

CONFERENCE OVERVIEW: Whether you offer an email reference service or a full-fledged online chat reference service, the face of service is changing to meet users' expectations. In this world of instant answers from Google and expanding access through services such as Amazon.com's "Search Inside the Book", the people are clearly front and centre. Customer involvement and interaction through online collaborative workspaces, social networking software and "rate this resource" features in portals and online bookstores are also setting new service standards. How are libraries meeting this demand for easy-to-use, exciting and dynamic service? What technologies are impacting our users' expectations and how is service shifting to meet this demand? In this exciting one day session, we will explore this shifting information landscape. Dr. Joseph Janes will open the day with a look at the implications for service delivery and the rest of the day will be an exploration of new applications and their impact on library service in the 21st century. Clearly, the people have the power!

Title/Time	Speaker(s)	Description
9:00 a.m. – 11:00 a.m. Opening Keynote	Dr. Joseph Janes, Associate Dean for Academics, Information School, University of Washington	The last several years are the most profound period in the history of reference work. Nearly every aspect of the work has been re-examined, called into question, rethought and revisited as the information environment in which it goes on changes. The work we know as reference is simultaneously more important than ever and seriously called into question so we need to think hard about what we are best at and how we fit into this ever-dynamic world.
STREAM 1: TOOLKIT		
11:30 a.m. – 12:45 p.m. Using a Federated Searching Solution to Keep Pace with User Expectations	Peter Ellinger, Manager, Library Technology Applications, Ontario Legislative Library, Jane Foo, Digital Services Librarian, Seneca College and Carolyn Lam, Manager, Newnham Library	It is only with the launch of sites like Google and Amazon that users have developed greater expectations of integrated information delivery: emphasis is now on content rather than on source. Libraries have since acknowledged that they need to provide a solution for the simultaneous searching of disparate collections of online information. This session will look at how two libraries have used and implemented ENCompass as their own local federated search solution.
1:45 p.m. - 3:00 p.m. All Together Now: Tools for the Collaborative Web	David Mattison, Archivist, BC Archives	The Web is an ideal tool for collaboration. Libraries and librarians have been in the forefront of adopting various kinds of collaborative, networked tools that exist only because of the Web. David Mattison will provide an overview of three tools that he works with on a daily basis through his Web life: the Weblog, the wiki, the Scout Portal Toolkit and the syndicated content feed protocols known as Atom and RSS that tie all three together.
3:15 p.m. – 4:30 p.m. Methods to Better Understand User Behaviour	Kathy Scardellato, Project Leader, Virtual Reference Library, Toronto Public Library	Understanding user behaviour can improve web sites and other online services. Kathy Scardellato will explore some relatively low cost, and easy to replicate usability tests that can be conducted by your library. She will also share what TPL has learned from this process.
STREAM 2: TRENDWATCH		
11:30 a.m. – 12:45 p.m. Creative Commons: Power to the Librarians?	Professor Marcus Bornfreund, Manager, Law and Technology Program, University of Ottawa, Managing Editor, University of Ottawa Law & Technology Journal	The Creative Commons initiative has become a worldwide effort to encourage the sharing of creative works, with branches in more than 60 countries. Professor Bornfreund, project leader of Creative Commons Canada, will provide a critical analysis of Creative Commons from the Canadian perspective as well as address the impact of the open access phenomenon on the library sciences.
1:45 p.m. - 3:00 p.m. Enabling Researchers in the 21ST Century through Library Portals	Dr. Brian Detlor, Assistant Professor of Information Systems at the DeGroote School of Business, McMaster University	Academic library portals have become user-centered Web-based interfaces to library collections that not only provide patrons access to OPACs, online databases and Internet resources, but also create virtual environments which enable people to personalize these collections, as well as communicate and collaborate with other library users. Dr. Detlor will provide an overview of library portals in academic and research environments and the factors that drive user adoption of such systems.
3:15 p.m. – 4:30 p.m. Trends and Challenges - The library of today and tomorrow in the age of cyberspace	Daniel Boivin, Director, OCLC Canada	The 2003 OCLC Environmental Scan: Pattern Recognition provides a high-level view of the information landscape, intended both to inform and stimulate discussion about future strategic directions to assure that libraries continue to play a vital role in the age of cyberspace. This presentation will provide an overview of the significant issues and trends impacting libraries, museums, archives and other allied organizations, both now and in the future, based on the Scan and more recent updates.