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NOTE: Orange text is hyperlinked (Ctrl+Click)

From the IT Division Chair, Holly Chong-Williams



Hello Everyone,

I trust you all have had or will have a great Holiday Season! This is my last letter as Chair of the IT Division. At the Leadership Summit, the very capable (and a *joy* to work with) Stacey Greenwell from the University of Kentucky Libraries will take over as Chair of the Division.

Because of the Association change in business year from a June calendar year to a regular calendar year, I was the "bridge" Chair for the Division. I think the calendar year change was appropriate for the Association and necessary from a business standpoint, but the result has been a *long* term for me and a few others. This has been a good thing for our Division. It's allowed us to set up the foundations for establishing "lines of succession" for many of the positions on our Board.

I believe that finding good people to work with and keeping the "volunteer-pipeline" full is critical to the success of an organization. Nobody wants to volunteer and find out they are stuck with a daunting task. That's why I like working with the IT Division. As Chair, I have felt that as a Board, we can discuss what we need to do and work together

to make things that we have to do to serve our members less scary and more fun (like planning a good program for the annual meeting and contributing to other meetings that would be of interest to our members at a more local level, like SARC). The IT Division is one of the largest divisions in SLA with many diverse members. It's important that we keep our Board active and strong so that we get the widest possible representation of our members.

We still have open positions on our Board. Stacey is looking for people to help her. I suggest you contact her and see what we have still open as either a chair or a chair-elect. Try something new. Participating in a Division allows you to ease into volunteering at the Association level. It's also a great opportunity to work with your peers who may have jobs different from yours but in the same industry.

It's been a pleasure being Chair of the IT Division. Have a Happy Holiday and New Year!

See you in Reno,

Holly

SLA Leadership Summit – Reno, Nevada, January 24-27, 2007

Don't Miss It! Early Bird Registration through December 22, 2006

Experience, Knowledge, and Innovation - Build it here!

This unique leadership development program offers attendees a one-stop opportunity to develop leadership skills in your career and also specific to volunteerism in SLA. Seize this chance to step back from your day-to-day routine and engage in group learning and skill-building exercises guaranteed to push your thinking and advance your leadership and management skills. At the same time you'll have fun and build lasting relationships with other information professionals. **Make a difference in your career and SLA. Join us in Reno as we build a strong future.**

Call for Information Partners for the Denver Conference

If you would like to sponsor Information Technology Division programs at the 2007 Denver Conference, it is not too late. Contact Stephanie H. Wical at 505.835.6509 or swical@nmt.edu for details.

SILVER: \$1,000

GOLD: \$2,500

PLATINUM: \$5,000

All levels of sponsorship include:

- Acknowledgement at the IT Business Meeting and Awards Tea
- Certificate for display in sponsor's Exhibit Booth

- Listing on a Poster at the IT Open Houses and at the Business Meeting and Awards Tea
- Acknowledgement of sponsorship on the IT Division Website
- Acknowledgement of sponsorship in the IT Division publication, *b/ITe*

2007 SLA Information Technology Division Programs for Denver

–Stephanie H. Wical, 2007 Information Technology Division Program Planner

GENERAL INFORMATION TECHNOLOGY DIVISION PROGRAMS:

Information Technology Division Board Meeting

Saturday, June 2, 2007, 3:00 pm – 6:00 pm

Board meeting for the Information Technology Division

Moderator: Stacey Greenwell, Head, Desktop Support, University of Kentucky Libraries

Information Technology Division Annual Business Meeting, Awards Tea and Keynote (Ticketed Event)

Tuesday, June 5, 2007, 2:30 pm – 4:00 pm

Using online collaborative tools such as Sharepoint to fill the gaps within your organization, you can add value as the "embedded librarian." Heather O'Daniel will tell you how she used collaborative tools, alerts and subject aggregation to make the COO, CEO, and

CIO of her organization attend meetings she led.



Stacey Greenwell, Holly Chong-Williams, Georgia Higley, Ty Webb--Awards Tea 2006

Speaker: Heather O'Daniel, Institute Knowledge Manager, Lovelace Respiratory Research Institute

Moderator: Stacey Greenwell, Head, Desktop Support, University of Kentucky Libraries

Adopting DSpace for a Major Corporation (Wow Program)

Tuesday, June 5, 2007, 11:00 am – 12:30 pm

Ilene Strongin-Garry reveals how InterContinental Hotels Group used DSpace to archive its key learnings and integrated it into knowledge management tools within the department and the corporation. Ilene will focus on the effort to adopt an open source software system, including the decision-making process, upgrades, customizations, growing pains and usage by other departments within the organization.

Speaker: Ilene Strongin-Garry, Senior Analyst, Library Information,
InterContinental Hotels Group

Moderator: Juliane Schneider, Database Designer, EBSCO Publishing

Podcasting the Librarian Way (Wow Program)

Wednesday, June 6, 2007, 1:00 – 2:30 pm

Podcasting is the method for easily distributing multimedia files over the Internet to computers or portable devices. How does this translate in the library world? Our panel of practitioners will share their real-life experiences.

Speakers: Tammy Allgood, Digital Delivery and Design Librarian, Arizona
State University
Deborah MacLeod, Director, Colorado Talking Books Library

Moderator: Catherine Lavallée-Welch, Associate Librarian, University of South
Florida – Lakeland

Technical Support Roundtable

Monday, June 4, 2007, 4:00 pm – 5:30 pm

Bring your questions and share your ideas at this second annual forum for technical support issues. How are you utilizing Web 2.0 applications? When are you implementing Windows Vista? What are you doing to balance computer security with accessibility? Whether you are a technical support expert or someone in an "accidental" support role, join us to share your experiences and concerns in this open discussion.

Moderator: Stacey Greenwell, Head, Desktop Support, University of Kentucky
Libraries

Information Partner: Elsevier

New Tools for Handling Reputation and Risk

Wednesday, June 6, 2007, 11:00 – 12:30

Corporate reputation monitors emanate from three disciplines – public relations, risk management, and CI. While their purposes may be allied, there is a wide range of sources reviewed, techniques employed, delivery options, ease of manipulation, and limitations on redistribution. This session will focus on the newer twists evident in personalized news services and the diverse types of reputation monitoring systems that are just coming of age, making your choice of the next generation of alert service a bit easier.

Speakers: Andy Beal, Marketing Consultant, Marketingpilgrim.com
Andrew Bernstein, CEO of Cymfony, Inc.

Moderator: Amelia Kassel, MarketingBase

Co-Sponsors: Competitive Intelligence Division (lead)

Does Visualization Make a Difference?

Wednesday, June 6, 2007, 1:00 - 2:30

Visualization tools help to illustrate relationships, such as among individuals within an organization (commonly known as the org chart), or citation clustering, indicating relationships among authors and their publications. This session will review some of the newer visualization tools and how they help competitive intelligence professionals in their efforts to assess the structure of an industry, identifying relationships among companies, for example. Attendees will appreciate the vast array of tools on the marketplace today and get an insight into what is on the horizon.

Speaker: Brian Chadbourne, Chief Executive Officer, Groxis

Moderator: Unconfirmed

Co-Sponsor: Competitive Intelligence Division (lead)

How Tomorrow's Technologies Can Help Us Today

Wednesday, June 6, 2007, 3:30 pm - 5:00 pm

Innovations in search and how they affect the techniques employed by professionals in gathering information on competitive markets and companies are just one aspect of the new tools to be discussed by technology gurus and futurists. CI professionals use intelligent bots for information discovery and harvesting from the web, intelligent navigation of the web, text extraction and analytics, and content mining. This session will highlight new tools that assist in data transformation, automated summarization, decision support, predictive modeling/scoring, delivery of business intelligence to handheld devices, and tools that respect the privacy and ownership issues surrounding email messages while allowing for individual and shared search.

Speaker: J.P. Sherman, MarketSmart Interactive

Moderator: Unconfirmed

Co-Sponsor: Competitive Intelligence Division (lead)

Winning the Game: Adopting Offensive Strategies for Organizational Success

Monday, June 4, 2007, 11:30 am - 1:00 pm

Many special libraries continually face a myriad set of challenges revolving around organizational support and financial challenges. What are some of the characteristics

that set apart information organizations that thrive versus others that seem to be on a continual downward spiral? Taking inspiration from biological diversity, Darwin's lessons of adaptive behavior can be used as a lens to examine models appropriate for early twenty-first century organizations. This talk will cite examples and explore strategies and metrics, such as the balanced scorecard approach, aimed at taking an offensive position to maximize the potential for organizational success.

Speaker: Rick Luce, Vice Provost and Director of Libraries, Emory University
Moderator: Unconfirmed
Co-Sponsor: Military Librarians Division (lead)

Mashups and Remixes for Government Information

Monday, June 4, 2007, 4:00 pm - 5:30 pm

Mashups are web applications drawing content from several sources to create a new information product. Government information, often copyright-free, is a popular ingredient in the mix. Learn how government data is remixed for analysis, advocacy, and more.

Speakers: Karen Huffman, National Geographic
Moderators: Peggy Garvin, Garvin Information Consulting
Co-Sponsors: Government Information Division (lead)

The Only Constant in Digital Services is Change

Monday, June 4, 2007, 1:30 pm - 3:00 pm

Explore the latest developments in digital services and web technologies with an award-winning educator who has spent his career demystifying technology for information professionals. Help decide the focus of the presentation by participating in the pre-conference online discussion.

Speaker: Roy Tennant, California Digital Library
Moderator: Unconfirmed
Co-Sponsors: Environment and Resource Management Division (lead)
Biomedical and Life Sciences Division

OPEN HOUSES:

Welcome to Denver Open House

Sunday, June 3, 2007, 9:00 pm - midnight

Join the Information Technology Division in celebrating SLA's arrival in Denver!

Information Partner: Factiva

Science Fiction Open House

Monday, June 4, 2007, 9:00 pm - midnight

Annual Open House featuring Science Fiction Writers.

Co-sponsors: Engineering Division & Science and Technology Division



Pirate Dance Party -- 2006

The Gold-Digger's Ball Open House

Tuesday, June 5, 2007, 9:00 pm

Last year it was the Pirate Dance Party. This year we will celebrate our resourcefulness with lots of gold and bling!

Co-Sponsor: Physics-Astronomy-Mathematics Division

Information Partners:

Institute of Physics Publishing
Thomson Scientific and Dialog

CONTINUING EDUCATION COURSES:

Demystifying the Communications Audit (Ticketed Event)

Sunday, June 3, 2007, 8:00 am - 12:00 pm

Today, many libraries find that they employ too many vehicles to communicate with their varied constituencies. Often, it is not at all clear which is most effective. Performing a Communications Audit permits the library to determine how it can best provide the information needed by its clientele, eliminating superfluous vehicles – streamlining communication with users without compromising efficiency and reach – redesigning the communication vehicles around users and how they access and employ the information being communicated.

Instructor: Barbie Keiser, Barbie E. Keiser, Inc.

Taxonomies for Indexing and Navigation – Advanced Lessons for Implementations (Ticketed Event)

Saturday, June 2, 2007, 8:00 am - 5:00 pm

A well-built taxonomy connecting search queries to relevant content in databases is a fundamental part of the information architecture underlying web sites and corporate intranets. This session provides a comprehensive introduction or skill refresher on taxonomy construction for precision information retrieval. We will also take a behind-the-scenes look at how taxonomies are implemented online. With multiple hands-on

exercises, attendees will develop the skills and confidence to build taxonomies for corporate, government, and other sectors.

Instructors: Marjorie Hlava, President, Access Innovations, Inc.
Alice Redmond-Neal, Senior Editor, Taxonomist, Data Harmony
Training Manager, Access Innovations, Inc.
Jay Ven Eman, CEO, Access Innovations, Inc.

Information Partner: Access Innovations, Inc.

Search Engine Optimization for Libraries (Ticketed Event)

Sunday June 3, 2007, 1:00 pm - 5:00 pm

Libraries have created valuable web services but are unable to attract users outside of their devoted constituencies. Following basic search engine optimization principles will ensure that a library's content and services will be found in the major web search engines, such as Google and Yahoo!. Search Engine Optimization allows the library to level the playing field and to increase traffic to its web site. Additionally, by cooperating and following basic search engine optimization principles, libraries have the ability to send traffic to each other. While these principles are followed by web sites, they generally are not followed by organizations whose main focus is not the Internet. However, this is starting to change with major publishers now hiring full time search engine optimization staff.

Instructor: Erik Arnold, Marketing Programs Manager, Vivisimo, Inc.

A Preview of Search Engine Optimization for Libraries CE Course

Presenter: Erik Arnold

Sunday June 3, 2007, 1:00 pm - 5:00 pm (Ticketed Event)

Are you unhappy about your ranking in Google and other search engines? Do you think that because you are a library providing valuable content and services that you should appear at the top of Google? Whether or not you agree or disagree with the state of the current web search engines, the library world has to face the "terrible" truth of today's world. That truth is that, like high school, websites are all about popularity. On the bright side, unlike high school, you don't get popular by dating the quarterback, but you can earn it through Search Engine Optimization.

Search Engine Optimization (SEO) consists of various methods bent on improving the ranking of a website in a search. The better the ranking, the more likely people are to visit it. And for library websites, which tend to have high quality information and services, high traffic can result in assisting more users, and ultimately being able to get a bigger budget.

The world of SEO changes rapidly, and the effects are profound. Libraries must be aware of these changes and implement it on their own sites in order to reach the largest possible audience. Are you familiar with the recent agreement among Google, Microsoft, and Yahoo! on site search maps? These three large companies have agreed upon a web site structure that standardized how publishers should publish their sites. Those that do not follow these site map standards immediately fall behind.

The phrase SEO is more than just search engine rankings as it covers the information architecture of the web site, content, content publishing process, linking, etc. While most will agree that the library community should do a better job linking between each other from an information sharing standpoint, libraries must understand that they adversely affect their page rank by not linking between each other. Thus, the lack of a coherent linking policy decreases the amount of people who use library sites.

Now you have may have basic questions such as how do I increase my page rank on Google? What is page rank? How do I submit my site to search engines? How do I get other sites to link to me? How is it that we spent so much money designing our website and no one bothered to optimize?

For answers to all of these questions and more, register for the IT Division's CE course "Search Engine Optimization for Libraries" at the SLA conference in Denver. Attendees will learn how to attract search engine users to their products and increase the usage of library services. Other organizations have taken this step, and it is important for the library community to understand the importance of knowing its place in the search engine world. This may be outside the traditional teachings of librarianship but a necessary skill for all. This course does not only focus on marketing but also the technology and information architecture necessary for proper search engine optimization.

Our Open Houses are Truly Open to All Conference Attendees

–Stephanie H. Wical, 2007 Information Technology Division Program Planner

What I really loved about the SLA 2005 Annual Conference in Toronto – aside from Stacey Greenwell's terrific programming--were the opportunities to network. I stayed up many nights in the Fairmont Royal York's "Library Bar" after IT Division open houses and other receptions and met so many people in what became my "salon." The bartender even asked me "Would you like your usual table, Ms. Wical?"

The 2006 Annual Conference in Baltimore also provided many great opportunities to network. I met several new people at IT Division open houses. The Information Technology Division, under James Manasco's programming stewardship, did not disappoint our loyal following with the "Pirate Dance Party." It seems like my usual table followed me to Baltimore and picked up a few eye-patches!

This year, we have partnered with the Physics-Astronomy-Mathematics Division for our "Gold-Digger's Ball," a dance party. Institute of Physics is PAM's sponsor and ours is

Thomson Scientific and Dialog. We hope to see you at this fun event and we are pleased that we have joined forces with a very fun division and some outstanding information partners.

This year our Welcome to Denver Open House will be sponsored by Factiva. This Open House will not conflict with the distinguished keynote speaker, so we hope to see you and your colleagues at this event. This will be a great start to what promises to be a very fun week.

Another open house you will want to attend is the Science Fiction Open House, co-sponsored by the Science and Technology Division and the Engineering Division. This is an opportunity for you to meet and talk to local science fiction writers and find out what influences their writing and what, in general, inspires them.

To make party-hopping easier, our open houses start and end one hour later than they have started and ended in previous years. I would never tell anyone to neglect discussing business at an SLA conference, but please feel free to bring your business discussions to our open houses. We hope to see you in Denver!

Call for Papers – SLA Annual Conference, Denver 2007

The Contributed Papers sessions allow our members to share their expertise, research interests, or practical applications with all our members. Their papers are posted on the SLA website where others may benefit from their research.

SLA members are encouraged to participate by submitting a brief proposal, due December 8. For details, see the Call for Papers full page announcement in August's *Information Outlook*, page 14, or visit the website.

To see recent papers presented, visit the 2005 and 2006 archived sites.

Thank you!

Martha McPhail

Chair, Contributed Papers 2007

Calendar of Events

January 24-27, 2007 **SLA Leadership Summit**, Reno, Nevada

Keynote Speakers: Chip Heath and Ken Haycock

June 3-6, 2007 **SLA Annual Conference**, Denver, Colorado (June 2 Pre-Conference)

Keynote Speakers: Al Gore and Scott Adams

July 27-30, 2008 SLA Annual Conference, Seattle, Washington

[Information Today, Inc., Calendar of national conferences](#)

IT Division Blogs

Visit the IT Division Blogs ...

[Division Blog](#)

[Blogging Section](#)

Have You Seen ... ?

[SLA Partners with NewsGator to Deliver Free Customized RSS Feeds to Info Pros](#)

[Hotlist: The 10 Hottest Tendencies and Trends from Innovation Labs](#)

Click University Live! Upcoming Events

Upcoming [ClickU Live! Events](#):

6 December 2006

Copyright for the Corporate Librarian: The Importance & Consequences of Copyright Issues in the Digital Environment

Presenter: Laura Gasaway, Director of the Law Library & Professor of Law, University of North Carolina

13 December 2006

Taxonomy Technologies and Successes: Techniques & Systems for Automated Classification

Presenter: Teresa MacGregor, LexisNexis

10 January 2007

Part I: Web 2.0 in Libraries: Theory and Practice.

Presenter: Meredith Farkas, Distance Learning Librarian at Norwich University

24 January 2007

Part II: The Tools of Web 2.0

Presenter: Meredith Farkas, Distance Learning Librarian at Norwich University

7 February 2007

Part I: Making Information Architecture Real

Presenter: Chiara Fox, Senior Information Architect for Adaptive Path

21 February 2007

Part II: Making Information Architecture Real

Presenter: Chiara Fox, Senior Information Architect for Adaptive Path

7 March 2007

Part 1: RSS Feeds: The Future of Information Delivery

Presenters: Todd Berkowitz, Director of Marketing for NewsGator and Brian Stern, President, Enterprise Sales for NewsGator Technologies

21 March 2007

Part 2: RSS Feeds: The Future of Information Delivery

Presenters: Todd Berkowitz, Director of Marketing for NewsGator and Brian Stern, President, Enterprise Sales for NewsGator Technologies

11 April 2007

Part I: Building a Content Management Strategy: The Business Side of the Equation

Presenter: Seth Earley, Founder and Senior Consultant for Earley & Associates, Inc.

26 April 2007

Part II: Building a Content Management Strategy: Tools and Specifications

Presenter: Seth Earley, Founder and Senior Consultant for Earley & Associates, Inc.

9 May 2007

Twelve Tips for the One-Person Library

Presenter: Maggie Weaver, Shaftesbury Associates

23 May 2007

What's on the Horizon: A Look at Where Our Profession is Heading

Presenter: Mary Ellen Bates, Bates Information Services, Inc.

SLA Recruit-a-Member Campaign

Ever thought of giving an SLA membership to a colleague as a gift? Recruit a new member before December 31, 2006, to participate in this year's **national campaign**.

2006 IT Division Executive Board Members

Chair: Holly Chong-Williams
Chair-Elect: Stacey Greenwell
Past chair: Georgia Higley
Secretary: Michael Kim
Treasurer: Mary-Frances Panettiere

2007 IT Division Executive Board Members

Chair: Stacey Greenwell
Chair-Elect: James Manasco
Past chair: Holly Chong-Williams
Secretary: Michael Kim
Treasurer: Mary-Frances Panettiere

b/ITe

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