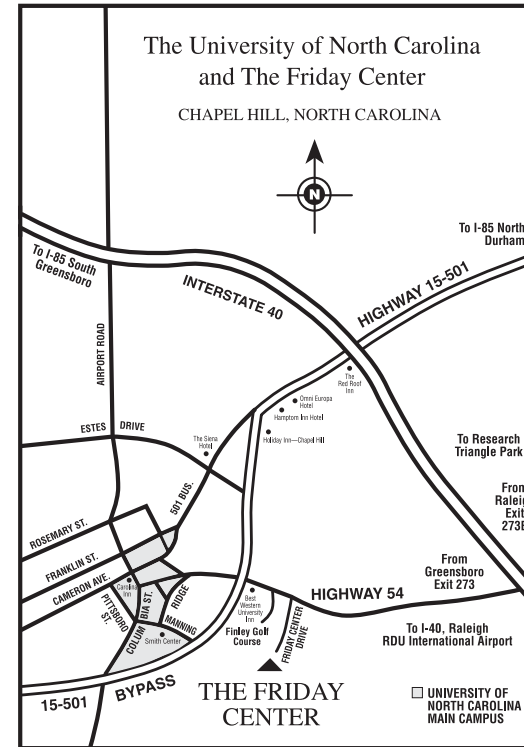
Alice Poffinberger is Senior Library Assistant in Special Collections Administration at Duke University Libraries.

Dana Sally is Associate Director for Jackson Library at the University of North Carolina - Greensboro.

Conference Schedule

<http://www.lib.unc.edu/launcch/conf2003.htm>

8:00 - 8:45	Registration and Refreshments
8:50 - 9:00	Welcoming Remarks
9:00 - 9:50	Keynote Address Paula Kaufman <i>Everything Old is New Again, Or is It? Ruminations on the Future</i>
9:50 - 10:10	Morning Break and Refreshments
10:15 - 11:15	Concurrent Sessions I
	A. <i>Change is One Thing, Progress is Another : The Future for Paraprofessional Staff</i> Rich Murray, Alice Poffinberger
	B. <i>Patron-Centered Library Innovation</i> Tim Bucknall
	C. <i>Raise your MQ (Marketing Quotient)</i> Evelyn Daniel
11:20 - 12:30	Panel Discussion: "Renovating for New Expectations" June Brotherton (moderator), Bob Byrd, Jim Curtis, Leah McGinnis, Dana Sally
12:30 - 2:00	Lunch
2:00 - 3:00	Concurrent Sessions II
	D. <i>Change is One Thing, Progress is Another : The Future for Paraprofessional Staff</i> Rich Murray, Alice Poffinberger
	E. <i>Patron-Centered Library Innovation</i> Tim Bucknall
	F. <i>Raise your MQ (Marketing Quotient)</i> Evelyn Daniel
3:00 - 3:15	Afternoon Break and Refreshments
3:15 - 3:45	Closing Remarks Linda Frank



Free parking will be available at the Friday Center.

Lunch at the Friday Center must be reserved and paid for in advance. The buffet includes a salad bar, soup, sandwiches, entrees and desserts. Information about local restaurants is available from conference organizers.

For more information about accommodations or if you require special assistance during the conference, please contact:

Linda Frank
 LAUNC-CH Conference Chair
 CB#7585, Health Sciences Library
 University of North Carolina at Chapel Hill
 Chapel Hill, NC 27599
 (919) 962-0702 lfrank@email.unc.edu

Registration Form New Expectations for 21st- Century Libraries March 17, 2003

Name: _____
 Position: _____
 Organization: _____

Address: _____

Daytime Phone: _____

E-mail: _____

Registration:

LAUNC-CH members	_____ \$40.00
UNC-CH SPA staff	_____ \$40.00
Non-members	_____ \$50.00
Students & Retirees	_____ \$20.00
Lunch (pay in advance)	_____ \$10.00
Late Fee (after March 10)	_____ \$15.00
Total amount enclosed	\$ _____

Please make checks payable to:

Librarians' Association at UNC-CH

Please Register and Pay by March 10.
Registration will be confirmed by email.

Space permitting, we will try to assign you your first choices for concurrent sessions. Please indicate your preferences below:

1. _____
2. _____
3. _____

Mail completed registration to:

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 University of North Carolina at Chapel Hill
 Chapel Hill, NC 27514-8890
 (919) 962-0162
 dstewart@email.unc.edu