

SAT 02  
09:05 AM

**1700**  
MTCC 206CD  
*Trends*  
OLITA SPOTLIGHT

## Top Tech Trends



### Meredith Farkas

*Distance Learning Librarian, Norwich University.*



### Casey Bisson

*Information Architect, Plymouth State University.*



### David Fiander

*Digital Services Librarian, University of Western Ontario.*

What technologies and trends should you be watching? What's the next big thing as we move into 2008? Join the experts as they discuss technologies to be aware of now and beyond. They will touch on planning, people and participation. Always one of Super Conference's most anticipated sessions.

Convenor: Catherine Steeves, University of Guelph, OLITA 2007 President.

**1701**

MTCC 202CD

9:05 AM

*Advocacy*

### **ADVOCACY: NEW VIEWS FOR DEVELOPING A POWERFUL ADVOCACY PROGRAM**

**Ken Haycock**

*Director and Professor, School of Library and Information Science, San José State University.*

An important component of a trustee's duties involves advocacy of the library to government and the community. Too often, advocacy is a hit and miss situation. Find out how to develop and maintain a strong advocacy program for all of the trustees on your board.

**1702**

MTCC 201B

9:05 AM

*Teen Services*

### **BY TEENS FOR TEENS! TAB RADIO AND TELEVISION COMMERCIALS**

*Cindy Pomeroy-White, Information Assistant, Barrie Public Library; teens from Barrie Teen Advisory Board.*

Are you making the most of your Teen Advisory Board? Find out how the Barrie Public Library created a unique project for their teens through the making of radio and television commercials to promote the library! Here is a unique way to use your Teen Advisory Board to reach its utmost potential. It is a singular forum for volunteerism and an opportunity for teens to promote the library to other teens in the community. Members of Barrie Public Library's Teen Advisory Board will discuss their experience and provide insight into this creative project. The commercials will be played to dramatize their accomplishment.

Convenor: Jane Salmon, Children's Services, Barrie Public Library.

**1703**

MTCC 201D

9:05 AM

*Literacy; Technology*

### **VIDEO CONFERENCING, WHITE PINE, AND ENGAGING STUDENTS IN LITERACY**

*Angela Thompson, East Northumberland Secondary School, Jacqui Fuger, Campbellford District High School, Dean Smith, Cobourg District Collegiate Institute East, Kawartha Pine Ridge District School Board.*

Promote literacy by incorporating video conferencing into classrooms and libraries! Using this new technology, teachers have been able to enhance students' engagement with literature, (specifically the White Pine program in the Forest of Reading®) in their schools. Learn how you can help students improve their research skills as they prepare for conferences. A fun and exciting new way for students to practice their presentation and communication skills. Convenor: Timothy Flynn, River Oaks Public School, Halton District School Board.

**1704**

MTCC 201F

9:05 AM

*Marketing*

### **CREATING A BUZZ IN ACADEMIC LIBRARIES: DEVELOPING SPACES AND SERVICES THAT ENGAGE USERS IN THE LEARNING EXPERIENCE**

*Jo-Anne Westerby, Director of Academic, Teaching and Learning Services, Mohawk College; Vivian Lewis, Associate University Librarian, Teaching, Learning and Research, McMaster University.*

Academic libraries are casting off their stodgy images in an effort to wow Next Generation students, engage campus administrators and attract potential new hires. Learn how one college and one university library are making learning happen through cool spaces, new technologies and programs with pizzazz.