

2011 ALA Annual Conference Summary

BATS Staff

Staff from Bibliographic and Technical Services attended the ALA Annual Conference in New Orleans, Louisiana, June 23-28. This year RDA, the Semantic Web, and Linked Data were the hot topics presented. Below are highlights from only a few of the sessions we attended.

RDA 201: RDA Gets Real (Pre-conference)

Mark K. Ehlert

The ALA Annual Pre-conference *RDA 201: RDA Gets Real* was a two-day affair that gave both presenters and audience members the opportunity to share their thoughts and experiences on *Resource Description and Access* (RDA). Below is a summary of the proceedings.

The majority of the speakers addressed cataloging rule changes. Adam L. Schiff (University of Washington Libraries) started off by providing an overview of the similarities and differences between AACR2 and RDA. For the first day's presentation, he concentrated on the descriptive aspects of cataloging as represented through bibliographic records; Schiff made an unscheduled return at the end of day two for a talk on RDA access points and authority records. The content of both days' presentations was very similar to his two-part webinar on RDA hosted by OCLC back in May of this year.¹

Schiff set the stage for others to concentrate on RDA cataloging for specific formats. Chris Oliver (McGill University)² surveyed the cataloging of print monograph materials, followed by Judy Kuhagen (Library of Congress), who discussed serials cataloging. Bobby Bothmann from Minnesota State University, Mankato, began the second day with an examination of RDA cataloging of electronic resources, paying special attention to the description of such remote e-resources as websites and online databases. Kelley McGrath (University of Oregon) succeeded him with two short presentations, one on RDA and moving image materials, and the other on describing three-dimensional objects, pictures, and kits. (For the latter, she demonstrated RDA practice using a plush ebola virus doll, which elicited a chuckle from the audience.)³ And finally

¹ Slides from the OCLC presentations are available on Schiff's website: <http://faculty.washington.edu/aschiff>

² Oliver is the author of *Introducing RDA: A Guide to the Basics*: <http://www.worldcat.org/oclc/528423491>

³ Plush doll available from the Giantmicrobes website: <http://www.giantmicrobes.com/us/products/ebola.html>

Susan Wynne from the University of Wyoming explained the cataloging of non-musical sound recordings.

Two other pre-conference sessions went beyond the mechanics of cataloging. One focused on the alliance of integrated library systems (ILSs) with RDA and the other on the development of online cataloging documentation through the RDA Toolkit. Barbara Schultz-Jones (Department of Library and Information Sciences, University of North Texas) explored the questions that library staff should be asking vendors concerning the move to RDA. Query topics included: the time-lines established for developing and pushing out updated ILSs; the accommodations made to present (MARC) and future (linked data) metadata structures for indexing and display; staff interactions with the ILS cataloging tools; customer support; and, not least, the costs of developing and deploying new systems. The team of Nannette Naught (Information Management Team (IMT), Inc.) and Cheryl Boettcher Tarsala (University of Washington Information School) joined forces to discuss the creation and management of RDA Toolkit workflows. Workflows are anything from short cheat-sheets to detailed step-by-step cataloging instructions that RDA Toolkit subscribers can create using a built-in rudimentary word processing application. These workflows may be set to private viewing or shared among colleagues within an institution or to the whole Toolkit community.

As you might imagine, there was a wealth of information presented at this pre-conference. Does this mean that those unable to attend are now left out in the cold? No. I sat in on the ALCTS RDA Programming Task Force meeting a couple days after the event, and its members agreed that many of the pre-conference presentations should be disseminated to a wider audience through ALCTS-sponsored webinars. Minitex will inform regional library staff of these webinars as they are advertised.

MARC Formats Interest Group

Mark Wilhelmi

This was one of the most interesting and informative sessions that I attended at the ALA Annual Conference. It directly addressed the next big questions for catalogers: now that RDA has been approved, what will happen to MARC? Will RDA kill MARC?

In her presentation Karen Coyle's answer was that MARC will not be killed by RDA; it's about to collapse under its own weight, and we can't redeem it. While it was a great invention in its day, MARC has had many long-term problems. To create a MARC record, you must follow not only MARC rules, but also AACR2, and over the years MARC has become more complicated as we came to use it for more and more formats—first,

books, then serials, and so on. MARC can also require the same data to be entered in different fields. (An item's language code should be entered in the 008 and the 041. Some data in the 007 is repeated elsewhere in the same record.) In general, because it has been cobbled together, MARC is not flexible enough to describe the increasingly complicated bibliographic resources that are constantly appearing.

Coyle sees the advent of RDA as an opportunity to free our data from the MARC structure. Our goal should be to define data apart from structure and, thus, enable ourselves to re-use data elements whenever they are needed. With RDA we could code once but display many times. As a first step toward realizing this goal, Coyle has taken a do-it-yourself approach. She is creating a database of all the elements currently described by MARC. Her hope is that, with this information, we will be better able to systematically develop RDA into a flexible means of sharing bibliographic information.

Cataloging Efficiencies: Good Practices for Great Outcome

Mark Wilhelmi

Beginning in 2008, the economic emergency in California has led to severe ongoing reductions in funding for the University of California Libraries' staff and services. In this session, Bradford Lee Eden described the libraries' response to this crisis.

The Libraries formed tightly supervised task forces to provide information to higher level administrative decision-makers. The initial groups recommended that the Libraries adopt a financial structure that would cover the entire system. They also suggested that the Libraries move to system-wide acquisitions of shelf-ready materials. That would enable staff to move its focus from print to digital resources.

In the next phase, new task forces were formed to develop more options. The Libraries are currently not all using the same ILS, and the task forces considered a recommendation that Libraries convert to one system, but they decided that the expense and disruption involved would make that impractical at that time. They did recommend that, to avoid duplication of effort and expense, work be done at the network, not local, level in system-wide service centers. In addition, they recommended establishing system-wide standards—for example, that catalogers come to agree on a standard "good enough record," and collection developers agree on standard practices. The task forces also created a list of things to stop doing (e.g. binding journals).

In general, the Libraries found that in order to maximize their effectiveness in providing resources by working as

a collective, they had to be careful to clearly establish responsibilities and priorities. Eden emphasized that positive attitude combined with willingness to work together and experiment was crucial to the success of their efforts. He believes that they are not facing a temporary downturn; the world has changed and the good times are not coming back. Everyone must work together for the Libraries to remain viable.

Linked Library Data Interest Group

Sara Ring

I attended the first official meeting of the new joint ALCTS/LITA Linked Library Data Interest Group. Linked data is a method of publishing data in a way that can be read by machines, so that data from different sources can be connected. There's a lot more to linked data than that general definition; please skip to the end first if you need a brief introduction to the concept of linked data.

At the meeting, Corey Harper (Metadata Services Librarian, New York University) and Karen Coyle (consultant on metadata development and technology planning) led the discussion. The first part of the meeting consisted of updates on current linked library data activities in other communities. One person mentioned the International Linked Open Data in Libraries Archives and Museums (LOD/LAM) Summit that took place in early June in San Francisco, CA. About 100 people attended the summit, and presentations and video are available on their website:

<http://lod-lam.net/summit>

There was an update about the work being done in the Worldwide Web Consortium (W3C) Library Linked Data Incubator Group (<http://www.w3.org/2005/Incubator/ld/>). This is a group that is extremely interested in getting library linked data projects going. The W3C Library Linked Data Incubator Group has been chartered from May 2010 through August 2011 to prepare a series of reports on the existing and potential use of Linked Data technology for publishing library data. The final draft report consists of benefits of linked data, description of current vocabularies and datasets, relevant technologies that support linked data, implementation challenges, and recommendations for libraries. There was a strong call for library staff to look and comment on the draft report by July 22:

<http://www.w3.org/2005/Incubator/ld/wiki/DraftReportWithTransclusion>

After the general update, there was a call to the audience for any existing library linked data projects underway. One person mentioned the project blog site of COMET (Cambridge Open METadata):

<http://cul-comet.blogspot.com>

This is a collaboration between Cambridge University Library, the Centre for Applied Research in Educational Technologies (CARET), and the University of Cambridge, funded by JISC (Joint Information Systems Committee). They are working to expose their library catalog data as linked data (2 or 3 million records).

The rest of the meeting was spent discussing what the purpose of the Library Linked Data Interest Group should be, and a few of the ideas that came out of the discussion were to: provide the ability for catalogers to pair up with developers to promote open tools for creation of linked data, create elevator speech on why Library Linked Data matters, create profiles of people who can speak/write/educate/be a resource, and develop a teachable slide set.

If you're at all interested in the future of library bibliographic data, keep an eye on this group, or, better yet, join the discussion! Visit their wiki page for more information or to join their listserv:

<http://wikis.ala.org/lita/index.php/Linkeddadata>

Linked Data Definitions

Wikipedia

http://en.wikipedia.org/wiki/Linked_data

W3C Library Linked Data Incubator Group

<http://www.w3.org/2005/Incubator/ld/wiki/DraftReportWithTransclusion>

LinkData.org FAQ

<http://linkeddadata.org/faq> ■

Cataloging & Metadata

Sizing Up RDA: A Summary of the Test Coordinating Committee Report

Mark K. Ehlert, Minitex/BATS

The *Report and Recommendations of the U.S. RDA Test Coordinating Committee*¹ was released to the public on June 20, shortly before the American Library Association (ALA) Annual Conference. As the Report's executive summary² points out and the body of the Report details, the Coordinating Committee advises the U.S. national libraries—the Library of Congress (LC), the National Library

¹ Available in PDF format: <http://www.loc.gov/bibliographic-future/rda/rdatesting-finalreport-20june2011.pdf>

² The executive summary is found on pages 1-8 of the Report; it is also available as a separate PDF file: <http://www.loc.gov/bibliographic-future/rda/rda-execsummary-public-13june11.pdf>

of Medicine, and the National Agriculture Library—to implement *Resource Description and Access* (RDA) as long as several issues are either resolved or on their way to resolution. Although this report is directed to the national libraries, its impact is felt much more widely, for “so goes LC, so goes the rest of the nation’s libraries.” Below, I highlight a few points made in the Report.

The Coordinating Committee set the date for RDA implementation for January 2013 (presumably January 1 of that year, though not specifically mentioned in the Report). The Coordinating Committee saw this 18-month ramping-up period as sufficient to make headway on nine points of contention that stand in the way of RDA adoption (quoting from pages 13-14 of the Report):

1. Rewrite the RDA instructions in clear, unambiguous, plain English
2. Define process for updating RDA in the online environment
3. Improve functionality of the RDA Toolkit
4. Develop full RDA record examples in MARC and other encoding schemas
5. Announce completion of the Registered RDA Element Sets and Vocabularies. Ensure the registry is well described and in synchronization with RDA rules
6. Demonstrate credible progress towards a replacement for MARC
7. Ensure and facilitate community involvement
8. Lead and coordinate RDA training
9. Solicit demonstrations of prototype input and discovery systems that use the RDA element set (including relationships)

Each of these factors stem from 1.) analysis of the U.S. RDA test results, and 2.) how these test results jibe with the goals set forth by the Joint Steering Committee for Development of RDA (JSC) for the new cataloging code (see page 10 of the Report for details on this second point). For each item above, the Coordinating Committee set forth proposed timelines for resolution, anywhere from three months (number 2) to 24 months (number 6). Of course, to accomplish all of these tasks by the 2013 deadline time will call for large-scale and overlapping efforts by various national and international institutions.

I should also point out that the Coordinating Committee uses these nine items as stepping-off points for further recommendations to various communities: to the JSC and their revision of the RDA text; to ALA Publishing and their RDA Toolkit improvements; to the larger library cataloging community, including the Program for Cooperative Cataloging (PCC), and their development of training materials and best practices; and to vendors of integrated library systems and their advancement of systems that harmonize well with RDA (pages 15-24).

The Report mentions, according to two readability algorithms, that RDA ranks last after AACR2, the *CONSER Cataloging Manual*, and the *International Standard Bibliographic Description* (ISBD) in ease and legibility of reading (page 79-82). Adding these metrics to the comments received from the test participants on the substance of RDA's text (page 82-85), it comes as no surprise that the first of the nine items above received the most airtime in the several ALA Annual Conference sessions on RDA. In fact, speakers from LC made it a point to temper that bullet point's implications by using not the term *rewrite*, but *reword*. Though some (including myself) would have been happy with a complete rewrite of the RDA text, the Report points to "prioritiz[ing] which chapters should be addressed and completed first" (page 13), meaning only a couple chapters will be given the rewording treatment, at least initially. This also means that the structure of the RDA text will not be altered; for those already familiar with the text, you will know this is one of the bigger hurdles to overcome to understanding the new cataloging manual.

I found it interesting to read the several pages devoted to catalog timing (pages 43-51). The first batch of records each testing cataloger was assigned to complete was a set of 25 original bibliographic records for items in various formats (print monographs, e-books, serials, etc.). Understandably, these records took the longest to complete, in part because of the new cataloging rules and in part because some catalogers did not have experience with several formats. The average time to complete a record came to 31 minutes, with a median of 20: the first ten records scored close to an average of 53 minutes each, then dropped off considerably after the 20th record, where the average time came to 26 minutes (pages 45-46). The Report notes here and elsewhere that the artificial conditions of the test have an effect on the timings registered, such as catalogers feeling compelled to enter information into the record that they normally would not do in their day-to-day operations.

The Report also paid attention to training and documentation. On the former point, the Coordinating Committee noted that early RDA training focused on the differences between AACR2 and RDA cataloging, the approach I have used in my efforts here in Minitex. However, they also recommend that "training material be developed that specifically focuses on the underlying principles of RDA which include not just FRBR concepts, but the idea that bibliographic description should be regarded as a set of reusable relationship information packets, rather than a monolithic set of individual and indivisible records" (page 20). They go on to stress the need for various kinds of training: live webinar, recorded video, in-person events, and so on.

There is much more material in the Report that I cannot address in this space. I recommend all interested library staff read at least the executive summary; those

in leadership roles should peruse the entire report. In addition to the information I give above, several points regarding local implementation matters are touched upon (pages 20-21, 72, and 102-105). Assuming January 2013 is the final target date, libraries have about 18 months to prepare for the launch of RDA. This does not mean all institutions will flip the cataloging switch on that date. Some have already converted over to RDA for their cataloging needs (e.g., University of Chicago, Brigham Young University, and Stanford University). Others may make the choice to move over slowly, such as accepting RDA copy and performing RDA original cataloging on only one format for starters. And, yet, still others may only transition well after the beginning of 2013.

Those who say that, as a result of this progression, we will be living in a "hybrid environment" for some time to come are correct. But, we should also bear in mind that hybrid environments are already part and parcel of our bibliographic ecosystem: consider catalogs comprising AACR2 records, AACR1 records, old red-and-green book records; library websites linking to online indexes, full-text databases, and local institutional repositories; and so forth. RDA will introduce one more variation to this theme. ■

Cataloging & Metadata

Upcoming ALCTS Webinars on RDA

Mark K. Ehlert, Minitex/BATS

Registration is now open for a series of ALCTS-sponsored webinars on RDA. The first webinar reviews the report issued by the U.S. RDA Test Coordinating Committee—their findings and recommendations on RDA implementation. The remaining sessions introduce catalogers to the cataloging of maps, music materials, and law resources.

Recommendations from the RDA Test: Where Do We Go From Here? (Aug. 31)

<http://z.umn.edu/3y5>

RDA and Cartographic Materials: Mapping a New Route (Sept. 28)

<http://z.umn.edu/3y4>

RDA and Music Basics: Scores (Oct. 19)

<http://z.umn.edu/3y6>

RDA and Music Basics: Sound Recordings (Oct. 26)

<http://z.umn.edu/3y7>

Cataloging Law Materials with RDA (Nov. 2)

No webinar description as of this writing

Information on registration and fees is available on each of the websites listed above. All five sessions may be purchased as a package for additional savings. The ALCTS webinar index page offers a listing of past and future webinar events:

<http://z.umn.edu/3y9> ■

Contract Cataloging

Pricing for FY12

Mark K. Ehlert, Minitex/BATS

The state of the economy continues to have negative impact on library staffing and budgets—and the Minnesota government shutdown is not helping matters. The Minitex Contract Cataloging Program (MCCP) recognizes how these difficult times can affect a cataloging department's ability to move forward with their work. To support libraries in their efforts to provide quality bibliographic data for their materials, Minitex is announcing that the MCCP will not raise prices on its cataloging services for the fiscal year beginning July 2011. We will continue to assist regional libraries when backlogs appear due to a staff shortage, when a special collection requires special attention, or when language or subject expertise is necessary to complete a cataloging project.

And, though formal RDA adoption is a year and a half away, the MCCP can facilitate your cataloging needs should your institution wish to implement the new cataloging code before January 2013.

For a prospectus on the Minitex Contract Cataloging Program, including pricing and services offered, and options for RDA cataloging, contact Mark K. Ehlert (contact information at the end of this *Mailing*). ■

Digitization & Preservation

Upper Midwest CONTENTdm User Group Update

Sara Ring, Minitex/BATS

The planning committee for the Upper Midwest CONTENTdm User Group is actively meeting and discussing details for the 4th Annual Meeting. This fall the meeting will be in person and in the St. Paul/Minneapolis area. As soon as we secure the date and location we'll announce it widely using various communications. In the meantime, if you haven't already, check out the resources

below for staying up-to-date on the group's activity.

Upper Midwest CONTENTdm listserv

<http://lists.wils.wisc.edu/mailman/listinfo/upmwcdm>

Twitter

<http://twitter.com/umcdmplanners>

Facebook

<http://www.facebook.com/UpperMidwestCONTENTdm>

Upper Midwest User Group Forum, CONTENTdm User Support Center (log on required)

<http://www.contentdm.org/USC/index.php> ■

Digitization & Preservation

ALA CONTENTdm User Group Summary

Sara Ring, Minitex/BATS

I had the chance to attend the CONTENTdm User Group Meeting at the ALA Annual Conference. Below is a short summary of the event. OCLC is also offering an online reprise of the CONTENTdm User Group Meeting on July 21, 1:30-2:30 p.m. (Central). Visit the User Support Center for more information (**Note:** Log on required)

<http://www.contentdm.org/USC/blog/blogs/blog1.php/2011/07/11/reprise-of-the-ala-2011-contentdm-user-group-meeting>

Phyllis Kaiden, CONTENTdm product manager, kicked off the meeting with a general update. CONTENTdm 6.1 is still set to be released this summer. So far, over 125 hosted sites are now live with CONTENTdm 6.0. 250 locally installed sites have downloaded version 6.0. If you want to check out a couple of the sites that have already gone live with 6.0, look at Pepperdine University (<http://pepperdine.contentdm.oclc.org/cdm>) and PALNI (Private Academic Library Network of Indiana: <http://palni.contentdm.oclc.org/cdm>).

The message OCLC staff was sending to users in March 2011 was, if you have advanced customizations to your CONTENTdm installation, do not upgrade to 6.0; wait for 6.1 and then upgrade. The updated message in June 2011 is: get started with CONTENTdm 6.0 now. The help documentation is now available on the CONTENTdm User Support Center.

Social Features: Users will have the ability to comment, tag, and rate an item. No authentication will be required to comment or tag, and there is anti-spam and report abuse built in. As staff, you will use the website

configuration tool in the user interface for administration of commenting and tagging functionality, and you will have the option to turn this functionality off if you choose not to implement it.

Download and Print: There will be three different size image options for downloading. If your collection has really small images, you won't see all three sizes. You can control download and print options globally or by collection.

You will be able to do more with localizing languages. The My favorites functionality will be back, as well as the PowerPoint plug-in. There will be improvements for adding customizations to your site in the website configuration tool, and you will be able to control the order of your Collections (versus just an alphabetical list as it has been in past versions of CONTENTdm).

Staff will be able to manage image rights in the Project Client (you will be able to edit and delete them). There will be Indexing improvements (when a current index in progress, other indexing will be blocked)

Beyond 6.1: There will be an OAI Update and custom XML harvesting. A beta program will be run, and OCLC will

be looking for testers. OCLC is moving to semi-annual releases (6.2, 6.3). There will be Favorites enhancements, SEO (search engine optimization) improvements, and a Multi-Site Server Update. The version 6x releases in the future will all focus on the end user interface (will be looking at geo-tagging too). Collection Management will be looked at next in the Administration Module. Beyond 2011, CONTENTdm is going to become increasingly more web based (and you'll see more web services).

Taylor Surface then gave a presentation focusing on providing visibility for digital collections with WorldCat. There are 1048 repositories registered with WorldCat today. Over 12 million items have been added to WorldCat. About a million of those are CONTENTdm users.

Michelle Reilly from the University of Houston gave a great presentation about how their library markets their collections, particularly using social media. They place their images on Wikipedia, and Wikipedia is now their #1 referring site. They always do a formal press release to local media and receive quite a bit of publicity that way. Reilly is thinking about ways she can link to other CONTENTdm collections. She would like to see us start this conversation in the CONTENTdm community. ■

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Minitex is a publicly supported network of academic, public, state government, and special libraries working cooperatively to provide and improve library service to patrons in Minnesota, North Dakota, and South Dakota.

For address and name changes, please send a message to mino@umn.edu.

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JULY 2011

Announcing the Minitex Oral History Project

<http://www.minitex.umn.edu/40th/OralHistory.aspx>

MINITEX/OCLC MAILING

A Publication of the Minitex Bibliographic and Technical Services Unit

MINITEX CALENDAR

This calendar primarily lists events scheduled by Minitex, although other events are included. This is an informational posting only, registration materials are sent

separately. If you would like your event included in the calendar, please call Kay Kirscht at 612-624-3532.

JULY

15

Everything You Ever Wanted to Know About AskMN: The Librarian Is In!

1:00 p.m. – 2:00 p.m., CST

Online Reference Outreach & Instruction Training session

<https://www.minitex.umn.edu/Training/Details.aspx?SessionID=340>

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Everything You Ever Wanted to Know About AskMN: The Librarian Is In!

9:00 a.m. – 10:00 a.m., CST

Online Reference Outreach & Instruction Training session

<https://www.minitex.umn.edu/Training/Details.aspx?SessionID=340>

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Literary Criticism in ELM

10:00 a.m. – 11:00 a.m., CST

Online Reference Outreach & Instruction Training session

<https://www.minitex.umn.edu/Training/Details.aspx?SessionID=316>

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Everything You Ever Wanted to Know About AskMN: The Librarian Is In!

10:30 a.m. – 11:30 a.m., CST

Online Reference Outreach & Instruction Training session

<https://www.minitex.umn.edu/Training/Details.aspx?SessionID=340>

26

Consumer Health Resources in ELM

1:00 p.m. – 1:45 p.m., CST

Online Reference Outreach & Instruction Training session

<https://www.minitex.umn.edu/Training/Details.aspx?SessionID=310>

27 - 29

eLearning Summit 2011

Northwestern College, St. Paul, MN

Conference

<http://summit2011.project.mnscu.edu>

28

Understanding Digital Images: Basic to Intermediate Concepts

Mikkelsen Library, Augustana College, Sioux Falls, SD

Workshop

<http://www.minitex.umn.edu/Training/Details.aspx?SessionID=334>

AUGUST

2 - 3

Branch Out 2011 - Beyond Your Comfort Zone

St. Olaf College, Northfield, MN

Conference

<http://branchoutmn.org>

4

Everything You Ever Wanted to Know About AskMN: The Librarian Is In!

12:30 p.m. – 1:30 p.m., CST

Online Reference Outreach & Instruction Training session

<https://www.minitex.umn.edu/Training/Details.aspx?SessionID=340>

5

Minitex Annual Public Library Node Meeting

Hennepin County Public Library – Brookdale

6125 Shingle Creek Parkway, Brooklyn Center, MN

Conference

<https://www.minitex.umn.edu/Events/Conferences/PublicNode2011.aspx>

10

NISO Webinar – Managing Physical Storage (hosted by Minitex Reference Outreach & Instruction)

12:00 Noon – 1:30 p.m., CST

15 Andersen Library, Conference Room

West Bank Area, Minneapolis Campus

University of Minnesota—Twin Cities

Teleconference

<https://www.minitex.umn.edu/Events/Niso/#storage>

SEPTEMBER

14

NISO Webinar - Preserving Digital Content (hosted by Minitex Reference Outreach & Instruction)

12:00 Noon - 1:30 p.m., CST

15 Andersen Library, Conference Room

West Bank Area, Minneapolis Campus

University of Minnesota—Twin Cities

Teleconference

<https://www.minitex.umn.edu/Events/Niso/#preserving>

14 - 17

2011 AASLH Annual Conference: The Promise of Remembrance and New Beginnings

Richmond Marriott, 500 East Broad St., Richmond, VA

Conference

<http://www.aaslh.org/AnnualMeetingRates.htm>

21 - 24

NDLA 2011 Annual Conference - Librarians: Leadership for a New Decade

Grand International Inn, 1505 North Broadway, Minot, ND

Conference

<http://www.ndlaonline.org/Conference/11conf.htm>