



User Services Reference & Outreach

SUBTRACK	ALA UNIT	PROGRAM TITLE	DAY	TIME
Best Practices	ACRL	Is there Life after LibQUAL+? Learn How Strategic Marketing Can Focus and Energize the LibQUAL + Experience	Saturday	10:30 am - 12:00 pm
	ALA - OLOS	Give Them What They are Reaching For: Identifying Customer Wants and Needs with the Public Library Geographic Database	Saturday	10:30 am - 12:00 pm
	LAMA	Power to the User! Self-service innovations in Libraries	Saturday	10:30 am - 12:00 pm
	ALA	NO-CONFLICT	Saturday	3:30 pm - 5:00 pm
	RUSA	Yours, Mine and Ours: Quality of Service in Cooperative Virtual Reference	Sunday	8:00 am - 10:00 am
	ALA - VRT	Show Me the Movie! Film and programming @ your library	Sunday	1:30 pm - 3:30 pm
	ACRL	Time for a Reality Check: Academic Librarians in a TiVo®-lutionary Age	Monday	1:30 pm - 5:30 pm
Outreach to Target Populations	ALA - OLOS	Equity of Choice: Comparing Outreach Services Through Cost and Equity	Saturday	10:30 am - 12:00 pm
	ALA - OLOS	Reach Outside the Box: Unique Outreach Programs	Saturday	1:30 pm - 3:30 pm
	ALA	NO-CONFLICT	Saturday	3:30 pm - 5:00 pm
	RUSA	From Child Labor to Outsourcing: Saving and Sharing Workers' Stories in Your Community	Sunday	8:30 am - 10:00 am
	ALA - OLOS	Stellar Senior Outreach: Big Problems and Small Tips for Reaching Seniors	Sunday	10:30 am - 12:00 pm
	ASCLA	Best Practices for Library Accessibility and Universal Design	Sunday	10:30 am - 12:00 pm
	ALA - OLOS	Outreach 101	Sunday	4:00 pm - 5:30 pm
	ALA - OLOS	6th Annual Jean E. Coleman Library Outreach Lecture	Monday	8:30 am - 10:00 am
	ASCLA	Literate Beginnings: Library Programs and Materials for Multilingual Families	Monday	1:30 pm - 3:30 pm
	ALA	Partnering with Experts: Lessons Learned From the 'Be Well Informed @ Your Library' Project	Monday	10:30 am - 12:00 pm
	PLA	Crossing International Borders	Monday	10:30 am - 12:00 pm
	ALA	Best Practices for Youth With Special Needs	Monday	1:30 pm - 3:30 pm
	ALA - OLOS	Rethinking, Retooling, Reinventing: Our Changing Roles in the 21st Century	Monday	1:30 pm - 5:30 pm
	Reference Services	RUSA	Do You Trust Your IT Staff? Do They Trust You?	Saturday
ALA-FAFLRT		Competitive Sourcing, The Federal Experience and What it Means for Citizens and Access to Information	Saturday	10:30 am - 12:00 pm
ALA		NO-CONFLICT	Saturday	3:30 pm - 5:00 pm
RUSA		Taking the Guess Work Out of Non-Fiction Reader's Advisory	Sunday	10:30 am - 12:00 pm
AFL - CALA		Riding the Electronic Rooster: Equal Access Anytime, Anywhere in Your Language!	Sunday	1:30 pm - 3:30 pm
RUSA		Reference Interactions in the Digital Age: Revising the RUSA Behavioral Guidelines	Sunday	1:30 pm - 3:30 pm



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Reference Services	ACRL	The New Crossroads: Science Librarians in the 21st Century	Monday	8:00 am - 12:30 pm
	RUSA	Beyond Stocks and Bonds: Learning about Futures, Options, Derivatives, and More	Monday	8:30 am - 12:00 pm
	ALA - PUBLISHING	Once and Future Reference Classics	Monday	10:30 am - 12:00 pm
	PLA	Online for Business: Trends in Business and Job and Career Information for Public Libraries	Monday	1:30 pm - 3:30 pm

If you are interested in User Services, Reference & Outreach, you may also be interested in programs that can be found in the following tracks:

Administration & Leadership

Walk on the Future Side

Extreme Makeover: Redesigning Your Library to Promote Usage and Circulation

Changing Services/Changing Design

Managing Across Generations: Traditionalists to Millennials

Children & Young Adults

Family Friendly Libraries Are Us!

Collection Management & Technical Services

Collecting World Cultures: African, Asian, Caribbean, and Native American Materials in Chicago Institutions

Digital Information & Technologies

Googling the Better Mousetrap: Cyber Resources on the Front Lines of Reference

E-Reference Services: What Are Our Users Telling Us?

Use Measures for Electronic Resources: Theory and Practice

Implementing a Federated Search Tool

Digital Information & Technologies

Assisting People With GIS

Convergence of Library Technologies: How this will change the delivery of staff and patron services

Will Metasearching Kill the Library Catalog?

Information Literacy

Back to School: Teaching Information Literacy to Adults in Public Libraries, Academic Libraries, and Adult Distance Learning Centers

Primary Sources in the Electronic Age: Challenges and Opportunities in Teaching Historical Research

Teaching, Learning, and Leading: Key Roles for Librarians in the Academic Community

Staffing & Staff Development

Distance Learning: This Means You! We Know Where We've Been, But Where Are We Going?

Non-Track

Between Two Worlds: Feisty Jewish Latina Women Thrust into a Complex Multicultural Milieu

Swap & Shop - Hit the Right Note with Jazzy P.R. Materials

User Services, Reference and Outreach

BEST PRACTICES

Is there Life after LibQUAL+? Learn How Strategic Marketing Can Focus and Energize the LibQUAL+ Experience

ACRL

Saturday, June 25, 10:30 am - 12:00 pm

Attendees will learn how various academic and research libraries have used results from LibQUAL to support their marketing efforts. LibQUAL is a Web-based survey that provides libraries with an assessment of users' expectations and perceptions on a number of service-related factors. This session is a must for all academic and research libraries that plan to use LibQUAL as an assessment and strategic marketing tool. The ACRL Marketing Academic and Research Libraries Committee sponsors this program.

Speakers: Steve Hiller, University of Washington; Diane Hunter, University of Missouri, Kansas City; Jane Schillie, University of Miami; Brad Dennis, Western Michigan University

Give Them What They are Reaching For: Identifying Customer Wants and Needs with the Public Library Geographic Database

ALA- OLOS

Saturday, June 25, 10:30 am - 12:00 pm

Successful outreach services rely on identifying customer segment wants & needs. Learn how GeoLib's Public Library Geographic Database can identify the population characteristics in your community that can be grouped into segments for effective resource allocation.

Speakers: Christie Koontz, Director Geolib Prog., Florida State Univ.

Power to the User! Self-service innovations in Libraries

LAMA

Saturday, June 25, 10:30 am - 12:00 pm

Gone are the days when users have to come to library staff to check out books and receive related services. Libraries offer self-checkout systems, user account management, unmediated interlibrary loan, and electronic document delivery to expand services to users and achieve greater efficiencies in library operations. This program explores policy, staffing, and security implications and assesses the benefits and trade-offs of self-service. See related program: Changing Services/Changing Design, Saturday, June 25, 8:30-10:00 am.

Speakers: Anne-Marie Gold, Director, Sacramento Public Library; Christine Lind Hage, Director, Clinton-Macomb Public Library; Lynn Wiley, Head of IRRC, Univ. of Ill. at Urbana-Champaign Lib;

Yours, Mine and Ours: Quality of Service in Cooperative Virtual Reference

RUSA-RSS

Sunday, June 26, 8:00 am - 10:00 am

Sponsored by the Cooperative Reference Committee. Increasing numbers of libraries are finding benefits in the cooperative model of virtual reference, but once these cooperatives are formed concerns about quality of service are raised. The four panelists will discuss quality of service issues in their respective cooperatives, including issues of training, standards, staffing, scheduling, decision making and resource sharing.

Speakers: Nancy Huling, Head of Reference & Research, University of Washington Libraries; Stefanie Morrill, Library Development Coord., South Central Library Sys., Madison, WI; Sheryl Knab, Assistant Director, Western NY Library Resources Council; Vince Mariner, Statewide Coordinator, Ask a Librarian, Florida

Show Me the Movie! Film and programming @ your library

ALA

Sunday, June 26, 1:30 pm - 3:30 pm

Learn how you can enhance your public programming with your film collection. Organize a film series! Help patrons create videos for story telling. Enhance your community's media literacy through documentary discussion sessions. Media librarians and specialists share ideas for incorporating film into programming and library instruction, while Bay Area Video Coalition, ALA Public Programs Office, and National Video Resources introduce programming services their organizations offer.

Time for a Reality Check: Academic Librarians in a TiVo®-lutionary Age

ACRL

Monday, June 27, 1:30 pm - 5:30 pm

Enthusiasm for ever-changing personal technologies is one characteristic of many of today's students. The creators of the Beloit College Mindset List and the founder of the Resource Center for Cyberculture Studies will offer insights into other contemporary student realities. By better understanding these realities and the culture in which higher education exists, librarians will be able to offer more effective services to today's information seekers.

Speakers: Tom McBride, Beloit College; Ron Nief, Beloit College; David M. Silver, University of Washington; Moderator, Frances Maloy, ACRL President, Emory University

OUTREACH TO TARGET POPULATIONS

Equity of Choice: Comparing Outreach Services through cost and equity

ALA OLOS

Saturday, June 25, 10:30 am - 12:00 pm

Learn the important components that need to be evaluated when deciding which outreach service is best for your library - ie. Bookmobile vs. Branch, Homebound vs. Books by Mail. Equity of access should weigh as heavily as cost. Important tips on how to successfully present your findings to your director and make your case. Moderator: Jan Meadows, Bookmobile Supervisor, Pikes Peak Library District

Speakers: Jose Aponte, Executive Director, Pikes Peak Library District; John Paul Myrick, County Librarian/CEO, Cullman County Public Library System; Sandra Rios Balderrama, Consultant, RiosBalderrama Consulting

Reach Outside the Box: Unique Outreach Programs

ALA-OLOS

Saturday, June 25, 1:30 pm - 3:30 pm

Learn how three libraries have developed Outreach programs to serve the underserved. Hear about the InfoBus at Memphis Shelby Library serving immigrant populations, Maryland State Correctional Education Libraries serving the incarcerated and the New Mexico State Library serving Native Americans. These exceptional programs can help you get started on your own unique outreach program. Moderator: Jan Meadows, Bookmobile Supervisor, Pikes Peak Library District

Speakers: Dana John, Tribal Libraries Coord., New Mexico State Library; Glennor Shirley, Library Coordinator, Maryland State Dept. of Ed.; Linda Suggs, InfoBUS Manager, Memphis Shelby Cty Pub. Lib

From Child Labor to Outsourcing: Saving and Sharing Workers' Stories in Your Community

RUSA

Sunday, June 26, 8:30 am - 10:00 am

Cosponsored by the AFL/CIO-ALA Joint Committee. The lives of working people are often overlooked and lost. Hear how a public and an academic library each have made these lives visible through engaging programs and services in their communities. Mary K. Witkowski of the Bridgeport (CT) Public Library and winner of the 2005 John Sessions Memorial Award, will describe how her library established and has maintained labor/working class historical collections. Lauren Kata of Georgia State University will describe various outreach projects of the Southern Labor Archives at Georgia State University involving various unions in the southern United States.

Speakers: Lauren Kata, Labor Archivist, Georgia State University Library; Mary K. Witkowski, Bridgeport (CT) Public Library

Stellar Senior Outreach: Big Programs and Small Tips For Reaching Seniors

ALA-OLOS

Sunday, June 26, 10:30 am - 12:00 pm

Expand your senior services, learn about successful programs already in progress, get new ideas for reaching out to senior patrons and tips on important details to make your program run smoothly. Something for everyone, those just starting senior outreach and those needing new ideas for their current programs. Moderator: Jan Meadows, Bookmobile Supervisor, Pikes Peak Library District.

Speakers: Jeannie Dilger-Hill, Outreach Services Manager, King County Library System; Jane Karp, Outreach Librarian, Baptist Medical Centers; Mary Anne Marjamaa, Manager, Extension Services, St. Louis County Library

Best Practices for Library Accessibility and Universal Design

ASCLA Accessibility Assem.

Sunday, June 26, 10:30 am - 12:00 pm

Sponsored by the ASCLA Accessibility Assembly. Universal Design means constructing environments that provide barrier free access, efficient layout and adaptable furnishings to fit a full range of human interaction. The goal of universal design is to meet the current and changing needs of library patrons and employees. The program provides information on best practices for accommodating library employees and patrons with disabilities. A showcase of inclusion, universal design and best practices for programs, facilities and services. Panelists will discuss low cost and no cost accommodations as well as assessing, budgeting and marketing assistive technology options.

Speakers: Eric Eldritch, Access Programs Manager, Library of Congress; Rhea Rubin, Lib. Accessibility Consultant, Rubin Consulting; Mimi McCain, Supervisor, Special Needs Cntr, Phoenix Public Library; Barbara Mates, Regional Librarian, Cleveland Public Library; Axel Schmetk, University of Wisconsin; Marilyn Irwin, Librarian, Assoc. Professor, Indiana Institute on Disability

Outreach 101

ALA-OLOS

Sunday, June 26, 1:30 pm - 3:30 pm

Outreach programs are necessary in every library system, large or small, in order to provide equitable service to all. Learn how to start "reaching out" from your small rural library as well as your big city system. Hear about the many resources available to help you get started, the problems you may encounter and how to build a successful program.

Speakers: Satia Orange, Director, OLOS, American Library Association; Dwight McInvaill, Director, Georgetown County Library; Robin Osborne, Outreach Services Consultant, Westchester Library System; Miriam Rodriguez, Interim P.S. Administrator, Dallas Public Library

User Services, Reference and Outreach

6th Annual Jean E. Coleman Library Outreach Lecture

ALA-OLOS

Monday, June 27, 8:30 am - 10:00 am

Lecturer: Sanford Berman

Literate Beginnings: Library Programs and Materials for Multilingual Families

ASCLA-LSSPS

Monday, June 27, 1:30 pm - 3:30 pm

Families whose members speak and read multiple languages bring special challenges to the librarians who serve them. Speakers will share tips for crating successful storyties for multi-lingual families and discuss materials recommended for parents who are looking for good books and tips for reading with their children. This program will be especially useful for librarians who work with families who speak and or read American Sign Language, Spanish, Chinese, or Russian, as well as English.

Speakers: Carrie Banks, Supv. Librarian, Brooklyn Public Library; Sarah Hamrick, Director of Information Services, Gallaudet University Library; Marti Goddard, Access Services Manager, San Francisco Public Library

Partnering with Experts: Lessons Learned from the 'Be Well Informed @ your library' Project

ALA

Monday, June 27, 10:30 am - 12:00 pm

Join us for a healthy, mid-morning snack as we discuss consumer health education programming in libraries. Learn how to promote your library as a source of accurate, reliable health information. The Be Well Informed @ Your Library project, sponsored by Walgreens and administered by ALA, is currently running in ten U.S. public libraries. Using a nationally developed curriculum, each of the participating libraries is offering consumer health education seminars that are taught by local Walgreens pharmacists. This program will feature speakers who will describe the project and identify how other libraries can apply the lessons learned.

Speakers: Carla Hayden, Moderator, Director, Enoch Pratt Free Library; Susan Birkett, Community Services Manager, Boston Public Library; Marc Metz, PharmD., Walgreens Pharmacy Manager, St. Charles; Judy Cooper, Coordinator, Programs & Pubs., Enoch Pratt Free Library; Ruth Lednicer, Director of Marketing, Chicago Public Library

Crossing International Borders

PLA

Monday, June 27, 10:30 am - 12:00 pm

This program will be a panel presentation by librarians who serve international customers from the Canadian to the Mexican borders. They will discuss the impact of new international communities on their public libraries, the expectations of those communities and

the services provided by their libraries. Most public libraries today are serving international customers. The Hispanic population in the U.S. not only impacting libraries the border states, but also those in the heartland of the country. The program will include a discussion of services to Hispanic communities, but services to other international communities will also be highlighted.

Speakers: Barbara J. Ford, Director, Mortenson Ctr. for International Library Progs., Univ. of Illinois; Michael P. Ragen, Acting Director, Illinois State Library; Barbara H. Clubb, City Librarian, Ottawa Public Library

Best Practices for Youth With Special Needs

ALA

Monday, June 27, 1:30 pm - 3:30 pm

Provides model programs for service delivery to youth with special needs which can be replicated, and will provide a review of the literature for youth addressing children and young adults with special needs. The panel will include the 2005 Schneider Family Book Award Winners - My Pal Victor, Best Picture Book for young children, written by Diane Gonzales Bertrand and illustrated by Robert L. Sweetland; best middle school book Becoming Naomi Leon, by Pam Munoz Ryan; and best teen book My Thirteenth Winter: A Memoir, by Samantha Abeel.

Speakers: Carrie Banks, Supv Librarian, Brooklyn Public library; Barbara Mates, Regional Librarian for the Bli, Cleveland Public Library; Diane Bertrand Gonzales, Author, My Pal Victor; Robert Sweetland, Illustrator, My Pal Victor; Pam Munoz Ryan, Author, Becoming Naomi Leon; Samantha Abeel, Author, My Thirteenth Winter: A Memoir

Rethinking, Retooling, Reinventing: Our Changing Roles in the 21st Century

ALA-OLOS

Monday, June 27, 1:30 pm - 5:30 pm

What does it mean to be literate in the 21st century? What does this mean for the mission of libraries and librarians of all types? What knowledge, skills, and abilities do professional librarians and library professionals need to be successful facilitators of learning for our communities? This thought-provoking program will take a fresh look at what we must do to change lives in a transformed socio-economic climate. A keynote speaker will provide insights. Participants will be engaged in developing tools and strategies to reinvent ourselves and our libraries.

REFERENCE SERVICES

Do You Trust Your IT Staff? Do They Trust You?

RUSA-MARS

Saturday, June 25, 8:30 am - 10:00 am

Whose computers are these, anyway? IT staff and public service librarians often have very differing views on this. Can we find a reasonable compromise when critical user access issues (such as authentication) are involved? How can we work together to balance the needs of the institution to protect its resources and manage its assets with the users' need for access and privacy? This program will provide a forum to discuss these (and similar) issues. This will be a dialogue between IT staff and public services librarians representing both academic and public libraries.

Speakers: Jane Rutherford, Ref & Instruct. Librarian, Gallaudet Univ.

Competitive sourcing, the federal experience and what it means for citizens and access to information

ALA-FAFLRT

Saturday, June 25, 10:30 am - 12:00 pm

A panel will discuss how competitive sourcing has affected Federal libraries, impeded progress, and curtailed quality service to the user population. Panelists will also talk about legislation affecting the competitive sourcing process in Federal libraries.

Taking the Guess Work Out of Non-Fiction Reader's Advisory

RUSA-CODES

Sunday, June 26, 10:30 am - 12:00 pm

This program is designed to help librarians make non-fiction reading recommendations. Current best practices, tools and challenges of non-fiction reader's advisory will be discussed. Reading lists, titles, sure-bet authors, genres, and subject areas will be showcased. Participants will also have an opportunity to share insights and experiences at moderated table discussions.

Riding the Electronic Rooster: Equal Access Anytime, Anywhere in Your Language!

AFL-CALA

Sunday, June 26, 1:30 pm - 3:30 pm

Speakers will be talking about the use of online live chat to reach users of different background with different language needs, specifically in Chinese and Spanish. This program will include an overall picture on the current trends, staff training, user education, system/technical supports, marketing/promotion of such service. It will also address critical issues, such as "will the online live chat be an universal collaboration despite the language requirements?"

Speakers: Susan McGlamery, OCLC; Dr. Hao-Ren Ke, Associate Dean, Chiao-Tung Univ. Library in Taiwan; Alma Ortega, Univ. of San Diego; Wilfred Fung, Assistant Dean, Bus. Info. Tec, Univ. of Ontario

Reference Interactions in the Digital Age: Revising the RUSA Behavioral Guidelines

RUSA

Sunday, June 26, 1:30 pm - 3:30 pm

This program will present the recently updated RUSA Guidelines for Behavioral Performance of Reference and Information Service Professionals. Where the original Guidelines dealt primarily with face-to-face interactions, the latest version expands the discussion of reference staff behaviors to include remote forms of reference encounters (email, chat, etc.). A panel will discuss some of the issues raised by the new guidelines, with a focus on the applicability and uses of the guidelines for such diverse functions as staff training, service evaluation, etc.

Speakers: David Tyckoson, Director of Public Services, Henry Madden Library, University at Fresno; Jana Ronan, Program Director, Undergraduate Library Services, George A. Smathers Library, University of Florida; Joe Janes, Associate Dean for Academics, Information School, University of Washington; Jo Bell Whitlatch, Associate Dean, San Jose State University

The New Crossroads: Science Librarians in the 21st Century

ACRL-STS

Monday, June 27, 8:30 am - 12:00 pm

The development of the Web, emerging electronic media, and trends in scholarly communication are challenging science and technology librarians to be creative, proactive and dynamic. We must assume new roles in offering services and establishing partnerships. The pace is escalating with federated

searching and institutional repositories. Are we ready with the right skills and expertise? Will Darwin's "survival of the fittest" work for science librarians? A poster session and reception will follow the program.

Speakers: Mary Case, University of Illinois at Chicago; Mel DeSart, University of Washington; Michael R. Leach, Harvard University; Alison Ricker, Oberlin College

Beyond Stocks and Bonds: Learning about Futures, Options, Derivatives, and More

RUSA-BRASS

Monday, June 27, 8:00 am - 12:30 pm

Confused by commodities? Discouraged about derivatives? Fuzzy on futures? Join BRASS in Chicago, the nation's center for futures and commodities trading, for an introduction to the world of risky investments and alternative investment strategies. Hear a discussion of the fundamentals of commodities, futures, options and derivatives from experienced librarians who have a wealth of information to share. Explore information sources and acquire tips to assist students, entrepreneurs, professionals and investors in their research.

Speakers: John Ganly, Assistant Director for Collections Science, Industry & Business Library, NYPL; Rita Moss, Business & Economics Librarian, Univ. of North Carolina Chapel Hill

Once and Future Reference Classics

ALA

Monday, June 27, 10:30 am - 12:00 pm

What makes a reference work a classic? For the 75th anniversary of Reference Books Bulletin, panelists will discuss some reference classics from the past and newer works that are likely to become classics.

Online for Business: Trends in Business and Job and Career Information for Public Libraries

PLA

Monday, June 27, 1:30 pm - 3:30 pm

How do you connect patrons with the business information they need? Learn the best search strategies and places to look to get the patron what they want. Listen to a success story about starting a career information center, and learn how you can do the same at your library.

Speakers: Marydee Ojala, Editor, Online Magazine; Frances Roehm, Adult Services Reference Librarian, Skokie Public Library



Whether a naive object represents Coordinated Universal Time (UTC), local time, or time in some other timezone is purely up to the program, just like it is up to the program whether a particular number represents metres, miles, or mass. Naive objects are easy to understand and to work with, at the cost of ignoring some aspects of reality. All arguments are optional and default to 0. Arguments may be integers or floats, and may be positive or negative. Only days, seconds and microseconds are stored internally. Arguments are converted to those units: A millisecond is converted to 1000 microseconds. A minute is converted to 60 seconds. Jobs Programming & related technical career opportunities. Talent Recruit tech talent & build your employer brand. Advertising Reach developers & technologists worldwide. In general, day_ago and yesterday may differ if UTC offset for the local timezone has changed in the last day. For example, daylight saving time/summer time ends on Sun 2-Nov-2014 at 02:00:00 A.M. in America/Los_Angeles timezone therefore if: `import pytz # pip install pytz. local_tz = pytz.timezone('America/Los_Angeles') now = local_tz.localize(datetime(2014, 11, 2, 10), is_dst=None) # 2014-11-02 10:00:00 PST-0800`. Example 1. Subtract time to get the time duration in Google Sheets. If you have your start time and end time, it's not a problem to find out the time spent: = End time - Start time. You can track the time spent and get the result in one time unit disregarding other units. For example, count the number of only hours, only minutes, or only seconds. Note. To ensure correct results, your cells should be formatted either as numbers or automatically: Format > Number > Number or Format > Number > Automatic. You can calculate the time difference between dates and have it returned in days: =DATEDIF(A2,B2,"D"). As for your second question, could you please specify what you mean in detail? Reply.