ONLINE TOOLS KICKOFF: DEMO & TRAINING DAY
September 5, 2014

8:30-9:00a: COFFEE & PASTRIES (1st floor, Exhibit Area)

9:00-9:15a: WELCOME AND INTRO - Joan Heath, Associate VP and University Librarian (Room 118)

9:15-11:50a: PROVIDER PRESENTATIONS (Room 118)

Each provider will present for 25 and have 10 minutes for Q&A. The presenters will give an overview of the tools – why they're valuable, how they're used, and highlights of what they can do.

> 9:15-9:50a: DataZoa – Jay Kemp Smith, CEO
> 9:50-10:25a: EBSCO Curriculum Builder – Eric Frierson, Senior Discovery Services Engineer
> 10:25-10:40a: Break
> 10:40-11:15a: Artstor Shared Shelf – Jen Hoyer, Library Relations Associate
> 11:15-11:50a: Browzine, Kendall Bartsch, Co-Founder

11:50a-12:50p: LUNCH (Staff Lounge)

1:00-3:00p: PROVIDER TRAINING WORKSHOPS (Rooms 118, 148, 101, Supple Room)
Each Implementation Team and representatives from the Marketing & Promotions Team will meet with their provider's representatives for **intensive training**. The training session will delve deep into the tools so that the team gets an **intensive, in-depth training** and hands-on experience discovering and using the tool. The representative will also discuss with the team what **marketing strategies and approaches have worked well on other campuses** – this is an equally important component to the workshop. We have allotted two hours because we want the training to be in-depth and give team members time to work with the tool while the provider representative is present to answer questions.

3:00-3:15p: SNACK BREAK (1st Floor, Exhibit Area)

3:15-4:15p: TEAM MEETINGS (Rooms 118, 207, 221, Supple Room)
Teams will be given structured outcomes for their meetings (e.g. brainstorm preliminary marketing plan, implementation plan, assessment plan, lessons learned, next steps). Representatives from the Marketing & Promotions team will attend team meetings as well.

4:15-4:30p: NEXT STEPS (Ray Uzwyshyn & Sarah Naper) (Room 118)