

share their information technology expertise with staff to promote better integration. Presenters will relay ideas and resources to improve teacher's skills including school-based seminars, on-line tutorials and independent study.
Convenor: Joan Klages, Waterloo Region District School Board

1007 CP KINGSWAY
10:30 am-11:45 am

THE TEXT ENCODING INITIATIVE: PROGRESS AND CHALLENGES

Walter Lewis, Manager of Support and Technical Services, Halton Hills Public Library; *Sian Meikle*, Digital Services Librarian, University of Toronto Libraries. *Marlene VanBergooie*, Digital Archives Coordinator, University of Toronto.

Using data structure standards, such as the Text Encoding Initiative (TEI) and Encoded Archival Description (EAD), in the creation of digital collections, this session focuses on the University of Toronto's most recent digital project: The Barren Lands: J B Tyrrell's Expeditions for the Geological Survey of Canada, 1892-1894. Learn ways in which these standards facilitate the discovery and retrieval of information.
Convenor: Janine Murray, Janine Murray & Associates Communications

1008 MTCC 206AB
10:30 am-11:45 am

THE CHALLENGES OF COMPUTER MANAGEMENT AND INTERNET USE IN PUBLIC LIBRARIES

Lou Erdelyi, Chief Technical Officer, Net Sweeper Inc.; *Andrew Chan*, Manager, Customer Service Department, CYIC Ltd.

IT Managers and Librarians will learn about various tools available to deal with public access computer challenges. Using real life library examples, this session will look at Internet management options that help protect children while considering Intellectual freedom and offering choice. Learn the latest in internet filtering and the tools IT departments can depend on to ensure their PCs are up and running to avoid unnecessary down time.

Convenor: Ian Heckford, Oshawa Public Library

MARKETING AND ADVOCACY @ your library

1009 MTCC 104C
10:30 am-11:45 am

EVENT PLANNING AND MEDIA COMMUNICATIONS

Julia Morgan, Communication Coordinator, CNIB Library for the Blind. *Janet Mowat*, Managing Director, Senior Counsel, AMW Corporate Communications

Showcase the remarkable services and programs your library has to offer. Learn when, why, and how to plan an event that will attract media and elevate your library's profile in the community.
Convenor: Shelagh Patterson, CNIB Library for the Blind.

1010 MTCC 206D
10:30 am-11:45 am

EXPLODING THE MYTH: USING POP CULTURE TO TRANSCEND THE LIBRARY STEREOTYPE

Tom Adam, Instruction Librarian, *Jennifer Robinson*, Instruction Librarian, The D.B. Weldon Library, University of Western Ontario.

First impressions are lasting impressions. Librarians struggle with how to create a first impression that would provide students with an introduction to the materials and services that are critical to their academic success. Hear of Western University's philosophical turn in the road and glimpse three innovative orientation programs, the Legend of the Weldon Witch Project, Library Survivor, and Clueless (at Western).



Munters

MOISTURE CONTROL SERVICES

WATER DAMAGE RECOVERY

- Document/Media Restoration
- Dehumidification Experts
- 35 Offices in Canada & US

24 Hour

1-800-268-1800

www.muntersmcs.com

E-mail: jkofsky@muntersmcs.com