

MON. 7/23 10:45AM — E5: SCANNING THE FUTURE: QR CODES IN LAW LIBRARIES

2012 AALL ANNUAL MEETING AND CONFERENCE

Date/Time: Mon, Jul 23 10:45am - 11:45am

[Official AALL Program Listing](#)

Target Audience: Individuals responsible for teaching, outreach, and marketing at their libraries; individuals interested in incorporating QR codes into their workflow

Learning Outcomes:

1. Participants will assess the usefulness of QR codes for their libraries.
2. Participants will be able to create QR codes and incorporate them into instructional and marketing materials.

QR codes have been rapidly increasing in popularity. Companies and libraries alike use them to connect people with online information when and where they need it. They can be used to link physical and electronic resources and to direct patrons to up-to-the-minute information about library services. The presenters will discuss why their libraries chose QR codes over competing formats, how they have made use of these codes, and pitfalls to avoid when implementing QR code programs. They will also teach participants how to create QR codes and integrate them seamlessly into instructional and marketing materials. Participants will have the tools necessary to evaluate whether QR codes are right for their libraries and to develop innovative uses that meet their patrons' needs.

Speaker(s):

Carli Spina - Harvard Law School Library

Anna Russell - University of San Diego Legal Research Center