What are the strengths and needs of today’s learners, and in what ways, if any, do these “digital natives” differ from previous generations? How can librarians foster students’ ability to learn, and best position students for success in both face-to-face and online environments? The answers to these questions are critical to understanding digital literacy, a set of knowledge and skills that students need to be successful 21st century learners. In this keynote address, Jeffrey Alan Greene will discuss the new science of learning, and how it informs our understanding of students, how to reach them, and what they need to know and be able to do. He will show that while there is little new under the sun, the keys to unlocking the enormous potential of today’s learners, and the tools they use, are often little-known, and sometimes counter to common knowledge.

Dr. Jeffrey A. Greene is an Associate Professor in the Learning Sciences and Psychological Studies Program at the University of North Carolina at Chapel Hill. He holds a Ph.D. in Educational Psychology from the University of Maryland, as well as a Master’s degree in Measurement, Statistics, and Evaluation. Dr. Greene has published numerous articles and book chapters on digital learning and literacy, and his work has been funded by the National Science Foundation, the Institute for Education Sciences, and the Spencer Foundation. He serves as Associate Editor of Metacognition and Learning and is an editorial board member of several top-tier journals including the Journal of Educational Psychology, Educational Psychologist, Science Education, and Contemporary Educational Psychology.

49er Alerts: Mobile Marketing Technology for Libraries
Marc Bess & Somaly Kim Wu · UNC Charlotte

Mobile technologies present libraries with opportunities to expand outreach activities into new frontiers. This session will focus on the development of a smartphone application that utilizes mobile marketing technology to raise awareness of library resources and services. Retailers use proximity marketing to send promotional information directly to a consumer’s mobile device when they enter a designated geographic area. This technology has the potential to help libraries connect users with information and services. This application will use Bluetooth technology and Apple’s iBeacon to deliver information about resources, services, and events directly to a library user’s mobile device. The presenters will detail the project’s development process and how innovative approaches to outreach can benefit libraries in the 21st century. This project is funded by a Library Services and Technology (LSTA) EZ Innovation grant.

Thinking Outside the Textbook: Using NCSU’s Alt-Textbook Program to Support Innovative Teaching and Learning
Will Cross & Greg Raschke · North Carolina State University

This presentation introduces the Alt-Textbook project, a Libraries’ initiative that offers grant funding to instructors who create low-cost, open alternatives to traditional commercial textbooks. These open educational resources (OERs) are a rapidly developing model for translating the values of openness recognized in open access to the instructional space. Adoption of OERs is supported by a vibrant and growing community of librarians, scholars, and instructors and presents important opportunities to connect library services across campus units and disciplines, as well as to support innovative teaching and learning. In this session, Greg Raschke and Will Cross will introduce the project, describe our team-based approach and our support for innovative teaching and learning, and lead a discussion about the state of OER adoption at attendees’ institutions and the library’s role in supporting such efforts to save students money, empower instructors, and support and inform teaching and learning.

The Library Stories Project: Capturing and Promoting Everyday Innovation at the NCSU Libraries
Kim Duckett, Anne Burke & Jason Evans Groth · North Carolina State University

Every day, academic libraries enable their users to do new things and accomplish goals through the rich combination of collections, services, spaces, technologies, and staff expertise we offer. Too often, however, the evidence of our impact on our users disappears. But what if library staff, on the ground and in touch with our users, helped to capture engaging stories and examples of teaching, learning, and research that make the library come to life? Come learn about NCSU’s Library Stories initiative, which focuses on how staff are capturing stories of the “everyday innovation” and collaboration taking place in our libraries and how we’re leveraging our website and social media to share them.
BREAKOUT SESSIONS, CONT.

FROM REFERENCE TO REFERRAL: “RE-IMAGINING” BLENDED SUPPORT FOR RESEARCH & INSTRUCTIONAL TECHNOLOGY
Anders Selhorst, Heather Hans & Mimi Smith-DeCoster · Guilford College

The Research and Educational Services Team at Guilford College’s Hoge Library has evolved from a traditional reference service model to a blended approach. The new model supports student and faculty research, instructional design, assessment, and instructional technology. Elements of this model include embedding library instruction in the curricular missions of courses, administering Guilford’s Learning Management System from an instructional technology and design perspective, building a campus-wide culture of assessment, and most importantly providing direct support for faculty. The team also coordinates a new commons space called the “Academic and Creative Suite,” which provides support for digital media production, as well as an access point to other student services that support tutoring, writing, and basic technology. This presentation will explore the benefits and necessity of a blended model for supporting the academic mission, faculty teaching, and student learning and steps needed to initiate this approach and reflections on the process.

HUMANITIES INFORMATION LITERACY: DEVELOPING AND IMPROVING A FOR-CREDIT COURSE
Ellen Daugman, Leslie McGall & Kaelyn McManus · Wake Forest University

For over 10 years, the librarians at Z. Smith Reynolds Library at Wake Forest University have taught for-credit introductory research courses for undergraduates. In 2008, our offerings expanded to include advanced, discipline-based research methods courses. One of these courses was LIB250: Humanities Research Sources and Strategies, which incorporated the subjects of Religion, Art, Literature, Music, History, Philosophy, and Classics, and has been taught by departmental liaisons to those subjects. In preparing to teach this course, the instructors found few, if any, models which encompassed these subject areas in a single course. This presentation will discuss the development of the initial offering of this course, and its evolution. Topics covered will include: design of the course and syllabus; lecture content; assignments and grading structure; how technology was incorporated (or unincorporated); marketing to faculty and students; student evaluations; and successes, challenges, and areas where improvements need to be made.

DOES FORCING STUDENTS TO ASK FOR HELP WORK? ASSESSING THE EFFECT OF REQUIRING TERM PAPER CONSULTATIONS
Stephanie Willen Brown & Lynne Jones · UNC-Chapel Hill

Students in the Media Management and Policy class at UNC’s School of Journalism and Mass Communication are required to meet individually with librarians to research and consult on their term papers. How do you provide staff throughout the entire library – full-time to part-time, Tech Services to Reference – with the time and support to pursue professional development? The Orange County Public Library (OCPL) recently launched a pilot training program that solves this problem. Self-directed achievement, also known as Happy Hour, was pioneered by the Toole City Library and the Morris-son Regional branch of the Charlotte Mecklenburg Library as a flexible training initiative that can be tailored for each organization. Staff members are provided with a regularly-scheduled hour to devote to training on a topic or skill of their choosing. This program allows for individualized goals while minimizing disruptions to services. The program was evaluated and the results used to adapt the program for ongoing success. This presentation will provide a staff member’s and a supervisor’s perspective on the Happy Hour planning, implementation, and evaluation process.

THE RESEARCH HUB @ DAVIS LIBRARY: REFLECTIONS ON OUR FIRST SEMESTER
Jill Sexton, Amanda Henley & Thu-Mai Christian · UNC-Chapel Hill

The Research Hub @ Davis Library opened in August 2014, bringing together services for geographic information systems, numeric data services, data management and curation, data visualization, statistical consulting, and digital humanities. Librarians and Research Hub partners brought existing expertise to many of these service areas. Still, in some emerging service areas, Hub staff have found themselves exploring and learning new tools and methods side by side with patrons; we are training ourselves and others simultaneously, and assessing the process along the way. In this session, staff from Davis Library and the Odum Institute will describe some of our experiences teaching and learning new skills, rapidly training a team of student specialists, and developing an active series of programs and events to promote our services. We will share the results of assessments we have performed to date, reflect upon early successes, and share ideas for improvement.

NEW VOICES AND FRESH PERSPECTIVES: TOOLS AND METHODS FOR COLLECTING SOCIAL MEDIA
Jason Casden & Brian Dietz · North Carolina State University

In order to develop accurate historical assessments, researchers must have access to primary materials that represent multiple voices contributing to a topic of study. Social media platforms have become a venue where serious discourse takes place, but much of this critical content is lost to researchers because few institutions are collecting and preserving it. Tools are surfacing that will enable cultural heritage institutions to preserve social media, but there are limited guidelines for developing curatorial policies around these tools. The NCSU Libraries is building on its work harvesting social media by exploring best practices for integrating social media into existing collecting strategies. The results will be shared in a free, web-based documentary toolkit. This session will present examples of how the toolkit can have a meaningful impact on archival researchers by promoting the inclusion of a more diverse set of perspectives found on social media platforms in the historical record.

DIGITAL HUMANITIES AND DIGITIZED NEWSPAPERS
Stewart Varner · UNC-Chapel Hill

Thanks to a partnership with Newspapers.com, UNC now has access to digital images, OCR text, and metadata from more than three million pages of historical North Carolina newspapers. Newspapers.com already allows users to browse and search this collection, so what should UNC do with this digital windfall? In early November of 2014, representatives from the Libraries, Information Technology Services, the Digital Innovation Lab and Newspapers.com met for three days at the Mellon Foundation-funded Scholarly Communications Institute (SCI) to think through this question. At the end of the Institute, the team had devised a plan to securely store and provide access to the text and image data for sophisticated computational research such as text mining/distant reading, topic modeling, spatial analysis and network analysis. In this presentation, team member Stewart Varner will discuss the project, its challenges and opportunities and report on the progress that has been made since November.
**COSTS AND SERVICES**

Regular Conference Registration: $40.00  
Student Conference Registration: $20.00  
Lunch is included in the registration fee.  
We may be able to accommodate dietary restrictions and special diets (e.g., allergies, gluten-free, vegan).  
Disability services are available.

Please contact Michelle Cronquist at cronquim@email.unc.edu with requests regarding dietary restrictions or disability accommodations.

**FOR FURTHER INFORMATION, PLEASE CONTACT LAUNC-CH CONFERENCE CO-CHAIRS:**  
Michelle Cronquist | cronquim@email.unc.edu, (919) 962-4326  
Christine Stachowicz | christine@email.unc.edu, (919) 962-0157  
The University of North Carolina at Chapel Hill

**REGISTRATION INFO**

**REGISTRATION AVAILABLE ONLINE**

To register, please go to:  
http://tinyurl.com/launcchregistration

**REGISTRATION DEADLINE: MARCH 6**

Payment via credit card is available online.  
To pay by check, fill out the online registration form and mail your check to:  
Sara Levinson  
PO Box 8890  
Davis Library, CB #3914  
The University of North Carolina at Chapel Hill  
Chapel Hill, NC 27515-8890

Registration for the 2015 LAUNC-CH Annual Conference has been subsidized through a generous donation from Sarah Michalak and the University Library.

**DIGITAL PETTING ZOO**

Calling all mobile application mavens! Bring your favorite mobile research or productivity app and demonstrate it during our interactive 30-minute Digital Petting Zoo. These tools provide a way for users to interact with library resources on their mobile devices. The session will be anchored by demos of BrowZine and NC Health Info from librarians Mellanye Lackey and Jennifer Walker, Health Sciences Library, UNC-Chapel Hill.

For more information and to sign up to present, go to:  
https://tinyurl.com/digitalpettingzoo

If you have questions, please feel free to contact session organizer Danianne Mizzy, mizzy@email.unc.edu or 919-962-1188.

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**LIGHTNING TALKS**

**MAKERSPACE OUTREACH: MAKING NEW CAMPUS CONNECTIONS**  
David Romito  
UNC-Chapel Hill

**A/V GEeks AT THE HUNT LIBRARY: CONNECTING COMMUNITIES AND ENGAGING INTERDISCIPLINARY SCHOLARSHIP**  
Josephine McRobbie  
North Carolina State University

**ENGAGING AND CREATING: PODCASTS AT THE SOHP**  
Jeycie Vos  
UNC-Chapel Hill

**BEATS THAT COLLECTED DUST: HIP-HOP SAMPLING & ACADEMIC METADATA**  
Jaci Paige Wilkinson  
School of Information and Library Science, UNC-Chapel Hill

**THE TEACHING PORTFOLIO: A TOOL FOR SELF-ASSESSMENT, DEVELOPMENT, AND COMMUNITY BUILDING**  
Julia Feerrar  
Virginia Tech

**CONFIDENTLY MAKING GOALS: ASSESSING STUDENT-ATHLETE SELF-EFFICACY WITH LIBRARY MATERIALS**  
Sarah Morris  
School of Information and Library Science, UNC-Chapel Hill

**DATA VISUALIZATIONS FOR THE ARTISTS’ BOOKS COLLECTION AT THE SLOANE ART LIBRARY**  
Morgan McKeehan  
School of Information and Library Science, UNC-Chapel Hill

**EXPLORING OPEN SCIENCE**  
Bret Davidson  
North Carolina State University

**CONFERENCE SCHEDULE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:30-9:00</td>
<td>Registration and Refreshments</td>
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<tr>
<td>9:00-10:15</td>
<td>Opening Remarks and Keynote Address</td>
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<td>10:15-10:30</td>
<td>Break</td>
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<tr>
<td>10:30-12:00</td>
<td>Morning Breakout Sessions</td>
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<td>12:00-1:30</td>
<td>Lunch and Digital Petting Zoo (12:45-1:15)</td>
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<tr>
<td>1:30-3:00</td>
<td>Afternoon Breakout Sessions</td>
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<td>3:00-3:15</td>
<td>Break</td>
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<td>3:15-4:15</td>
<td>Lightning Talks</td>
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**LIBRARIANS’ ASSOCIATION AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL**