2019 Vendor Fair

August 15, 2019
Santa Clara University Library
Santa Clara, California

Sign-in and **Breakfast**	8:30 to 9:15 AM
Morning Sessions	
Session 1	9:15 – 9:55 AM
Session 2	10:05 – 10:45 AM
Session 3	10:55 – 11:35 AM
Session 4	11:45 AM – 12:25 PM
Lunch	12:30 – 1:30 PM
Afternoon Sessions	
Session 5	1:30 – 2:10 PM
Session 6	2:20 – 3:00 PM
Session 7	Networking Time! Saint Clare Room

Connecting with Vendors:

- Vendor display tables are located in the Saint Clare Room on the third floor of the library.
- Each vendor has been scheduled for two 40 minute sessions.
- When vendors are not presenting, you can find them in the Saint Clare Room.
- Vendors are here to meet you! You are encouraged to connect with them outside of the classrooms, before or after their sessions.
- Share your ideas and information with vendors so they can continue to bring you the products and services you want and need.
- Vendors will join us for breakfast and lunch, so you can also connect with them while you dine.

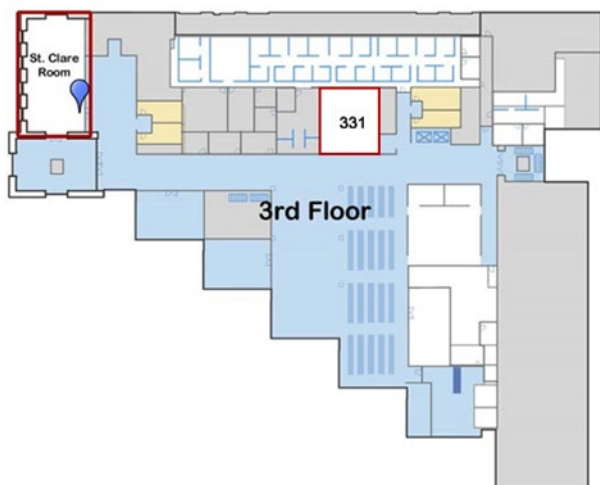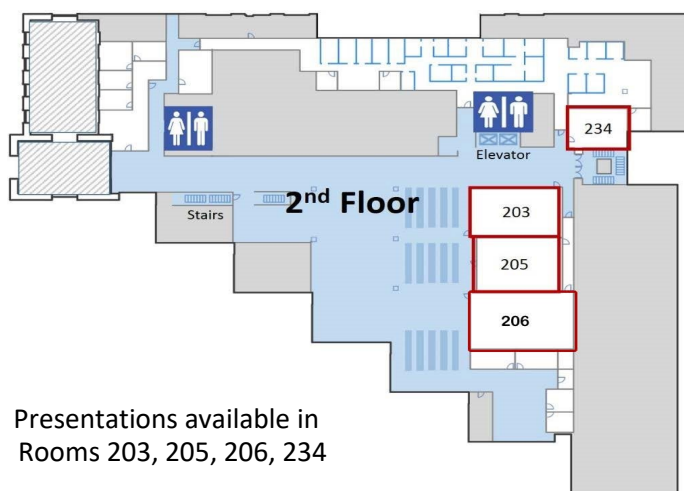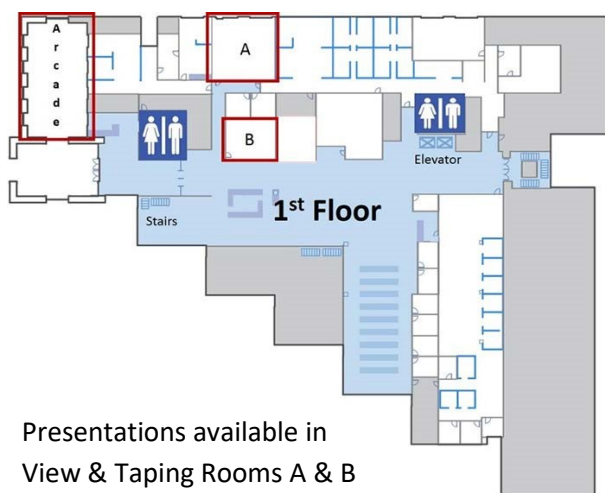*Follow the conversation on Twitter* **#califavf**

VENDOR SESSIONS

	Arcade	View & Taping A First Floor	View & Taping B First Floor	Room 203	Room 205	Room 206	Room 234	Room 331
8:30 – 9:15 AM	Sign-in & Breakfast	⭐ *Breakfast sponsored by* BAKER & TAYLOR A Follett Company						
9:15 – 9:55 AM	Connect with Vendors	XRLibraries VR/AR/MR	AWE Learning	Odilo	bibliotheca	KOIOS	Tutor.com	Bloomsbury
10:05 – 10:45 AM		Bookbrowse	Bibliocommons	Communico	EBSCO	Unique Management	Scholastic	Baker & Taylor
10:55 – 11:35 AM		Bookbrowse	Unique Management	Biblioboard	Springshare	PressReader	DPLA & SimplyE ebook marketplace	Gale Cengage
11:45AM - 12:25PM		EBSCO	Mango	Odilo	Springshare	PressReader	DPLA & SimplyE ebook marketplace	❌
12:30 – 1:30 PM	Lunch	⭐ *Lunch sponsored by* GALE A Cengage Company						
1:30 – 2:10 PM		bibliotheca	Gale Cengage	Biblioboard	KOIOS	Tutor.com	AWE Learning	XRLibraries VR/AR/MR
2:20 – 3:00 PM		Baker & Taylor	Bibliocommons	Mango	❌	Communico	Scholastic	Bloomsbury
3:10 – 3:50 PM		N	E	T	W	O	R	K!

Vendor Fair

Santa Clara University Library – Facility Map

Presentations available in
View & Taping Rooms A & B

Presentations available in
Rooms 203, 205, 206, 234

Presentations available in
Room 331 and St. Clare Room

Vendor Session Information

AWE Learning

AWE Learning provides comprehensive digital learning and early literacy solutions to public libraries for early childhood education. Through our dedication to high quality, STREAM-aligned content that is easy to use, we collaborate with libraries to enhance their role as community learning hubs. Our NEW Platinum line, Early Literacy Station™ Platinum, for ages 2-8 and available in English and Bilingual Spanish, and AfterSchool Edge™ Platinum, for ages 6-12, each include more than 75 brand new titles creating a fun, safe and educational learning environment. Content features handwriting, non-fiction and fiction e-books, coding, and more!

Presentation times/locations: 9:15 AM IN VIEW AND TAPING ROOM B AND 1:30 PM IN ROOM 234

Baker & Taylor

Come learn about Baker & Taylor's new focus on utilizing digital services
to help libraries create tangible & positive outcomes in the community to grow awareness of library services, seamlessly share digital content with schools in your service area and provide professional upskilling courses.
Patrick Moore and Peter Devries will present how B&T is e-focusing the Axis 360 digital platform to provide libraries with:

- A way to easily show community members how easy it is to access eBooks via our new Pop-Up Library service,
- A way to share your age-appropriate eBook and Audiobook collection with school students via integration with school Library Management Systems with the Community Share program,
- A way to meet the growing need for libraries to offer career skill courses to help patrons be prepared to get good jobs via our partnership with Penn Foster,
- The most integrated library collection development platform to allow selectors the most efficient workflow to manage and purchase both print and digital titles within TitleSource 360.

Presentation times/locations: 10:05 AM IN ROOM 331 AND 2:20 PM IN VIEW AND TAPING ROOM A

BiblioBoard
Community Engagement & The California Author Project

Learn about the grassroots statewide Indie Author Project that has California librarians finding and elevating the best indie books in California, plus other creative community projects being built on BiblioBoard across California and North America. The presentation will also examine data from a year-long research project with Library Journal into community engagement work public libraries are doing with local creatives, artists and community members. Find out how libraries are funding this important work, how it is being measured and how libraries are articulating their success at stimulating their local creative economy to stakeholders and funders.

Presentation times/locations: 10:55 AM IN ROOM 203 AND 1:30 PM IN ROOM 203

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BiblioCommons Inc.

BiblioCommons: Love Your Online Library
Join us to learn about some of the latest developments in our digital library products, including a tour of our FRBRized search results, and a sneak peak at our newly redesigned bib page. Get a look at the new Version 3.0 of BiblioWeb, a complete library website building package, that allows you to drag and drop your way to a modern, fully integrated, mobile optimized website. Also, learn more about a groundbreaking new product, BiblioEmail, that will let you easily build cohesive, personalized marketing campaigns, and takes integrated marketing automation for public libraries to the next level.

Presentation times/locations:
10:05 AM IN VIEW AND TAPING ROOM B
2:20 PM IN VIEW AND TAPING ROOM B

SESSION #1: Learn about exciting new developments from the bibliotheca account management team! We help libraries create unique interactions, drive self-directed participation, and expand their overall reach in communities. Discover how libraries are utilizing open+, cloudLibrary modules and selfCheck to reinvent their service, extend access and encourage lifelong learning.

Presentation times/location: 9:15 AM IN ROOM 205

SESSION #2: Extended Library Access Through the Open Library Model

If you are interested in attracting new library users, providing consistent or expanded open hours, providing more flexibility for library staff and increasing the use of your library space, collection and self-service resources, this session is for you! Join Scott Hackstadt, Director of open+ North America for an innovative discussion of ideas and concepts being considered for new libraries across the region.

Presentation times/location: 1:30 PM IN VIEW AND TAPING ROOM A

Bloomsbury Digital Resources

Bloomsbury Publishing is a leading independent publishing house established in 1986. It has companies in London, New York, Sydney and Delhi. Its four divisions include Bloomsbury Academic and Professional, Bloomsbury Content Services, Bloomsbury Adult Publishing, and Bloomsbury Children's Publishing, which is home to the Harry Potter books in the UK and ROW. Bloomsbury Digital Resources is a division of the Academic Group and we provide creative online learning environments in the arts, humanities, and social sciences that support research and inspire students throughout the world.

The session will focus on classic Bloomsbury digital resources such as Drama Online, the Berg Fashion Library, Bloomsbury Popular Music, and Bloomsbury Food Library.Newer Bloomsbury digital resources such as Screen Studies, Bloomsbury Architecture Library, Bloomsbury Design Library, Bloomsbury Education and Childhood Studies, and Theology and Religion Online will also be introduced.
Presentation times/locations: 9:15 AM IN ROOM 331 AND 2:20 PM IN ROOM 331

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SESSION #1: The Inner Lives of Book Clubs: New Research Offers Surprising Insights

BookBrowse is a leading internet destination for book clubs and those who read to expand their horizons, and a popular readers' advisory service for librarians and patrons. The results from our latest research of over 5,000 book club members was published in 2019 in *The Inner Lives of Book Clubs*, and builds on 15 years of previous research. This session will review important and actionable findings from the report. You'll learn the factors that most successful groups have in common, breaking out the data to compare private and public book groups (most of which meet in public libraries). You'll discover what people say they want from their book group, and what they look for in the books they read. We'll also touch on some of the twelve most common issues groups experience and how they resolve them. Attendees will receive a free PDF of the full 60-page report (a $29 value). More about *The Inner Lives of Book Clubs* at bookbrowse.com/wp

Presentation times/locations: 10:05 AM IN VIEW AND TAPING ROOM A

SESSION #2: BookBrowse: Your Guide to Exceptional Books

BookBrowse is an affordable, reader-focused readers' advisory resource and online magazine for librarians and patrons, already popular with many Califa libraries. We carefully sift through the thousands of books published each month and recommend only the best. Our focus, coupled with extensive reading group resources makes BookBrowse a particularly relevant destination for book club members and those who read to expand their horizons. This session will take you on a quick tour of some of our core features including handpicked read-alikes, reading lists by theme, "beyond the book" articles; and our new functionality that allows patrons accessing remotely to enjoy their library's branded version of BookBrowse (including links back to the library's OPAC) with one click, no login required! More about BookBrowse for Libraries at bookbrowse.com/lib

Presentation times/locations: 10:55 AM IN VIEW AND TAPING ROOM A

In our presentation, we will discuss the how digital services are increasingly becoming more relevant in the physical space. Whether it's up-to-the-moment information on digital signage, staff devices that can facilitate library services out in the stacks or the community, or hardware-flexible self-check environments that also facilitate event registration and check in and much more, the way that technology is integrated into the building can be more effective and convenient than ever before.

We'll be sharing some of Communico's findings for best practices in these areas, along with some examples of how our customers are using technology to augment the library experience. Your feedback is encouraged!

If you have questions or feedback on this topic, please email andrew@communico.us anytime.

Presentation times/locations: 10:05 AM IN ROOM 203 AND 2:20 PM IN ROOM 206

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DPLA Exchange & SimplyE

The Digital Public Library of America and CALIFA are working together to
help make it easy for you to deploy the library driven National Digital Platform for eBook and audiobook service. SimplyE is a library-developed, open source eReader and eBook discovery app that simplifies the library user's experience in finding, borrowing and reading library eBooks. Whether it's Overdrive, Cloud Library, Axis 360, RBdigital or enki Library, your patrons can find, download and read all of the eBooks you purchase using a single app.

SimplyE has been deployed by hundreds of libraries including many in California to allow them to take control of their digital shelves, put all their e-content in one place, increase their circulation and have more impact on the communities they serve. This session will give you an overview of the SimplyE platform and DPLA Exchange marketplace, and how libraries are working together across the country to provide a better ebook experience for their patrons.
This session will also showcase the Califa hosted subscription solution for libraries who want to deploy SimplyE. This turnkey SimplyE subscription service includes full system implementation from ILS authentication to eBook vendor and SimplyE app integration.

Presentation times/locations: 10:55 AM IN ROOM 234 AND 11:45 AM IN ROOM 234

EBSCO Information Services

SESSION #1: Become a NoveList Expert

Ready to flex those NoveList muscles? Join Kathy Stewart, NoveList Consultant, to find out how to locate *just* the right title.

We'll walk through strategies for your readers' most commonly asked questions. After this session, you'll know how to:

- Find the right read-alike (title, author, and series)
- Harness the power of advanced searching
- Use field codes to quickly navigate common questions about series and popular appeal terms
- Recommend books based on popular movies and TV series
- Locate key content such as book discussion guides and genre outlines

We'll also review the latest enhancements: themes, media mentions and series inclusion/exclusion. The session will end with an EBSCO update: new Rosetta Stone App, new reference ebook content, and EBSCO Connect.

Presentation times/locations: 10:05 AM IN ROOM 205

SESSION #2: Engage with your community through LibraryAware

Did you know that LibraryAware is part of the NoveList suite of products? Learn how to keep our patrons informed about *all* your library offers, from your collection to your programs and services!

In this session, Kathy Stewart will share key features and examples of:

- Library-focused templates for programs, book recommendations and more
- Readers' advisory content, such as award-winning books and TV/Movie tie-ins
- Website tools: eye-catching book image carousels to draw readers into your catalog
- Newsletters: our award-winning NextReads newsletters along with custom newsletter layouts

The session will end with an EBSCO update: new Rosetta Stone App, new reference ebook content, and EBSCO Connect.

Presentation times/locations: 11:45 AM IN VIEW AND TAPING ROOM A

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Gale/Cengage Learning

SESSION #1

Gale Courses has been one of Gale's most popular resources for several years now, with hundreds of personal and professional development classes that students access online at their convenience. The online courses help to supplement your library's onsite programming without extra staff time or diverse expertise requirements.

- ✓ 360+ Classes Available 24/7
- ✓ New classes begin each month
- ✓ Classes are 6 weeks long
- ✓ All Classes are instructor-led
- ✓ Classes taught by college instructors that are experts in their fields
- ✓ Lively forum where students interact with one another and with instructor
- ✓ Record of Completion awarded after class completion with a passing score
- ✓ Classes focus on professional development, technology skills, and personal enrichment
- ✓ Classes are tied to Bureau of Labor Statistics' fastest-growing occupations
- ✓ Healthcare Certifications and Project Management Certification Prep classes available
- ✓ Easy-to-use, intuitive interface
- ✓ *Received EdTech Award: Best Online Courses/MOOCs solution, April 2019*

Presentation times/location: 10:55 AM IN ROOM 331

SESSION #2

You're invited to catch a sneak peak of Gale's new Marketing and Analytics Product, *Gale Engage*, launching early fall!

Gale Engage centralizes your data into one solution to gain a more comprehensive view into how your patrons interact with the library. Benefit from data visualizations on key metrics, automatic tagging by transaction, and custom tagging based on interest, all used to fuel personalized outreach while using end-to-end encryption and protecting PII.

Presentation times/location: 1:30 PM IN VIEW AND TAPING ROOM B

KOIOS

Be More Visible! How to Have Your Catalog Content, E-Resources, and Events Appear Atop Local Google Search Results

What if a Google search for "learn english" showed "do this free at your local library" near th can yield powerful results, but it requires thoughtful planning and specialized online tools. In Google Ads, find out how to win a Google Ad Grant, and hear how your peers use SEM to successfully promote their collections, e-resources, programs, and services to increase usage and attendance.

About Koios

Koios <KOY-ōs> helps libraries show up first in local Google search results. Koios is a Google Partner, and one of only 24 Google Ad Grants Certified Professionals in North America—the only one specializing in libraries. For more information, please visit www.koios.co.

Presentation times/locations: 9:15 AM IN ROOM 206 AND 1:30 PM IN ROOM 205

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Mango Languages

"Brian Rovito (Account Executive) is inviting you to experience the upgraded Mango, with an introduction to the new brand and an exclusive demonstration of the improved Mango product, including new features and resources that help any language learner gain the confidence they need to start the conversation."

Presentation times/locations: 11:45 AM IN VIEW AND TAPING ROOM B AND 2:20 PM IN ROOM 203

The Future of Book Clubs

Book clubs are on the rise. Today's big question is how can one create a successful book club in today's digital age? What can public libraries do to encourage their patrons to actively participate? How can you offer a compelling experience?

Speaker: Frank Semancik, International Library Partner, ODILO

Presentation times/locations: 9:15 AM IN ROOM 203 AND 11:45 AM IN ROOM 203

PressReader is a place for people to find, share, and talk about great content from anywhere in the world. With it, libraries can bring newspapers and magazines to their patrons in a way that gets them talking and keeps them engaged. With features like Instant translation (not Google translate), search, and the ability to post and promote original content to communities, libraries are one step closer to building real connections with their communities. PressReader builds great technology, publishers make great content, and libraries build better communities.

Presentation times/locations: 10:55 AM IN ROOM 206 AND 11:45 PM IN ROOM 206

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SCHOLASTIC DIGITAL

SESSION #1: Tim Daly from Scholastic Digital is excited to show you some wonderful products for your libraries that offer materials to support learning and comprehension, and research. **Scholastic Teachables** has over 28,000 easily-searchable, printable, vetted, and authentic educational materials for teachers, home-schoolers, and homework-help programs. **Watch & Learn Library** contains hundreds of videos, all available in English and Spanish, using real-world footage to introduce young learners to a wide variety of subjects, giving them critical background knowledge on range of topics including Science, Social Studies, and Social-Emotional learning. **Scholastic GO!** is the one-stop research database, with access to over 115,000 expertly written articles, videos for background knowledge, newspapers from around the world, and over 80,000 curated and editorially vetted websites.

Presentation times/location: 10:05 AM IN ROOM 234

SESSION #2: Tim Daly from Scholastic Digital is eager to show you Scholastic Digital's suite of online literacy products that make learning easily accessible and fun, starting with your youngest learners and building up from there. **BookFlix** pairs classic video storybooks from **Weston Woods** with related non-fiction e-books from Scholastic, that help build a love of reading and learning. **TrueFlix** has over 200 units to supplement social studies and science core-curricula learning, and is a highly-engaging multimedia resource for early middle school learners. **FreedomFlix** has over 70 units on both Ancient and US history topics, with dynamic ebooks that contain primary source materials embedded right in the text. **ScienceFlix** transforms the way students access science topics, covering over 70 specific areas of STEM-related learning. They all use videos to introduce young learners to the topics, and have hands-on projects, multiple text types, vetted web sites, and much, much more!

Presentation times/location: 2:20 PM IN ROOM 234

springsharebuzz

Please join Ginna for a presentation of LibCal & LibStaffer - Springshare's affordable, easy-to-use web platforms designed to handle libraries' calendaring and staffing needs.

LibCal – Four distinct modules work together to provide an integrated solution:
- Event Registration & Management
- Spaces and Equipment Reservations
- Appointment Scheduler
- Hours Management

LibStaffer - One platform for all staffing needs
- Organize multiple service point schedules/page/volunteer scheduling/ & more all in one place.
- Enable optional time-clock
- Reports to meet needs: who's where when/unfilled shifts and more
- Communicate with staffers with built-in email/text functionality

- Both are mobile optimized to display properly on all device types from anywhere
- Both provide integration with external calendars
 Presentation times/locations: 10:55 AM IN ROOM 205 AND 11:45 AM IN ROOM 205

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TUTOR.COM

Tutor.com—a service of The Princeton Review—helps every
learner realize and reach their full potential. Our 3,000+ online tutors and career coaches connect with your patrons at their precise moment of need, so they receive the support and encouragement needed to feel confident in their work, persist through their educational journey and achieve success. We provide 1:1 tutoring, homework help, writing reviews, test prep and career assistance, as well as video lessons and practice tests.

Presentation times/locations: 9:15 AM IN ROOM 234 AND 1:30 PM IN ROOM 206

UNIQUE MANAGEMENT

Access and Equity for Virtual Users: Technical and practical tips for better virtual interactions with patrons

While many libraries have done an excellent job of enhancing patron experience and access in physical spaces, the experience in virtual spaces often lags behind. This talk provides technical and practical tips to enhance access for those patrons who prefer to interact with the library virtually by phone and online live chat, drawing upon Unique Management's experience providing inbound call center services to some of the best libraries in California and the United States.

Presentation times/locations: 10:05 AM IN ROOM 206 AND 10:55 AM IN VIEW AND TAPING ROOM B

XR LIBRARIES

Over the last three years California libraries have been integrating Xtended Reality (XR) systems and programming. John MacLeod, Director, XRLibraries will discuss some of best practices and look at emerging technologies and programs for creating XR content.

This session covers the XR setup, installation and staff training with examples and assessment of what worked and what didn't work. The process of how libraries Introduced AR and VR to patrons through demonstrations, community events, and made XR an integral programming component as a digital "collection" will be shared.

How to help library staff and patrons become XR creators to begin building an XR collection, and how to setup and maintain this collection will be laid out step-by-step to insure that media can be shared and is compatible with emerging devices for experiencing.

A look to the future of new devices, and applications with examples of wireless VR and AR headsets. How to put an adaptable system in place to use new headsets and software.

Stop by and try out the new wireless headsets from Oculus and VIVE, see sample XR library projects and checkout the new www.xr-learn resource portal. Register for the Oculus Go giveaway with CALIFA.

Presentation times/locations: 9:15 AM IN VIEW AND TAPING ROOM A AND 1:30 PM IN ROOM 331

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Thank You!

We hope you enjoyed this Califa Vendor Fair!

We owe enormous thanks to many people for their support in planning and attending this event including:

The staff of the **Santa Clara University Library** for their generosity in sharing both their space and their time to help prepare for the Vendor Fair.

A VERY SPECIAL THANK YOU TO:

- **Baker & Taylor** for sponsoring the breakfast for all attendees.

- **Gale/Cengage** for sponsoring the buffet lunch for all attendees.

- All of the participating vendors for their willingness to travel to the event and for sharing their time to inform and delight us all with news and info about their latest library solutions.

You! We are grateful that you came out to share your experiences and learn more about the latest library products and services!

Califa Group is a nonprofit library membership consortium of more than 220 libraries and is the largest library network in California. Founded in 2004, Califa brokers and facilitates the procurement of library products; works closely with the California State Library in administering a number of statewide projects supported by federal Library Services and Technology Act funds; offers Continuing Education training through the **Infopeople** project; and manages master contracts and pricing agreements with publishers and vendors. Califa Group is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act.

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