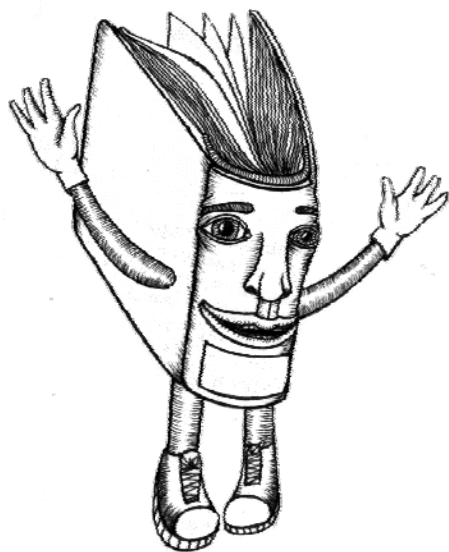


Creating a User Centered Library



2010 LAUNC-CH Conference

Monday, March 8, 2010
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

"What Do You Do?": User-Centered Ethnography at UNC Charlotte's Atkins Library

Mike Olsen, Dawn Hubbs, and Barbara Tierney

UNC Charlotte's Atkins Library is actively looking outward to determine how the Library may best ensure student success in the next decade. UNC Charlotte librarians and an anthropologist are conducting two user-centered tests: (1) asking patrons, and especially students, how they work; and (2) gauging patrons' responses as they navigate the Library's current website. Three senior members of the Department of Information Commons will describe the lead-up and the consequences of Atkins Library's central question for patrons: "What do you do?" Information Commons, due to its immediate and direct interaction with students and faculty across the entire curriculum, is uniquely qualified to collaborate in this innovative ethnography of Atkins Library and UNC Charlotte.

Morning Break Out Sessions

Historical State

NCSU Libraries Special Collections Research Center will discuss the content, context, and technology of Historical State, examining the role of open web discoverability, scalability, and usability in the process of creating and improving access to university history documentation. We will also discuss the development of this tool with regards to our user base, including how the functionality of Historical State serves as an outreach and reference tool.

Todd Kosmerick & Adam Berenbak
North Carolina State University

Presented with

The African American Documentary Resources Portal: A Case Study in the Creation and Sustainability of a Community Research and Outreach Tool

The African American Documentary Resources Portal (the Portal) reevaluates the relationship between archivist and user and challenges traditional service philosophies. As we develop and

promote the Portal, how do we attract and integrate user input and build long-term administrative support?

Biff Hollingsworth, Barbara Ilie, & Holly Smith
University of North Carolina, Chapel Hill

Asynchronous Instruction: iPod Touch Library Tour

Faced with a shortage of classrooms and staff, UC Merced Instruction Librarians developed the iPod Touch Library Tour as an alternative to in-person instruction. This presentation will discuss the benefits, development process, and assessment strategies of asynchronous instruction using popular iPod technology.

Susan Mikkelsen
University of California, Merced

Presented with

Ten Years of Collaboration--And We're Still Speaking

Elon University's Belk Library opened in 2000 as one of the first university examples of a Learning Commons, designed for collaborative learning. A panel discussion among librarians, IT staff, and faculty will describe how we've continued to enhance this model and will focus on recent outreach and marketing efforts to expand the library's services to students and faculty.

Chris Fulkerson, Lynne Bisko, Rebecca Pope-Ruark, & Patrick Rudd
Elon University

Encouragement as Service Philosophy: Motivating African-American College Students to Connect with Library Resources and Services

Drawing upon recent research in academic self-concept and student motivation, presenters will explore the role of faculty/staff encouragement in motivating African-American college students to connect with and use library resources and services. Presenters will review experiences at Bennett College for Women and consider ramifications for other Historically Black Colleges and Universities as well as non-HBCU institutions.

Jeffrey M. Mortimore
Bennett College for Women

Amanda Wall
University of North Carolina, Greensboro

Presented with (please turn over)

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 Break Out Sessions
12:00—1:15	Lunch, Trillium Room
1:15—2:45	Afternoon Break Out Sessions
2:45—3:00	Afternoon Break
3:00—4:00	Panel Discussion

Regular Conference Registration: \$30.00*
Student Conference Registration: \$15.00*

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

Free parking is available at the Friday Center.

Disability services are available. Please contact Angela Bardeen at: bardeen@email.unc.edu with questions.

For further information, please see the conference website:

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

or contact

Kim Vassiliadis, LAUNC-CH Conference Co-Chair
 Emily King, LAUNC-CH Conference Co-Chair
 University of North Carolina at Chapel Hill
kimv@email.unc.edu, emking@unc.edu
 919-962-1355

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

Telling our stories: Connecting with faculty at Guilford College

Stories provide a powerful way to frame and shape the delivery of library services and collections. Presenters will provide an overview of the ways that library staff have used stories to connect with Guilford faculty.

Nathaniel King & Leah Dunn
 Guilford College

Afternoon Break Out Sessions

Student Affairs Connection: Promoting the Library through Co-Curricular Activities

Librarians at the University of North Carolina at Greensboro University Libraries developed the "Student Affairs Connection" program in order to market the Libraries to students in co-curricular settings and to collaborate more closely with the Student Affairs Division. The program also provides the opportunity to seek student input on Libraries' services and resources and communicate directly with them in a variety of ways.

Kathy Crowe
 University of North Carolina, Greensboro

Presented with

In their own words: what liaison librarians mean to patrons

The presenters, using video/audio clips, will cover topics such as "What do patrons think about having liaison librarians?", "What is the value of a liaison program?", "What works, what doesn't?", and "What do liaisons do?"

Francesca Allegri
 University of North Carolina, Chapel Hill

Roger Russell
 East Carolina University

Models for Library Data Services

The Data Management Working Group is an ad-hoc committee at UNC intent on investigating how the University Libraries might better serve the data needs of our researchers. In this session, group members will discuss some of their work over the past year in surveying data-

related services available at other institutions, trends that are driving development of such services, and other campus entities the Libraries can partner with in providing such services at UNC.

Barrie Hayes, Michele Hayslett, & Erin O'Meara
 University of North Carolina, Chapel Hill

Presented with

The TUCASI data-Infrastructure Project (TIP)

The two-year TUCASI data-Infrastructure Project (TIP) will deploy a federated data cyberinfrastructure—or data cloud—that will manage and store digital data for Duke University, NC State University, UNC Chapel Hill, and the Renaissance Computing Institute (RENCI) and allow the campuses to more seamlessly federate, share, and reuse data with each other, with national research projects, and private sector partners in Research Triangle Park and beyond. RENCi and the Data Intensive Cyber Environments (DICE) Center at UNC Chapel Hill manage the TIP.

Richard Marciano, Leesa Brieger, Suzanne Cadwell
 University of North Carolina, Chapel Hill
Kristin Antelman, NCSU Libraries
Samantha Earp, Duke University

Know Thy User: the Duke Libraries User Studies Initiative

The Duke Libraries User Studies Initiative seeks to build our capacity to conduct valid studies of user needs and behaviors and use these findings to improve our efficiency and effectiveness. The primary strategy is a staff development series to increase the awareness and skills of staff in good research practice that will also build collaborative relationships and provide a support network for researchers. This panel discussion will provide an overview of the Initiative and focus on two current user studies.

Yvonne Belanger, Linda Daniel, Emily Daly, Diane Harvey, Shawn J. Miller, & Catherine Shreve
 Duke University

Closing Panel

What do our users say?

We close the day by going to the users themselves. Ask five library users what they think about the library, our services, and their research needs.

Registration Form
LAUNC-CH 2010:
Creating a User-Centered Library

Name

Address

Institution/School

Daytime Phone

Email Address

Registration: \$30.00*

Special Student Rate: \$15.00*

Please make check payable to LAUNC-CH

The registration fee for the 2010 LAUNC-CH annual conference has been reduced thanks to a generous donation from Sarah Michalak and the University Library.

Space is limited to the first 160 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 organization line.

Registration Deadline: February 26, 2010

Please mail completed registration to:

Angela Bardeen
CB#3922 Davis Library
University of North Carolina at Chapel Hill
Chapel Hill NC 27514-
Phone: 919-962-1151
Email: bardeen@email.unc.edu

Please remember to enclose your check.

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