



30th Annual SIGUCCS User Services Conference



SIGUCCS 2002 **Charting Bold Courses:** **New Worlds in User Services** **Providence, RI**

Don't Delay!

Register Now at
www.acm.org/siguccs

November 20-23, 2002

Who Should Attend:

User Services Consultants
Help Desk Professionals
Instructional Technologists
Lab Supervisors
Information Technology Librarians
I.T. Managers and Directors
Media Specialists
Systems Administrators
Technical Staff
Technical Writers
Trainers
Web Designers and Developers

Please join us in Providence, Rhode Island for SIGUCCS 2002! The annual User Services conference of ACM's Special Interest Group on University and College Computing Services (ACM SIGUCCS) will be held at the Westin Hotel and the Providence Convention Center November 20-23, 2002.

SIGUCCS is the premier conference for meeting other user services professionals to explore issues regarding information technology services in higher education in a relaxed atmosphere.

The theme of this year's conference is Charting Bold Courses: New Worlds in User Services. It was the courage and vision of the settlers who dared voyage beyond familiar shores that established Rhode Island, aptly nicknamed the Ocean State.

Like those settlers, we in Information Technology Services are also being challenged to think beyond our familiar shores. We often push off into uncharted waters in an effort to explore ideas and technologies on the horizon, to plot out new services, to forge new partnerships, and to discover new worlds of opportunities for growth and development. These demanding and exciting voyages are the topic for this conference: their risks, their rewards, and the people and tools that help us on our way.

We look forward to seeing you all in Providence!

Pamela Vogel, Brown University
Catherine Yang, Bentley College
Conference Co-Chairs

Introduction

ACM/SIGUCCS

This conference is sponsored by **ACM/SIGUCCS**. **ACM**, the Association for Computing Machinery, is an international scientific and educational organization dedicated to advancing the art, science, engineering, and application of information technology.



ACM serves both professional and public interests by fostering the open interchange of information and by

promoting the highest professional and ethical standards.

SIGUCCS, the Special Interest Group on University and College Computing Services, is an association of professionals who support and manage the diverse aspects of information technology services in higher education institutions.

To contact the ACM:

E-mail: acmhelp@acm.org

Phone: 800-342-6626
212-626-0500 (global)

FAX: 212-944-1318

A membership application can be found at www.acm.org.

Publications Competition

The SIGUCCS 2002 publications competition site is now up and ready for your entries! Check out the categories and send in your best publications, web sites, and promotional materials.

For more information, go to:

<http://www.brown.edu/siguccs/publications.html>

The official entry site link is at the bottom of the web page.

Keynote Speakers

Brian L. Hawkins, President of EDUCAUSE



Dr. Brian Hawkins is currently President of EDUCAUSE, a professional association of more than 1600 colleges and universities, dedicated to transforming higher education through information technologies.

Dr. Hawkins has written extensively in the area of information resources, academic planning, and the use of technology in higher education. His most recent book, which he co-authored with Patricia Battin, is entitled *The Mirage of Continuity: Reconfiguring Academic Information Resources for the 21st Century*.

Throughout his career Hawkins has served on a wide variety of boards, including EDUCOM, CAUSE, the Coalition for Networked Information, the International Consortium for Educational Computing, and the Research Advisory Board of OCLC. Additionally, he has been an adviser to Apple, IBM, NeXT, Sun and Microsoft.

In 1991 Hawkins was the recipient of the CAUSE ELITE Award, a lifetime achievement award for Exemplary Leadership and Information Technology Excellence. He holds Bachelors and Masters degrees from Michigan State University and his Ph.D. from Purdue University. He has received honorary doctorates from two universities.

Andries van Dam, Thomas J. Watson Jr. University Professor of Technology and Education, Brown University



Andries van Dam (Andy), an internationally recognized pioneer in computer graphics and hypertext, was awarded the nation's second Ph.D. in computer science and has been on the Brown faculty since 1965. One of the founders of Brown's Computer Science department, Andy has educated a generation of experts in computer graphics and served on the advisory boards of small and large companies, including Microsoft Research.

Dr. van Dam's vision has helped to establish several new disciplines, including graphics, hypertext (he co-created the first hypertext system in 1967), and distributed computing. He has broken new ground in the use of computers in education. He co-founded ACM SIGGRAPH, as well as the Institute for Research for Information and Scholarship and the Technology Center for Advanced Scientific Computing and Visualization, both at Brown University.

Andy earned his B.S. degree from Swarthmore College and his M.S. and Ph.D. from the Univ. of Pennsylvania. He has received many awards, including induction into the National Academy of Engineering and honorary doctorates from Darmstadt Technical University and Swarthmore College. He is a Fellow of the IEEE and the ACM.

David Pogue, *New York Times* Technology Columnist and author



David Pogue, Yale '85, became the personal-technology columnist for the *New York Times* in November 2000, after having written ten years' worth of the triple award-winning Desktop Critic column for *Macworld* magazine.

With over 2.5 million books in print, Pogue is one of the world's bestselling how-to authors, having written or co-written seven books in the "for Dummies" series, along with several computer-humor books and a technothriller, "Hard Drive" (a *New York Times* "notable book of the year"). In 2000, Pogue joined forces with O'Reilly & Associates to launch the Missing Manual series.

Technical Sessions

Technical sessions will be in one of three formats. Most 90-minute sessions will consist of 30-minute presentations of two papers with a similar focus followed by a 30-minute questions and discussion period. The panel presentations will be a 90-minute discussion on a specific topic offering various campus perspectives and approaches. The last format will be the workshop format, in which the entire 90-minutes will be devoted to the specific workshop topic.



SOS: Strategies for Outstanding Support (Customer Support)

One of the focal points of this conference is Customer Support issues. These presentations will provide many outstanding ideas on how to cultivate and foster customer service skills in your organization. These presentations will provide real world, functional models in the areas of Help Desk Support, providing more for less, and where has IT been and where is it going?



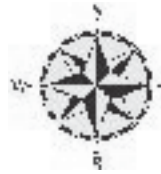
Navigating the Virtual Globe: Using the Web for Success (WWW)

Around the world, the field of education is exploring new frontiers of knowledge and challenging traditional notions of learning. Students, teachers, and administrators alike are sailing aboard the World Wide Web toward global learning and information retrieval. These presentations will provide Web developers of all levels with information to guide them in their Web enterprises.



Steering the Course: Education for Everyone (Training and Documentation)

Educating our users is a constant challenge and a high priority. Providing appropriate documentation is even more difficult. These sessions will offer various perspectives and possibilities for helping your users stay on course.



Navigating through IT Management: Smooth Sailing or Troubled Waters? (Management)

Information Technology management continues to evolve; yet the fundamental issues of customer support, efficient use of resources, and effective management bridge every change in technology. These sessions offer historical perspective and insight to keep the IT management waters smooth.



Knowing the Ropes: Technical Rigging (Technology)

Our profession now requires us to be both experts in customer service and technical issues. We need to know the ropes, and make it look easy despite rough weather. We are constantly challenged with new technologies on the horizon that will impact both ourselves and our institutions. These sessions will demonstrate how to chart courses through changing environments and help you sail off into the sunset.



Walking the Plank: Getting Faculty on Board (Faculty Development)

The integration of technology into teaching and learning is quickly becoming a priority at many institutions. These presentations will discuss the benefits of collaborative partnerships to support faculty development and the challenges of providing technology training and support for faculty.



Any Port in a Storm! (Poster Sessions)

The Poster Sessions (presentations in an informal setting) have become a highlight of the SIGUCCS Conferences. Poster Sessions provide attendees with an opportunity to meet one-on-one with presenters and have in-depth discussions on their topics.

Tutorials (Morning)

#1 - Introduction to Dreamweaver

Instructors:

Terry Wolff, Director, Instructional Services, Pomona College
Joy Hathaway, Web Developer, Fermi National Accelerator Lab

Description: In our fast-paced environment we need a quick, easy way to publish and maintain information on the web.

This **hands-on** tutorial will give you an overview of Macromedia Dreamweaver, a WYSIWYG web editing tool. After completing this tutorial you will be able to develop and maintain professional looking web pages that make use of graphics, tables, frames, cascading style sheets, image maps, forms and more.

Who Should Attend: Individuals who support department web sites, who want to maintain their own web site, or who support faculty web sites, and who want to use Dreamweaver as their web development tool.

Please note: If you have a notebook computer (either Windows or Macintosh) with Ethernet, please bring it. Download a 30-day free trial of Dreamweaver from the MacroMedia web site in advance. If possible, bring a 20- to 35-foot ethernet cable. You will be able to build a web site during the tutorial and go home with your examples. Contact Terry Wolff at terry.wolff@pomona.edu for more info on what you'll need to bring to connect to the tutorial network.

#3 - Management for the Accidental Manager

Instructors: Dallas Jensen, Manager of Information Technology, School of Pharmacy, University of Colorado Health Sciences Center

Glenda Moun, Manager of User Services, Information and Access Technology Services, University of Missouri-Columbia

Description: Yesterday you were part of the staff; today you're a manager (or a project or team leader). What do you do? How do you make the transition from "one of the gang" to "leader of the pack"? This tutorial will discuss management in a User Services organization. It will focus on issues for the new manager, including supervising others, managing budgets, marketing yourself and your organization, and leadership.

Highlights:

- Becoming – No longer one of the crowd
- Bossing – Supervising, Leadership, Performance Appraisal, Discipline and Rewards
- Budgeting – Managing "your" budget
- Building – A legacy
- Ballyhoo – Marketing yourself/Managing your boss
Marketing your organization
- Balance – Keeping your perspective

Who Should Attend: Those who have recently moved into a management position; those who want ideas for supervising, managing, and leading in a User Services environment.

#2 - Training Students for the Help Desk

Instructor: Jerry Martin, Ohio State University

Description: This tutorial will focus on the hiring process, training and competency testing, and retention of students hired to work in a help desk environment. It is critical to hire students with the right skill set; in our highly competitive environment that's not easy to do. Once hired, students require complex and time-consuming training. Once trained, students are in a position of being even more in demand by others, and retention becomes a critical issue. The techniques discussed are general enough that they can be used by both small and large help desk operations. This session will be highly interactive, as well as fun! You will receive handouts with interview questions, training schedules, and lots of practical skills you can take home and implement.

Highlights:

- The hiring process
- Orientation and initial training
- Monitoring, evaluating, and feedback
- Continuing education
- Retention: keeping them when fast food jobs pay more

Who Should Attend: Those involved in the hiring, training, and/or management of student consultants in a help desk environment.

#4 - Leveraging the Power of Teams

Instructor: Susan T. Evans, Director of IT Learning and Communication, The College of William and Mary

Description: To be successful, today's information technology professionals must possess not only technical expertise, but also strong interpersonal communication skills and problem-solving abilities. More and more often, IT professionals find themselves leading or participating on project teams for complex and highly visible technology projects. This tutorial will help them gain the necessary skills to be successful working in teams.

Highlights:

- What Teams Are and What They Are Not
- Qualities & Characteristics of Successful Team Members
- Critical Skills for Team Members:
 - creative problem solving
 - reaching consensus
 - providing feedback
 - staying on track
 - leadership

Who Should Attend: This workshop is beneficial for any I.T. professional. However, it is most suitable for those who are, or soon will be, members of project or work teams. The insights about developing team-based organizations will also be of interest to managers.

Tutorials (Afternoon)

#5 - Designing an Accessible Online Campus

Instructor: Sarah Horton, Instructional Technology Specialist, Dartmouth College, co-author of *Web Style Guide* and author of *WebTeaching Guide*

Description: Is your institutional Web site a place of public accommodation? Of course it is! And are your Web developers knowledgeable about the curb cuts and entry ramps that are needed to make these public spaces accessible? Probably not. But your online classrooms and digital libraries must be designed for access, not only because it's the law but also because it's an opportunity to reach out and deliver your services to a broader audience. In this tutorial, you will receive the training, guidelines, and other resource materials necessary to promote and train others in universal Web design.

Highlights:

- Review of federal regulations regarding Web access
- Overview of concepts of universal design
- Presentation of implementation plan for Web accessibility
- Overview of accessible Web design practices
- Discussion of participants' current policies and practices

Who Should Attend: The material in this workshop is relevant to anyone involved in Web development, and it is particularly useful to those involved in institutional Web policy.

#6 - Developing High-Quality Training Materials

Instructor: Greg Hanek, Instructional Coordinator, UITS Education Program, Indiana University

Description: This workshop provides an introduction to the ins and outs concerning in-house development of training and focuses on three phases of development—needs assessment and instructional design; development and the tools for the work; and delivery and evaluation.

Highlights:

- Organizing development teams
- Deciding on appropriate training
- Exploring writing style and format
- Issues in delivery and evaluation

Who Should Attend: This tutorial is targeted towards those involved in developing training or considering moving to in-house training development. The material is also appropriate for those generally interested in the process of training and materials development.

#7 - Web Development with ImageReady

Instructor: Susan Hales, Instructional Design Specialist, Penn State University

Description: This workshop provides an introduction to using Adobe ImageReady to help you develop professional-looking web sites. ImageReady (which comes with Adobe Photoshop) has many of the same image-editing capabilities as Photoshop, but in addition it has advanced web-development features. With ImageReady you can design your site interface graphically, and then let the software create your HTML pages for you, including graphic optimization, table definitions, image maps, links, JavaScripts, and other features.

Highlights:

- Optimizing graphics for reduced download times
- Creating image maps for graphical links
- Using Slices
- Implementing rollovers
- Developing animations

Who Should Attend: This tutorial would be useful for anyone who wishes to expand their basic web development skills and create graphically oriented web sites. Attendees should be familiar with the basics of Photoshop, including using layers.

#8 - Forms and Surveys: Filemaker and the Web

Instructors:

Eileen Palenchar, Associate Director, Teaching & Learning Services, Brown University
Stephanie Birdsall, Instructional Technology Coordinator, Brown University

Description: In addition to being an extremely powerful and user-friendly database program, FileMaker can also function as a database back-end for dynamic web pages. This workshop will review the basics of creating and using databases in FileMaker. It will then move on to using FileMaker to post information to the web, collect data over the web, and process that data. A CD-ROM of usable FileMaker databases and corresponding web pages will be distributed to attendees.

Highlights:

- creating a FileMaker database
- posting FileMaker data to the web
- creating forms and surveys
- reviewing sample databases & forms
- customizing those samples

Who Should Attend: Anyone who needs to post information to the web and is interested in collecting information (e.g. surveys, registrations, quizzes, evaluations) via the web. Knowledge of databases is necessary; familiarity with FileMaker and web publishing is recommended.

Conference Highlights

SIGUCCS has so much to offer! There are technical sessions and panels, poster sessions, keynotes, and plenty of opportunity to meet and share experiences with your peers. Here are some other highlights:

Birds of a Feather sessions (as in “Birds of a feather flock together”), or BOFs, are opportunities for you to come up with your own topics to talk about, and get together with others who are dealing with the same issues.

The **Sweatshirt Reception** is the official opening of the conference. You are encouraged to wear a sweatshirt or shirt with your institution’s name on it. The reception will include heavy hors d’oeuvres as well as the opportunity to meet new people and enjoy an IMAX movie.

Kick back and enjoy our **Gala Event**, a dinner in the Westin with delicious food, followed by music to dance to by one of the Northeast’s premiere rhythm and blues bands, Steve Smith and the Nakeds.

A **Fun Run** is scheduled for Wednesday afternoon. The Downtown Providence path covers pleasant ground through the historic city.

The **Hospitality Suite**, open much of the time, is a place to relax and socialize with your peers and new friends.

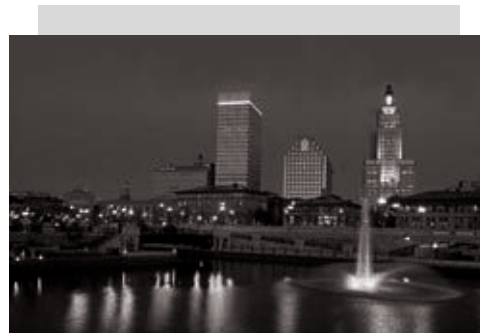
In the **Documentation Room** you can see examples of what other institutions are creating, including the competition winners. Web sites, CD-ROMs, manuals, flyers, posters -- it’s all there. You are encouraged to bring materials to display. While there, you can check your email at one of the email stations provided.

Join one or more of our small **Guided Outings** to experience what Providence has to offer. Possible outings include a trip to the RISD Museum, a “pub crawl” to a few local microbreweries, or an afternoon trip to Newport.



Conference Schedule

The tutorials will take place on Wednesday, Nov. 20, and the conference itself will start in the morning on Thursday, Nov. 21 and run through Saturday Nov. 23 at noon. The tutorials will be held in the conference hotel, the Westin; the conference sessions will take place in the RI Convention Center. The hotel and convention center are connected via an enclosed walking bridge, so there is no need to brave the weather to get to the conference sessions.



Hotel

The primary hotel for the conference is the Westin Hotel. Room rates are \$149.00 for a Single or Double (an additional person is \$10 extra).

Reservations

Reservations can be made by calling 1-888-627-8449. The meeting code is SIGUCCS. The rooms will be held until November 7, 2002 or until the room block is full. For further details, or for other accommodations in the area, see the conference web site.

Meals

Most meals, as well as morning and afternoon break snacks, will be provided. Check the conference web site for more details: <http://www.brown.edu/siguccs/faq.html>

Travel

Providence is easily accessible by plane, trains and automobiles (and even buses). The local airport is TF Green (or you can fly into Boston’s Logan Airport, which is an hour away). In addition, the Amtrak station is within a short walking distance from the hotel. For more detailed travel information, see the conference web site.

First Name _____ Last Name _____

Name for Badge _____

Title/Job Function _____

Affiliation _____

Address _____

City _____ State/Province _____

Postal/Zip Code _____ Country _____

Tel _____ Fax _____

Email _____

Vegetarian Kosher Special Needs (please specify): _____

I am a first time participant

I will participate in the fun run on Wednesday, November 20, 2002

I DO NOT want my name, address, and email included in the conference participant list

TUTORIALS (Tutorials will be held on November 20, 2002. Attendance is limited to 35 participants)

Morning Tutorials: 1 2 3 4

Afternoon Tutorials: 5 6 7 8

TUTORIAL FEES

(please circle applicable fees)

By 16 October 2002 After 16 October 2002

ACM/SIGUCCS Member (ID#: _____)	\$130	\$160
Non-Member	\$180	\$210
Full-time Student	\$130	\$160

CONFERENCE FEES

(please circle applicable fees)

By 16 October 2002 After 16 October 2002

ACM/SIGUCCS Member (ID#: _____)	\$425	\$475
Non-Member	\$475	\$525
Full-time Student	\$100	\$100

PAYMENT COMPUTATION

Conference Fee \$ _____

Tutorial Fee \$ _____

One-day Registration: Thursday Friday Saturday \$250 \$ _____

Guest - (Guest's Name: _____) \$125 \$ _____

TOTAL ENCLOSED: \$ _____

PAYMENT INFORMATION

Please make checks payable in U.S. Dollars to **ACM/SIGUCCS 2002**.

If paying by Visa, MasterCard, or American Express, please be advised that this transaction will be described on your monthly statement as a charge from **REGISTRATION SYSTEMS LAB**.

Your signature indicates your agreement to pay the fees with the credit card number provided below:

Card number _____ Expires _____

Cardholder's name _____

Cardholder's signature _____

Advance Registration Form



November 20 - 23, 2002
Providence, Rhode Island

Registration Deadlines:

Forms must be completed on-line, faxed or postmarked by October 16, 2002 to qualify for early registration rates.

Advance Registration closes November 6, 2002.

Confirmation letters will be mailed within 3 to 5 days of registration receipt.

Cancellation Policy: Requests for refunds submitted in writing must be received no later than November 6, 2002, and are subject to a \$50 processing fee. No refunds will be processed after November 6, 2002.

Payments must accompany registration form in order to be processed. Telephone orders and wire transfers are not accepted.

Mail Form with Payment to:

SIGUCCS 2002
c/o Registration Systems Lab
61 Alafaya Woods Blvd.
PMB#199
Oviedo, FL 32765 USA

Fax to: 407 366 4138

or Register On-line at:

<http://www.regmaster.com/siguccs2002.html>

Questions about registration?

Please call: 407 971 4451
or email: rsl@regmaster.com



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Invitation and
Registration

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ACM

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New York, NY 10036-5701 USA

Association for Computing Machinery

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