

TRUE COLLABORATIONS

CREATING NEW STRUCTURES, SERVICES AND BREAKTHROUGHS



Monday, March 11, 2013
The William and Ida Friday Center
Chapel Hill, NC

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



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

KEYNOTE



**The Purpose of Collaboration
is Not to Collaborate:
Creating Leverage While
Bringing Complexity Indoors**

Rick Anderson
*Interim Dean of the
J. Willard Marriott Library at
the University of Utah*

Rick Anderson is currently the Interim Dean of the J. Willard Marriott Library and University Librarian at the University of Utah. He received his B.S. and M.L.I.S degrees at Brigham Young University, and has previously held posts as Associate Dean for Scholarly Resources and Collections at the University of Utah, as bibliographer for YBP, Inc, as Head Acquisitions Librarian for the University of North Carolina, Greensboro and as Director of Resource Acquisitions at the University of Nevada, Reno.

He serves on numerous editorial and advisory boards and is a regular contributor to the *Scholarly Kitchen* blog, as well as writing a regular column for *Library Journal's* Academic Newswire. His book, *Buying and Contracting for Resources and Services: A How-to-Do-It Manual for Librarians*, was published in 2004 by Neal-Schuman. In 2005, Rick was identified by *Library Journal* as a "Mover & Shaker" – one of the "50 people shaping the future of libraries." In 2008 he was elected president of the North American Serials Interest Group, and he was named an ARL Research Library Leadership Fellow for 2009-10. He is a popular speaker on subjects related to the future of scholarly communication and information services in higher education.

MORNING BREAKOUT SESSIONS

WINDFLOWER ROOM
10:30 a.m. — 11:10 a.m.

PROVIDING ACCESS TO GEOSPATIAL DATA FROM THE OPAC

UNC Chapel Hill Librarians used vendor-supplied metadata to create over 1800 MARC records for geospatial data, used for mapping in GIS software. This successful multi-departmental collaboration involved staff from technical and public services. Librarians utilized a modified FGDC>MARC XSLT stylesheet in MarcEdit software to batch convert metadata into MARC records. Completion of this project has multiple positive outcomes including progress towards retiring a parallel (silo) system, and the ability to share records through OCLC. As these datasets are held by many research libraries, we anticipate that the records will be well-received by other GIS Librarians. Most importantly, patrons now have remote access to these data, searchable from the library catalog.

Amanda Henley, Wanda Gunther and Margaretta Yarborough
University of North Carolina at Chapel Hill

REDBUD ROOM

10:30 a.m. — 11:10 a.m.

PRESERVING AND DELIVERING THE VOICES OF THE SOUTH: THE SOUTHERN ORAL HISTORY PROGRAM INTERVIEWS AT THE SOUTHERN HISTORICAL COLLECTION

The Southern Historical Collection is the repository for oral histories conducted by the Center for the Study of the American South's Southern Oral History Program. In this collection of 5000 and growing interviews, there are famous interviewees including Jimmy Carter, Bill Clinton, and Bill Friday but there are also interviews with mill workers, activists, Latino migrants, and others, conducted to preserve the voices of the South. Preserving and delivering these interviews to researchers requires a web of collaborations among oral historians, archivists, library systems and digitization staff, and digital humanities scholars. This session will explore the network of collaborations that has resulted in one of the richest oral history resources in the country.

Jackie Dean, Jaycie Vos and Seth Koch
University of North Carolina at Chapel Hill

WINDFLOWER ROOM

11:20 a.m. — 12:00 p.m.

RADIO, LIBRARIES AND BLOGS, OH MY! COLLABORATION WITH YOUR HEALTH RADIO

Librarians at Carolina's Health Sciences Library and physicians in the Department of Family Medicine are collaborating to enhance the value and impact of Your Health Radio, a consumer health radio show. To make the show's website (yourhealthradio.org) more interactive and the content better available and more discoverable, librarians recommended using the WordPress.com platform to create a blog/website and the vocabulary from MedlinePlus to index content. Librarians index content and provide links to consumer health information to augment the weekly radio shows. Project benefits include the show reaching a larger audience and the Library receiving recognition for its contributions. Presenters will share the origins, benefits and challenges of this project.

Lee Richardson, Barbara Renner and Robert Ladd
University of North Carolina at Chapel Hill

REDBUD ROOM

11:20 a.m. — 12:00 p.m.

DOING OUR PART TO CREATE SCHOLARS READY FOR THE WORLD: A PROGRAM MODEL FOR OUTREACH AND COLLEGE PREPAREDNESS IN AN ACADEMIC LIBRARY

The outreach program at UTK Libraries is designed for recruiting, retaining and supporting potential students in the state of Tennessee. Through interaction with the university libraries high school students are instructed in how to improve the quality of their research through the use of scholarly resources and other library services. This presentation will describe the libraries' ongoing efforts and collaborative programs and partnerships across academic disciplines that prepare high school students for a more intellectually challenging college experience. Presentation participants will be able to identify tools and resources to assist high school students; outline the information literacy process; and understand academic libraries' role in developing standards for student success.

Ingrid Ruffin, Thura Mack and Caroline Redmond
University of Tennessee at Knoxville

Conference Schedule

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

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

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

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

Disability services are available. Please contact Michelle Cronquist at cronquim@email.unc.edu with questions.

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

or contact

Stephanie Willen Brown, LAUNC-CH Conference Co-Chair
 Chad Haefele, LAUNC-CH Conference Co-Chair
 University of North Carolina at Chapel Hill
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chaefele@email.unc.edu, (919) 962-1151

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

AFTERNOON BREAKOUT SESSIONS

WINDFLOWER ROOM

1:15 p.m. — 1:55 p.m.

FROM ZERO TO ONE HUNDRED IN THREE YEARS OR LESS: COLLABORATIVE DIGITIZATION WITH THE NORTH CAROLINA DIGITAL HERITAGE CENTER

The North Carolina Digital Heritage Center was founded in late 2009 to provide digitization and digital publishing services to cultural heritage organizations around the state. In fewer than three years, the Center has worked with more than 100 different institutions. The success of the Heritage Center is due in large part to an open and flexible approach to planning and collaboration that is respectful of the varying needs of our partners. This presentation will focus on collaboration between libraries, including a discussion of strategies for building and sustaining effective partnerships.

Nicholas Graham
 University of North Carolina at Chapel Hill / Digital Heritage Center

REDBUD ROOM

1:15 p.m. — 1:55 p.m.

FUNDING, PARTNERING, INNOVATING: A MATH EMPORIUM PLANNING AND SPACE ALLOCATION PROJECT

During the 2011-2012 and 2012-2013 academic years, the Bluford Library has partnered with the A&T math department to plan, acquire funding for, and establish a multisite Math Emporium. This new model of hybrid instruction features online self-guided instructional modules, tutoring sessions, and proctored exams. This allows us to expand our ties to the math department, provide math students with access beyond normal classroom hours, and increase student engagement with library space and personnel. This presentation will describe the Math Emporium concept and outline the processes and challenges of partnering to create a math space within the library.

Natasha Johnson and Tiffany Russell
 North Carolina A&T State University

WINDFLOWER ROOM

2:05 p.m. — 2:45 p.m.

THE RELIGION IN NORTH CAROLINA DIGITAL COLLECTION: A COLLABORATIVE PROJECT PROVIDING DIGITAL ACCESS TO PRIMARY MATERIALS OF RELIGIOUS BODIES IN NORTH CAROLINA

The Religion in North Carolina Digital Collection, a collaborative project of Duke University, University of North Carolina at Chapel Hill, and Wake Forest University, seeks to bring together, preserve, and provide digital access to the primary materials of religious bodies in North Carolina. The 8,000 volumes of materials represent every county in the state and include local church histories, conference proceedings, meeting minutes, clergy biographies, cookbooks, denominational newspapers, and sermons. Coordinating a digitization project of this scale requires a framework for planning and management. Project partners will share best practices for organizing content, copyright analysis, workflow, creating communication channels, and outreach initiatives.

Shaneé Yvette Murrain, Hannah Rozear, Megan Mulder and Elizabeth DeBold
 Duke Divinity School Library

REDBUD ROOM

2:05 p.m. — 2:45 p.m.

PLAYING WELL WITH OTHERS: CREATING A LIBRARY GAME WITH BEYOND-THE-LIBRARY PARTNERS

UNC's Wilson Special Collections Library enjoys a stellar reputation among researchers, but has traditionally been seen as intimidating or uninteresting to undergraduates. In 2012, Wilson Library hosted a live, immersive game of Clue with the goal of changing students' perceptions of Wilson as an unwelcoming space. The event was a collaborative effort with many parties, including a recreation therapist and two student groups. Post-game feedback suggests the game achieved its objective: participants stated that their perceptions of Wilson Library had shifted as a result of playing the game. We'll discuss the elements that made Clue a success and share lessons in forging successful collaborations both within and outside the libraries.

Emily Jack and Jonathan McMichael
 University of North Carolina at Chapel Hill

LIGHTNING TALKS

DIGITIZATION IN A BOX

John D. Martin III & Jacob Hill
 School of Information and Library Science, University of North Carolina at Chapel Hill

BATCH COLLABORATION: COMBINING DATA FROM MULTIPLE SOURCES TO CORRECT AND ENHANCE LOCAL AND COOPERATIVE CATALOG RECORDS

Kristina Spurgin
 University of North Carolina at Chapel Hill

NORTH CAROLINA HISTORIC NEWSPAPERS: COLLABORATIONS ACROSS THE LIBRARY, THE STATE AND THE COUNTRY

Barbara Ilie & John Blythe
 University of North Carolina at Chapel Hill

REORIENTING LIBRARY ORIENTATION

Angela Davis & Joshua Berkov
 Pitt Community College Library

USING TBL TO INCREASE COLLABORATIVE LEARNING

Brandi Tuttle & Adrienne Leonardelli
 Duke University

BUILDING A BETTER SUBJECT GUIDE: TOOLS FOR CREATING STANDARDS, INCREASING USABILITY, AND ENCOURAGING STAFF BUY-IN

Dani Brecher & Megan Slemmons
 University of North Carolina at Chapel Hill

THE POWER OF COLLABORATION: LESSONS LEARNED WHILE BUILDING AN ONLINE ENCYCLOPEDIA

Emily Horton & Mike Childs
 State Library of North Carolina

Registration Form

LAUNC-CH 2013:

True Collaborations: Creating New Structures, Services and Breakthroughs

Registration: \$35.00*

Special Student Rate: \$15.00**

Registration is available online.

If registering online but paying by check, please mail check to Michelle Cronquist at the address below.

**Students must pay by check to receive the discounted student rate.

Please make check payable to LAUNC-CH

The registration for the 2013 LAUNC-CH annual conference has been subsidized through a generous donation from Sarah Michalak and the University Library

Space is limited to the first 170 registrants.

*Please note that lunch is included in the registration fee. If you are registering as a student, please indicate your school name on the "Institution/School" line.

Registration Deadline: March 4, 2013

Name

Address

Institution/School

Daytime Phone

Email Address

Please mail completed registration to:

Michelle Cronquist
CB#3926, Wilson Library
University of North Carolina at Chapel Hill
Chapel Hill NC 27599-3926
Phone: 919-962-6901
Email: cronquim@email.unc.edu

Please remember to enclose your check.

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