



CONFERENCE

ACADEMIC LIBRARY PLANNING AND REVITALIZATION INSTITUTE

March 14 - 16, 2016

Cincinnati, OH



Stantec

www.stantec.com



ACADEMIC
IMPRESSIONS



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Apply the latest trends and research in revitalizing your campus library to better meet your students' needs.

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OVERVIEW

Learn how your institution can revitalize your library to ensure that it remains an academic hub and vibrant learning space on campus for 21st century students. This hands-on event will provide you with an integrated and practical approach to library planning and design. Throughout this event you will:

- Envision what can make your library design most responsive to student needs
- Analyze the latest in library design and learning-space theory
- Explore a variety of student services found in libraries
- Uncover processes for working with project stakeholders and promoting campus involvement

The conference brought to light a vision for the future of libraries and where they are headed to add value to the learning experience.

-Steve Petersen, Campus Architect, Harper College

Hear how two of our past attendees transformed their libraries!

SITE VISIT: CONATON LEARNING COMMONS, XAVIER UNIVERSITY

You will visit the academic commons spaces at Xavier University. Completed in 2010, the Conaton Learning Commons continues to serve student learning needs through their 21st century building design and service delivery. This portion of the conference will include a tour of the entire space, a panel discussion on the roles of different stakeholders, and a chance to talk one-on-one with conference faculty about this project.

POST-CONFERENCE: KEYS TO ONGOING LIBRARY SPACE ASSESSMENT AND CONTINUOUS IMPROVEMENT

Learn how you can continuously and effectively track usage of library spaces and continue to improve the way your spaces meet student learning needs.

[VISIT EVENT PAGE](#)

<http://www.academicimpressions.com/conference/academic-library-planning-and-revitalization-institute-march-2016>



BRING YOUR TEAM

Based on past attendee feedback, we strongly encourage you to bring your library planning committee. An effective institutional team may consist of the dean or director of libraries, the primary advocate for the library project, and other stakeholders from library, information technology, academic affairs, and facilities management.

LEARNING OUTCOME

After participating in this conference, you will be able incorporate key elements of modern academic library design into your institution's design plans.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Assistant Conference Director at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.



AGENDA

MONDAY, MARCH 14, 2016

Day 1 - Investigating the Modern Academic Library

12:30 - 1:00 p.m.

Registration

1:00 - 1:15 p.m.

Introductions

1:15 - 2:30 p.m.

Vision - Characteristics of the Modern Academic Library

This introductory session will walk you through the eight defining characteristics of the modern academic library. Much of the discussion will focus on the distinction between then vs. now and a prioritization exercise will provide your institution focus for the remainder of the conference.

2:30 - 2:45 p.m.

Break

2:45 - 4:15 p.m.

Plan - Investigating User Needs and Applying Them to Your Planning

The most successful academic library space programs are those that align with the needs and work practices of users to help them accomplish their academic goals. This presentation will walk through the major ethnographic considerations that should go into any major library project. Included will be examples of both qualitative and quantitative data that can be gathered through strategic observation, stakeholder communication, and numerical data. The session will conclude with survey of a series of tools to implement when considering ethnographic research on one's own campus.

4:15 - 4:45 p.m.

Working Session: Aligning Vision with Research

Using the principles of ethnographic research discussed in the previous session, you will build upon your prioritization exercise by addressing key research tactics that will help to ensure their vision is matched with sound research into user need.

4:45 - 5:00 p.m.

Day 1 Wrap-up and Final Questions

5:00 - 6:00 p.m.

Networking reception (included in registration fee)



AGENDA

TUESDAY, MARCH 15, 2016

Day 2 - Design Considerations for the Modern Academic Library

8:30 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:15 a.m.

Design – Connecting Your Academic Library to 21st Century Design

We will jumpstart our 2nd day with a candid conversation of our own library spaces. Using 21st century library characteristics and user needs as springboards, our faculty will engage you in an open discussion on the ways our current libraries are fitting the bill. Design discussion topics will include:

- Balance of social and private study spaces
- Use of open spaces and natural light to invite campus patrons
- Creating flexibility within existing library spaces
- Availability and visibility of technology within the library

10:15 - 10:30 a.m.

Break

10:30 a.m. - 12:00 p.m.

Grand Valley State University - Mary Idema Pew Library Case Study

As we will have discussed, the quality of your results depends on the quality of your planning. Included will be a walk-through of the library building process from top to bottom, focusing on the “Escape the Gravity of the Known” slogan that drove GVSU through their project. Narrative will include the library trends that GVSU incorporated in their project, the means through which they met the needs of their users, and the forward-thinking steps they had to undertake realize their vision.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:30 - 4:30 p.m.

Site Visit to the Conaton Learning Commons on Xavier University’s Campus

Participants will visit the academic commons spaces at Xavier University. Completed in 2010, the Conaton Learning Commons continues to serve student learning needs through their 21st century building design and service delivery. This portion of the conference will include a tour of the entire space, a panel discussion on the roles of different stakeholders, and a chance to talk one-on-one with conference faculty about this project.

4:30 p.m.

Bus returns to hotel



AGENDA

WEDNESDAY, MARCH 16, 2016

Day 3 - Steps to Actualizing Your Library Project

8:30 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 9:45 a.m.

Debrief of Campus Tour

9:45 - 10:00 a.m.

Break

10:00 - 11:15 a.m.

Implement - Keys to Project Proposals and Requests for Funding

For far too many, project excitement and creative energy are stifled by funding realities. This session is designed to help you maneuver around these obstacles to keep project funding on track. Our expert presenter will walk you through her recent experience in developing project proposals, with special emphasis on:

- Understanding your audience
- Leveraging project research in proposal
- Articulating project goals
- Developing accurate budget targets

11:15 a.m. - 12:00 p.m.

Action Planning & Final Wrap-Up

Post-Conference: Keys to Ongoing Library Space Assessment and Continuous Improvement

12:00 - 1:00 p.m.

Lunch for post-conference workshop attendees (included in registration)

1:00 - 4:00 p.m.

Post-Conference: Keys to Ongoing Library Space Assessment and Continuous Improvement

After the ribbon has been cut and the initial excitement for the new library space has subsided, the real work of library personnel begins. Ongoing assessment of academic libraries is crucial in ensuring that your library spaces remain conducive to student learning needs. This post-conference workshop is designed to help your team take the right steps forward in constantly tracking usage of library spaces and continuing to improve the way your spaces meet student learning needs. Specific topics to be discussed include:

- Establishing specific criteria for library space assessment
- Keys to usage data collection and analysis
- Balancing quantitative and qualitative data collection
- Best practice action plans for establishing when/how to move forward with adjustments to new library spaces



INSTRUCTORS

Alexander Cohen, MLS, Project Leader and Manager, Aaron Cohen Associates

As a Librarian, Project Leader and Manager at Aaron Cohen Associates (ACA), Alex Cohen heads a library-consulting firm with over 40 years of experience working with all types of libraries. His expertise includes space-planning assessments, improving efficiency, and special collection/archives management; academic libraries worldwide have benefited from his work.

His goal is to ensure that user needs are better met, through service innovations and changes to functions, collections and physical space. Some highlights of Alex's career include: the University of Maryland (Hornbake Library); Stanford University Master Library Plan; University of Texas, Austin; Hillsborough County Library System; and the National Library of Greece. He is currently at work on the new Central Library in Dubai.

Joseph Fennwald, Head, Tombros McWhirter Knowledge Commons, Pennsylvania State University

Joe Fennwald joined the Penn State University libraries in 2000 and has served as the head of its Knowledge Commons since that facility opened in January 2012. From his glass-walled office, located in the heart of this popular space, he has developed an unrivalled knowledge of how students are using these commons. He is working now with several collaborators to extend that knowledge in a systematic study of the impact of this informal learning space on student academic success.

Joe has published in leading library journals and regularly presents at regional, national and international conferences. He is a member of the ALA, ACRL and PA Library Association; he served as president of the last in 2009. In the fall of 2007 he visited academic libraries in Tianjin, China while on sabbatical leave that academic year. In 2009-10 he was a Penn State Fellow in the Academic Leadership Program of the Committee on Institutional Cooperation. He holds an MLS from the University of Missouri.

Mary M. Somerville, University Librarian, University of the Pacific

From 2008 to 2015, Mary advanced a library facility renovation initiative, working collaboratively with executive leadership, campus constituencies, and master planners. Shared vision produced a \$27.8M program plan fully funded in the 2014 State of Colorado legislative session. A concurrent \$6M cash contribution commitment exercised moves management fundamentals to secure private donor and local foundation awards. In 2016, Mary relocated to University of the Pacific, a private university in northern California where she serves as University Librarian. Working with campus colleagues, Mary is advancing another academic library redesign and fund development initiative.



INSTRUCTORS

Tod R. Stevens, Senior Associate, Stantec

Tod Stevens offers insight into trends and strategies for effective planning of modern academic libraries. He has more than twenty years of architectural experience, with a focus on design, and an expertise in library planning. Tod leads Stantec Architecture's library research and benchmarking team and has been very hands-on--conducting both primary and secondary research on libraries, visiting state-of-the-art institutions, speaking nationally, and attending American Library Association (ALA) conferences.

He has attended a variety of Harvard's Graduate School of Design Executive Education programs, focusing on planning and design of libraries. Through these endeavors, Tod is able to approach projects with progressive problem-solving techniques and is able to develop innovative solutions specific to the issues facing today's libraries.

Lee van Orsdel, Dean of University Libraries, Grand Valley State University

Lee has almost 40 years of experience in academic libraries in Alabama, Kentucky and Michigan, with expertise in reorganization, management and programmatic innovation. She became dean at GVSU in 2005, and under her leadership the Grand Valley libraries won the 2012 Association of Academic Research Libraries' Excellence in Academic Libraries Award. Lee provided the vision around which the new \$65 million Mary Idema Pew Library Learning and Information Commons was designed. The new library, which seeks to re-define the academic library, prototypes a peer consulting service for students needing help with assignments that require research, writing and oral presentation.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none">Action plans and next steps to use upon returning to campusCarefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees
would recommend an AI
conference to a colleague

250+
and growing of AI member
institutions (AI Pro)

15,000+
higher ed professionals
served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

March 14 - 16, 2016 :: Cincinnati, OH

HOTEL:

Hyatt Regency Cincinnati
151 W. 5th Street
Cincinnati, OH 45202

To reserve your room, please call (513) 579-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$179 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of March 13, 14 and 15, 2016.

RATE AVAILABLE UNTIL:

Make your reservations prior to February 22, 2016. There are a limited number of rooms available at the conference rate. Please make your reservations early.

ADDITIONAL INFORMATION:

Choose the newly transformed Hyatt Regency Cincinnati, and experience a hotel offering every possible convenience under one roof. Set in the heart of town, connected to the Duke Energy Convention Center and near an array of attractions and entertainment venues, the regal Hyatt Regency Cincinnati reigns supreme amongst downtown hotels. Here are just a few of the ways you can enjoy your stay:

- Spread out in spacious, newly transformed guestrooms, offering generous amenities and expansive views of the city or the river.
- Go down to The Banks, visit the National Underground Freedom Center, enjoy live entertainment, attend concerts, exhibits, spectator sports, and more.
- Shop at Saks Fifth Avenue, take an invigorating dip in our indoor heated pool, keep up your fitness routine in 24-hour StayFit™ gym, or enjoy YogaAway™ in the privacy of your guestroom.
- Savor a variety of culinary delights, all of which are thoughtfully sourced and carefully served.
- Reward yourself with a stay at the newly transformed Hyatt Regency Cincinnati and experience the level of service you've come to expect from Hyatt.

TRANSPORTATION:

Shuttle to/from Cincinnati Northern Kentucky Airport Terminal (CVG):

- Call Executive Transportation at 800-990-8841 or may be arranged in Cincinnati Northern Kentucky Airport Terminal
- One way to/from the hotel: \$22
- Roundtrip to/from the hotel: \$32

Taxi to/from the airport is approximately \$30 one way.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

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For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Post-Conference Workshop (\$500 Corporate Surcharge)	Conference only (\$500 Corporate Surcharge)	Post-Conference Workshop only	Get \$100 OFF with your AI Pro Membership
Learn More			
\$1595	\$1295	\$395	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before February 26, 2016. For registrations postmarked after February 26, 2016, an additional \$100 fee per registrant applies.

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[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.)

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

Security Code (last 3 digits on the back
of Visa and MC or 4 digits on front of AmEx)

AMOUNT TO CHARGE: _____

CHECK/INVOICE

☐ My check is included and covers _____ registration(s) Check # _____☐ Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

☐ **DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.☐ **WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.☐ **DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.