



St. Louis Regional Library

Network

Tech Expo 2016

March 9, 2016, Purser Center, Logan University

9:00-9:30: Registration and Refreshments

9:30-10:20: Session 1

Session 1A: *Timing is Everything: How (and When) to Communicate so People Will Listen*-North Maybee Hall

Lauren Todd, Washington University, *Engineering Subject Librarian*

If a mass email is sent during midterms, will anyone read it? Join Washington University Engineering Subject Librarian Lauren Todd to find out how to map out a marketing timeline for classes, events, and faculty communication. She will outline her plans of attack for how she markets herself to her semester Technical Writing Classes, promotes the yearly Engineering Week Paper Airplane Contest and En120 Scavenger Hunt, and navigates "Are they seeing this?" faculty emails quandary. This session will offer practical advice and solutions that attendees can implement at their libraries.

Session 1B: *LibAnswers for E-Resources*-South Maybee Hall

Davina Harrison, Webster University, *Systems/Resources Management Services Assistant*

Heidi Vix, Webster University, *Electronic Resources Librarian*

LibAnswers offers a convenient means of tracking E-Resources Problems. With this platform, we are able to allow several people to check and answer any problems and issues that arise with the many databases, ebooks, or ejournals we manage. It also allows our patrons to contact us directly via a form, which asks pertinent questions to help us diagnose and troubleshoot the problem.

10:30-11:20: Session 2

Session 2A: *Sell your Own Sauce: Marketing your Library and/or your Institution; plus great financial education resources for libraries, users and students*-North Maybee Hall

Kathy Cosgrove, Federal Reserve Bank of St. Louis, *Senior Librarian*

Eva Johnston, Federal Reserve Bank of St. Louis, *Senior Economic Education Specialist*

Mark Bayles, Federal Reserve Bank of St. Louis, *Senior Economic Education Specialist*

At the Federal Reserve Bank of St. Louis we have to market our library to internal users, and we also market our institution and the free educational products and tools we produce. The librarians work with the economic education staff to spread the word about our great free resources to other librarians. Librarians are an important audience because as we all know -- librarians are the best at sharing useful resources with their end users. Kathy Cosgrove, reference librarian, will discuss the myriad ways we market, and our Econ Ed. staff will show you some great resources. (This session is great for school librarians of all levels, as well as all others).

Session 2B: *LibGuides Analytics: What Can They Teach Us?*-South Maybee Hall

Sarah E. Fancher, St. Louis University, *Research Librarian*

Jamie L. Emery, St. Louis University, *Research and Instruction Librarian*

As librarians, we use LibGuides as a teaching tool, but what can the in-depth evaluation of LibGuides analytics teach us about our users' research needs and information-seeking behaviors?

In this session you'll learn about the various kinds of enhanced analytics that are available in LibGuides v2 (Homepage, Guides, Sessions, Browser/Operating System, Searches, and Assets) and the important insights that can be revealed by each kind of data. You'll also learn how conclusions derived from LibGuides data can inform local best practices for LibGuides creation, design, and ongoing site management.

11:30-12:20: Lunch-Lobby

12:40-1:30: Session 3

Session 3A: *Art of Negotiation*-North Maybee Hall

Heidi Vix, Webster University, *Electronic Resources Librarian*

Negotiating with eResources vendors can be something most people want to avoid. I will share my experience of setting up relationships with vendors when purchasing eResources and how I try to overcome the industry standard annual increase of 5% (or higher) on renewals.

Session 3B: An Introduction, the Missouri Hub and DPLA: Connecting Digital Libraries Across Missouri-South Maybee Hall

Jane Davis, Federal Reserve Bank of St. Louis

The Digital Public Library of America (DPLA) offers a single interface for searching digital content hosted by libraries across the country. In October 2014, a group of Missouri libraries formed a service hub for DPLA and began contributing data to the project. The Missouri Hub is comprised of libraries, historical societies, and museums throughout Missouri, including the Missouri History Museum, Kansas City Public Library, The State Historical Society of Missouri, Washington University, Missouri State Library, and the Federal Reserve Bank of St. Louis. This presentation will discuss the advantages of being a member of a service hub in DPLA, what work was done to create the Missouri Hub and what we are currently doing to expand our membership. Find out how your library can be a part of the Missouri Hub and DPLA and make your digital collections searchable to a wider audience.

1:30-2:20: Session 4

Session 4A: Choose Your Own Adventure: Marketing Edition-North Maybee Hall

**Corie Dugas, SLU Law Library/Mid-America Law Library Consortium, *Executive
Director/Outreach & Public Services Librarian***

Marketing is simply communicating your library's value. So why do we struggle with getting our message out? With little formal training, many librarians and staff have been tackling marketing without a plan or with a poorly developed one. This pulls-no-punches session will suggest focusing on three marketing avenues and establishing a three-pronged approach. Attendees will begin by taking part in a brief poll and choosing the three marketing platforms to focus on during the session. From the newest social media tools to good old fashioned newsletters, the emphasis will be on culling the number of platforms any library uses down so that these tools can be used effectively. Once the platforms have been established, attention will shift to establishing an approach to marketing that can work across platforms. The ultimate product will not be an intense marketing plan, but it should be a fully-realized, effective approach to library marketing.

Session 4B: Lights, Camera, Action: Empowering Library Users to Create Custom Videos using the One Button Studio Model-South Maybee Hall

Zack Tucker, Southeast Missouri State University, *Media Specialist*

At no other point in history has video been so readily accessible. Video can be used by library patrons and staff to create engaging demonstrations, promotional materials, captivating digital stories, and much more. Although video is a powerful tool for communicating ideas, the quality of self-produced videos is often lacking. Even with the proper support, producing a high-quality video production can seem out of reach to patrons who are unfamiliar with using this medium. A great deal of time and effort is required for even the simplest of video productions. The Heather MacDonald Greene Multimedia Center (HMGMC) in Kent Library at Southeast Missouri State University has recently introduced the One Button Studio into its service lineup to help users overcome barriers in using this technology. This presentation will explore how the HMGMC implemented this model, offer a look at its ease of use, and showcase example projects created with this exciting service.

The One Button Studio model, developed at Pennsylvania State University, requires the bare minimum from its users. Patrons simply have to insert a flash drive into the computer and press one button to start and stop recording. The computer encodes the video in a usable form, and the user removes the drive when finished. This model automates several stages of video production, resulting in an easy three-step process: reserve the space, record the video, and finally publish or present. In June 2014, ALA selected this model as one of the top four cutting-edge technology services.

2:30-3:30: Session 5

Session 5A: Virtual Research Consultations-North Maybee Hall

Jessica L. Bennett, Missouri State University, Reference & E Learning Librarian

Meyer Library implemented virtual research consultations using the screen sharing software from join.me, summer of 2014. In this session I will discuss the need for virtual consultations, our research process, marketing and utilizing the service, and our vision for future uses.

Session 5B: Beyond Survival: Reimagining the Library-South Maybee Hall

Bill Bass, Parkway School District, Innovation Coordinator

Libraries in the digital age have clearly changed. Whether it's implementing a Makerspace or supporting literacy, the librarian connects the dots for schools and communities. Today's students need us to be strong leaders who understand the importance of transforming libraries into vibrant hubs of active digital learning. This session will focus on moving beyond merely surviving the digital transformations in our communities and exploring what it means to be a librarian in the digital age