

Colorado Association of Special Libraries (CoASL) Spring Workshop
 Friday, April 3, 2009
 American Alpine Club Library, located in the American Mountaineering Center
 Golden, CO.

8:30am: Registration, Coffee, and Networking

9:00 am: Welcome from Stephen Sweeney, reminding attendees to respond to emails of the evaluation of the workshop, announcing that the registration of this event is up by 35% from last year, 34 registered today.

9:05am: Welcome from Jody Howard, President of Colorado Association of Libraries (CAL).

Upcoming CoASL meetings include:

August: Botanic Gardens Library

November: CAL conference

9:15am

Social Networking: A Panel Discussion

Panel participants and topics included:

Madeline Kriescher, Reference Librarian & Acting Circuit Librarian with the US.

Courts Library: Madeline gave a presentation about the U.S. Courts Library, stating that is open to the public. The library offers virtual reference services such as: Text a librarian, teaching opportunities, and chat. Other options in consideration include:

Facebook <http://www.facebook.com/>, Twitter <http://twitter.com/>, Ning <http://www.ning.com/> (group interaction, questions, post collaborative knowledge), Email, Electronic newsletters, Flickr <http://www.flickr.com/>, Interactive research guides, Screencasts, and Blogs.

The library uses Flickr to convert PowerPoint slides into separate pictures within Flickr by uploading the individual slides in reverse order into Flickr. Then metadata is entered for each slide, or batch edit if possible. Slides are saved as labeled sets. Future projects include creating a collection to house the sets.

An example of a good way to market the library can be found here:

<http://www.flickr.com/photos/pandora12/>

Look for tutorials as individual slides in her photo stream. See; Collaboration and Communication Skills, Web Conferencing, Meeting Planning, Online To-Do LISTS, Wikis, Podcasting and Vodcasting. (This is just page one currently, so go to page 2 for more instructions and resources!) Tutorials are kept as labeled sets with a larger collection called "Legal Research Tutorials", and see the tutorial as a slideshow by clicking the icon.

With a library Facebook page she created events, uploaded pictures, added tutorials, and pathfinders, and included class information, continuing legal education, and court-related news & information. The library is aiming at a different audience, convenient for obtaining a one-stop shopping. The benefits are evident by reaching a wider audience, internally. However it can also reach a wider audience externally, which can effect privacy and confidentiality. Libraries such as law and medical libraries may wish to block to only friends and fans due to confidentiality. In addition, Facebook may not always seem secure enough for some libraries. One caution she gives is to not over-promise

and over-deliver on your site because people begin to expect those results all the time which can become time consuming to library staff.

Joseph Kraus, Penrose Library, Science and Engineering Librarian: Joseph suggests that a library develop a policy about creating a professional proposal in order to install any corporate or organization on a Facebook or Twitter account. This is generally required as the board of directors or directors or other members of a library acquire the understanding of these new technological formats. He recommends using the following Internet tools: Cool Tools Page, Twitter, Facebook, Blogs, and LibX Toolbar. LibX Toolbar <http://www.libx.org/>, for example, allows students to use software tools to access the libraries' resources. It will highlight something in a bibliography, for example, and search Google or the library catalog, for information and resources about the book or journal. It will automatically link to Google Scholar <http://scholar.google.com/>, for example. This puts an icon from book dealers, or the library catalog, and when a student clicks on the icon, and it will tell user if that source is available in the library.

Encore tagging creates personally tagged books from the library catalog. The results from using this format are more connecting and networking with library patrons internal and external. He suggests checking out Beth Kanter's blog <http://beth.typepad.com/> to read about how nonprofits can use social media. In order to help build customer relationships, Joseph suggests such online formats as: FriendFeed <http://friendfeed.com/>, Delicious <http://delicious.com/>, blogs <http://www.weebly.com/> <http://sites.google.com/>, Twitter, photography sites, YouTube <http://www.youtube.com/>, and Facebook.

Kathy Jackson, Information Resource Specialist, Washington Resources. Kathy has explored and learned social networking aspects personally, and has yet to be able to incorporate them at work. However, as time goes on and more corporations learn about the marketing benefits of social networking, she hopes to be able to apply what she has learned to her office as well. Her personal social networking has benefited greatly via Second Life <http://secondlife.com/>, where she has had the opportunity to network with archivists who meet on Second Life on Sundays http://archivopedia.com/wiki/index.php?title=Archivists_of_Second_Life. She has learned a great deal from these archivists and meets with them regularly to learn the current trends and issues. She also meets with the ALA folks on Second Life <http://www.alatechsource.org/second-life>. She has learned about the differences in copyright and IP rights in virtual worlds with these helpful resources.

She uses Twitter to search for links and notices about work-related issues that she can then send to work colleagues. More and more business folks are using Twitter for their announcements. Twitter is free and a great source for marketing one's business as well as for finding jobs. She uses hash tags for search and to keep track of where you are and where you have visited. Kathy sees that when someone has an obstacle, and they list it on Twitter, that someone in that crowd will have an answer and help them, which reminds her of Barbara Sher's book- *Wishcraft*.

Gary Landeck, Library Director and Beth Heller, Preservation Librarian from American Alpine Club Library: www.aaclibrary.wordpress.com

Beth states that the library uses blogs to reach their more than 8,000 members across the nation, to answer reference questions, plan expeditions, answer media questions, interlibrary loan, scholars researching women's study, map-making, etc.. Their blog has

become a centralized place where people can go to get information, scanning info into blog, images, etc. She suggests using Picasa <http://picasa.google.com/> to manage in-house images to upload into their blog. Scanning in tiffs, upload into Picasa, add metadata in limited form, copyright statements, then upload to Flickr.

One Facebook concept was to use Henry Hall, donor of the library, as the persona in their Facebook account, and answer questions as the character of Henry Hall to capture people's imagination in education about mountaineering. Currently, she doesn't have to create this concept, but she hopes that it time will open up to do so in the future.

She uses Library Thing <http://www.librarything.com/> to gather reviews for socializing and cataloging books in the library, and connects to blogs. There is no account for the library on Twitter yet. She does post to forums that focus on climbing which is a great networking tool. She also uses Google applications on the library web site. She recommends reading and connecting to <http://www.archive.org> in order to learn how to build an online archive The forums and discussions are also great social-networking aspects about archives.

Opensource applications she recommends are: KOHA <http://www.koha.org/> Evergreen, <http://evergreen-ils.org/> which she finds will require the need of their IT. Reasons for using Opensource catalogs are to gather tags and clusters to better source material in the library. She likes to develop wikis for expeditions, uses Meebo to manage instant messages <http://www.meebo.com/> but is not sure if it can be moderated. She also likes to use a Wordpress Blogs platform <http://wordpress.com/> for videos and audio buttons because the powerful tool works well with interactive functions and allows users to listen. Constant Contact <http://constantcontact.org/> as an inexpensive way to e-mail an electronic newsletter to membership. For more information contact Beth or Gary at: library@americanalpineclub.org

Laura Cullerton, Information Specialist, Platt College. Laura states that Platt College has approximately 160 students who study accelerated graphic arts and nursing programs. In addition to applications already mentioned, she uses LinkedIn <http://www.linkedin.com/>, for group functions, and suggests it would be a great forum for CoASL. Create an account and ask to join the memberships you belong to. Go to your groups and click on email to read posting which are in an organized format and easy to read. You can look at who are members and you can ask to be linked to them in order to read their profile. Updates on discussion are also emailed to you.

Laura also uses the RSS reader Bloglines <http://www.bloglines.com/> Bloglines shows RSS feeds on the left sidebar. Another tip is when you create a private wiki, inform the online vendor when you register your wiki that it's an educational wiki and they won't add media advertisement to your site.

She suggests using Google Sites as a collaboration site because it is accessible to anybody. Only those that are part of the group can add to the wiki.

Questions & Answers:

Q: How do we explain the need for social networking to those that don't understand it?

A: Great tool for marketing, expands networking with colleagues and teaches more people about what libraries to, and it's free! Librarians can learn so much from their

colleagues which is important if you don't have the funding to attend many conferences or workshops.

Second Life offers training opportunities to answer reference questions, fundraising opportunities for your library. Donors to archives and special collection will see other donors listed on: wikis, blogs, and see how the funds are being used. Also, these formats are a great way to create an Amazon book wish list. Also donors to archives can read the finding aids and comments posted about their collections.

Q: Can a blog be created in private before it is made public?

A: Blogs can be created and kept private until it is ready to go public. Everything within the blog is connected and will be made public all at once. Google Docs are an example where 3 to 5 people can work on a blog at the same time.

Q: How is a Screen Shot created?

A: Most usually, the Alt button and Print Screen buttons are used.

10:15 am: Break

10:30am

Second Life presentation by Victoria Peterson, Technology Manager, Mancos Public Library. This interesting preservation was presented virtually by Victoria showing us how her avatar moves throughout the program and talking to us through the computer web site. Julie Cavender managed the web site in the room and the two of them were able to talk via microphone or chat. Victoria stated that Mancos is located by Mesa Verde National Park and Durango. Second Life is a 3-D Virtual World developed by Linden Labs and created entirely by its residents, and started in 2003. Currently there are approximately 16 Million residents in Second Life, and at any given time there are about 70,000 residents logged in. 400 million hours were spent in Second Life last year. This is a free program in which one can create an account and download a browser, open and view it. Log-in with user name and pass word. Create a version of yourself in an avatar, which there are tools to help you do. Second Life has tutorials available to teach you how to create your building, room, avatar. It's an excellent networking tool and a great way to explore many things in Second Life. You can never see all places from start to finish because of all the new things being added all the time. Victoria suggests that Second Life is a great way to face your fears by experiencing them virtually, such as Hand Gliding. Historical places exist on Second Life like *Land of Lincoln*, which gives an opportunity to dress your avatar up and go into that time period.

Other opportunities exist on Second Life such as business innovation because of the economy here. One can create, sell, and buy things on Second Life. You can create your own things, or buy things on SL if you can't build it. Second life has its own money called a Linden. Buy Lindens on SL. You can sign up for your own paid account which is currently \$9.99 a month. One can purchase land and build a house with certain permissions. With a paid account you get \$4.00 or 300 Lindens as your allowance every month to spend on SL. Fun can also be free or very inexpensive on SL.

You can choose a building as your home base, such as a library. For libraries to stay relevant they need to go where people are. A question about it if was easy to catch a computer virus through Second Life. Victoria advises that one should always have virus protection on your computer and SL is like any other browser that you would open up. The only way to get a virus if you open or accept a file in order to catch a virus.

People can go to events on SL, and there is a global benefit to this networking as well as 75% of population on SL are foreign than those from the United States. Library Roles in SL, allow for promoting knowledge. Events that libraries put on people attend and learn from the libraries via these events such as a tech fair at the library. More and more people are turning to libraries with the economic downturn. Adjustment period takes a while and then you begin to build more educational things. CAL SL Interest Group is SLIG, have partnered with Alliance Library System and TAP Information Consulting. State of the living library on SL <http://emerginglibrarian.blogspot.com/2008/11/cal-slig-now-on-colorado-association-of.html>

Once in the library there are options for chat with the other avatars that are in the room. Mission statement of the library is up on a note card in the sustainable living library. A Note Card is Word document that is textual based and can be read. Blue windows pop up with Web monitors and lists of Internet resources that can be accessed. Click on something that you are interested in and the link will open a browser and take you to the places you are interested in. You can have downloadable audio, e, and print books from the library. Vendors such as ProQuest will allow online newspapers to be read in SL. Generally the books are available for free and are from The Public Domain.

A question from the attendees was; "Is the content different in SL library vs. a real library?" Victoria answered that there is not much difference other than everything is virtual.

Other libraries have Cat Stacks, Genealogy, Rachel Build (Children's), Japanese Garden, Medical Library, just to name a few. It is easy to teleport to other locations on SL. Info Island International, everything on the Island is a library. Note pad has web sites available, cut/paste URLs into browsers to go there. Great way for a Special Library to point to other areas in Second Life to access resources for their users. Meditate at a library, attend museums, planetariums, science centers, and travel to other countries on SL. Victoria took the attendees to Ireland, and the Health Info Island (library).

Skype <http://www.skype.com/> was mentioned as a great virtual meeting tool.

12:00: Lunch break on site

1:00pm:

Emily Wild, Reference Librarian, U.S. Geological Survey Central Region Library.

Emily's Presentation was on *New Trends in Earth Science Online Resources*, and she showed us what is available through the library. <http://seamless.usgs.gov/index.php> Currently the USGS employs approximately 10,000 employees and covers science areas in Biology, Geography, Geology, Geospatial, and Water. The library serves 60% of its patrons from the public and 40% of patrons are USGS scientists. She gave several examples of how to navigate through the web site, and explained how USGS is part of the Executive Branch of government. They use several different formats for patrons to access information, including: books, hard copies, maps, online PDFs and HTML, online only documents via HTML/PDF, and GIS files and online Text. Interestingly, she mentioned that all maps found on Google Earth were produced by USGS. She encourages all to look on their web site first before spending money on places that may have changed the original map enough to create something new that can be sold. Most often, mining maps, claims maps, and road maps are given to the government on a federal level and copies are usually given on a local level.

1:45pm: Break

2:00pm:

Ken Gerson, with Global Positioning Systems. Ken handed out handheld GPS units and taught all attendees how to navigate the buttons on the units. He had created four separate trails with locations mapped out for attendees to find using the units. All then enjoyed a pleasant walk along the beautiful Clear Creek, as they found each of the 10 locations that were programmed on their GPS units. The weather cooperated and afforded a pleasant end to a very informative workshop.

3:00pm:

Tour of the American Alpine Club Library.

Many went to the library within the American Mountaineering Center, and were shown around by Preservation Librarian Beth Heller. Beth told the group about the history of the building and its donors that have supported the nationally recognized special collections. The group was shown the newly added Rare Books room and the very interesting hanging racks that were developed to preserve and store the 150 prints and paintings donated to the library. CoASL meetings with tours are held at special libraries in order to learn about the special libraries that are located in Colorado. It also affords opportunities to network with other special librarians.