It's the Millennium:
Do You Know Where Your Users Are?

Friday, May 16, 2008
9AM - 3:10 PM
University Inn and Conference Center, Santa Cruz

University Inn and Conference Center:
http://www.ucscinn.com/
(Ask for the CCLI rate)

California Clearinghouse on Library Instruction Home for more information on the workshop and Santa Cruz attractions:
http://ic.arc.losrios.edu/~ccli/

Schedule

9-9:30am - Registration

9:30-9:45am - Welcome

9:45-11am - Alison Head with Sarah Vital

11-11:15am - Break

11:15-12:30pm - Michelle Jacobs

12:30-1:45pm - Lunch

1:45-3pm - Stephen Abram

3-3:10pm - Wrap-up and evaluation

2007/2008 CCLI Steering Committee

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Ever wonder if we are really reaching users with our library instruction? Do we know what they want and how they research?

Join CCLI at its Spring 2008 workshop as we take a look at our library users from *their* perspective and offer up ways to transform your teaching to reach changing student expectations.

Program Presenters

A View of Information Literacy Through the Lens of the Student Experience

Alison J. Head, the Roy and Patricia Disney Visiting Professor in New Media Communication at Saint Mary's College, along with Saint Mary's librarian Sarah Vital, will report on their 2007 exploratory information literacy study of humanities and social science majors at Saint Mary's College of California.

How do students conducting academic research put their information literacy competencies into daily practice—regardless of how well they may (or may not) measure up to information literacy competency standards?

Can You Hear Me Now? Understanding and Actually Reaching Our Students

In order to understand our users we need to get to know them. Do our students want us in Facebook? What technologies do they REALLY use? Why do they come to the library?

Through a series of candid video conversations with undergraduates, Michelle Jacobs, Emerging Technologies and Web Coordinator of College Library at UCLA, explores these issues. A discussion on reshaping library services to meet the real needs of our users will follow her video presentation.

Reality 2.0: Engaging the Scholarly User

Stephen Abram, Vice President Innovation for SirsiDynix and Chief Strategist for the SirsiDynix Institute, is an inveterate library watcher and strategic technology reviewer. He asks if our libraries can be more open to our users, our learning and research communities, and new technologies. Are there different ways to build community? What are emerging learning technologies?

In this session he shares the top technologies that we should think about "playing" with in order to reach our learning communities.

Registration

The cost of the workshop is **$45** for those who register by **April 15**. If space is still available, you may register **after April 15** for **$50.** Bag Lunch and morning refreshments are included in the registration fee. Please print out this form and mail with your check, payable to CCLI, to:

Tim Sturm, CCLI Registrar
American River College Library
4700 College Oak Dr., Sacramento CA 95841-4217

Questions about the program should be directed to Linda Smith via e-mail: lsmith@menlo.edu or phone: (650) 543-3933.

Thank you for your interest in CCLI's Spring workshop. Our mission is to offer quality professional development for librarians interested in instruction at affordable rates.

Name: _____

Institution: _____

Address: _____

_____

E-mail: _____

Telephone: _____

May we include your contact information on a list of conference attendees?

☐ Yes

☐ No

CCLI will provide an individually packaged bag lunch with chips, fresh fruit, 2 cookies and a beverage so those who choose to can take their lunch outside to enjoy the beautiful Santa Cruz seaside weather. Please select your lunch option from the list below.

☐ Chef Salad

☐ Cucumber and Humus Sandwich (Vegan/Vegetarian)

☐ Turkey and Monterey Jack Sandwich

☐ Ham and Swiss Cheese Sandwich