

2011 LAUNC-CH Conference

STAYING VITAL

IN A TIME OF CHANGE



Monday, March 7, 2011
The William and Ida Friday Center
Chapel Hill, NC

<http://www.lib.unc.edu/launcch/conference/>

LIBRARIANS' ASSOCIATION of
the UNIVERSITY of NORTH CAROLINA
at CHAPEL HILL

Keynote

Networked Individuals, Networked Libraries

Lee Rainie

Director of the Pew Internet & American Life Project

Lee Rainie will discuss the latest research from the Project about the way Americans use the internet and their cell phones. He will explore how revolutions in social networking and technology adoption have changed the way people access, share, and create information and the way that libraries can adapt to this new information ecology to "stay vital" to their users.

The Pew Research Center's Internet & American Life Project is a non-profit, non-partisan "fact tank" that studies the social impact of the internet. 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 work places. The Project has issued more than 250 reports based on its surveys that examine people's online activities and the internet's role in their lives. All of its reports and datasets are available online for free at: <http://www.pewinternet.org>.

Lee is a co-author of *Up for Grabs, Hopes and Fears, Ubiquity, Mobility, Security, and Challenges and Opportunities*. All are based on Project surveys about the future of the internet. He is also writing a book entitled *Networking: The new social operating system* with sociologist Barry Wellman about the social impact of the internet and cell phones for MIT Press. Prior to launching the Pew Internet Project, Lee was managing editor of U.S. News & World Report. He is a graduate of Harvard University and has a master's degree in political science from Long Island University.

Morning Breakout Sessions

Azalea Room

Creating an Open Access Journal: A case study

Faculty and staff from UNC Greensboro are collaborating with other U.S. colleges and universities to publish several open access journals. The project to create the *Journal of Learning Spaces* will be discussed from its conception through its current state of development, covering topics such as publication model, management roles and organizational structure, and marketing. Immediate and potential benefits of the project, such as filling a perceived void in the current literature, increasing opportunities for collaboration across disciplines, supporting University and Libraries goals, raising awareness of scholarly communication issues, and marketing of the Libraries will all be discussed. Open Journal Systems (OJS), the jour-

nal management and publishing system used for this project, and the *Journal of Learning Spaces* will be demonstrated.

Joe Williams & Stephen Dew
University of North Carolina, Greensboro

Presented with

Put it to Use: Repurposing Archival Description for Digitization

The NCSU Libraries Special Collections Research Center is in the process of redesigning its digital program workflows in an attempt to make more digitized archival and manuscript content more readily available for researchers. The workflow creates a "stub," or brief, metadata record that re-purposes existing archival description from collection guides. Digital objects represented by stub records can be published to the web, and select stub records can be assigned to the Libraries' Metadata and Cataloging department for further description. The workflow integrates both digitization into existing SCRC workflows and the SCRC into the Libraries through inter-departmental collaboration. The presentation will include a case study from two architecture-related grant projects currently underway at the SCRC.

Brian Dietz & Jason Ronallo
North Carolina State University

Dogwood Room

Change is What Keeps It Interesting

Many libraries are experimenting with new positions: instructional designers, scholarly communication librarians, emerging technologies, and information strategists, for example. This session will discuss trends in new positions, how these positions fit within the traditional work of the library, how librarians can adapt to learn these new skills, and what they mean for the future of the field.

Lauren Pressley
Wake Forest University

Presented with

Ten Libraries, One goal: Recruiting Future Librarians

The ALA Diversity Counts Report (2005) calls that the field is not recruiting or graduating enough ethnic minority librarians to replace the number expected to retire in the next two decades. In responding to this call, the University Libraries and the Department of Library and Information Studies (LIS) at the University of North Carolina in Greensboro, along with nine academic libraries in North Carolina, have created the Academic and Cultural Enrichment (ACE) Scholars Program. This collaborative project assists with recruitment, provides internship opportunities, connects students with experienced academic librarians for mentoring, and offers students with cul-

Conference Schedule

8:30—9:00	Registration and Refreshments
9:00—10:15	Opening Remarks and Keynote Address
10:15—10:30	Morning Break
10:30—12:00	Morning Breakout Sessions
12:00—1:15	Lunch, Trillium Room
1:15—2:45	Afternoon Breakout Sessions
2:45—3:00	Afternoon Break
3:00—4:00	Lightning Talks

Regular Conference Registration: \$35.00*
Student Conference Registration: \$15.00*

Location: Friday Center
Friday Center Dr
Chapel Hill, NC 27514

Free parking is available in the [Friday Center Guest Parking](http://www.fridaycenter.unc.edu/images/fc_parkingmap.jpg) lot (behind the Friday Center).
http://www.fridaycenter.unc.edu/images/fc_parkingmap.jpg

Disability services are available. Please contact Kirill Tolpygo at: ktolpygo@email.unc.edu with questions.

For further information, please see the conference website:
<http://www.lib.unc.edu/launcch/conference>

or contact

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*Please note that lunch is included in the registration fee. If you are registering as a student, please indicate your school name on the organization line of the registration form.

tural enrichment activities during their MLIS program. This session will present the implementation of the project and the university libraries' roles in carrying out the Program.

Sha Li Zhang & Gerald Holmes
 University of North Carolina, Greensboro

Afternoon Breakout Sessions

Azalea Room

Service Learning: Keeping the Library Engaged in the Curriculum and the Community

Librarians are uniquely positioned to support faculty members as they create service learning courses to engage students with curriculum and forge vital community partnerships. Using projects implemented at Wright State University as a starting point, the presenter and participants will explore the connections between librarians, information literacy, and service learning and how these relationships directly impact the community. Projects include incorporating service learning into an undergraduate for-credit information literacy course and collaborating with faculty to link research assignments to service work in a composition course. Participants will investigate this emerging role for librarians and learn practical strategies for contributing to service learning curriculum on their own campuses.

Maureen Barry
 Wright State University

Presented with

UNC Chapel Hill Campus in Asheville and Charlotte

Several UNC Chapel Hill Health Affairs schools are expanding or preparing to expand beyond the Chapel Hill campus to meet workforce needs. Students, off-campus faculty and preceptors are dependent on the Health Sciences Library for resources and services, including instructional support, in hundreds of locations throughout North Carolina. This distributed outreach model for clinical education is an important component to providing a better educational experience and preparation for entering their professions. The Health Sciences Library, through its liaison program and AHEC outreach, is developing programs to provide required off-campus support and resource access. The library is now developing a flexible model to provide library support to these new programs. We will discuss the challenges and opportunities for expanding to dispersed campuses.

Diana McDuffee & Julia Shaw-Kokot
 University of North Carolina, Chapel Hill

Dogwood Room

Learning Behaviors and Library Space

Hege Library at Guilford College is currently engaged in a set of planning activities funded by an LSTA grant from the State Library of North Carolina. The central theme of these planning activities will be envisioning a user-centered library and creating a collaborative learning environment. Hege Library is designed for the 20th-century user with emphasis on print collections and individual study. The library has the opportunity to re-envision how it can optimize space, services, and technology to meet 21st-century user needs. The focus will be to move from a "collections-focused" library to a "user-centered" library. This presentation will discuss how the library administered a "Learning Behaviors Survey" for the College with the goal of better understanding the existing learning geography of its campus and the place of the library in that geography.

Leah Dunn
 Guilford College

Presented with

Re-visioning Reference to Improve the User Experience

The role of the reference desk, the Research and Reference Services department, use of space, and priorities of the subject liaisons are components of a cultural shift. In line with the Duke University Libraries' strategic plan, we have developed a multi-faceted approach to assess use of the print reference collection from March 2010 through May 2011. We propose to adjust the size of the collection based on our assessments, re-define the collecting and access policy for reference materials, and determine methods to promote use of materials in the collection. We also expect to reconfigure the space, as well as add tools or services. The first step in this process has been to work within our local consortia on a single copy program for collaborative review of reference materials. This has been a constructive catalyst and pilot for the evaluation of our entire collection by subject liaisons.

Jean Ferguson & Linda Daniel
 Duke University

Lightning Talks

Innovations in the Library

Close the day by hearing from five area library professionals who will each highlight a recent innovative project that they are working on within their libraries.