

Friday – January 7, 2011

6:00 – 8:00 p.m. – **RUSA’s Membership Social**

Check the RUSA Blog for more info: <http://rusa.ala.org/blog/>

Saturday – January 8, 2011

10:30 p.m. – 12:00 p.m. - **MARS Executive Committee I**

Hilton San Diego Bayfront (HIL) - Sapphire E

1:30 p.m. – 3:30 p.m. - **Hot Topics Discussion Forum: Layers of Reality: Extending Library Services and Resources through QR Codes and Augmented Reality**

San Diego Convention Center (SDCC) - Room 33 A

The RUSA/MARS Hot Topics in Electronic Reference Discussion Group is excited to offer a discussion forum entitled “Layers of Reality: Extending Library Services and Resources through QR Codes and Augmented Reality.” With simple and often free technologies, QR codes may be created and added to signage and other library applications. These embedded codes, which often appear to be barcodes (or oddly shaped icons), may be processed by camera phones and PDAs to direct users to online information. Augmented reality takes visual or video information and adds layers of computer graphics, pattern recognition, and other visual effects.

Sunday – January 9, 2011

8:00 a.m. – 10:00 a.m. - **MARS All-Committee Meeting**

San Diego Convention Center (SDCC) - Room 07 B

- Best Free Websites
- Conference Program Planning
- Continuing Education
- Education, Training and Support
- Hot Topics in Electronic Reference Discussion Group
- Joint Preconference Planning Committee (RUSA MARS, RSS)
- Joint Virtual Reference Committee (RUSA MARS/RSS)
- Joint Virtual Reference Tutorial Subcommittee (RUSA MARS/RSS)
- Local Systems and Services
- Management of Electronic Reference Services
- Outreach
- Planning
- Products and Services
- Public Libraries
- Publications
- Subcommittee on Best Fee-Based Websites
- User Access to Services
- Virtual Reference Discussion Group

10:30 a.m. – 12:00 p.m. - **Local Systems and Services Discussion Forum: Designing around a Single Search: How Discovery Layers are Changing Library Websites.** San Diego Convention Center (SDCC) - Room 10

Discovery layers are providing a new way to integrate disparate library collections. One challenge in implementing a discovery layer, however, is deciding how best to integrate it with existing content and services available to patrons from library home pages. Where do we put a new single search box? What tools or lists does it replace, if any? How do we teach our patrons about what it does and when to use it? Join us as we discuss how this new approach to searching library collections is changing the scope and design of our websites.

4:00 – 5:30 p.m. - **Management of Electronic Reference Services/Public Libraries Discussion Forum: Assessment and Evaluation of Virtual Reference**
San Diego Convention Center (SDCC) - Room 01 A

As our users become increasingly mobile, our libraries are reaching out with new methods of interaction, such as text, Twitter, and more. But how do we measure their usage? How do we evaluate their effectiveness? Can we successfully assess reference transactions in these new formats? Bring your ideas and success stories to share with colleagues at our open discussion forum.

Monday – January 10, 2011

8:00 – 11:30 a.m. - **MARS Executive Committee II**
San Diego Convention Center (SDCC) - Room 31 A