

2014 United States Agricultural Information Network (USAIN) Conference

MAY 4 • SUNDAY

A AgNIC
 C Contributed Papers & Posters
 D Discussion
 I Invited Speaker
 M Meals
 N Meeting
P Pre-Conference
 R Presentation
 S SIG
 L Social Event
 T Tour

8:30am – 12:30pm **N USAIN Executive Committee Meeting**

Bailey/Howe Library Reference Conference Room

8:30am – 12:30pm **P Cultivating Authentic Engagement: Outreach from Start to Finish**

Speakers: Kristen Mastel, Selene Colburn, Erin Dorney

Bailey/Howe Library Dean's Conference Room

This workshop will cover various approaches and strategies for working with specific populations across our campuses. Outreach encompasses many areas, from marketing and promotion of library resources and services to coordinated communication messaging, all with the end-goal of engaging with various campus and/or community populations. While we acknowledge that there is not a singular approach that will work for all libraries, the three presenters will guide attendees through inspirational and practical outreach methods that may be effective at their home institutions.

Kristen Mastel will discuss her work with extension staff, as well as provide hands-on experience with 1) creating a simple SWOT analysis with a user population (i.e., extension), 2) creating an outreach vision, and 3) identifying approaches for in-person and virtual outreach opportunities for extension.

Erin Dorney will talk about cultivating engagement with undergraduate and graduate populations, including leveraging student-initiated projects to provide unique experiences and contribute to institutional retention. The session will be participatory, with “think, pair, share” and other interactivities facilitated in order to help attendees re-envision traditional (and non-traditional) outreach strategies at their libraries.

Selene Colburn will discuss ways in which new technologies make it possible to engage library users as message generators, spokespersons and viral marketers. We'll learn about innovative uses of social media platforms and showcase marketing ideas that put users front and center. Examples will be selected with an eye toward low-cost models that can be adapted in participants' home libraries.

Cost: \$50

Pre-registration required

8:30am – 12:30pm **P Scholarly Metrics Bootcamp**

Bailey/Howe Library Instruction Classroom

Speakers: Rachel Borchardt, Andrea Michalek

In this workshop, participants will receive a hands-on introduction to scholarly metrics, including traditional metrics as well as the emerging field of altmetrics. Rachel and Andrea will assist participants as they practice creating scholarly metric portfolios by harvesting and synthesizing metrics from major bibliometric and altmetric resources, including Web of Science, Scopus, Google Scholar, ImpactStory and PlumX. Throughout the workshop, participants will gain a better understanding of the history, context and issues surrounding scholarly metrics, with a particular focus on agricultural science scholarship. At the conclusion of the workshop, participants will leave with the knowledge necessary to support the scholarly metrics needs of scholars in the agricultural sciences.

Cost: \$50

Pre-registration required

1:45pm – 5:00pm **T Ben & Jerry's Factory Tour**

Waterbury Ben & Jerry's Factory

In 1978, Ben & Jerry took a \$5 correspondence course from Penn State University, opening their first scoop shop in downtown Burlington and making ice cream history. Join us on a scenic trip through the Green Mountains to Waterbury, Vermont (25 miles), to see where Phish Food, New York Super Fudge Chunk, and Americone Dream are made. Trip will include a guided tour of the Ben & Jerry's Factory (with free samples!); time-permitting, stops can also be made at Cold Hollow Cider Mill and The Cabot Annex Store, featuring the Lake Champlain Chocolatier and Café and Snow Farm Winery.

Cost: \$20

Includes transportation between conference hotel and Waterbury and cost of admission for factory tour.

Pre-registration required.

2:45pm – 4:45pm **T Bird Walk in the Winooski Intervale** Winooski Intervale

The Intervale is 350-acres of bottomland along the Winooski River in Burlington, Vermont. Join Michele Patenaude, bird researcher and UVM Library staff member, on a bird watching walk in this area known for its rich bird life. The Intervale is home to a variety of warblers, vireos, herons and even bald eagles. This walk will be short and easy, however it may be wet and buggy. Participants are encouraged to bring binoculars, bug spray and sturdy walking shoes.

Cost: \$10

Includes transportation between conference hotel and the Intervale and tour guide.

Pre-registration required.

6:30pm – 8:30pm **L Welcome Reception & Networking** Courtyard Burlington Harbor: Harbor Room

Sponsors: ACSESS - Alliance of Crop, Soil & Environmental Science Societies

MAY 5 • MONDAY

7:30am – 8:30am **M Breakfast** Davis Center: Grand Maple Ballroom

8:30am – 9:00am **R Welcoming Remarks** Davis Center: Grand Maple Ballroom

Speakers: Mara Saule

9:00am – 10:30am **I Opening Keynote: Farming, Food and Health as Information** Davis Center: Grand Maple Ballroom

Moderators: Megan Kocher

Speakers: Ricardo J. Salvador

Sponsors: Anonymous

The United State's food and agricultural system is a directed national enterprise a century and a half in the making. So resounding is this system's success that most of its beneficiaries are not aware of its dependence and connection with the environment, climate change, public health, immigration and alternative energy. This limits the motivation and ability of citizens to engage their government and corporations to shape the objectives and performance of the system. The fact that there is knowledge to address unintended consequences of the food and agricultural system, and that there is a democratic obligation for citizens to demand that public and private sector leaders to do so, must be imbued as basic civics, science and social education, both formally and informally.

10:30am – 11:00am **M Exhibits & Morning Break** Davis Center: Grand Maple Ballroom

Sponsors: BioOne

11:00am – 12:15pm **C Contributed Papers #1: Access & Data** Davis Center: Grand Maple Ballroom

Moderators: Emily MacKenzie

Speakers: Valrie Minson, Debbie Currie, Chelsea Dinsmore, Mohan Ramaswamy, Kathleen Monks, Melody Royster

Sponsors: USAIN Past Presidents

Shared Retention: Addressing Library Space Needs While Ensuring Continued Access to Historically Significant Agricultural Collections, Valrie Minson, Chelsea Dinsmore and Melody Royster
Abstract

A Research Data Call to Action: The Case of the Proselytizing Professor, Mohan Ramaswamy and Debbie Currie
Abstract

A Monolithic Endeavor: Creating a Digital Collection of Soil Profiles at the University of Idaho, Kathleen Monks

Abstract

Visualizing Success: Helping Our Faculty Turn 3D Musings into Virtual Reality, Debbie Currie

Abstract

12:15pm – 1:30pm **M Lunch** Davis Center: Grand Maple Ballroom

1:30pm – 2:45pm **I A Renaissance of the Past in Vermont Agriculture: How History Often Repeats Itself and What It Means for Today's Agriculture and Food Systems** Davis Center: Grand Maple Ballroom

Moderators: Amy Trubek, Suzanne Reinman

Speakers: Roger Allbee

Sponsors: Legislative & Government Relations Committee

This presentation will focus on Roger Allbee's experience as Secretary of Agriculture, Food and Markets for the State of Vermont, and what is being done to address the need for an economically viable agricultural economy.

The presentation will address Vermont's historical past, changes in Vermont's farm sector over time, and what is happening today and why; it will be a candid assessment, addressing the opportunities, challenges, and constraints that exist.

2:45pm – 3:15pm **M Exhibits & Afternoon Break** Davis Center: Grand Maple Ballroom

3:15pm – 4:15pm **C Poster Session** Davis Center: Livak Fireplace Lounge

Speakers: Kristen Mastel, Valerie Perry, Necia Parker-Gibson, Jeanne Pfander, Livia Olsen, Erin Carrillo, Jason Keinsley, Marianne Stowell Bracke, Cristina Caminita, Jake Carlson, Jenny Oleen, Jason Coleman, Mary Claire Gilder, Christopher Eaker, Peter Fernandez, Miriam Davis, Jessica Newman, Lisa Wettleson, Barbara Hamel, Patricia Hartman, Renae Newhouse, Megan Kocher, Sheila Merrigan, Barbara Hutchinson

Sponsors: CHS Inc.

Growing Your Community: Sustainable Food Gardening at the Library, Jeanne Pfander

Abstract

Agriculture Data Literacy Pilot Program: A Cohort Approach to Teaching Data Skills to Graduate Students, Marianne Stowell Bracke and Jake Carlson

Abstract

Subject Matrices: An Innovative, Collaborative Approach to Serving the Agricultural Sciences, Livia Olsen, Jenny Oleen and Jason Coleman

Abstract

Info U: Creating and Delivering a Transliteration Workshop for a 4-H University Summer Program, Cristina Caminita and Mary Claire Gilder

Abstract

Data Sharing Practices of Agricultural Researchers and Their Implications for the Land-Grant University Mission, Christopher Eaker, Peter Fernandez and Miriam Davis

Abstract

Charles C. Miller Memorial Apicultural Collection: How It Came to Bee, Barbara Hamel and Lisa Wettleson

Abstract

Extension's Information Use and Need: Surveying, Analyzing and Planning Outreach to Extension Staff, Kristen Mastel

Abstract

What We Have in (Bio)Common(s): A Collaboration to Create a Bioscience Learning Commons, Jessica Newman, Lisa Wettleson and Barbara Hamel

Abstract

Creating a Sustainable Information Literacy Program Using the Train-the Trainer Model, Valerie Perry, Patricia Hartman, Jason Keinsley and Renae Newhouse

Abstract

Recipes and Research: Who Uses a Cookbook Collection?, Megan Kocher

Abstract

RC Cola and a Moon Pie: Food Justice/Food Security as an AgNIC Site Topic, Necia Parker-Gibson

Abstract

Users' Perceptions of Research Guides: Feedback from a Student Focus Group, Erin Carrillo

Abstract

At Your Fingertips! Worldwide Rangelands Information from the Rangelands Partnership, Sheila Merrigan, Jeanne Pfander and Barbara Hutchinson

Abstract

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4:15pm – 5:15pm **D Welcome to AERIE: Tools and Datasets for Agricultural Economics in the 21st Century**

Speakers: Julie Kelly, Mary Dugan

Davis Center: Grand Maple Ballroom

Sponsors: Agricultural Economics Research, Information, and Education (AERIE) Interest Group

As the newest USAIN Special Interest Group, the Agricultural Economics Research, Information, and Education members will look back on the history of agricultural economics librarianship, the communal support on which AERO was founded, and the development of an AgEc group in USAIN. They will then invite participation in a discussion of agricultural economics tools, essential resources, and challenges such as acquisition of datasets.

7:30pm – 9:30pm **L Unofficial USAIN Pub Crawl**

Downtown Burlington

Burlington has become a heavy hitter on the craft beer scene, and we want to give you a chance to explore what Vermont has to offer! This unofficial "pub crawl" will introduce you to downtown watering holes such as Vermont Pub & Brewery (one of the oldest craft breweries in the country), American Flatbread, and The Farmhouse Tap & Grill, where you'll have the chance to try The Alchemist's Heady Topper, BeerAdvocate's top-rated beer, or a selection from Hill Farmstead Brewery, RateBeer's 2013 Best Brewery in the World. Prost!

Cost: None (just pocket money to imbibe)

MAY 6 • TUESDAY

7:30am – 8:15am **M Breakfast**

Davis Center: Grand Maple Ballroom

8:30am – 9:40am **R Vendor Track Presentation**

Davis Center: Grand Maple Ballroom

Moderators: Kristen Mastel

Speakers: Michael Bragg, Tricia Newell, Hope Jansen, Amy Forrester

Sponsors: ACSESS - Alliance of Crop, Soil & Environmental Science Societies, CABI, Thomson Reuters

ProQuest Update, Amy Forrester

An overview of ProQuest Agricultural Science products and services that will lead into a collaborative discussion on how ProQuest product development can better serve students, researchers, faculty, libraries, and information professionals. Come armed with thoughts and ideas on how we can make your job easier—from must have content and new research areas that need better support, to innovations in reduction of print holdings, to new discovery or platform delivery needs. Help us better help you.

Thomson Reuters: The Next Generation Web of Science & Journal Citation Reports, Michael Bragg

Come learn about the Next Generation Web of Science; A new, user-friendly interface, expanded content and convenient open-web links. Open Access and Funding Acknowledgement functionality will also be discussed. Also come learn about the New Journal Citation Reports & Essential Science Indicators on the InCites platform.

ACSESS, Tricia Newell

The Alliance of Crop, Soil, and Environmental Science Societies (ACSESS) is an association of prominent international scientific societies that was created by and is composed of the American Society of Agronomy, the Crop Science Society of America, and the Soil Science Society of America. ACSESS has recently developed a comprehensive Digital Library with unique and cutting-edge usability features and

are also eager to announce new content available in the Digital Library. Updates include new 2014 content and content coming for 2015.

CABI Update, Hope Jansen

CABI is the leading global publisher of key scientific databases and information, including CAB Abstracts - the preeminent abstracting and indexing database in the applied life sciences. CABI also publishes Compendia, print books, eBooks and full text electronic resources. Our subject areas include agriculture, veterinary medicine, environmental science, public health, human nutrition and more. This session will focus on new additions and updates to the main CABI resources including CAB Abstracts, and CAB eBooks - as well as our new platform which has recently been rolled out. Information about our CABI customer training - expanded since the last USAIN meeting - will also be included. Finally, an overview of CABI's Plantwise project will be covered, along with other recent CABI highlights.

9:45am – 10:30am **C Around the World in 30 Minutes: An Ignite Session on Six Different Library Projects with an International Focus**

Davis Center: Williams Family Room

Moderators: Jim Morris-Knowler

Speakers: Mary Ochs, Julie Kelly, Linda Eells, Jeanne Pfander, Livia Olsen, Holly Mistlebauer, Marty Kesselman

Sponsors: International Agriculture Interest Group

In this lively Ignite session, six presenters will share stories of their libraries' projects, initiatives or programs related to international agriculture using 20 slides that auto-advance every 15 seconds for a total of just five minutes each.

New Generation TEEAL, Mary Ochs

Abstract

Global Scholarship: The Role of Librarians and Repositories such as AgEcon Search in Identifying and Exposing Research from the Developing World, Julie Kelly and Linda Eells

Abstract

On the Hunt: Using Digital Badges to Introduce International Students to the Academic Library,

Jeanne Pfander

Abstract

Towards an International Research Database on Agricultural Greenhouse Gases: An Examination of a Librarian/Faculty Collaboration, Livia Olsen

Abstract

Happy 10th Anniversary AGORA!, Holly Mistlebauer

Abstract

Creating a Novel Required Course on Information Use and Technology for Cuttington University in Liberia: A Potential Model for Developing Countries, Marty Kesselman

Abstract

9:45am – 10:30am **C Technologies at Lightning Speed**

Davis Center: Grand Maple Ballroom

Moderators: Netta Cox

Speakers: Valerie Perry, Cynthia Bail, Erin Carrillo, Dana W. R. Boden, Debbie Currie, Jason Keinsley

Sponsors: Technology Trends Interest Group

Is the Accuracy of Bibliographies in the Agricultural Literature Hindered by Citation Management Software use?, Cynthia Bail

Abstract

Box: A Tool for File Storage, Project Management, and Collaboration, Erin Carrillo

Abstract

WikiProject Agriculture: Be an Agricultural Wikipedian, Dana W. R. Boden

Abstract

Breaking News! Library Users Flip the Library with Instagram, Debbie Currie

Abstract

Using Google Docs as an Information Literacy Tool to Collect Student Artifacts, Valerie Perry and Jason Keinsley
Abstract

10:00am – 10:30am **M Exhibits & Morning Break** Davis Center: Grand Maple Ballroom
Sponsors: Elsevier

10:40am – 11:30am **I Plenary Panel: Farm to Table: Learning about Food Systems In and About Vermont** Davis Center: Grand Maple Ballroom
Moderators: Natalie Waters
Speakers: Amy Trubek, Philip Ackerman-Leist
Sponsors: National Agricultural Library (NAL)
The emerging discipline of Food Systems looks at the complex and interdependent relationships between humans, ecosystems, and their food. This panel will provide two examples of Food Systems graduate programs: the Masters of Science Program at the University of Vermont and the Masters in Sustainable Food Systems at Green Mountain College. Both curricula integrate social science, humanities and natural science approaches to understanding the connections and complexities in creating food systems that address a multitude of issues such as nutrition, food access, energy efficiency, marketing, economics, and policy. The presenters will share how their programs both build upon Vermont's national leadership in local purchasing in actively planning for and creating a more sustainable statewide food system, while also discussing the different approaches, as UVM's program is residential and GMC's is online. The presentation will highlight innovations in Food Systems pedagogy, technology, and curricula.

12:00pm – 1:00pm **M Lunch** Davis Center: Grand Maple Ballroom

12:30pm – 1:00pm **N Legislative & Government Relations Committee Meeting** Davis Center: Grand Maple Ballroom
Moderators: Suzanne Reinman

1:00pm – 2:00pm **N USAIN Business Meeting** Davis Center: Grand Maple Ballroom
Speakers: Connie Britton
AGENDA

Call to Order (Connie Britton, President)

Review of Minutes of May 2012 (Claudine Jenda, Secretary/Treasurer)

Treasurer's Report (Claudine Jenda, Secretary/Treasurer)

President's Report (Connie Britton, President)

Proposed By-Laws Changes (Eileen Herring, Past President and Chair, By-laws Committee)

Updating the USAIN Website (Connie Britton, President)

2014 Conference Update (Elizabeth Berman and Val Minson, conference co-chairs)

Announcement of Award Winners (Val Minson, President-Elect)

(Note: the awards will actually be presented at the banquet)

New Professionals Scholarships

Student Scholarship

Service to the Profession Award

Committee and Interest Group Appointments and Recognition of Service (Connie Britton, President and Val Minson, President-Elect)

Introduction and Recognition of the Executive Council (Connie Britton, President)**Other Business****Concerns or Questions****Adjourn**

2:00pm – 3:00pm **C Contributed Papers #2 - Information Literacy & Instruction** Davis Center: Grand Maple Ballroom

Moderators: Amy Shannon

Speakers: Marianne Stowell Bracke, Leslie Delserone, Sarah Wright, Rebecca K Miller, Kiri Goldbeck Debose, Margaret Merrill, Cristina Caminita, Betsy Garrison

Sponsors: USAIN Past Presidents

Sustainable Agricultural Research: Data Information Literacy throughout the Scientist's "Lifecycle," Marianne Stowell Bracke, Leslie Delserone and Sarah Wright

Abstract

Stewarding Our First Year Students into the Information Ecosystem, Rebecca K Miller, Kiri Goldbeck Debose and Margaret Merrill

Abstract

Community and Collaboration: Embedding the Agriculture Librarian in a First-Year Residential College, Cristina Caminita

Abstract

2:00pm – 3:00pm **C Contributed Papers #3 - Outreach** Davis Center: Williams Family Room

Moderators: Noel Kopriva

Speakers: Derek Halling, Esther Carrigan, Jeff Piestrak, Bashir Sani, Zubairu Omenesa, Ibrahim Sambo, Ademola Oyedokun, Musa Yuguda, Heather K Moberly

Sponsors: USAIN Past Presidents

In Reach and Outreach: A Guide to Entering and Navigating the World of Library Outreach for Introverts, Extroverts, and Administrators, Heather Moberly, Derek Halling and Esther Carrigan

Abstract

Cultivating a Networked Learning Community: The Northeast Food Knowledge Ecosystem, Jeff Piestrak

Abstract

Targeted Agricultural Information Delivery: Role of NAERLS Rural Information Resource Centers in Facilitating Information Access by Rural Farmers in Nigeria, Bashir Sani, Zubairu Omenesa, Ibrahim Sambo, Ademola Oyedokun and Musa Yuguda

Abstract

3:00pm – 3:30pm **M Exhibit & Afternoon Break** Davis Center: Grand Maple Ballroom

3:30pm – 4:30pm **D Sticky Maple Syrup vs. Sticky Collection Management: Come, Participate, Cast Your Ballot** Davis Center: Williams Family Room

Moderators: Julie Kelly, Natalie Waters, Peter Fernandez, Jodee Kuden, Scott Marsalis

Sponsors: Collection Management Interest Group

Unstructured discussions on off-site storage (consortia agreements, weeding considerations); e-books (selection, management, licensing, platforms, cataloguing); data management – the library's role; and research metrics in relation to collection management, taking place at the same time, during which participants jump in and out of groups based on their interests. In the last ten minutes, a group leader briefly sums up the discussions. Vote early, vote often.

- 3:30pm – 5:00pm **D Urban Agriculture: Is It In Your Neighborhood? "Urban Roots" Documentary and Discussion** Davis Center: Grand Maple Ballroom
Moderators: Margaret Merrill, Mary Peabody
Sponsors: Social Issues/Rural Information Interest Group
 The Resource Centres on Urban Agriculture and Food Security (RUA) defines urban agriculture as “the growing of plants and the raising of animals within and around cities” in a way that is fully “integrated into the urban economic and ecological system”. Urban agriculture is one of those societal trends that we, as librarians and as food consumers, should be aware of. As a strategy to address food insecurity and food deserts, its potential to positively impact the lives of millions of people around the world is staggering.
 What is this “urban agriculture”, who engages in it, where and why they engage in it are some of the questions the Social Issues-Rural Information session will explore. Our session begins with several vignettes from the documentary *Urban Roots* (2013) which takes an in-depth look at what is happening in Detroit. This will be followed by a facilitated discussion of who, what, where, and why of urban farming, lead by Mary Peabody, Community Economic Development Specialist at UVM Extension.

- 4:30pm – 5:00pm **D Subject Core Resources: The What, The How, and The Why?** Davis Center: Williams Family Room
Moderators: Heather K Moberly, Jessica Page, Sheila Bryant
Sponsors: Animal Health Interest Group
 It is our job as librarians to locate and provide the best resources for our patrons. We can leverage this expertise to help our colleagues develop and update collections, as well. Join us as we discuss what components are necessary to build a strong subject core of resources, summarize some recent and ongoing projects to establish core subject collections in animal health, and discuss ways we can contribute our subject knowledge to the agricultural information field. Please share your ideas, best practices, change in trends, etc.

- 6:00pm – 10:00pm **M Awards Dinner** ECHO Lake Science & Aquarium Center
Sponsors: USAIN Past Presidents

MAY 7 • WEDNESDAY

- 7:30am – 8:30am **M Breakfast** Davis Center: Grand Maple Ballroom

- 8:30am – 9:45am **R Something Old, Something New: An Update from the USAIN Preservation and Digital Library Committee** Davis Center: Grand Maple Ballroom
Moderators: Diana Farmer
Speakers: Lisa Wettleon, Rob McGeachin, Amy Paster, Philip Herold, Claudine Jenda, Anita Ezzo
Sponsors: Preservation and Digital Library Committee
 The National Preservation Program for Agricultural Literature was written 20 years ago and has served us well. The committee has been discussing the future of the plan and would like to share their thoughts and ideas with the rest of the membership. Rob McGeachin will also present on setting your content free in Hathi Trust.

 The "new" part of the session will consist of 5 minute presentations by 2013-14 Ceres participants, Philip Herold (University of Minnesota), Anita Ezzo (Michigan State University), Lisa Wettleon (University of Wisconsin-Madison), and Claudine Jenda (Auburn University), moderated by Diana Farmer.

- 9:45am – 10:30am **R National Agricultural Library Update** Davis Center: Grand Maple Ballroom
Speakers: Simon Liu

- 10:30am – 11:00am **M Exhibits & Morning Break** Davis Center: Grand Maple Ballroom
Sponsors: Annual Reviews

- 11:00am – 12:00pm **I Closing Keynote: Inspiring Change in Vermont and Beyond** Davis Center: Grand Maple Ballroom
Moderators: Jeanne Pfander
Speakers: Travis Marcotte
Sponsors: ProQuest
 Travis Marcotte, executive director of the Intervale Center, will share the Center’s innovation and leadership over

the past 25+ years, from agricultural land reclamation, community supported agriculture, riparian restoration, and large-scale composting to farm incubation, food hubs, community celebrations of local food, and more. Travis will also share how the Center is responding to climate change, healing the environment and connecting people to good food and the profound benefits of a healthier food system.

12:00pm – 1:00pm **M Lunch** Davis Center: Grand Maple Ballroom

1:00pm – 2:30pm **T The Intervale Center Walking Tour** Winooski Intervale

The Intervale Center is a non-profit organization in Burlington, Vermont, whose mission is to strengthen community food systems. Join us on a one-hour tour of the Intervale's rich agricultural history and innovative programs that promote new farm incubation, land stewardship and community supported agriculture. Participants are encouraged to bring sturdy walking shoes and bug spray.

Cost: \$10

Includes transportation between conference hotel and the Intervale and tour guide.

Pre-registration required.

6:00pm – 8:00pm **A AgNIC Meeting: Awards Dinner** August First Bakery

MAY 8 • THURSDAY

8:30am – 4:00pm **A AgNIC Meeting** Davis Center: Mildred Livak Ballroom
