

Executive Conference 2008

April 5-6, 2008 ■ Detroit Marriott at the Renaissance Center

Open Libraries

In keeping with the SirsiDynix Institute's mission to help *grow your skills* as library professionals, SirsiDynix Institute Executive Conference 2008 will present an engaging two-day program on *Open Libraries*. Our theme centers on the *"openness"* that characterizes successful libraries — open partnerships, open approaches, open technologies, open dialog, and open communities. We will explore how library decision makers can *open a world of new strategic opportunities* for their institutions, with presentations from Semantic Studios' *Peter Morville, librarian-trailblazers, Lee Rainie* of the Pew Internet and American Life Project, and *SirsiDynix executives* who will overview key open technologies. See below for the full Executive Conference agenda.

Please make plans to join us for a great Executive Conference, which is held in conjunction with SirsiDynix SuperConference 2008. To register, please visit <http://www.superconference.info>.

Agenda Saturday, April 5	
9:00-9:15 a.m.	Opening Gary Rautenstrauch, SirsiDynix CEO, and Kate Duval, SirsiDynix MC
9:15-10:15 a.m.	Open Library 2.0: The Whole Package? Stephen Abram, Vice President Innovation, SirsiDynix What is today's "Open Library?" Open systems, open architecture, open standards, and open source tools, for sure. But it's also about open dialog and partnerships with interests outside of libraries... open approaches to challenges... open communities... and more. Join Stephen as he helps set the tone for this engaging two-day event.
10:15-10:30 a.m.	Break
10:30 a.m. -12:30 p.m.	Opening the "User Experience" Peter Morville, Semantic Studios Peter Morville, a trained librarian, has led the information world in defining the "information architecture" concept. As a result, Peter's Semantic Studios is helping guide successful organizations everywhere (including libraries!) in facilitating meaningful "user experiences" for demanding information consumers. Hear Peter address the structure and behavior of web sites, software products, or interactive services that will help current and prospective library users achieve goals, complete tasks, and find what they need. Begin to see how abstract vision for online services can be transformed into a well-grounded, actionable blueprint for design of your successful online strategies.
12:30-1:30 p.m.	Lunch
1:30-3:00 p.m.	Keeping Our Libraries More Open Deborah Jacobs, City Librarian, Seattle Public Library Deborah has found that all the rules have changed. What worked for the first 30 years of her career has now evolved into a deeper, more open form of engagement and relationship-building, reflecting her belief that libraries are not only more relevant than ever but more important to community strength and health. Deborah will talk about leading, listening, and relationship-building in today's world. Following her comments, she and Stephen Abram will engage in a dialog digging even deeper into "opening our libraries." CONTINUED...

3:00-3:30 p.m.	Networking: Grab refreshments and join discussions of the day's insights
3:30-4:30 p.m.	Facilitated Feedback from Table Discussions
4:30-5:30 p.m.	Cocktail Reception
Agenda Sunday, April 6	
8:00-10:00 a.m.	<p><u>Conference General Opening Session</u> Gary Rautenstrauch, SirsiDynix CEO, and Executive Staff</p> <p>Executive Conference attendees will join all attendees for SirsiDynix SuperConference 2008 Gary Rautenstrauch's opening keynote, plus product overviews by the company's product management and development leaders.</p>
10:00-10:30 a.m.	Break
10:30-11:45 a.m.	<p><u>Open Technologies for Libraries: What Directors Need to Know</u> SirsiDynix Development Team: Talin Bingham, John Dickson, and Berit Nelson</p> <p>SirsiDynix offers key "open system" advantages to its clients: open architecture, open standards, and open interfaces. Take this opportunity to hear from SirsiDynix technologists about APIs, SIP2/NCIP connections, support for industry-standard databases, the flexibility for software-as-a-service (SaaS) hosting, and more. Attendees will gain important business insights into why the full story of "open" technologies can be so critical to their institutions.</p>
11:45-1:00 p.m.	Lunch
1:00-1:45 p.m.	<p><u>Open Partnerships Part 1: Visionary Libraries Engaging K-12 Communities</u> Terri Fredericka, Executive Director, INFOhio</p> <p>Learn from Terri, a leading light in the U.S. K-12 library community, about an exciting concept and powerful strategy for connecting Ohio students with educator-selected content. The goal is to place library-quality information in the context of the curriculum that students are addressing in their classrooms. Attendees will hear from Terri about the motivations, processes, and ongoing planning involved in the INFOhio initiative that is opening students in Ohio (and elsewhere) to new explorations and discoveries never before experienced.</p>
1:45-2:30 p.m.	<p><u>Open Partnerships Part 2: Visionary Libraries Engaging Statewide Implications</u> Lesley Boughton, Wyoming State Librarian</p> <p>Like every state, province, and locality, Wyoming is blessed with a rich history... and a plethora of archived materials that tell its history. Opening that history to the people of Wyoming became a strategic objective of the State Library. Join Lesley as she describes her objectives and tells how she has partnered with interests throughout Wyoming to preserve and share an irreplaceable newspaper collection.</p>
2:30-3:00 p.m.	Break
3:00-4:30 p.m.	<p><u>Learning from the Web Successes</u> Lee Rainie, Pew Internet and American Life Project</p> <p>In what has become an annual tradition, Lee Rainie will share with attendees the latest from his research into how individuals and society at large are interacting with and being impacted by the Internet. For library leaders seeking to maximize the power of the Web, Lee will bring to light valuable findings, theories, and arguable conclusions based on his project's research. Attendees will no doubt be interested in discussing one of Pew's latest studies, which revealed just how much young adults and others in the U.S. continue to use public libraries for the Internet and also books. According to Lee, as quoted by the Associated Press, "The age of books isn't yet over."</p>
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Featured Presenters

Peter Morville

Peter Morville is widely recognized as a founding father of information architecture. He co-authored the best-selling book, *Information Architecture for the World Wide Web*, and has consulted with such organizations as the American Psychological Association, Harvard, IBM, the International Monetary Fund, Microsoft, the National Cancer Institute, and Yahoo!. Peter is president of Semantic Studios, a leading information architecture and user experience consultancy. He is a co-founder and past president of the Information Architecture Institute and has served on several advisory boards and as a faculty member at the University of Michigan. His work has been featured in many publications including *Business Week*, *The Economist*, *Fortune*, and *The Wall Street Journal*. Peter's latest book, *Ambient Findability*, was published in 2005. Peter holds an advanced degree in library and information science from the University of Michigan's School of Information. He blogs at findability.org.



Deborah Jacobs

Deborah L. Jacobs began came to Seattle in 1997 to lead the Seattle Public Library into the 21st century. She spent her first four months on the job developing a \$235 million comprehensive plan to nearly double the space in 22 branches and replace the downtown library. Deborah's commitment to the effort and extensive work in every neighborhood resulted in overwhelming public support for the "Libraries for All" bond issue. At that time, it was the largest bond measure ever approved for libraries in the country -- and by a nearly 70 percent majority. Under Deborah's leadership, the Seattle Public Library Foundation has raised an unprecedented \$82 million for library construction and endowments. More than 22,000 people have made donations to the Foundation, including gifts of \$22.5 million from Paul Allen and \$20 million from Bill and Melinda Gates. Allen and Bill Gates grew up using the North East Branch of the Seattle Public Library. Jacobs has a master's degree in library science from the University of Oregon and a bachelor's degree in government from Mills College.



Lee Rainie

Lee Rainie is the founding director of the Pew Internet & American Life Project. 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. It regularly reports findings on subjects such as teenagers' and senior citizens' use of the internet, broadband adoption, trends in email use, how people employ search engines, use of the internet to gather news (especially about politics), blog creation and readership, and trends in music and movie file sharing. The Project has issued more than 100 reports based on social issues and online activities. It also has focused research on important public policy questions such as public attitudes about trust and privacy online, development of e-government, attitudes about intellectual property issues, the impact of spam, and the status of digital divides. Prior to launching the Pew Internet Project, Rainie was managing editor of *U.S. News & World Report*. He is a graduate of Harvard College and has a master's degree in political science from Long Island University.



Stephen Abram

Stephen Abram, a leading international librarian and lighthouse thinker in the North American library community, leverages his extensive experience in library technology and trend forecasting, new product conceptualization, and market development to ensure that SirsiDynix products and services continue to be the most innovative in the library market and meet the needs of library directors, library staff members, and library users. Stephen has more than 25 years in libraries as a practicing librarian and in the information industry, working for vendor and library organizations. He is a frequent keynote speaker on issues that affect libraries, their communities, and librarians. In addition, Abram was named by *Library Journal* in 2002 as one of the key people who are influencing the future of libraries and librarianship. He is 2008 president of the Special Libraries Association, the past president of the Canadian Library Association, and was president of the Ontario Library Association in 2002. Stephen maintains one of the library community's most read blogs — stephenslighthouse.sirsidynix.com.

