

NEFLIN TECHNOLOGY CONFERENCE 2019

Date: Friday, July 12, 2019

Time: 9:00 AM – 4:00 PM

Location: DoubleTree Hotel,
Jacksonville Riverfront

Registration: \$45, includes
lunch & parking



Keynote Speaker: Ben Bizzle

Payment by check: Mail check to NEFLIN prior to conference or pay at door

Payment by credit card: PayPal link included in registration

*Wondering how to choose the best session for you?
Concurrent session topics are identified by **Skill Level**, **Type** and **Audience**.*

Skill Level:

Beginner: Limited experience or prior topic knowledge; no prerequisite skills required

Intermediate: Basic core competency or knowledge of the topic; some prerequisite skills or knowledge required

Type:

Traditional: Lecture-style conference presentation highlighting a technology, resource or service

Workshop: Offers participants an interactive learning experience demonstrating a procedure, skill, or technique; includes ample time for interaction, participation, and involvement

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CONCURRENT SESSION TOPICS:

Select ONE topic from each session to attend when registering

Concurrent Session 1: 11:00 AM – 11:45 AM

DPLA's Innovative Platform: Exhibits, Primary Source Sets, Ebooks and API searching

Presenter: **Keila Zayas Ruiz**, Sunshine State Digital Network/Florida State University

Skill Level: Beginner

Type: Workshop

Audience: Academic, Public, School, Special

Join the Sunshine State Digital Network for an interactive workshop session where you will explore the Digital Public Library of America's (DPLA) innovative technology platform. Delve into their curated resources and find out how to incorporate these in your outreach. Find out more about their new ebooks platform for public libraries. Learn what an API is and how to use it for searching and how it can be used to build apps on top of DPLA's rich trove of metadata resources. Participants will leave with an understanding of how DPLA's platform allows for new uses of digital collections and ebooks and with ideas for how to use that platform in their own work. ***A laptop is recommended for this session.***

Get the Most Out of Your Cricut

Presenter: **Diana Silveira**, Novare Library Services

Skill Level: Beginner

Type: Workshop

Audience: Public, School

Utilized for promotional materials, signage, and user projects, Cricuts and other similar machines are quickly becoming the go-to-tool for libraries. During this fun, interactive program, we will explore project ideas and free online resources for templates, fonts, and more. Attendees will leave this session with a toolkit to help them get the most out die-cutting machine. Attendees are encouraged to share ideas of their latest and greatest projects.

On-Boarding AI and Machine Learning

Presenter: **Brian Pichman**, Evolve Project

Skill Level: Intermediate

Type: Traditional

Audience: Academic, Public

What do you need to think about before bringing advanced technology into your community, library or organization? How do you introduce it to staff? Will they worry about being replaced or losing their jobs? And how do you get machines to operate at optimal efficiency? Machines need to learn to be effective, whether it's Siri, Alexa, or Watson. And people have to adapt to the machines. Join us and learn more!

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Re-Plugged: Video Game Tournaments in the Library

Presenter: **Curtis Burkhardt**, Bradford County Public Library

Skill Level: Beginner

Type: Traditional

Audience: Public, School, Special

With the ever increasing popularity of eSports, video game tournaments are a great event for libraries to host. This presentation will go over the importance of building a professional video game tournament in the library, which ages it impacts the greatest, and the potential it can create. The presentation will begin with eSports at large and the popularity of the medium in today's technology-driven age, including the sub culture it has created in its wake. We will then go over what is needed to host a successful and organized tournament, using Super Smash Bros. Ultimate for the Nintendo Switch as the main example.

Concurrent Session 2: 1:00 PM – 1:45 PM

Creating Social Business Content

Presenter: **Dawn Raquel Jensen**, Virtual Options Coaching & Training

Skill Level: Intermediate

Type: Workshop

Audience: Academic, Public, School, Special

In this interactive workshop, participants will learn the fundamental elements of content creation and ways to repurpose existing social posts; syndicate and share materials across social platforms. Learn how to use a single piece of content delivered across multiple media digital platforms Scale and systemize your social media development and strategy to increase visibility Save time in automating your social marketing process

Creating Video for Beginners

Presenter: **Diana Silveira**, Novare Library Services

Skill Level: Beginner

Type: Workshop

Audience: Academic, Public, School, Special

Video is the future. In social media and email marketing creates results when compared to visual or written promotional pieces. During this session, we will explore the basics of creating a video that works - from quick YouTube clips to custom promotional pieces to 360 videos. Further, we will look at best practices, video marketing ideas, and strategies. This session is designed for those just beginning to bring video to their library promotional strategy.

Privacy Tools to Survive the Datapocalypse

Presenter: **Joshua Stone**, SEFLIN

Skill Level: Intermediate

Type: Traditional

Audience: Academic, Public, School, Special

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Almost every day we learn about new data breaches, surveillance programs, corporate tracking, and social media exploitations. We are told that if you want the conveniences of our modern age, you must be willing to give up your privacy. However, there are ways to participate in digital society while protecting yourself from those that wish to spy on you. This presentation will showcase privacy and security tools to help people maintain their privacy while online. Learn about the importance of using password managers and two-factor authentication, secure browsers and privacy extensions, encrypted messaging and file sharing, and privacy resources to help stay informed and up-to-date. Librarians will be able to use these tips and tools to help protect themselves, and their patrons.

Starting a STEAM Room (makerspace) at Your Institution

Presenters: **Emily O'Neil & Trina McCowan**, Florida State College at Jacksonville - South Campus

Skill Level: Beginner

Type: Workshop

Audience: Academic, Public, School

Learn how we started a STEAM room at South Campus - from researching to networking to tech for the room. You will be able to try some of the tech from the STEAM room (3D pens, robotics, raspberry pi - maybe more). We will share our experience of researching and networking to discover the best technology and resources to begin the STEAM room. As well as sharing our journey for everyone to learn from, we hope to inspire trying some of the technology we will bring. We will focus on the Raspberry Pi and robotics as great ways to introduce computer programming to students so they see that anyone can do this. Our goal is to empower all of our students to feel comfortable with this ever growing field that affects all areas of life and career. Knowledge is power!

Concurrent Session 3: 2:00 PM – 2:45 PM

Black Belt Tactics in Social Media and Digital Marketing

Presenter: **Dawn Raquel Jensen**, Virtual Options Coaching & Training

Skill Level: Intermediate

Type: Workshop

Audience: Academic, Public, School, Special

In this session, we cover current social media and marketing trends, tools, easy-to-implement tips & techniques to leverage staff time by letting technology do the heavy lifting. Learn what social platforms will engage your demographics How to claim business/location listings & optimize them Which social platforms make the best customer service tools.

Creating Interactive Programs and Contests with LibGuides.

Presenter: **Trina McCowan**, Florida State College at Jacksonville - South Campus

Skill Level: Beginner

Type: Traditional

Audience: Academic, Public, School, Special

This session demonstrates how site building tools (LibGuides in particular) and online polling sites can be used to increase interaction during library programs and staff training. Attendees will explore the

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potential use of LibGuides as an active learning tool. They will also learn about various polling tools such as Facebook polling, Survey Monkey, Doodle, EasyPolls, etc. Attendees may participate in the presentation using QR codes scanned into a smart phone at various points.

If You Teach It, They Will Code

Presenter: **Jerome Azbell**, Marion County Public Library System

Skill Level: Beginner

Type: Traditional

Audience: Public, School

With code-based thinking quickly becoming a required job skill, many libraries are developing coding labs, workshops, and classes for children and teens. In Marion County, that has taken the form of Kids Code!, a two-part class that teaches the coding environment Scratch. For this presentation we will be exploring the current methods used in the class, from the nuts-and-bolts of class size and age range to the curriculum and course structure. Ideas for scaling the program to various sizes, providing similar instruction to teens, and developing a club-based model will be discussed as well. Attendees will be made aware of other free coding instruction resources, along with physical resources that can be used in coding instruction. This will include both books to encourage coding and coding-based tools such as MakeyMakey and SpheroBot. The presentation will also demonstrate Scratch instruction similar to the first week of Kids Code!

Learning Project Management Tools to Manage Your Library Projects

Presenter: **Jim Walther**, Tampa Bay Library Consortium

Skill Level: Beginner

Type: Traditional

Audience: Academic, Public, School, Special

Discover Project Management technology platforms and software packages libraries could be using to manage existing projects and how to best deploy new projects from the start. This session is for librarians in all types of libraries and will familiarize all with project management concepts in library environments. The software packages will be appropriate for librarians tasked with planning and controlling projects in all types and sizes of libraries. Attendees will learn: How Project Management tools and software platforms available (mostly all free) will be taught to allow participants to return to their libraries and immediately put into practice what they have learned; How by learning about the tools and techniques allows for managing higher performance teams by using these tools; How by developing appropriate charts and timelines for projects will allow projects to achieve results and demonstrate successes of library projects; How to identify the common pitfalls in library projects; How to use tech tools to more seamlessly report project status updates and performance measures to colleagues and stakeholders; How to deliver project results and demonstrate project value to your library and library users. Session attendees will examine typical projects in libraries, illustrating how concepts discussed can immediately be put into practice.

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Concurrent Session 4: 3:00 PM – 3:45 PM

Getting the Word Out About Digital Citizenship

Presenter: **Patty Duval**, Alachua County Public Schools

Skill Level: Beginner

Type: Workshop

Audience: School

Today's students are natives to the digital world. It's where they socialize, collaborate and so much more. This workshop will help the K-12 media specialist develop a plan to deliver a positive and comprehensive message about the importance of Digital citizenship.

Libraries as Solution Spaces

Presenter: **Brian Pichman**, Evolve Project

Skill Level: Beginner

Type: Workshop

Audience: Academic, Public, School

Libraries across the globe have embraced the concept of Makerspaces; encouraging patrons of all ages to create and learn new skills. As libraries continue to evolve; so should makerspaces. Join Brian Pichman of the Evolve Project as he walks you through the history of making and what is on the horizon in today's world. Learn about amazing success stories of what libraries have innovated from their spaces with the patrons and communities, all leading up to what is the next big thing in libraries...solution spaces. More than ever, libraries are going to be called to action to help solve community-based problems in which the library can leverage their existing makerspaces, community involvement, bundled with all the access a library can provide. Together we will explore topics such as the UN Sustainability Goals and community-solving all leading to the mid-life crisis of Makerspaces being revolutionized to become solution spaces.

Mobile Tech Kits for School Age Programs and Outreach

Presenter: **Nicole Rivera**, Jacksonville Public Library

Skill Level: Beginner

Type: Traditional

Audience: Public, School

The Jacksonville Public Library serves a large and diverse community. In order to meet the needs of that community, we have developed a system of mobile technology program kits that can be transported to any of our branches or taken out to schools and partner organizations for outreach. These kits are designed to be self-contained, so any library staff member at any of our branches can run a technology program with only the contents of the kit. With this system, we are able to reach kids all across our large service area to provide access to technology they otherwise would not be exposed to. In this session, we will discuss the logistics of developing, maintaining and transporting these kits. We will show the contents of some of our kits, explain our system for storing and tracking equipment, and how we replace lost or broken parts. We will also discuss how we partner with library youth services staff to develop the standardized program plans associated with our kits.

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Working with Open Source Communities: How to be Active in Open Source Software without Learning Coding

Presenter: **Wilhelmina Randtke**, Florida Academic Library Services Cooperative

Skill Level: Beginner

Type: Traditional

Audience: Academic, Public, School, Special

When it comes to librarians using software versus straight up computer programmers, librarians bring a unique skill set to the table that programmers can't. This session covers ways you can get involved with the software communities for open source software used by libraries including common aspects of open source communities, such as: open source community ticketing systems for reporting bugs and requesting features, how the computer programmers contributing to a project prioritize requests and consequently how to advocate for your requests, how the computer programmers communicate with one another, and how to get involved in documentation and taking a lead in configuration and workflows. The session will also cover how to skim GitHub with the goal of seeing which people and organizations/libraries are most active in a software community, in order to find people in the real world to connect with and ask questions or to see how other libraries are implementing the tools you are considering. The session will use examples of communities for open source software used at the Florida Academic Library Services Cooperative (FALSC), including Open Journal Systems (OJS), Drupal, ArchivesSpace, and Islandora. But, the presentation is not about the software. Instead, it's about commonalities in how open source communities prioritize and move forward with projects, and how you can get involved in that process as a librarian regardless of whether or not you code or plan to learn to code. All software exists to accomplish a goal. You are an expert in those goals, and this session will help you have a stronger voice in and impact on the software tools.