

## Schedule of Events

9:00-9:30	Registration
9:30-9:45	Opening Remarks
9:45-11:45	BCR workshop, part one
11:45-12:45	Lunch
12:45-1:45	BCR workshop, part two
1:45-2:00	Break
2:00-4:00	Niche Speakers Kaisja Calkins Jessica Velie Bev Allen
4:00-4:15	Door prizes, Closing Remarks
4:15-4:30	Tour (optional) of American Alpine Club Library and Archives

A limited number of scholarships are available. For information and the application, go to <http://www.srmarchivists.org/> and click on "Scholarships." Scholarships will be considered on a first-come, first-served basis, so apply early. Please contact Kay Lowell at [kay.lowell@unco.edu](mailto:kay.lowell@unco.edu) with questions.



## Web 2.0

Archives,  
Social Media, and  
Opportunities for  
Reference, Access, and  
Outreach

Society of Rocky Mountain  
Archivists  
Fall Conference

*at the*  
**American Mountaineering  
Center  
710 10th St. - Suite 100  
Golden, Colorado 80401**

**October 9, 2009**

**9:30 am to 4:30 pm**

## Registration Form

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ ZIP: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

### Check one:

- Member \$45  
 Nonmember \$60  
 Student \$35

Lunch and snacks are included with registration.  
Please **check** your choice for box lunch sandwich:

- Caribbean Spinach Salad  
 Veggie Milan on Ciabatta  
 Turkey and Swiss Croissant  
 "New Yorker" Pastrami on Rye

Please contact us if you have special dietary needs.

### Registration deadline is October 6.

Make checks payable to SRMA or Society of Rocky Mountain Archivists.

SRMA taxpayer ID #: 98-1138500

**Please note:** If you have paid for your registration via Paypal on the SRMA website, please also send in a hard copy of this registration form to the address below and include your Paypal confirmation number: \_\_\_\_\_

Return completed form and payment to:  
Lesley Drayton  
Fort Collins Museum Local History Archive  
200 Mathews Street  
Fort Collins, CO 80524

Contact Lesley Drayton with questions:  
970-416-2710 or ldrayton@fcgov.com

## Web 2.0—Archives, Social Media, and Opportunities for Reference, Access, and Outreach

**Navigating the variety of Web 2.0 choices available for archival institutions can be daunting.** Several choices, such as a blog, a wiki, a Facebook page, or a Twitter account are available. The SRMA Fall 2009 conference will help you differentiate between these tools, decide which one is right for your institution, and show how each can be used to make your institution more interactive and user-friendly.

**Anne Marie Lyons**, digital initiatives trainer of BCR (Bibliographical Center for Research) will conduct a workshop about Web 2.0 that will explore free-to-inexpensive Web 2.0 technologies that archivists can use to promote and market their collections to an ever-growing globally connected community. Technologies will include instant messaging, RSS, podcasts, widgets, and blogging, among others. Participants will also learn how to promote their collections through websites such as Flickr and Wikipedia. The workshop will consist of a mix of demonstrations, case-study examples, and lively group discussion. Participants will also learn planning strategies for implementing these tools, including developing policies and allocating staff resources.

The conference will conclude with presentations by niche speakers, including **Kaisja Calkins**, English Reference and Instruction Librarian at the University of Wyoming Coe Library, **Jessica Velie**, University Archivist at Naropa University, and **Bev Allen**, Archivist/Records Manager for Colorado State University at Pueblo. Niche speakers will expand on the utilization of Web 2.0 technologies in their respective institutions.

For **directions** to the American Mountaineering Center in Golden, Colorado, please visit their website:

[www.americanalpineclub.org/americanmountaineeringcenter](http://www.americanalpineclub.org/americanmountaineeringcenter)



SRMA will provide a full refund of the registration fee to participants who cancel before the deadline. No-shows who have not prepaid will be invoiced for the full meeting price.