FAST TRACK TO THE FUTURE
WAAL 2013

APRIL 23-26, OSTHOFF RESORT, ELKHALE LKH, WI
Welcome to the Osthoff Resort at Elkhart Lake!

This year’s Conference Planning Committee has been racing around to put you on a “Fast Track to the Future: WAAL 2013”. The partnership of libraries and technology has made us all aware of how important it is to constantly look to the future. As always, librarians are in the business of acquiring, storing, and retrieving information for our users, but many of us have seen a significant evolution in our positions as we adapt to keep up with the new technologies and various avenues of accessing information.

We will have the opportunity to connect and see what our colleagues are doing to stay fast on track. Our keynote luncheon speakers are Mark Phillips, Assistant Dean of Digital Libraries at the University of North Texas, and Maurice Coleman, Technical Trainer at Hartford County Public Library. At our luncheons we will hear from Matt Upson, Professor of library instruction and reference at Emporia State University, and Aaron Frank, editor of Motorcyclist Magazine.

I want to challenge you to introduce yourself to someone new or find another professional with whom you can discuss fresh ideas to implement in your library. One of the keys to a successful conference is interacting with library professionals to see how they are trying to navigate their way to the future.

Running a great conference requires many people to devote countless hours to planning before the green flag is waved, so whether you are part of the conference planning committee, a presenter, or volunteering your time to make this a successful conference, we appreciate the speed and energy you have lent to our efforts!

Get ready, set, GO!

Kathy Myers, Chair Wisconsin Association of Academic Librarians (WAAL)

Tuesday, April 23rd

10:00-4:00PM  CUWL Meeting

2:00 – 5:00PM  WAAL Planning Committee Meeting and Preparation
   Palm Garden Ballroom D

5:00 – 7:00PM  Registration
   Palm Garden Coat Room

5:30-7:00PM  WAAL Board Meeting
   Boardroom
Wednesday, April 24th

8:00 – 5:00PM  Registration
Palm Garden Coat Room

8:00 – 5:00PM  Internet Cafe
Villa Gottfried Parlor

Wednesday
9:00 – 10:00AM

3 Concurrent Sessions

Palm Garden Ballroom D  Virtual Reference Services: Losing Face or Connecting with Patrons?
Tyler Scott Smith, UW-Milwaukee Libraries

As library reference services continue to grow and adapt to the changing environment of digital space an increased level of attention has been paid to the interactions that users have with librarians through computer mediated communication (CMC) experiences. Library users have traditionally looked to reference librarians for query clarification or to be paired with relevant and reliable information sources. With the ever increasing size of online portals, like library homepages, references services have also made the leap into the online world by offering virtual reference services (VRS) to the library users.
The adoption of VRS by libraries is in no way phenomenological. It has been widely adopted by academic libraries as means to increase patron use of reference service and to better accommodate patrons who access library services from a remote location. Assessment and satisfaction of VRS is what inspired a 2011 informal satisfaction survey. Despite the findings of many scholars and studies performed, this library experienced very heavy traffic on their VRS system. It was found that over the course of the 2010-2011 academic year over 35% of the questions that came to the reference (rebranded Ask-A-Librarian) librarians were through a VRS embedded chat widget.
While considering the diverse body of literature on the subject and when put into the context of this study’s scope, VRS assessment from the end user perspective and the potential establishment of practices to increase end user satisfaction with information source pairing seems like a natural and beneficial direction for this research. The overarching questions being considered in this study are three-fold.

- Are users of VRS satisfied with their overall experience?
- Are users of VRS consistently displeased with a feature or aspect of the service?
- If patterns are found, how can the standard of VRS be adjusted to improve patron experience?
Palm Garden Ballroom E  
Contemporary Economics of Information  
Tom Zillner, Wisconsin Library Services (WiLS)  
Stewart Brand famously said “Information wants to be free.” Lots of other people (e.g., book publishers, movie studios and vendors of scholarly journals and databases) want information to cost money, sometimes lots of it. Tom will examine what futurists have to say about the economics of information, and make a few observations of his own, particularly about how technology affects information costs.

Palm Garden Ballroom F  
Getting Lost in the Library?  
Ellen Jacks, UW-Madison Memorial Library  
Casey Schacher, UW-Madison Memorial Library  
Wayfinding and Navigation Strategies for the Academic Library Memorial Library at UW-Madison is a complex building, complete with mezzanine floors and “North” and “South” stacks that are oriented perpendicular to one another. As a result, patrons may have difficulty locating their needed items and resources. In order to create a more user-friendly environment, the staff at Memorial installed a touch screen Wayfinder and directory to help patrons with library navigation. The presenters are currently conducting a usability study on the effectiveness of the electronic Wayfinder, as well as a complementary study on how patrons navigate the library. Building off of a literature review, the presenters will discuss the results of their studies, leading to recommendations how to create and maintain effective navigation of the physical library.

Wednesday  
10:00 – 10:30 AM  
Break (coffee, tea & snack mix provided)  
Palm Garden Main Foyer  
If you are interested in serving on next year's WAAL conference committee please send an email to wla@scls.lib.wi.us  
Mention you are with the WAAL conference and get 20% off at the ASPIRA Spa!
Wednesday
10:30 – 11:45 AM  
**Keynote Program with Mark Phillips**

**Palm Garden Ballroom A**  
**Utilizing Digital Library Infrastructure to Build Modern Research Collections**

Academic research libraries have invested heavily in digital library technology and infrastructure for over a decade now, yet few are leveraging these technologies to their fullest to build new and innovative research collections for their constituents. The Web has become an important fixture in today’s society and has disrupted countless industries including the way that libraries select and build collections. Most publishing has moved to a Web first paradigm which has challenged the traditional selection, acquisition and provisioning of access in many libraries. This keynote will cover the opportunities that digital library infrastructure offers if utilized effectively as a tool to build novel research collections. It will highlight examples from the UNT Libraries and other institutions, which demonstrate these concepts.

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Wednesday
11:45 – 1:15 PM  
**Luncheon with Matt Upson & WAAL Conference Scholarship Award Presentation**

**Villa Gottfried Room**  
**Why are there so many explosions?! Graphic Narrative, Humor, and Engaging Instruction in the Academic Library**

Comics and graphic novels are increasingly welcomed in academic environments. Many undergraduate courses already utilize comics as a way to engage students, and graphic narrative has been used to model behavior, examine and dispel stereotypes, and provide greater context for abstract ideas. The multimodal nature of graphic narrative requires more participation from the reader and results in a more complex meaning-making process than with text alone. Additionally, the use of narrative and humor in the college classroom has been shown to increase comprehension, retention and recall, reduce anxiety, and engage students. The combination of graphic narrative and humor has the potential to increase student knowledge and understanding of the research process and information literacy skills, while reframing student understanding and appreciation of library services and resources.
presenter will cover his experience working with and creating comics as tools for library instruction and future opportunities to utilize the medium.

Wednesday
1:15 – 2:15 PM
3 Concurrent Sessions

Palm Garden Ballroom D  
Student Attitudes Towards E-Books at U-W Sheboygan, and What Does it Mean to Us?  
Jeff Ellair, University of Wisconsin-Sheboygan

Encounters at the reference desk have indicated a student acceptance level of e-books ranging from lukewarm to resistant (mostly resistant). This has left library staff wondering if purchasing increasing numbers of e-books would be the best use of limited acquisitions funding, despite the presumed advantages that the format offers. In Fall 2012, Jeff designed and delivered a survey and information session which reached over 30% of the student body, to determine if the anecdotal responses at the reference desk are representative of student attitudes overall. Survey results reveal what prior experience students have had with e-books, how they feel about them and why. Jeff will share the findings and discuss how the information has assisted in making decisions about acquisitions purchases and the way forward with e-books.

Palm Garden Ballroom E  
Multifaceted Promotion and Outreach of Banned Books Week Library Programming  
Eric Kowalik, Marquette University  
Emily Zegers, Marquette University  
Megan Reilly, Marquette University

Are you interested in how to better engage your community through marketing, outreach and social media? If yes, then join Eric Kowalik and Emily Zegers from Marquette University as they share their strategies for diversified and interactive library promotion. Through illustrating the Raynor Memorial Libraries’ Banned Books Week campaign, this presentation will deliver numerous strategies on how to reach your audience where they are and bring them into the library. Topics covered will include program development, cross-campus collaboration, creating an interactive LibGuide and displays, promoting events through campus media, and documenting the event through photos and videos.
In the early part of 2012, The University of Wisconsin-Parkside decided to install the Coral Open Source ERM (Electronic Resource Management) software to better keep track of our electronic resources. We formally went into production with Coral over the Summer of 2012. This presentation will identify why we choose Coral, technical hurdles to installing it, our experiences with the functionality of Coral, and our current use of the software.

Wednesday
2:15 – 2:45 PM
Break (soda, pretzels and cookies provided)
Palm Garden Main Foyer

Wednesday
2:45 – 3:45 PM
3 Concurrent Sessions

Palm Garden Ballroom D
Collection Development Policies and Barrier-free Access to Electronic Information at North American Libraries
Axel Schmetzke, University of Wisconsin-Stevens Point

The shift from print to digital format has provided people with “print disabilities” unprecedented opportunities for information access. However, only e-resources designed according to certain accessibility standards provide these opportunities. This presenter will report the preliminary results of his current sabbatical project, in which he employs content analysis of the collection development literature, policy analysis, and phone surveys to explore the extent to which academic librarians consider accessibility when selecting e-resources for procurement. The presentation will conclude with a discussion of best practices concerning inclusive, disability-sensitive selection procedures.

Palm Garden Ballroom E
OCLC Resource Sharing’s Great Migration Begins
Mark Beatty, Wisconsin Library Services (WILS)

The OCLC WorldCat Resource Sharing ILL system you’ve been using every day for years is moving to a whole new platform and interface. Find out at this session how the migration is going, plan a timeline for your migration to the new WorldShare ILL platform, and perhaps talk with colleagues that have already
migrated. There will be ILLiad considerations too. Voluntary migration will start in February 2013. Some ILL departments will need to wait until the summer 2013. But the current FirstSearch based system is going away by December of 2013. This presentation and discussion will be led by Mark Beatty, WiLS, one of the new WorldShare Management System ILL trainers.

Palm Garden Ballroom F

Tailoring Technology Instruction for Today and Tomorrow’s Educators
Robin Amando, U-W Madison, MERIT, WTI Project
Ashley Guy, U-W Madison, MERIT
Jim Jonas, U-W Madison, MERIT
Dawn Wing, U-W Madison, MERIT
Carrie Wolfson, U-W Madison, MERIT

As iPads, mobile devices, and interactive whiteboards become more prevalent in K-12 classrooms, education programs are recognizing the need for technology training for today and tomorrow’s teachers. Since Spring 2012, MERIT (UW-Madison’s School of Education Media, Educational Resources, and Information Technology unit) has been expanding its efforts to provide hands-on technology instruction for School of Education undergraduate and graduate students, as well as Madison Metropolitan School District (MMSD) teachers and administrators. Recent projects facilitated by MERIT include: a new “Teaching for Tomorrow” workshop series; a credit-bearing Curriculum and Instruction course; and a series of professional development trainings for practicing teachers in MMSD on emerging educational technologies. “Teaching for Tomorrow” workshops target School of Education teaching assistants, with the goal to “teach the teacher.” By providing technology training for the teaching assistants, we hope that they become technology role models to the pre-service teachers they mentor. In January 2013, MERIT will be teaching a portion of a two credit undergraduate Instructional Technology, Learning, & Games course, which will focus on incorporating instructional and interactive technologies into the K-12 classroom. Students will discuss ways to integrate social media (Facebook, Twitter, Edmodo), blogs (Edublogs, Weebly), Google (Drive, Apps, and Maps), and interactive whiteboards into K-12 curriculum. The MMSD teacher trainings began as a collaborative effort with the Partner School Network, which facilitates the placement of pre-service teachers from UW-Madison. The trainings include graduated sessions on Google Apps and interactive whiteboard software.

This presentation will discuss the traditional and nontraditional forms of planning, funding, instruction and outreach needed to implement these new initiatives, as well as how they enhance the course-related instruction and drop-in workshops already offered by MERIT. We will share examples of our technology instruction, as well as our successes and missteps for you to consider when conducting your own technology instruction.
Wednesday
3:45 – 4:00 PM
Break (no snacks)

Wednesday
4:00 – 5:00 PM
3 Concurrent Sessions

Palm Garden Ballroom D
Surviving the Zombie Apocalypse Through Innovative Outreach in Academic Libraries
Lizz Zitron, Carthage College
Matt Upson, Emporia State University (Emporia, KS)
Why does outreach matter in academic libraries? And what exactly is it (advertising, PR, instruction, book clubs)? Will it save you from a zombie attack? This panel discussion will examine why outreach should be a part of every academic library’s mission, how to think about it, and ways to actively engage users through outreach efforts. Learn how librarians have planned and implemented outreach efforts both through intentional long-term efforts and on-the-fly. The panel will share innovative outreach efforts the speakers have done at their institutions ranging from the graphic novel “Library of the Living Dead” guide to hosting a first-year student Information Carnival. This panel will focus in particular on ways to engage various stakeholders through outreach activities and how to think about outreach for your institution.

Palm Garden Ballroom E
Purchasing a New Library Services Platform
Susan Mitchell, UW System Office of Learning and Information Technology
Lee Konrad, U-W Madison General Library System
In September 2012, the Council of UW System Libraries (CUWL) directors charged a committee with developing an RFP aimed at identifying and purchasing a new Library Services Platform, giving full consideration and weight to technologies and services that advance the spirit of CUWL’s foundational principle, “One System, One Library.” The presenters believe that this topic is of interest to all UW System library staff as the outcome of the process will directly affect their daily work lives. Librarians from other institutions who are considering next generation integrated library systems or library services platforms should find the presentation informative as well. The presenters plan to address the current status of the RFP process at the time of the WAAL meeting, and will focus much of the time discussing the process itself. Specifically, the presenters will discuss the organizational framework used to manage the process, the rationale, benefits, and goals behind acquiring a new system, the gathering and vetting of functional requirements, review of workflows and business processes, the transformative impact a
new system could have in furthering the work of UW System Libraries, and, of course, the potential benefits such a system might have in facilitating future collaborations and/or resource sharing with other academic libraries in the region.

Palm Garden Ballroom F

**Tales from the Trenches: The State of the Library Job Market for Recent Graduates**
Troy Espe, UW-Madison, Steenbock Memorial Library
Ashley Guy, UW-Madison, MERIT
Ellen Jacks, UW-Madison, Memorial Library
Craig Thomas, UW-Oshkosh, Polk Library

In June 2012, Forbes magazine ranked library and information studies as the worst master’s degree for jobs because of the low pay rank and estimated growth rank. Is it? Four recent library school graduates will share their experiences of hunting for library jobs. Their positions – and backgrounds – vary widely. One is a technology administrator. Two are post graduate interns. Another is a paraprofessional. But what do they all have in common? They all recently trudged through the job hunting trenches and have lived to tell the tale. The panelists will provide insight into today’s library job market and offer tips that helped them get hired. National data and the results of a survey distributed to recent Wisconsin library school graduates will be discussed. If you’ve recently graduated, will be graduating soon, or perhaps are a hiring librarian interested in the other side of the story, we invite you to come prepared with questions or your own job hunting tale.

Wednesday
5:00-7:00pm

**New Members Round Table Happy Hour**
Jessica Newman, UW-Madison Steenbock Memorial Library

Elk Room

Join the New Members Round Table for a Happy Hour in the Elk Room! Meet new members of WLA, and say hi to old friends. Have a sociable drink before dinner, while enjoying the lovely view of Elkhart Lake.

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**Thursday, April 25th**

8:00 – 5:00PM  **Registration**
Palm Garden Coat Room

8:00 – 5:00PM  **Internet Cafe**
Villa Gottfried Parlor
Thursday
9:00 – 10:00AM  

3 Concurrent Sessions

Palm Garden Ballroom D  
Revamping the English 1 One-Shot: Lessons Learned on the Path to Change  
Matthew Coan, Madison College  
Deborah A. Diller, Madison Area Technical College  
Joshua Stokdyk, English Instructor, Madison College  

Come learn about how librarians at Madison College revised and revived the English 1 ‘one-shot’, in coordination with the English Department. We will talk about the process by which we piloted a new, two-visit approach to information literacy sessions with our key Com A course. We will also discuss the motivations both within and beyond our libraries that prompted the change. In so doing, we learned a few lessons, political and otherwise, about the challenges of trying something new and trying to get the word out. We would also like to solicit input from those in the session about the successes you have had how best to get buy-in from faculty for change.

Palm Garden Ballroom E  
Professional Development, Publishing, and Presenting. Sponsored by NMRT.  
Panel discussion led by representatives from various academic libraries.  
Anjali Bhasin, Moderator and member of NMRT  

Are you new to the Wisconsin Association of Academic Librarians? Have you been wondering about how to become more involved or submit a presentation proposal for a conference? A panel of experienced librarians will talk about how to become more involved with professional associations, presenting, and publishing. More specifically, they will talk about how to find opportunities for presenting and publishing in your everyday work. They will also highlight the importance of involvement in professional associations. This moderated session will be useful for librarians looking to further their professional development.

Palm Garden Ballroom F  
From Another Perspective: Seeing Co-Workers in a New Light  
Theresa Beaulieu, UW-Milwaukee  
Kate L. Ganski, UW-Milwaukee  

Does “Grump, Groan, Growl” describe a co-worker you know? Do you struggle to cope with different/difficult personalities in the workplace? This workshop explores how to gain a new perspective. So whether you work with the “Interrupting Chicken,” someone who crows, “I’m the Best,” or deal with patrons who resemble “The Little, Little Girl with the Big, Big Voice” Join Theresa Beaulieu, Education and Outreach Librarian and Kate Ganski, Library Instruction Coordinator for a fun and reflective workshop to enhance your ability to work with others.
Thursday
10:00 – 10:30 AM
Break (Coffee, Tea & Snack Mix provided)
Palm Garden Main Foyer

Thursday
10:30 – 11:30 AM
3 Concurrent Sessions

Palm Garden Ballroom D
Managing Digital Content Over Time
Sarah Grimm, Wisconsin Historical Society
Emily Pfotenhauer, Wisconsin Library Services (WiLS)

As the volume of information that exists in digital form continues to grow, digital preservation—the active management of digital content over time to ensure ongoing access—becomes an essential part of any library’s approach to records management. In 2010 the Library of Congress created the Digital Preservation Outreach and Education (DPOE) program to provide educational resources for digital preservation and promote collaboration across the digital preservation community. Join us to learn about core concepts of the first two modules of the DPOE Digital Preservation Baseline Curriculum and get a closer look at the recent OCLC report You’ve Got to Walk Before You Can Run: First Steps for Managing Born-Digital Content Received on Physical Media.

The first part of the session will help you to understand and identify the digital content you have and how to create a scalable inventory. The second part of the session will give you the tools to help you determine which portion of that content is your responsibility to preserve. This session is intended for anyone who doesn’t know where to begin in managing digital materials and it does not assume that digital preservation policies are already in place or that significant IT support is available for implementing good preservation practices.

Palm Garden Ballroom E
Recovery & Rebuilding: Moving Forward After a Natural Disaster
Deb Nordgren, UW-Superior
Bev Sturgis, UW-Superior
Kristin Lindquist, UW-Superior
Ella Cross, UW-Superior
Janet Baltes, UW-Superior
Susan Mitchell, UW System

Librarians and staff from the University of Wisconsin-Superior will describe how they are moving forward after the horrific flood on June 20th, which destroyed much of their collection. The Acquisition/Periodicals Librarian will share information on efforts to document loss, to valuate the collection, and to restore collections.
The Cataloger will discuss decisions related to updating cataloging records when large portions of the collection are lost. The Government Documents Librarian will explore the difficulty of purchasing and valuing lost government documents. The Systems Librarian will describe tools used to document the loss and valuation of the collection. The Library Director will summarize lessons learned and describe opportunities and challenges in the process of rebuilding the collections. The UW System Library consultant will review working within the larger system and with insurance companies.

There will be an opportunity for a discussion with participants on collection valuation, cataloging, communication, and recovering from a natural disaster. This panel presentation is recommended for anyone interested in seeing a freeze dried book, developing a disaster plan, or involved with collection development and valuation.

Palm Garden Ballroom F  
Inspire & Appreciate Student Workers for Excellence in Customer Service  
Linda Kopecky, UW-Milwaukee  
Rebecca Littman, UW-Milwaukee  
Kathryn Otto, RIS Intern, UW-Milwaukee

Student workers are our most visible Face; inspiring them to excellence helps us all. Student employees outnumber professional and classified staff at many academic libraries, often serving as the front-line staff that interacts most with our users. Research suggests that students who work on campus have higher retention rates, making it doubly important to nurture student staff. An academic library with more than 120 student workers in 16 different departments will present based on our annual All-Library New Student Orientation Day which emphasizes excellence in customer service, provides student employees with a common knowledge base, and reinforces student workers as valuable members of the Libraries staff. Photos, assessment data, feedback quotations, and session outlines will be shared, to help other libraries start or expand their own student worker orientation program.
Thursday
11:30–1:00 PM
Luncheon with Aaron Frank
& WAAL Information Literacy Award Presentation

Villa Gottfried Room
Modern photojournalism: the race to transform print magazines into “cross-content” media brands.

Aaron Frank, Editor at Large for Motorcyclist, the world’s oldest and largest motorcycle magazine, will offer an inside look at how print journalism has changed recently in order to keep pace with the everything-all-the-time demands of our information age. Drawing on personal experiences gathered during a 20-year career riding, racing, and writing about motorcycles, he’ll discuss the challenge of taking traditional magazine writing beyond the printed page and onto the Web, blogs, social media, YouTube video, and more. This will be a lively, behind-the-scenes look at what one massive enthusiast media outlet has had to do to remain relevant and maintain brand equity in a new and ever-changing media environment.

Thursday
1:00 – 2:00 PM
3 Concurrent Sessions

Palm Garden Ballroom D
2013 Information Literacy Award Winner:
Reworking Your Curriculum to Increase Student Engagement
Theresa Beaulieu, UW- Milwaukee
 Kate L. Ganski, UW- Milwaukee

Do you wish students were more invested in learning? Do you struggle to know if your students are really learning? Do you feel stuck in an instruction rut that you can’t break out of? Join us for a discussion about redesigning your curriculum by simplifying your learning goals, utilizing Open Educational Resources, embedding self-assessment, facilitating peer-to-peer learning, and more. Kate Ganski, Library Instruction Coordinator, and Theresa Beaulieu, Education & Outreach Librarian, will explain why and how they revamped the curriculum of a 3-session information literacy instruction unit embedded in a Learning Skills Laboratory course and share the positive librarian feedback as well as the impact on student learning. Attendees will gain insights on how to better utilize Course Guides as virtual
handouts, incorporate meaningful, formative assessment, and attendees will be encouraged to take risks and try something new.

Palm Garden Ballroom E

Benchmarking and Peer Comparisons for Academic Libraries
Susan Mitchell, UW- Wisconsin System Administration

Benchmarking is a process that works in tandem with other assessment methods and enables comparison of inputs, processes or outputs between institutions or within a single institution over time. The National Center for Education Statistics (NCES) began a nation-wide library statistics program in 1989 that now includes the Academic Libraries Survey and the School Library Media Center Survey. NCES provides a comparison tool that allows academic institutions to compare one library (the library of interest) with similar libraries (the comparison or peer group). For example, a user may wish to compare one library’s total circulation with the total circulation of a group of libraries with similar total expenditures.

This session will provide an introduction to: the NCES Library Statistics data sets, the ‘Compare Academic Libraries’ interface, and guide users through the process of selecting and comparing data among a group of peer institutions. We will compare collection size, acquisitions budgets, staff size, operating hours, and much more. We’ll also discuss how this data can be used as part of an overall library assessment plan and how it can be used in discussions with University administration and other stakeholders.

Palm Garden Ballroom F

Darwin 101 – Evolving Reference
Steve Frye, U-W Madison College Library
Renee Ettinger, UW- Green Bay
John-Leonard Berg, UW - Platteville
Nancy McClements, UW- Madison
Gretchen Revie, Lawrence University
Linda Kopecky, UW-Milwaukee

Is your reference service the same as it was 20...10...even 5 years ago? That’s unlikely, due to changes in technology, funding, and patrons’ needs. A panel of reference experts from varying types and sizes of academic libraries will discuss new service delivery models, staffing patterns, resource formats, department transfers, collection shifts, assessment efforts, and more. Join us to hear why and how we are mutating and adapting in order to survive.
Archives, Cultural Memory and Shame: Japanese Internment Camps
Valerie Vega, U-W Milwaukee, SOIS Grad School

Archives are essential to maintaining cultural memory. This poster will focus on the importance of archiving the records of shameful events, which much of society may want to forget or ignore. Archives can ‘remember’ that which might otherwise be forgotten because of cultural silence and lack of discussion. Studying prior research about the internment and applying archival theory if needed, I explored the importance of archives in how individuals and communities remember the WWII era Japanese Internment in the United States and Canada, as well as the role shame plays in how the events are remembered. I found that, providing the records of the events are properly kept and preserved, archives can keep those events active in cultural memory, allowing cultural discussion to happen at a later time. Archives do not ensure this cultural dialogue, but they can be the catalyst for it.

Assessing Multiple Aspects of Academic Library Services: Collections, Staff, Accessibility, & Space
Soo hyung Joo, UW-Milwaukee, SOIS Grad School
Inkyung Choi, UW-Milwaukee, SOIS Grad School

This study intends to propose a multi-dimensional assessment model for academic library services. The model posits four aspects of services in academic libraries, including collections, staff, accessibility, and space. For each aspect, we proposed three to five measurement items as follows: (1) collections: amount, coverage, and recency; (2) staff: reliability, responsiveness, expertise, willingness to help, and friendliness; (3) accessibility: navigability, organization, and availability; and (4) space: stack space, comfortableness, available seats, and studying area. The suggested model was validated from an actual evaluation of an academic library in a research university. The reliability of and validity of the assessment model were examined based on a Cronbach’s α test and a factor analysis respectively. The results indicate that the model can be reliable and valid to assess the identified aspects of library services. Also, a multiple regression analysis confirmed that the four aspects would adequately explain user satisfaction in academic libraries.

Birds of a Feather: Academic Libraries, Students, and the University Tweet Together
Emma Molls, UW Milwaukee Libraries, Learning Commons Intern

With smartphones and tablets on the rise and the backlash against Facebook’s reorganization of “Pages,” Twitter is now becoming the go-to social media application—doubling in usage between 2011 and 2012. Academic libraries are able to play a central role in campus culture through effective use of a Twitter account. By creating meaningful “lists” for subscribers, promoting campus re-tweets, maintaining a colorful voice, and increasing followed handles, academic libraries’ Twitter accounts can bring together students, library staff, and other university organizations. Check out Twitter beyond the basics, find out what academic libraries across the state are tweeting, and hear UW-Milwaukee Libraries favorite tweets!
Capturing UW-Milwaukee’s Web Presence through the Archive-It Web Crawler Service
Charles Welbom, UW-Milwaukee Libraries, Archives, SOIS Grad School
Dan Hauck, UW-Milwaukee Libraries, Archives, SOIS Grad School

Information once disseminated through traditional channels at UW-Milwaukee increasing finds a wider audience through university Web space. While this trend allows for the proliferation and exchange of an unprecedented amount of documentary material, these developments also produce challenges from an archival and technical perspective. To counter the potential loss of documentary evidence to the ephemeral nature of the Internet, the Archives Department partnered with the Archive-It web crawler service to capture UW-Milwaukee’s Web presence. UW-Milwaukee’s Web Presence Archive serves to document campus activities and student life to an unprecedented extent, ensuring future access to otherwise transitory university documentation distributed via the Internet.

Data Management Planning at the Wisconsin Center for Education Research
Leah Ujda, UW-Madison, Wisconsin Center for Education Research

As more and more funding agencies begin to require a data management plan in new grant applications, we at the Wisconsin Center for Education Research (WCER) decided to leverage this requirement and encourage all of our researchers, regardless of their funder, to think carefully about data at the beginning of their projects. We developed a web based tool that walks users through a series of questions about his/her project and the data that will be gathered and created. Users are asked to describe their data and metadata, access and security needs, and preservation and long term storage requirements. Standard language about services and infrastructure provided by WCER's Technical Services department and multiple help tips are included to make some of the more complex aspects of data management easier for the user to address.

EMIERT: Supporting Diversity in Wisconsin Libraries
Karla J. Strand, Vice Chair, EMIERT, Diversity Librarian, Carroll University, Waukesha, WI

The Ethnic and Multicultural Information Exchange Round Table (EMIERT) is new to WLA. Formed in 2011, WLA’s EMIERT serves to support librarians of color, librarians who work closely with ethnic and multicultural groups and library professionals interested in supporting diversity in Wisconsin libraries. Stop by our poster to learn more about EMIERT and see how to get involved!

Evaluating ArCat: A User, System, and Comparative Analysis
Kadie K. Seitz, UW Milwaukee SOIS Grad School

This study examines the Wisconsin Historical Society’s online archival catalog system, called ArCat. Previous work on how historians use archives as well as State Historical Society web presences is examined. A user analysis is performed; results show that the users targeted most are historians, genealogists, teachers, students, archaeologists, and local government officials among others. The system is determined to be somewhat unfriendly to users, in part due to its lack of browsability. The system itself is also analyzed, examining the individual features as well as several sample searches in order to determine its effectiveness. Lastly, ArCat is compared to the Minnesota Historical Society Archives digital catalog and some sample searches are performed, finding that the Minnesota Historical Society’s system is more user-friendly due to its browsing features.

Getting Graphic…novels that is. Collaborating with other library departments to enhance a graphic novel collection.
Beth Kucera, UW-Milwaukee Libraries

The popularity of graphic novels (GN) has exploded and the UW-Milwaukee campus has been offering courses that focused on GNs. Because of this, the ILL department noticed an increase in the number of requests for GNs and thought our existing collection needed a boost. We started by using our own purchase on demand system, ILLiPOD, to purchase select GNs that were newly published, difficult to
borrow, or ones that may fit our collection needs. We also won a UWM Libraries mini-grant to purchase even more GNs that were ordered and processed by the acquisitions department, put on display in a new location, and used during an outreach program for middle school students. Find out how the interlibrary loan department successfully implemented a new and improved graphic novels collection.

If You Can Find It, We Can’t Get it for You: How Ebooks Subvert Sharing
Raina Bloom, UW-Madison, College Library
Carrie Nelson, UW-Madison, College Library

We invite librarians to consider the complicating role that ebooks play in creating flexible collections. When an ebook is purchased, the resource is differently restricted than its print equivalent would be, and in ways that violate commonly-held principles of sharing and access. This has the potential to become a significant issue as patrons increasingly encounter ebooks with no print equivalent, which reduces the ability to move resources between libraries. This poster will provide background on ebooks, address drawbacks to their acquisition, and suggest and solicit alternative approaches.

Intellectual Freedom: An Important Concept for All Librarians
Kristin Pekoll, IRFT Chair, West Bend Community Library
Gretchen Revie, LRFT member at large, Lawrence University
Dawn Haggerty, Herzing University – Kenosha

WLA’s Intellectual Freedom Round Table provides an opportunity for all WLA members to be involved with intellectual freedom principles and issues. Stop by to learn more about the IFRT, and share ideas on intellectual freedom in our academic libraries and communities.

In-person and Online Instructional Workshops by Graduate Students for Graduate Students
Adrienne Evans, UW-Madison SLIS library
Mallory Inman, UW-Madison SLIS library
Nattawan Junboonta, UW-Madison SLIS library
Tracy Steffens, UW-Madison SLIS library

This year the University of Wisconsin Madison School of Library and Information Studies (SLIS) Library offered five workshops in face to face environments. Both course-integrated and drop-in, the workshops focused on instructional technology and were designed by graduate students for graduate students. The workshops focused on software and programs including Omeka, Presentation Design and Information Graphics, Jing, and Google Drive including Google Spreadsheets. Come learn about the process the SLIS Library staff used for collaborating with faculty, as well as designing, and delivering workshops.

Lights, Camera, Action: creating a virtual library tour
Eric A. Kowalik, Marquette University Raynor Memorial Libraries
Nia Schudson, Marquette University Raynor Memorial Libraries

Attend a screening of our 3 minute virtual library tour. Why and how did we create it? We will explain the process from writing a script to finding a narrator, and discuss our challenges and surprises. We also developed a mobile version to provide a flexible option to meet our patrons’ needs. All of our cinematic secrets will be revealed.

Making Friends with Strangers: using postcards as enticement to global studies
Kate Moody, Ripon College Lane Library

Ripon College would like to increase the number of students who travel abroad. In order to support this goal, the library set up a Postcrossing account to send and receive post cards from all over the world. We
collect and display these cards along with a map displaying where our cards are from. We feel that this personal interaction with strangers from across the globe reminds our students that the world is a very big place and they should explore it.

Recollection Wisconsin: Discovering and sharing state and local history
Emily Pfotenhauer, Wisconsin Library Services

Meet the new WHO! Wisconsin Heritage Online, the statewide digitization program sponsored by Wisconsin Library Services (WiLS), is now known as Recollection Wisconsin. The new recollectionwisconsin.org website is a gateway to more than 120,000 digital history resources from libraries and archives of the University of Wisconsin System and private colleges across the state, as well as dozens of public libraries, museums and historical societies. This poster will introduce the newly redesigned website and highlight some of the free tools, including Tumblr and Pinterest that Recollection Wisconsin is using to help visitors discover personal connections to the past.

Rethinking Outreach: Engaging Undergraduates in a College Archives
Abigail Brown, Carthage College, Staubitz Archives

In an increasingly virtual educational environment, engaging undergraduates in a college archives requires looking beyond traditional partnerships and methods of outreach. Collaborating with faculty in inquiry-based learning exercises, partnering with campus offices to reach students outside the archives, and effectively utilizing social media allow college archives to meet the future with confidence. Drawing on outreach conducted at Carthage College’s Staubitz Archives, this poster will provide concrete examples and advice on incorporating fresh strategies into your undergraduate outreach.

Teaching Technology to Pre-Service Teachers
Robin Amado, UW-Madison, MERIT, WTI Project Assistant
Ashley Guy, UW-Madison, MERIT, Research Intern
Dawn Wing, UW-Madison, MERIT, Teaching Assistant

In January 2013, MERIT (UW-Madison’s School of Education Media, Educational Resources, and Information Technology unit) provided interactive whiteboard training to sixty Secondary Education student teachers. The purpose of the trainings was twofold: to provide hands-on technology workshops to future educators; and for the pre-service teachers to share technology skills they learned with their cooperating teachers. Participants were highly encouraged to attend basic and advanced Promethean board sessions over a two-week period. Our experience has demonstrated that MERIT’s effort to provide meaningful technology training to students has built new and stronger relationships within the School of Education. Survey results indicate the necessity to integrate educational technology training into teacher education curriculum.

What America Thinks: Using the Online General Social Survey as a Reference Tool
Rose Trupiano, Marquette University Raynor Memorial Libraries

Not able to find a poll about how Americans think about certain issues? Need to compare American societal attitudes through the past decades? The General Social Survey (GSS) may be just the Reference tool you need! Since 1972, the GSS has been conducted by the National Opinion Research Center measuring American thought, activities and trends. Thousands of scholarly journal and newspaper/magazine articles have been published analyzing GSS data. The GSS is freely available online and with University of Berkeley’s free SDA software, you can quickly run variable cross-tabulations to answer a number of potential reference questions (e.g. “Do males and females differ on societal views?”; “Are college graduates more satisfied with their jobs than high school graduates?”; “Are Republicans generally
happier than Democrats” and many more.) Come learn about the GSS and how it can help you in your reference work!

What Do Students Really Know about Information Literacy? Project SAILS at the UW Colleges
Peggy Turnbull, UW-Manitowoc
Katie Sanders, Library Support Services, UW Colleges

Librarians at the UW Colleges sought to learn more about what students know and what they learn about information literacy over the course of a semester. During spring 2012 the UW Colleges libraries assessed student knowledge using Project SAILS, a standardized assessment tool developed at Kent State University. SAILS test items are based on the Association of Colleges and Research Libraries (ACRL) Information Literacy Competency Standards for Higher Education. Of the 13 UW Colleges campuses, 9 participated in the survey, with 495 students taking test one and 335 taking test two. The poster session will include charts with results by ACRL standard, major, and class standing, and will identify the topics associated with the highest and lowest scoring questions. The poster will also show the impact of the results upon the information literacy program at the UW Colleges.

When Free is Enough: Locating Quality Chemical Information With and Without Subscription Databases
Ariel Neff, UW-Madison, Chemistry Library

Chemspider, PubChem, eMolecules.... There are more free chemical resources available online than ever before. How can the generalist librarian know which of these sources contains the best quality information? What types of reference questions can be easily addressed utilizing free resources, and when do more specialized subscription services (SciFinder, Reaxys) or print materials need to be consulted? This poster will demonstrate when, and when not, to use free chemical databases by walking through a few reference question case studies from undergraduates at UW-Madison.

You really like us!: Using Facebook to attract and engage
Erin Carrillo, UW-Madison, Steenbock Memorial Library
Troy Espe, UW-Madison, Steenbock Memorial Library
Jessica Newman, UW-Madison, Steenbock Memorial Library

In December 2012, Steenbock Memorial Library employed a new Facebook campaign to complement and showcase a recurring event: Student Appreciation Week. This campaign was designed to express appreciation for and introduce patrons to student employees, who are the face of the library for many patrons. Twenty-five student staff were individually photographed next to a whiteboard displaying their first name, major, favorite book, and hidden talent; these photos were shared on Facebook over a two week period. The campaign built rapport between librarians and student staff, and resulted in a highly positive social media response. The library’s Facebook page received almost twice as many new followers, almost ten times as many likes, and more than eight times as many comments compared to the previous month. This poster discusses the campaign’s development, implementation, assessment, and subsequent campaigns that built on this success.
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| Thursday 4:00 – 5:00 PM | Wisconsin Education & Curriculum Librarians Group  
Vince Jenkins  
Palm Garden Ballroom F |
| Thursday 4:00 – 5:00 PM | WAAL Business Meeting  
Palm Garden Ballroom B & C | Open to all WAAL members. Come hear the latest news of the organization and give the WAAL board members your feedback. |
| Thursday 5:00 – 7:00 PM | Wine tasting with cheese & chocolate (Pre-Registration required)  
With Award-winning certified sommelier Jaclyn Stuart |
| Friday, April 26th 8:00 – 10:00AM | Registration  
Palm Garden Coat Room |
| Friday 8:00 – 11:00AM | Internet Cafe  
Villa Gottfried Parlor |
| Friday 9:00 – 10:00AM | 3 Concurrent Sessions  
Palm Garden Ballroom D  
Same Content, Same Time, Same Cost: Collaborating Accessibility  
Carrie A.L. Nelson, UW-Madison College Library  
Ed Van Gemert, UW-Madison Interim Library Director  
As information has become increasingly digital, libraries can and must play a greater role in ensuring that our resources can be used effectively by people with disabilities. |
Rapidly evolving technologies challenge librarians to stay well informed and to capitalize on opportunities to improve the accessibility of our resources. In the past year, activity and interest around developing and providing accessible information resources in the higher education environment has soared. Recent legal suits, settlements, and rulings have highlighted the risks incurred when institutions do not address information accessibility. Meanwhile, many college and university leaders and consortia are highlighting the critical role accessibility plays in meeting our institutions’ educational and research goals. In May 2012, the Association of Research Libraries (ARL) charged a Joint Task Force on Services to Patrons with Print Disabilities. The task force has released a 40-page report describing the current state of information accessibility for those with print-related disabilities and making recommendations for research libraries related to the accessibility of retrospective print collections, licensed electronic resources, library websites, e-readers, and other user services. The University of Wisconsin-Madison libraries are actively involved in campus, consortial, and national efforts around information accessibility. In this presentation, we will review the context in which libraries are acting and share our recent experiences dealing with accessibility issues. In particular, we will review the findings and implications of the ARL report and describe our experiences with institutional e-textbook adoptions, supporting captioning of audio resources, website accessibility, and the opportunities associated with open content.

Palm Garden Ballroom E
Get ‘Embed’ With Your Librarian: Meeting the Needs Of Students Online
Joe Hardenbrook, UW-Green Bay
Anne Kasuboski, UW-Green Bay

What do you do with students you rarely see in the library? University of Wisconsin-Green Bay has a growing adult learner population, most of which take classes solely online. Reaching these students can be challenging. Librarians conducted an assessment of adult students to investigate their needs. This session will focus on the assessment results and the outreach plan put into place. It will highlight several initiatives, including the embedded librarian program, marketing efforts, and learning tools geared towards online and adult students. Based on feedback from students and faculty, an increase in reference questions, as well as high usage statistics from librarian-created tutorials and discussion boards, the outreach plan is working. Come and learn about these best practices for online and adult learners and share your ideas, as well.

Palm Garden Ballroom F
New Space = New Tools
Kelly Carpenter, Lakeshore Technical College
Karla Zahn, Lakeshore Technical College

What’s in your library tool kit? How do you promote, market, manage and support the ever changing world of library resources?
An extensive remodel shifted a library to a learning commons atmosphere which now houses the library, an academic support center, testing services and a computer lab. This provided the opportunity to reinvent the library’s brand and initiatives using a variety of tools.

Learn about the tools used to:
- market and increase student and staff use
- promote technology awareness
- strengthen information literacy initiatives
- circulate e-devices
- improve physical space usage
- implement continuous quality improvement (CQI)

There will be time at the end of the session for others to share their examples of tools that support the ever changing landscape of the academic library.

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Friday

10:00 – 10:30AM  Break (Coffee, Tea & bars provided)

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Friday

10:30 – 11:45 AM  Keynote with Maurice Coleman

Palm Garden Ballroom A  Now What or Success as a Moving Target

Now that you have successfully piloted your project the truly hard part begins for you and your library organization. How do you incorporate new projects and workflows into your library while keeping your sanity and enthusiasm? How do you help or support staff in weeding their duties and workflows? How do you create an organization that constantly strives to add the better while letting go of what does not work for your customers? This 2010 Library Journal Mover and Shaker will show you practical tips from years of experience leading and merging projects into organizations, thereby ensuring the long term health of your library.

Maurice Coleman has been the technical trainer at Harford County (MD) Public Library in NE Maryland for 9 years and has headed a training and digital consulting practice since the 1990’s. He has 20 years of experience training all ages how to sensibly use technology and computer hardware and software. He has also offered training on effective technology planning and deployment, social media skills, nonprofit organizational development and fundraising, community organizing, and presentation skills. Maurice has presented at numerous conferences on topics such as digital personal branding, technology implementation, presentation and training skills, community development and effectively using social media.
He hosts the library training podcast T is for Training, is on the board of the American Library Association Learning RoundTable and writes for the Learning RoundTable blog, ALA Learning. For his work he was named a 2010 *Library Journal* Mover and Shaker, and received the Citizens for Maryland Libraries Davis McCarn Technology Award. You can find him on twitter @baldgeekinmd

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Thank you for racing with us!

Be sure to let us know about your experience at the WAAL 2013 Conference in Elkhart Lake! Help us win the race at future conferences by answering a few questions about the breakout sessions, invited speakers, conference facility, menu selections, and special activities.

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