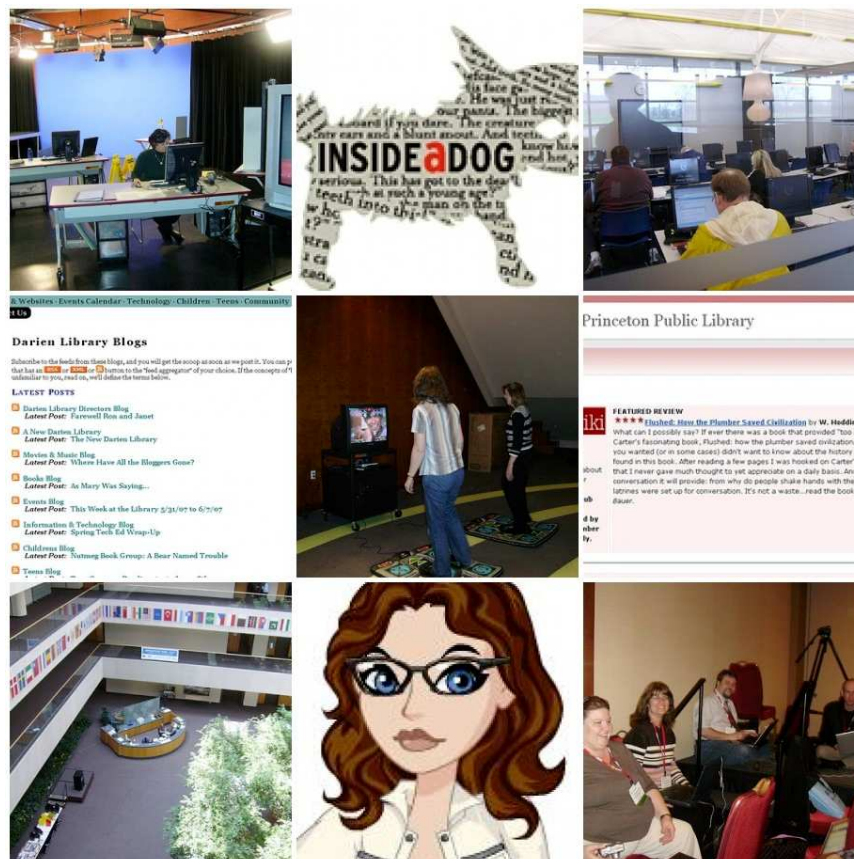# Serving the Sphere

Public Libraries serving their virtual communities

Ramsay & Reid Scholarships 2006
Michelle McLean

CONTENTS

Margery C Ramsay & Barrett Reid Scholarships

"The annual Margery C Ramsay and Barrett Reid Scholarships are two of the most valuable public library sector staff awards in Australia. They have recognised and developed professional excellence in Victorian public libraries since 1990. Recipients receive direct financial assistance to further their career development, while libraries as a whole benefit from strengthened leadership, shared knowledge and new skills."[1]

With Many Thanks

I am more grateful than I can express to the Library Board of Victoria for awarding me this Margery C Ramsay Scholarship and enabling me to visit the libraries discussed here. I learnt more than I can fully share in this report or in any other forum for that matter. I know that I have benefited immensely from this study tour and I plan to ensure that my library does too.

Many thanks to Pru Menzies – Customer Services Manager of Casey Cardinia Library Corporation[2] who helped me with my application for the scholarship and challenged me to do more, resulting in a presentation at the Computers in Libraries conference. Thanks also to Peter Carter – CEO of Casey Cardinia Library Corporation, Denise Carew – Technical Services Manager and the staff of Narre Warren Library for their support.

To Paul Burden – Information Services Manager and Linda Burridge – Information Librarian, my cohorts in all things virtual at Casey Cardinia – thanks to them for their patience, encouragement, challenges and the dreams we share for our library's virtual presence.

Finally, my biggest thanks go to my husband Evan and to my children Madelyn and Caleb. Thanks to them for their patience, understanding, willingness to let me leave them for several weeks and their understanding as I do all the work that has resulted from it. I could never have done any of this without their love and support. Thank you!

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[1] http://www.slv.vic.gov.au/programs/research/scholarships/
[2] http://www.cclc.vic.gov.au/

Introduction

Public libraries are changing, as is the world around us. The Internet is becoming a more prevalent means of communication, networking and information access and exchange. Libraries need to keep up with this growing shift and get "ahead of the curve" to help us stay relevant to our communities, well into the 21st century.

I was fortunate to receive a Ramsay Reid Scholarship from the State Library of Victoria in 2006. My proposal was to conduct "a study tour of public library services in the US who are providing first class, cutting edge service to their virtual clients."

My choice of libraries to visit was based on two key points:
- Library services that were recommended in the library science media and blogs for innovative virtual services
- Library services that were geographically close – at least relatively so

I chose and approached 7 public library services and 2 library organisations about a visit and was enthusiastically received by all of them. These services are all located on the east coast and in the mid-west states of the US. I scheduled the tour so that I could also attend Computers in Libraries 2007 in Washington DC, one of two annual conferences in the US focussed on libraries and technology. The tour went from 9th April to 3rd May 2007.

This report outlines what I learnt during this study tour, focussing on the main purpose for visiting each service, as well as highlighting other discoveries made.

As part of my application, I proposed presenting a paper at the Computers in Libraries 2007 conference, which was presented on the first day of the proceedings. "Libraries Building Communities and Library 2.0 Initiatives in Australia" was well received and I was given a lot of positive feedback. The paper is included in the appendices.

Footnotes throughout this report refer back to website of the organisation or software mentioned. Those terms that I thought might be unfamiliar to some are in red and have definitions in the glossary. For those wanting further information, all my notes from each visit and the conference were posted nightly on my blog – Connecting Librarian[3].

I found my time at each library service and the conference to be extremely valuable. The insights I gained, all I learnt and contacts I made have opened up a world of opportunities to me, which I know will help me, my library service and our users. I hope that this report can also help you, to find ways that your library can better serve your virtual users.

<div align="right">
Michelle McLean
Information Librarian
Casey Cardinia Library Corporation
June 2007
</div>

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[3] http://connectinglibrarian.blogspot.com/

The Princeton Public Library[4] is located in Princeton, New Jersey and serves a total population of over 15,000 people.   Princeton Library's innovative use of a Web 2.0 tool in the summer of 2006 brought widespread attention from library circles.

Each year, Princeton Library runs a summer reading program for adults. Leading up to the 2006 Program, they decided to try a different approach, by using a wiki to manage the content of the program. The aim was to use the inherent feature of wikis, which allows anyone to add content to the website. This would allow people to register themselves and add their own book reviews, rather than submitting them via staff, who then uploaded them to the website, as had been the case in previous years.

Due to time and money restrictions, they opted to use the free online pbwiki.[5]   Their preferred option would have been MediaWiki[6] software installed on their own server. In the lead up to the program start, they ran training sessions for staff and interested patrons, to show them how to code reviews into the Booklovers's Wiki[7], so they could do it themselves. A limited number of patrons took the opportunity.

Unfortunately, at that time, pbwiki did not have a WYSIWG interface as it does now, so apart from a few tech savvy readers, most reviews were emailed to the library, where they were coded and uploaded by volunteers. The library also experienced an issue with pbwiki's lack of relational linking, which meant that reviews could only be posted under one heading ie. author, title, category etc, which meant a lot of manual cross-linking was required.

They will not be using any form of wiki for the 2007 Summer Reading Program, as a new module on their library system will allow users to add their own reviews and comments, so they will use that instead. However, they will look at using wikis for other library purposes, in particular their staff handbook and reference procedures, this time using their own server and the Media Wiki software. They are also considering setting up a public technology help wiki.

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[4] http://www.princeton.lib.nj.us/
[5] http://pbwiki.com/
[6] http://www.mediawiki.org
[7] http://booklovers.pbwiki.com/

Other cutting edge virtual services that Princeton Library offered to their users were:

- reminder notices – an email sent to users a few days before their items are due reminding them of the return date
- downloadable audio for MP3 players
- streaming music
- library images available for public viewing via their Flickr[8] account
- podcasts of Poets reading their original work and the Teen Book Bash, created using Audacity[9] software, hosted online at archive.org and podcast through their hosted Word Press[10] blog "PPL's Poetry Podcast Blog"[11]
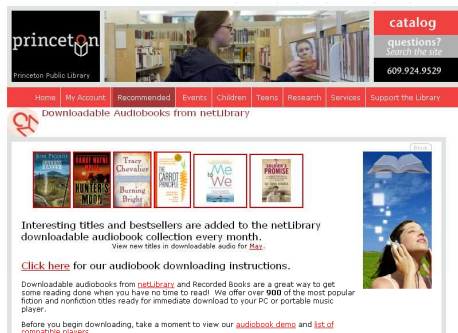
Services they provide which are cutting edge, but required attendance in the library were:

- rental express collections of adult fiction and DVDs
- free wireless access throughout
- a Technology Center with a wide range of software and peripherals available for public use
- Databytes program – technology talks given by librarians over lunch, open to the public
- Computer classes on a wide variety of applications

Reflections on the visit

Wikis are a great tool, but its about finding the best tool for the task you have, not finding a way to use a wiki, or any other Web 2.0 tool for that matter. Having said that, I think there are several tasks at my library that a wiki could be the best tool for.

Action plan

- Investigate whether our staff manuals would be best organised in a wiki or other format
- Investigate the copyright implications of podcasting (ie. speaker permission's etc) and see how we could set-up the infrastructure to start doing this
- Talk to our Corporate Management Team about incorporating a Technology Centre into the proposed new Narre Warren Library

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[8] http://www.flickr.com/
[9] http://audacity.sourceforge.net/
[10] http://wordpress.org/
[11] http://pplpoetpodcast.wordpress.com/

DARIEN LIBRARY

The Darien Library[12] is located in Darien, Connecticut and serves a total population of over 20,000 people. Darien Library has been widely recognised for its range of innovative blogs.

Darien Library has 10 blogs, which are all linked from the homepage of their website. They also have a combined page, with a one-line summary of each of the latest posts. They use Movable Type[13] software, hosted on their own server. Darien's blogs cover the topics of Books, Music and Movies, From the Director, Children's, Teens, Technology, Front desk, New Building, Events and Community Matters[14]. Each blog has a librarian responsible, including Louise Berry, their director who is one of a few Library Directors publicly blogging.

Blog posts are usually weekly, to keep the content dynamic without putting too much pressure on library staff to contribute content. Library staff have been surprised and pleased with their success as measured in hits on the blogs, with all their blogs usually being in their top 20 webpage hits. The Music and Movies blog is consistently the most visited.
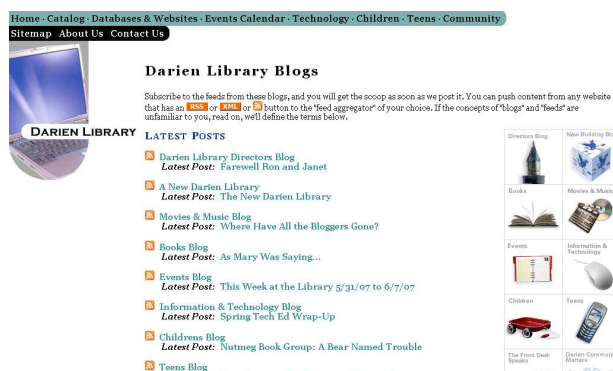
Comments are rare, excepting on the Events blog when they poll their users as to which of 3 movies they will show in the next fortnight. *(they have a weekly film showing at the library after hours on a Friday night)* A post from each blog is included in Connections,[15] their email newsletter. The live links in the newsletter entices people to go back to the blogs, thus enhancing their readership. Their blogs tap into a wide range of librarian expertise and knowledge whilst enhancing the librarians skills and sharing the load of blogging.

Other cutting edge virtual services that Darien Library offered to their users were:
- Instant messaging reference service – using Meebo [16]
- Children's email newsletter
- Downloadable audio for MP3 players
- MySpace[17] profile
- Podcasts of interviews, teen book reviews, concert, speakers and more – using an MP3 recorder and Wavepad[18] software

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[12] http://www.darienlibrary.org/
[13] http://www.movabletype.com/
[14] http://www.darienlibrary.org/blogs.php
[15] http://www.darienlibrary.org/connections/
[16] http://www.meebo.com/
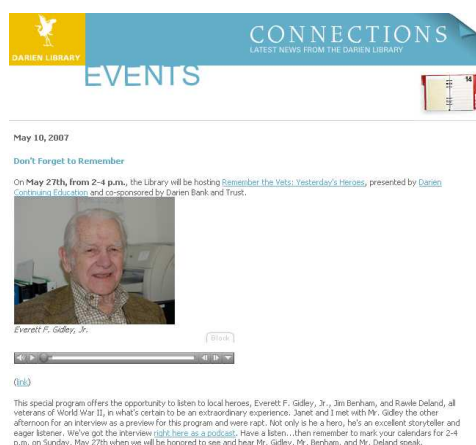[17] http://www.myspace.com/
[18] http://www.nch.com.au/wavepad/masters.html

Services they provide which are cutting edge, but required attendance in the library were:
- Playaways[19] - audio books available on miniature players as a package
- Technology Center with a wide range of software and peripherals available for public use
- Lending collection of laptop computers, digital cameras, camcorders and MP3 players
- Computer classes on a wide variety of applications
- free wireless access throughout

Darien has a very exciting future ahead with their new library building, which incorporates many cutting edge innovations, currently under construction. It was featured in a Library Journal article "*Library Buildings 2004 -- Great Libraries in the Making*."[20]

Reflections on the visit
Blogs are not that hard to set-up or maintain and there are a wide range of interests held by both staff and patrons that could be shared by topical library blogs. As we already have a general blog on our website, it would take little technical set-up to organise more. More time would need to be spent on training the staff to contribute, but as blogs are user friendly, this would be minimal.

Podcasts are also not difficult to set-up, although they are time consuming. It is quite straightforward to set-up an Instant Messaging Reference Service, but there are implications that should be seriously considered before launching such a service. Downloadable audio is also becoming more prevalent, but Digital Rights Management means libraries have to choose between MP3 or iPod accessible content.

Action Plan
- Investigate what additional blog content our users would be interested in and organise the blog software and the staff to contribute the regular content
- Discuss an instant messaging service with our Library Management and Corporate Management teams
- Investigate equipment requirements for podcasting and submit a proposal to our Corporate Management team, to begin such an endeavour
- Monitor Digital Rights Management issues and library experiences in Australia of downloadable audio
- Monitor Darien's new Library project

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[19] http://store.playawaydigital.com/
[20] http://www.libraryjournal.com/article/CA485757.html

Computers in Libraries[21] is a 3 day conference managed by Info Today and held annually in April in Washington DC. Over 3,000 library staff attended this year's event, held at the Hyatt Crystal City[22], from all sectors of librarianship in the US and from 16 countries worldwide.

The proceedings from the conference are available on the conference website, but as they were mostly the PowerPoint slides used in each presentation, they are more useful when used in the context of the presentation. Therefore, this report focuses on sessions that I attended.

DAY 1

Lee Rainie, the Director of Pew Internet & American Life Project[23] was the first keynote speaker. Pew Internet has done research on use of the Internet and its various demographics since 2000. *(mainly US data).* Lee shared the 6 hallmarks of Web 2.0 that matter to libraries, which are:
- Internet has become the computer
- Millions are creating and sharing content online
- More internet users are accessing the content created by
- Many are sharing what they know and what they feel online
- Thousands are contributing know-how to the online experience
- Customising content with Web 2.0 tools.

These are our users, both now and into the future.

Lee indicated the 5 issues we must address: *(from Pam Berger - infosearcher.com)[24]*

1. Navigation - from linear to non-linear
2. Context - learning to see the connections
3. Focus - practicing reflection and deep reflection where most of our creativity arises, instead of continuous partial attention
4. Scepticism - learning to evaluate information
5. Ethical behaviour - understanding the rules of cyberspace

Ken Roberts, the CEO of Hamilton Public Library[25] in Canada, presented on the Hamilton portal which represents all the organisations and agencies in the city of Hamilton. The same tabs on the library web page are the same on the Council webpage and other community institutions in the portal. The introduction of the portal resulted in increased use of the library, both the website and the physical space, more often and for longer periods of time, Their portal partners also experienced increases in visits.

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[21] http://www.infotoday.com/cil2007/

[22] http://www.crystalcity.hyatt.com/hyatt/hotels/index.jsp

[23] http://www.pewinternet.org/

[24] http://infosearcher.typepad.com/infosearcher/2007/04/learning_in_the.html

[25] http://www.myhamilton.ca/myhamilton/LibraryServices/

He offered some great advice on making a success of such a partnership. A partnership is at its best when:
   * your reputation as a partner precedes you
   * there are different organisational cultures involved, managing their own decision-making processes
      within their groups, then at the partnership level
   * there is a commitment to common vision and goals
   * the sustainability model evolves over the course of the project
   * the project is properly resourced or can be scaled back so no one organisation has too much
      demand placed on it

Challenges to be aware of and to deal with on an ongoing basis:
   * organisational structure and power partners - who has the power, why and how that power
      structure is managed
   * inclusiveness and balance of perspectives
   * changing environment and priorities for each partner
   * sustaining what we have
   * implementing new stuff

And what you need to succeed:
   * build trust and respect as a partner
   * shared values
   * engage the right people
   * start small, think big
   * integration with your core business
   * test, test and test some more (useability and technology)
   * celebrate success and excuse mistakes

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Karen Huffman from National Geographic[26] and *Derek Willis* from the Washington Post[27] shared the session "Mashups, remixing info & making data browsable"

Karen talked about how National Geographic has RSS and podcasting hosted externally. They started with RSS feeds posted on a simple web page, then using Magpie RSS[28] and php, they started streaming RSS to the homepage. They began with current content and recorded it as podcasts, then educated their users on their use. They relaunched podcasts into iTunes and National Geographic is now rated at No. 8 on the iTunes list. Their staff news area includes RSS feeds from their blogs. They use Newsgator[29] for intranet news feeds, so staff can access the content via their Blackberrys.

Lessons learned:
   * need the right people on board
   * work in the white spaces
   * collaboration is vital
   * understand the culture
   * prototype ideas, keep it simple
   * communicate
   * adapt if the strategy doesn't match needs

Derek spoke on creating browsable data with Django[30] at Washington.com, the online Washington Post. Django, using a Python[31] web framework, takes data and puts it on the web. It is open source and automated as much as possible. Presently Django is used to run chicagocrime.org - a database of crime reported in Chicago and several Washington Post projects including the Congressional votes database, Faces of the Fallen and Recipe Finder. It is mainly browsable, although it can be free text searched or browsed/searched by category.

To run it you need the Python script language on a web server and a database such as MySql[32]. It runs on all operating systems and is free. Django's advantages include your having control over your data, using your data is easier, it supports syndication, generic views, authorisation, forms and file uploads. It is used for the web content of 15 smaller newspapers around the US.

Things to do to make it happen:
   * become or find a geek
   * scavenge for hardware
   * think about your data

Give your users the value in the information you already have.

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[26] http://www.nationalgeographic.com/
[27] http://www.washingtonpost.com/
[28] http://magpierss.sourceforge.net/
[29] http://www.newsgator.com/
[30] http://www.djangoproject.com/
[31] http://www.python.org/
[32] http://www.mysql.com/

Meredith Farkas[33]*,* Distance Learning Librarian at Norwich University in Vermont and well-respected wiki and social software specialist in the US, spoke on what makes social software and how libraries can use it to build community and collaboration.

What can libraries do?
- Disseminate information - blog to push information out easily to our users - use RSS feeds so they can get it in the form they choose
- Get feedback! Start a Conversation! Use blogs with comments open and social networking sites such as Facebook[34] and MySpace.
- Give the library a human face! Use Flickr to show what your library is all about. Use visual elements and fun language.
- Provide services to remote users. Library visits are increasingly virtual so we need to provide service to these users also. Use IM, as they are already using it.
- Provide services where our users are. MySpace profiles, the MeeboMe widget to open IM messaging right on your website and RSS feeds to syndicate your content to many different locations.
- Provide services using the tools patrons use. SMS reference using mobile phones, which are ever present.
- Capitalise on collective intelligence of colleagues and users. Eg. Tags or comments on items in the library catalogue.

Strategies for introducing social software in libraries:
 * Avoid technolust - think about the needs first, then choose the best tool for it
 * Will it improve library services? Will patrons use it? - Who are our patrons, what are their needs, it all has to be context appropriate to your users
 * Involve staff at all levels in planning - not just the tech savvy staff, but all those who have to use and market the tools, they can provide some great insights.
 * Involve IT in planning - include them from the start, create a consortial rather than an adversarial relationship
 * Play with Technology! Kick the tires! Start using the social tools, check them out and you will get a lot more insight on how they work, how they could work and their problems.
 * Trust your patrons, learn from them - don't fear what your users may post - its about radical trust and it we don't have it, we miss out on valuable contributions
 * Consider maintenance and sustainability - think long term once you start with it, not just the next few months, but years and years
 * Do you need a policy? Don't always need one, but there is a benefit in having things such as a comments policy.
 * In Marketing, focus on the functionality - patrons don't really care about the tool, but are interested in what it provides.

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[33] http://meredith.wolfwater.com/wordpress/index.php
[34] http://www.facebook.com/

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Jenny Levine,[35] Internet Development Specialist and Strategy Guide at the American Library Association and gaming guru, spoke on the relevance of gaming in the 21st century library.

Gamers are not just teenage boys in the basement. 90 million gamers are up to age 35. Of the Boomers = 77 million, 70% game once in while, 65% regularly. Average age of gamers = 33 years. Largest percentage of gamers is middle-aged women.

Teen gamers see themselves as heroes on a quest, willing to experiment and keep trying, willing to ask for help. They have strong organisational skills and are creative problem solvers. They require different library services, such as:
- support materials for gaming culture (graphic novels etc)
- post game reviews, MySpace for gamers, blog etc
- Readers advisory – instead ask what movies, TV shows they like and what games they play
- Non-video games – board games not just virtual games
- Open play – buy equipment or run Runescape[36] sessions on internet PCs
- Gaming blogs get most of the comments of all library blogs
- Game pods – consoles in the library for use
- Tournament play – bragging rights. Kids will even self organise them.
- Game creation – hold classes on how to make games
- Participation gap – "Confronting the challenges of participatory culture"[37] report.
- Lifelong learning (not just for gamers)

Children's storytimes are communal experiences. Need to think about how libraries can do the same with gaming.

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[35] http://www.theshiftedlibrarian.com/
[36] http://www.runescape.com/
[37] http://www.digitallearning.macfound.org/atf/cf/%7B7E45C7E0-A3E0-4B89-AC9C-E807E1B0AE4E%7D/JENKINS_WHITE_PAPER.PDF

DAY 2

Andy Carvin, Senior Product Manager for Online Communities at National Public Radio (NPR)[38] gave the keynote "*Using social media for community engagement*".

New online software is allowing people to focus on the content, rather than the technical know-how of getting it online. All the cool kids are into content production. Although its mostly young people, its not exclusively so. The most famous example is blogs, they began as geek personal homepages. Blogging software has made it easier for anyone to do it - like me! It is fill out a form publishing, with approximately 60-100 million blogs having been created.*(conservative estimate)*.

Despite the mistrust between bloggers and the media, media/blog collaboration is now more common, with a greater emphasis on networked journalism, finding ways for the media to work with "The people formerly known as the audience". (Jay Rosen)[39]

NPR have been involved in open piloting. They invite the public to help create new broadcast programming, sharing rough drafts of shows before they're ready for prime time. A focus group concept, but everyone's welcome. Examples - Rough Cuts - Tell me more, Bryant Park.[40] They aim to make programming that better meets their listeners needs.

Other examples include: Radio Open Source – a blog with a radio show, BBC Have your say – a centralised forum for discussing news, Ohmynews - Korean online news service which dedicates 20% of its space to citizen journalists, Global Voices Online (Harvard), international news media service using bridge bloggers, Reuters are working with them to get content from places that they don't have news outlets.

Helene Blowers,[41] Public Services Technology Director from the Public Library of Charlotte and Mecklenburg County spoke on staff training, "From Core Competencies to Learning 2.0"[42]. Helene is the creator of the Learning 2.0[43] program, which has been picked up by libraries around the world to teach their staff about the new collaborative Web 2.0 tools that are available.

PLCMC Information Technology Core Competencies are at 4 levels. They believe library staff are not providing service when it is someone else's job to support technology. Core I - every staff person should be able to do it, eg. access the intranet, print, save files, etc. Core II includes patron support competencies such as searching the catalogue and using their ILS. Core III - Envisionware & LPT for PC management and printing. Core IV - basic AV knowledge (ie. connecting laptop and projector), imaging and Public Technology training. The Core Competencies are aimed at supporting public service, so this training is not for management or administration.

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[38] http://www.npr.org/
[39] http://journalism.nyu.edu/pubzone/weblogs/pressthink/2006/06/27/ppl_frmr.html
[40] http://www.npr.org/roughcuts/
[41] http://www.librarybytes.com/
[42] http://plcmcl2-about.blogspot.com/

Core competencies support the changes that have already happened and are integrated into our everyday work. A different approach was required for new changes, hence the Learning 2.0[44] program. It started as Tech Bytes where they introduced RSS and blogging to staff. After 3 months of training workshops they had reached 65 out of 540 staff. They had to get out the information out quickly as it is all changing so fast. Inspired by Stephen Abrams' 43 things[45] and trimmed back to 23 Things - Learning 2.0 was born.

The program runs for 9 weeks with an extra month of exploration time. Its mostly free to create and run, apart from time and the cost of a microphone *(and the cost of the staff incentives offered to get staff involved,* using freely available web 2.0 tools. It was all about exposing staff to new tools, encouraging play, empowering individuals, expanding the knowledge toolbox and eliminating fear.

It's also about staff controlling their life-long learning, not about having it all delivered to them. Learning 2.0 is a weapon of mass instruction.

Learning 2.0 best practices:
- don't confuse learning with training
- building the program for late bloomers
- allow participants to blog anonymously
- communicate weekly using 1.0 methods
- focus on discovery and encourage challenges
- encourage staff to use each other and work together
- remember that it's not about acceptance or doing it right – it's about exposure
- practice transparency and radical trust
- and continually encourage staff to play!!!

Chad Boeninger,[46] Reference & Instruction Technology Coordinator at Ohio University's Alden Library spoke about Dynamic Instructional Content: Library 2.0 on a budget. He began by reminding us that learning occurs everywhere, not just in the classroom.

Feedback tools can be proprietary and expensive, so it's better to use polls and IM. Word Press, the blogging software has a plug in - WP Polls[47] that you can use to create internal polls. You can use the results, which are visible to the survey participants, to drive the discussion. However, there is still the problem of having the right questions. He did a live demo of how this worked on his blog - created a quick poll and blog entry. Chad also uses the Meebo widget for instant messaging contact.

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[44] http://plcmcl2-about.blogspot.com/
[45] http://www.sirsi.com/Pdfs/Company/Abram/InfoTech_Feb2006.pdf
[46] http://libraryvoice.com/
[47] http://dev.wp-plugins.org/wiki/wp-polls

To get more detailed user input, you can use a survey, which can be linked from a blog post. phpESP[48], data lives on your server and has more functions for the price, including great statistics. Alternatives include Survey Monkey[49], but the free version is limited and the data doesn't rest on your site.

Alden Library[50] is using podcasts in multiple languages for a library tour. From Sep 06 - Jan 07 it was downloaded 700 times - hence saving staff time. They used Audacity to create it – Chad showed us how, it was very simple. Once it's posted to the blog or iTunes[51] it automatically has an RSS feed.
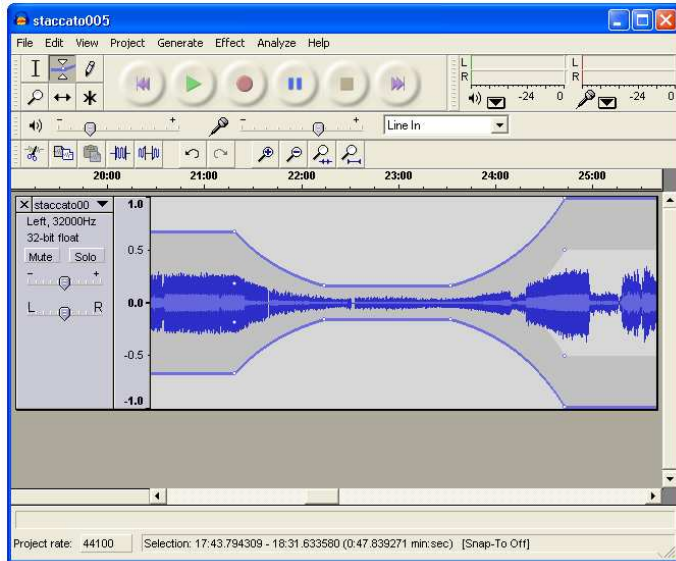
They have done screencasting using Wink[52] - its not open source but it's free. It allows you to do screen captures and record voice over it. You can scroll down the pages whilst you're talking, click on links and much more. It automatically saves it as a htm file that you can upload. Chad demonstrated it and it is also very easy to use.

You can capture screen video with CamStudio[53] – which records in AVI format (open source) - again he demonstrated it - again very easy to do. Audio and video can have a bit of a learning curve, initial experiences can be very time consuming, but the end product is well worth the investment, it adds a human element to what your are doing.

Further feedback options include IM, email, blogs and wikis. You can use del.icio.us[54] with tags referencing appropriate resources, also a Facebook or MySpace profile, linked from the blog, wiki etc, where users can read the RSS feed from your blog and you can answer questions through your inbox.

Closing thoughts:
- don't be afraid to get under the hood
- learn from failures and successes
- try new things and get momentum to get buy in
- try looking at other tools with an eye for potential library uses

    Tim Spalding is the creator of Library Thing[55], "an online service to help people catalog their books easily". Library Thing has a page for every work. Shows how many people share the book in their collections, how many reviews have been written, the top 32 tags that have been attached and more.

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[48] https://lists.sourceforge.net/lists/listinfo/phpesp-general

[49] http://www.surveymonkey.com/

[50] http://www.library.ohiou.edu/

[51] http://www.apple.com/itunes/

[52] http://www.debugmode.com/wink/

[53] http://www.camstudio.org/

[54] http://del.icio.us/

[55] http://www.librarything.com/

It has a recommendation feature, as well as an Unsuggester feature – *"if you like this, you will not like..."* They are using the data in the system in a multitude of ways. *"Those who have this also have .."* – similar tags, ratings, all the different versions of the covers that people have uploaded. Library Thing treats authors as an entity as important as a book, so they have the same features - related tags, pictures, links, similarly tagged, also known as (ie. In different countries)

Every item on Library Thing is tagged. Tags have their own pages showing what has been tagged, who has tagged with it and related tags. It could be used as a reading list for a particular category. eg paranormal romance has 1800 tags, yet it falls through traditional indexing. Each tag is also a subject link to all titles that have that tag assigned. Tim did a comparison between the Library of Congress subject headings and Library Thing tags - very amusing and very demonstrative of the power of tags - not that he advocates that we no longer use subject headings, instead he says we should use both!

Library Thing for libraries is now available. It provides social networking tools, including recommended titles. This extra information gets added to the bottom of each catalogue record as appropriate. It integrates seamlessly to the back end of the ILS. Tim forecasts that in 10 years libraries will be able to get all that we want from our vendors. Until then, Library Thing will offer these enhancements.

Steve M Cohen[56] is Senior Librarian, Law Library Management Incorporated and presented *"What's hot with RSS"*. Most hot things we see on the Net have an RSS component. Steven doesn't go to browse web sites anymore, with RSS the websites come to him.

He took us through some cool RSS tools. Libworm[57] searches the biblioblogosphere - library blogs and library feeds. Page to RSS allows you put in a URL and it scans and creates a HTML page of the content from which you can get an RSS feed. Techmeme[58] lists the hot topics in the tech community. Open Congress[59] takes all the data related to congress, ie. bills, senators, news, issues etc and gives them all RSS feeds. Justia[60] enables you to follow all legal proceedings once a docket number is assigned.

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[56] http://www.librarystuff.net/
[57] http://www.libworm.com/
[58] http://www.techmeme.com/
[59] http://www.opencongress.org/
[60] http://www.justia.com/

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RSS feeds are being used in the library catalogue. Library of Congress Subject headings can each have their own RSS link. You can also use it for new databases and for when databases are updated or have improved content. Library Thing has RSS feeds throughout.

Twitter[61] is a cross between blogging, instant messaging and social networking. Each page comes with an RSS feed. Steven thinks stuff will appear in Twitter via RSS. RSS 2 twitter will allow you to sign up to a feed through the site and when it gets updated, it goes to your twitter page and creates a title and a link. Tumblr[62] allows you to share a photo, a link, a post etc.
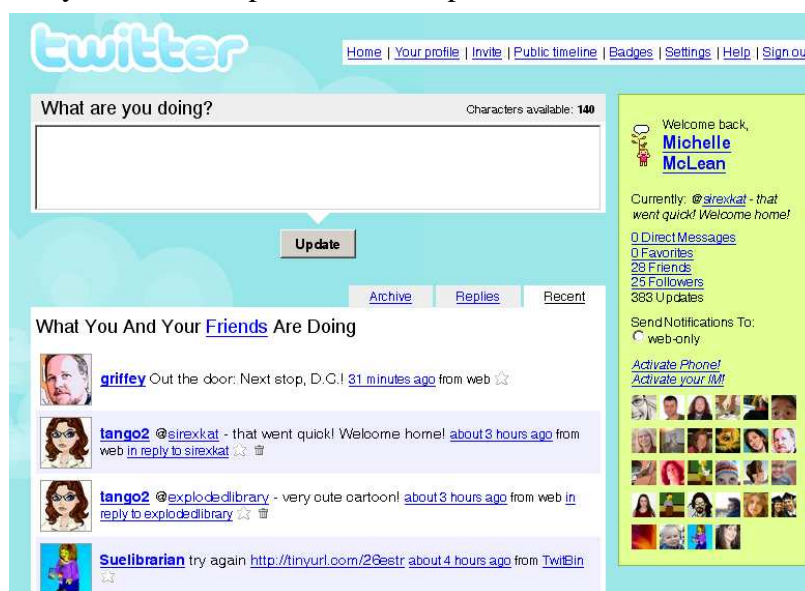
Steven's top 12 tools:
1. Internet Archive – http://www.archive.org - see what websites used to look like and say
2. Snapper - http://addons.mozilla.org/firefox/2703/ - use it to take a selection of your screen as a screen shot
3. Browster - http://www.browster.com/ - open a link in a new mini browser
4. BugMeNot - http://www.bugmenot.com/ - get passwords for sites that require compulsory registration ie. New York Times
5. TinyURL - http://www.tinyurl.com/ - shorten website addresses for distribution
6. GoogleGroups - http://groups.google.com/ - collaboration tool
7. CiteBite - http://www.citebite.com/ - link directly to quotes in Web pages using a quote and URL by creating a unique URL
8. Picnik – http://www.picnik.com – web based photo editing tool
9. Missing-Auctions – http://www.missing-auctions.com – search for misspelled auctions and eBay typos
10. Twitter – http://www.twitter.com – web and phone based instant messaging
11. Meebo – http://www.meebo.com – web-based instant messaging
12. PBwiki – http://www.pbwiki.com – free, hosted wiki site

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[61] http://twitter.com/home
[62] http://www.tumblr.com/

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David Lee King [63]is the Digital Branch & Services Manager at Topeka & Shawnee County Public Library. He presented "*Guiding Libraries & Info Pros through change*".

David polled the attendees on their experience of change. We are all inspired to go back and make change, but will run into "brick walls" once we get back to work. The essence of the quotes he used was that the only certain thing about the future is change! Best staff are self-motivated, the key is not to demotivate them.

Change is external, transition is internal, so we need to manage the change inside first, before external changes can happen. The 3 steps to Transition are:
- Saying goodbye – letting go of the past
- Shifting into neutral – focus on the details – some people get stuck here
- Moving Forward – begin behaving in the new way – resistance will happen, doing new things can feel weird sometimes

Resistance is not the problem –reaction to the resistance creates problems, the resistors see it as survival. The three levels of resistance are:
- Information based – not enough info, disagreement with the idea, not familiar with it, confusion
- Physiological/emotional – job is threatened, future with the organisation, respect of peers
- Bigger stuff – personal history, identity, significant disagreement over values, transference (representing someone else)

How to navigate change:
- Just for leaders and techies – already come to terms with the change, understand why people may not want to change, understand that it's transitions, not the change that's causing problems
- Steps to take – describe it succinctly, plan carefully, help people respectfully let go, constant communication, create temporary solutions when needed, model new behaviour
- Don't do these things – don't confuse novelty with innovation, don't confuse motion with action, don't keep something going if it "still has a few good years of life"
- For techies – you might be able to change quickly, there are areas where you don't, always share too much, technojust(ication) = no technolust or technomust

If you refuse to change – there are missed career opportunities, you miss out on expanding your network and ability to develop new relationships, miss out on shaping your new destiny and reality. Parting thoughts on change – if you are not being told about it, ask, work on stress management strategies, break old habits and whine with purpose – constructive criticism is good.

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[63] http://www.davidleeking.com/

DAY 3

John Van Oudenaren, Senior Adviser, World Digital Library Initiative[64] at the Library of Congress gave the final day keynote. The Vision for the World Digital Library is to create a collection of significant original materials representing all of the major cultures from across the globe and to make it accessible to students, educators and the general public.

Objectives:
   * promote international and inter-cultural understanding and awareness
   * provide a resource for educators that matches the needs of a globalised, wireless world
   * acquire rare and unique content of interest to scholars and the general public

Partners include UNESCO, National Libraries and other cultural institutions (not Australia yet) and the technology community, including Google, Yahoo, Apple and Stanford University. The prototype will be unveiled at the UNESCO General Conference in Paris in October this year, with the full-scale launch scheduled for September 2008.

There are three pillars to the project: content acquisition; construction of a sustainable network for production and distribution of content; and the website. Content acquisition involves working with partners to digitise content in places where little or nothing is being done, bringing to light 'hidden treasures'. Network construction includes both a technical infrastructure and a community of institutions, scholars, curators, linguists and technologist. The Web Site must appeal to all users, both in the US and internationally. The prototype is under development and will be multilingual *(in the 6 official UN languages (English, Arabic, Chinese, French, Russian, Spanish and Portuguese).* Content will also include audio visual formats, special features from experts, scholars and curators and educational content for teachers and students. Social networking features, such as blogs, chat spaces and tagging will also be incorporated.

Megan Fox, the Web and Electronic Services Librarian at Simmons College[65] presented *"Trends in Mobile Tools & Applications for Libraries"*. As our users rely more on phones and other devices, we should expect they will use them for their information needs.

You can use mobile devices to watch TV shows and upload photos, they use operating systems and slide out keyboards and have great audio quality, which means you don't need a separate iPod or MP3 player. New developments include motion scrolling ultra mobile PCs, which are much smaller and lighter than laptops, with improved batteries.

A lot of content has been created for access by mobile devices. A .mobi domain has been created for content that is accessible from mobile devices. ie. CNN, New York Times, Time Magazine, Pub Med etc. ILS vendors are starting to make mobile optimised catalogues - so that patrons can access library catalogues through their mobile device. Various e-book publications are available for a wide range of mobile devices, as are search facilities and E-Books.

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[64] http://www.worlddigitallibrary.org/project/english/index.html
[65] http://www.simmons.edu/

As not all content is optimised for the mobile network, the Transcoded Web is developing to transcribe content to fit into a mobile device. You can get your content to a mobile device using special RSS feeds and there are many ways of doing this. Librarians will need to become proficient in using these devices so we can help our users to access content using them.

Google offers Content via SMS - you can send a message to Google to do a search and get a snippet back which answers your question. A dictionary publisher has partnered with a search engine to provide definitions via SMS, can also do a yellow pages search. Publishers are sending extracts from books out via SMS. Websites are now giving the option of sending content to IM addresses and via SMS. Librarians are extending services to include SMS reference.

Guided tour content for iPods or mobile phones is being used by libraries not just museums. Could also be used for storytimes and instruction sessions. Mobile TV can be accessed on phones - over 25 channels available - "place shifted television". TiVo[66] is also now available on mobile devices. YouTube[67] and Second Life[68] are working on mobile versions. Libraries have produced videos particularly for the mobile screen. Library Staff are using mobile devices for behind the scenes work and ILS vendors are providing much of it.

Rebecca Kahl & Aniel Sud/Clyde Miles spoke on the redevelopment of the Cuyahoga County Public Library[69] website. They needed to adapt their staff, services and website to meet the changing needs of their community and wanted more than a site, more a portal, a customisable experience that would enable users to access the same services that they would experience in the physical library. They wanted people to enjoy and dwell in the space, so the experience needed to be multi-faceted. They also wanted to be able to draw in new audiences and the means to partner with community organisations.

[66] http://www.tivo.com/
[67] http://www.youtube.com/
[68] http://www.secondlife.com/
[69] http://www.cuyahogalibrary.org/

They aimed to integrate web content, catalogues, databases, news and events, calendar features, branch info and web 2.0 tools. They wanted to know what their users wanted, so they put out an RFP to help them to develop the site and get a CMS in place to manage it all.

The process:
* discovery - internal constituent focus groups, customer focus groups, competitive research, best practice analysis, recommendations, wire frames
* strategy - mini portals (subjects, demographics, branches), CMS which now has 200 contributors and includes blogs, RSS and mobile CSS, event functionality, audience segmentation, enhanced search functionality
* design - focus groups wanted it to be inspired, functional, intuitive, accessible, integrated, efficient, integrated, energetic, supportive, innovative, realistic, scalable
* development - created subject and demographic portals, which dynamically pulls in events from the calendar and incorporates blogs and a relevant link
* launch/promotion - through print advertising, radio advertising, newspaper features which resulted in blog readership up 40% and homepage visits up 64%
* evolution - platform defines the functionality

   Tom Peters, Lori Bell, Matt Gullett, Kelly Czarnecki presented Alliance & Charlotte Libraries "*Get a Second Life: Library services in a virtual world*".

* Second Life is a virtual world, not a game
* Alliance Library System[70] and PLCMC[71] were the first libraries to establish spaces in SL
* 2 main projects, Second Life and Teen Second Life[72] (13-17 yrs)
* A complete online community - cultural programs, business, recreation, buildings, property and services
* 5,000 visitors per day to the Alliance Libraries Archipelago
* 2-3,000 teen visitors a day to the Eye4You Alliance Island
* used for meetings, workshops and education (ie. ALA)

Alliance Library's InfoIsland has the Main Library and Welcome Center which provides 40 hours a week of reference service, using Question Point. They have a science-fiction and fantasy portal, with books, podcasts, authors etc. The Pantheon Performance Center hosts live concerts. They also have open air auditoriums, a medical library, Imagination Island, Rachelville and Vendorville, as well as Renaissance Island - which is a period space.

Teens in Eye4You visit from all over the world and don't always use their local library. The team works with a developer and the teens to develop the island. It's a space for interactive programming, building relationships and mentoring.

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[70] http://www.alliancelibrarysystem.com/
[71] http://plcmc.org/
[72] http://teen.secondlife.com/

Services provided:
  * Reference
  * Programs – including book and genre discussions
  * Exhibits - World War II posters, Alzheimers, author Vachel Lindsay, Sept 11 remembrance
  * Collections - web resources, Second Life formatted e-books and audio books
  * Training

Why are Librarians in Second Life?
  * Its a new professional frontier - need to be trying it out
  * Where many library users and non-users are - be where your users are
  * To attract new users to the traditional library through referral - back to physical libraries
  * To investigate library service in virtual worlds - trying out new options
  * To provide library services 24/7
  * To meet and work with librarians worldwide - collaboration
  * To learn and use the 3D Web, the emerging web interaction interface

Challenges:
  * funding and sustainability – donors giving their time and talent, covering the maintenance fee
  * volunteer burnout - people get enthused, spend too much time then something has to give
  * partnerships are the key - not being paralleled in the real world - ie. with museums etc
  * steep learning curve
  * what library services do virtual world users want?
  * what, you're working in SL? Right.....
  * robust hardware & Internet connection are essential
  * no integrated audio and web yet - trying to get real life resources integrated
  * highly addictive and time intensive

What have we learned:
  * virtual world residents do want a library - they come in droves
  * collaboration is the key and partnerships are essential
  * exhibits - very popular, events attract crowds
  * SL is fun - fun factor as catalyst for amazing growth
  * Speed with which this is unfolding is unbelievable
  * People still ask for books in a virtual world
  * ALS & PLCMC have received huge national and international attention

Why is it good for libraries?
* Be seen as leaders in the library community
* Provides national profile and recognition as innovative library systems
* Easier to recruit excellent board members and staff
* Easier to land big grants to provide better service for our members

Louise Berry and Alan Gray from Darien Library outlined "The Library of the Future" – their innovative new library building, which I had already learned much about when visiting Darien Library the previous week. They have 2 goals:
1. Design and build an absolutely fantastic new library, as the most important institution in their town, where everyone wants to come
2. Use technology, whatever it is, to make the library more efficient and effective and to meet patrons' demands. Its supply and demand, not supply and need.

The building is on 3 levels. The basement will hold the tech library and technical services. The first floor is for popular materials and the children's area. The second floor is the traditional library with non-fiction, reference and more. There will be lots of spaces for collaborative work on all levels.

Alan Gray spoke about the technology and the new building. They are not just putting a layer of technology over a new building. They will be using RFID, with self-check and a materials handling system to manage returns. They expect all returning material will be back on shelf within 20 minutes of receipt. There will be no tech services with the majority of materials coming to Darien shelf ready. No circulation desk, so circulation staff will become readers advisers and information staff will work out of remote reference points. Technology staff will also work in partnership with patrons.

Janie Hermann and Robert Keith from Princeton Library *with Matt Gullett and Robin Ryan* from the Public Library of Charlotte & Mecklenburg County presented "Promoting 2.0 Training with Fantastic Freebies and other innovative programs".

You can do more than basic tech training. There are several easy to implement paths to grow a Tech training program, which are low cost in money and staff time. You need to position yourself as Tech Gurus, get involved with local users groups, develop and/or join technology mailing lists, create a tech training blog, sell up at each and every class, tease with new content. Never underestimate the power of a full colour poster.

Bringing them in - 15 freebies in 15 minutes. Locate freebies through PC magazines and websites. Constantly scan tech blogs, library blogs, tech news sites and the popular media. There are many text editing, organisation, productivity, photo and video freebies out there to be utilised.

Reflections on the conference
I was thrilled to be able to attend this conference, one of two large library IT conferences held annually in the USA. I had very high expectations and the conference exceeded them. Every presentation I attended gave me some information, inspiration and most gave me practical content which I could use as presented or adapt to use in my library's situation. It was all very fascinating, helpful and useful.

I was also fortunate to have the networking time, where I was able to meet many Movers and Shakers in library circles in the USA as well as librarians such as myself who are working to make a difference in their corner of the profession. Out of these meetings came some great contacts which I believe will be of benefit in the future. I also made some great friend, who I have been able to keep in touch with since the conference, using some of the social networking tools that librarians are taking great advantage of.

Action plan
- Create screencasts on how to use our new ILMS
- Work with our Information Services team to develop Core Competencies and appropriate training for our library staff
- Run the Learning 2.0 program for our staff
- Investigate how we can extend the Learning 2.0 program into further training areas such as using our electronic resources etc
- Investigate the recommended Web 2.0 tools, so I am aware of their potential for use by my library
- Keep in touch with contacts made during the conference
- Revisit my blog entries to remind myself of the great content packed into a short time

The Public Library of Charlotte & Mecklenburg County (PLCMC)[73] is a library service located in Charlotte and surrounding areas in North Carolina and is composed of the Main Library, the specialist ImaginOn facility and twenty two branches serving a total population of over 826,000 people.

PLCMC is the home of the Learning 2.0 program, an online staff training program utilising blogs and podcasts, to inform and give staff practice using the latest Web 2.0 tools. *(please see my report on this program under the Computers in Libraries section)* The focus of my visit to PLCMC shifted, as I had already gleaned much from Helene Blowers paper at the Computers in Libraries conference. Once there, I was more interested in their extensive website and their dedicated children/teens library – ImaginOn, which although a physical space, offers much in terms of cutting edge technology.

ImaginOn[74] is a purpose built shared building which houses the children's and teens area of PLCMC as well as their partner the Charlotte Children's Theater. It is located only 2 blocks from the Main Library in Charlotte. There are 2 theatres in the building - one seating 270+, the other 560+, which are used for children's programs as well as the theatre performances.

Both the children's area downstairs and the teen tech area upstairs are well equipped with public PCs, with a 15 PC lab for training programs also located on the upper level. The teen area *"The Loft"* is separate to the tech centre and has 11 laptops for use with plenty of seating available.

The Loft is home to iStudio, where teens can create animation, music and more. They have 2, 2-dimensional animation stations, a 3-dimensional animation and live action station as well as music creation equipment, all of which has been wildly popular. Groups as well as individual teens use the facility. They come in to learn about the processes involved, as well as to create content. They have library staff and high school interns to assist students with their works, with some of the resulting creations available on YouTube. "Troy Story" is one such work created at ImaginOn, which won a national award.

PLCMC, as outlined in the Computers in Libraries report, runs the Alliance Library service in Teen Second Life. *(see earlier section).* The Eye4You Alliance island has a robotics labs, where a teacher meets with teens to create robotic examples, a Teen Art Gallery where they display works created in real life and a radio station that plays resident created music. It also has a park with a memorial for Virginia Tech, which was created by a teen and has the facility for leaving messages. The area is still under development and includes teaching space, performance space, meeting space and a coffee shop!

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[73] http://plcmc.org/
[74] http://www.imaginon.org/

PLCMC has 16 websites with their own domain names, as well as their staff intranet. Initially they got the domain names because they didn't want people to know it was the library providing the content, but they are considering leveraging the content back to the PLCMC website.

They have 5 active web teams who provide the content for their website, each with a different focus and comprising 6 to 8 people. They focus on book reviews, children and adult's content and meet monthly with someone from Web Services attending every meeting. Positions on each team are advertised when they become vacant and potential members can be interviewed.

Apart from the main PLCMC website, the other sites they manage use templates to call on content from the relevant database as required. StoryPlace[75] is their most visited website and has its own T1 line to deal with the traffic. Their Intranet mirrors the look of the library website and was developed in-house. It will be reviewed soon as they having useability issues. The intranet is maintained by only one staff member, so to make it easier for multiple contributors, they are considering replacing it with a wiki.
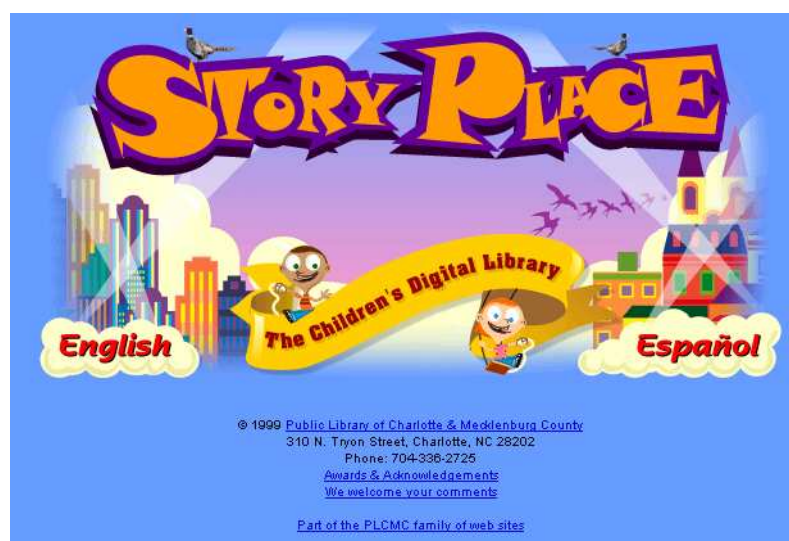
Other cutting edge virtual services that PLCMC offered to their users were:
- Podcasts
- Book reviews from patrons
- MySpace profile with a library catalogue search box included

Services they provide which are cutting edge, but required attendance in the library were:
- Storytimes to go[76] – pre-literacy kits for preschool teachers and carers, with books, activities, puppets/toys, activities and recordings of activity songs
- CheckIt Outlet, a small shopfront library at the other end of the Charlotte city centre
- Virtual Village – technology centre in the Main Library basement
- gaming events
- free wireless access throughout

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[75] http://www.storyplace.org/
[76] http://www.plcmc.org/Services/Storytimes_To_Go!/

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Reflections on the visit

A facility like ImaginOn is possible in my area, particularly with Casey Council considering a redevelopment of the area that encompasses the Narre Warren Library. As the proposed redevelopment, which may also include a performing arts facility, is still in planning, this would be an ideal time to raise the idea of such a combined facility.

PLCMC's websites are an amazing example of what a library can do in virtual spaces. They offer many different websites, serving many different sectors of their community and managed in such a way that content is always fresh and the work of providing that content is shared between interested staff. It's a model that works well and bears copying.

Action Plan
- Work with the Information Services Team, Library Management Team and Corporate Management Team on what services we can provide through our website
- Survey our users on what they use or would like to use on our website
- Offer input to the City of Casey on Fountain Gate Civic area redevelopment

OPLIN is the Ohio Public Library Information Network[77], which provides all Ohio residents with fast, free public Internet access throughout the state through Ohio's 251 independent local public libraries. They also provide access to high-quality research databases not freely available on the internet. They do this in collaboration with various consortia to get the best prices. At the moment, they have 10-12 core databases and help libraries to get group rates on other databases that are not part of the core or subscribed to by all public libraries.

Their 2 key responsibilities are to provide T1 access to each public library service in the state and to provide content. They have also added a 3rd goal - to assist their libraries with internet technology. They use 3 servers, hosted at the State of Ohio Computing Center[78] and managed in conjunction with OPLIN staff, who monitor network operations from their offices.

They use EZProxy[79] for all 251 services and authenticate all access through this, using IP verification from either the library, or a list of OHIO based IP addresses. They also provide supportive content on their website, including help guides, a FAQ and a weekly newsletter "4Cast"[80]. They provide value added content on their website, including a link directory of OHIO related content (about 25,000 links) and 3 specialist sources – "*What snake is that*", "*What tree is that*" and "*What's the point*" - which is on flint artefacts. There are also links to useful resources for kids, teens and teachers. They also provide podcasts and screencasts relevant to their services, using free Web 2.0 tools.

They have created a webpage for mobile devices, which is in test phase. It enables a user to search for and get the contact details for any library in the state. They hope to expand this service to include searching the databases from mobile devices, but this is dependent on whether the vendors can deliver the content in the appropriate format.

Reflections on the visit
Although OPLIN serves many libraries, there is much that my library can take from it. It was good to see how a library related organisation was using screencasting and working on providing content for mobile devices, making it as easy as possible for users to access content as well as making it available to all users, regardless of the device used.

Action plan
- Keep current with OPLIN's 4Casts newsletter and look for opportunities to share similar content with Victorian public library staff
- Talk to the Gulliver Steering Committee about what OPLIN is doing
- Investigate what local specialty information, my library could be compiling and making available online

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[77] http://www.oplin.org/
[78] http://www.osu.edu/map/building.php?building=949
[79] http://www.usefulutilities.com/
[80] http://www.oplin.lib.oh.us/4cast/index.php

WebJunction[81] is an online service provided by OCLC[82], whose mission is to be a cooperative of library staff sharing and using online resources that enable them to identify and embrace appropriate technologies and apply them to their daily work.

The Web Junction office at Dublin is home to a team of 10 support, development, and QA staff. The hardware/software side of the operation is also based here, with the content team in Seattle. Web Junction uses forums, a wealth of free resources, training and partnerships with cultural organisations in order to achieve their mission.

Forums cover a wide range of topics under the categories of Hardware, Software, Emerging Technologies and the Web, Networking & Security, Library Management, Staff Training & Professional Development, Patron Services, Rural Library Sustainability Project and Spanish Language Outreach Program. Membership is required to access most of the content, however registration is easy and free.

Many of the courses offered by Web Junction are provided through a consortia arrangement, which has enabled them to be offered at a greatly reduced price. There are currently over 24,000 enrolments on Web Junction courses. Many individuals enrol for 10-15 courses at once, so this figure is not representative of total student numbers. Many users sign up for a course in order to learn a particular skill set and so may never complete the entire course.

Reflections on the visit
Web Junction has a wealth of untapped resources for library staff from all sectors. The forums cover almost every imaginable topic related to libraries and a lot of answers could be found in the wisdom of their pages, wisdom coming from the experiences of other librarians.

In this era when change is almost constant and it is getting more difficult to keep up-to-date, the courses that Web Junction offer could be a useful way for individual librarians to self-educate. The potential is also there for partnerships beyond US shores.

Action plan
- Explore the online resources and forums on Web Junction for useful content for my own work situation
- Investigate the courses that Web Junction offers and consider taking some
- Watch for content on Web Junction that would benefit other staff in my workplace or other librarians and use the forums here to recommend them

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[81] http://webjunction.org/
[82] http://www.oclc.org/

SJCPL St. Joseph County Public Library [83] is a library service based in South Bend, Indiana and is composed of the Main Library and eight branches serving a total population of over 266,000 people.

St Joseph uses Word Press loaded on their local server for their blogs and they use Feed2J to generate feed summaries for their homepage. They have a public SJCPL blog, which has contributors from all branches and departments. Their teen page is blog based and teens are able to submit book reviews through a form on the blog. They also have 2 blogs for their building projects - one for staff and one for the public, keeping everyone updated on progress.

Their most popular blog is the Game Blog,[84] which is used to promote gaming events in the library and other gaming news. They have built their gaming community through this blog, with approximately 60-70 kids now coming to gaming events. They have 138 posts with 658 comments from kids. They also have a forum for discussing gaming related topics, which is moderated by staff. This is hugely popular with the teens, who start their own discussions.

For gaming, they have 8 Nintendo Game Cubes each with a TV and controllers and the games Super Smash Bros and Mario Kart. They run their gaming events under professional tournament mode, with some restrictions imposed to avoid disputes. They also have 2 Dance Dance Revolution platforms with the accompanying game and use signal boosters and projection equipment to show some of the action on a big screen.

They have 1 open play session a month and 1 tournament play. They spotlight one game on the big screen for those not immediately involved to watch. Kids also bring in their Nintendo DS devices and use the library's wireless internet access to play against each other on them. The tournaments always run on a Saturday from 9am-5pm in an open space in the basement of the Main Library, away from the collections. Kids queue from 8.30am.

Gaming gives the library relevancy to the teens, making it a Third Place for them. The staff don't push library promotions on the teens, but make the information available if they want it. They have noticed that they do get gaming kids at library events if the kids know one of the gaming library staff will be there.

Other cutting edge virtual services that St Joseph County Public Library offered to their users were:
- Subject guides – using Media Wiki software to present catalogue links and websites
- Downloadable audio – they provide content for iPods, purchased from the iTunes store
- Instant Messaging reference, averaging 5-6 queries a day, despite not being widely publicised
- Wider online presence through a Flickr account with library photos and a MySpace profile

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[83] http://sjcpl.lib.in.us/
[84] http://www.sjcpl.org/gameblog/

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Services they provide which are cutting edge, but required attendance in the library were:

- They lend iPods with pre-loaded audio book content from their iTunes collection – they have 30 available for loan and they are almost always out
- free wireless access throughout
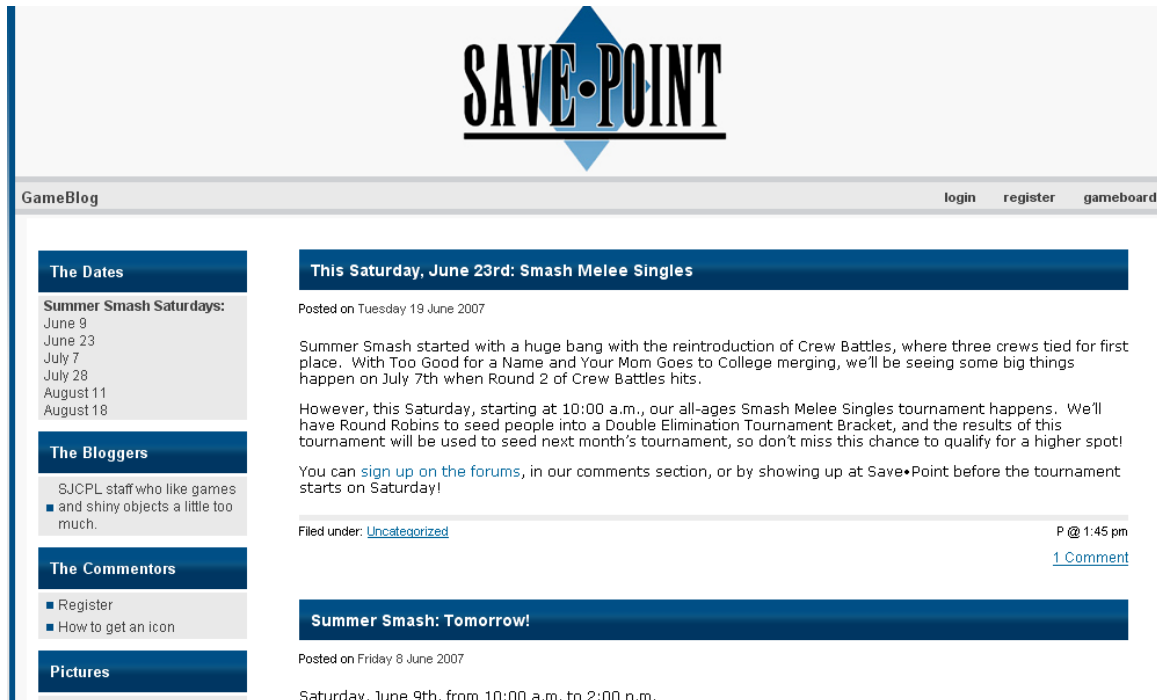
Reflections on the visit

St Joseph is unique amongst many public libraries in that the majority of their public computers are Macs rather than PCs. This has not been a problem for either library staff or their users.

Their blogs are a key communication tool, both internally and with their users. It has been an enormous success with their teens, as evidenced by their gaming blog and is straightforward to establish and maintain.

Their gaming events have been a huge success and they have seen amazing changes in both the kids themselves and how they see the library and deal with library staff. However, the key to this is having an individual who knows the gaming environment and is heavily involved in both the virtual side (the forum and the blog) as well as physically being at every event.

Action plan

- Investigate whether we have an interested staff member who would launch a gaming blog to coincide with the impending launch of gaming consoles in two of our branches
- Work with our youth service and collections staff on ideas to better serve this user group – whether through more consoles in more branches, more events or more targeted collection development
- With my library having a number of building projects either underway or impending, investigate starting a building blog to keep all informed

The Ann Arbor District Library[85] (AADL) is located in Ann Arbor, Michigan and is composed of the Downtown Library and four branches serving a total population of over 115,000 people.

Their entire website is blog based. They used a graphics design company to design the look and the CSS templates. They also took copies of the proposed site, to check terminology and transparency with their users.

They looked at various content management systems (CMS) which were php based as that was the development skill they had in-house. Drupal[86], their chosen CMS, works as a web interface for their library system, logs their users in and returns search results. This enables them to use php scripts to do more.

Any staff member can blog on the website, with the approval of their manager and after they complete a 1/2 hour training session. They adapted the Drupal wiki to allow them to easily link to images, catalogue searches and individual items. Their blogs have had 10,000 comments, but over 9,000 of those have been on the gaming blog.

AADL is also a widely recognised and respected gaming library and uses a similar setup to SJCPL. Once a month, they run a tournament weekend - Friday night is open to all ages, Saturday is teens only and Sunday is either for young kids or is open play again. It is usually held at the start or end of a school break. They see these tournaments as being no different to storytimes, with the same sorts of relationships being developed. It is the highlight of the kids' relationship with the library, smashing their preconceived ideas of it.

So far they have run 65 gaming events with a total attendance of 5000. Their database of gamers has 1000 players, with over 200 unique players attending last season. They get an average of 40-60 kids to each event, but their biggest tournaments have had 100-120. Like SJCPL, they have consistent staff on their gaming blog and at their events.

Other cutting edge virtual services that Ann Arbor District Library offered to their users were:
- They will be opening up a development server for members of the public to develop applications that will interface with their website and library system
- Downloadable audio – MP3 format only
- Picture Ann Arbor[87] – public contributing to a growing virtual local history collection of scanned documents and images

Services they provide which are cutting edge, but required attendance in the library were:
- computer training classes in their multiple technology centres
- free wireless access throughout
- Manga events – reaching out to teens and twenty somethings
- they are starting a Library Lego League[88]

[85] http://www.aadl.org/
[86] http://drupal.org/
[87] http://www.aadl.org/gallery/pictureAnnArbor/
[88] http://www.firstlegoleague.org/

Reflections on the visit

AADL has an interesting view of their blogs and staff, with all staff encouraged to contribute content, once approved by their manager – a transparency and radical trust not widely seen in libraries.

With blogs at the centre, AADL has a dynamic, vibrant website that changes regularly and gives the user something new to see on every visit. This is an attraction and an incentive for users to visit more often.

Their gaming events preceded SJCPL but have taken the same path in terms of organisation and success. It says something for their model that two libraries services in very different areas have had the same sorts of success with it.
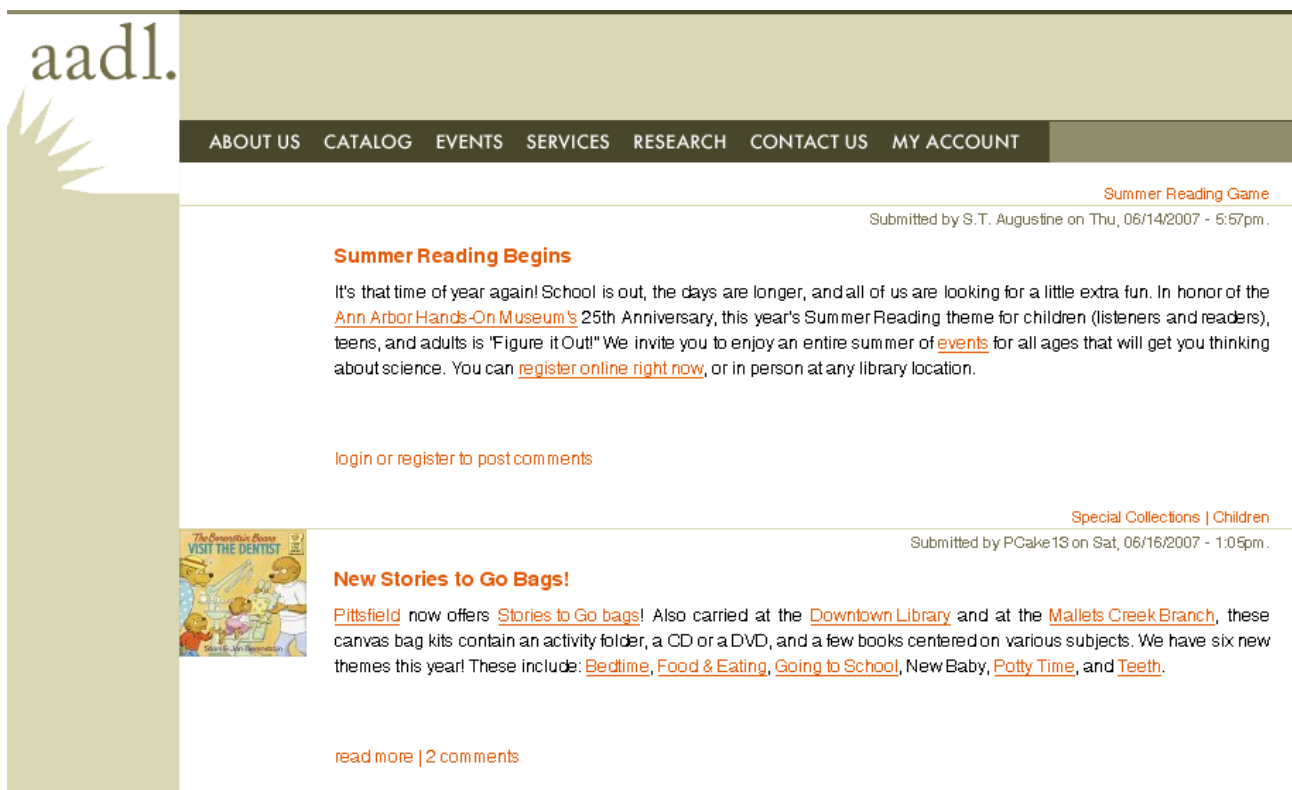
Action plan
- Same actions as for SJCPL
- Investigate how multiple blogs would work in our new proposed library website
- Discuss with our Corporate Management Team the concept of anyone being able to blog (with their manager's approval)

Hennepin County Library (HCL)[89] is located in Hennepin County, which comprises the outer suburbs of Minneapolis and is composed of 26 libraries and the Children's Readmobile, serving a total population of nearly 1.12 million.

Earlier this year Hennepin launched a new adult reading area on their website entitled Book Space[90]. It comprises booklists, forthcoming books, new materials, book club information and find a good book advisories. It has been hugely successful in the short time it has been live, both with Hennepin patrons and as an excellent example of reader services to other library services.

Their webpages are mostly dynamic and database driven. Hennepin librarians have written programs in-house to simplify the adding of content to their website, whilst also taking advantage of content they already have, ie a librarian enters a book review and before it is displayed on the website, the program pulls in the catalogue link, cover image, similar titles etc and then presents it, beautifully formatted, in the appropriate location on their website. Library users are able to generate booklists on the Hennepin website, which they can make either public or private. Library staff choose appropriate user generated booklists to be rotated through the Book Space homepage as a highlighted list.

Library users are able to place comments on Hennepin's catalogue records, using a form on HCL's website. A script gathers them in a batch several times a day and forwards them in an email to a librarian for approval. Once approved, the comments are attached to the appropriate catalogue records, including the different formats and editions of the same title, ie. Audio, large print etc. Comments have a name link that takes you to other comments left by that person - a form of reader recommends, which adds a social networking/building community capacity to the space.

Other cutting edge virtual services that HCPL offered to their users were:
- Downloadable audio for MP3 players
- Web based subject guides
- 24/7 Ask a librarian service, in conjunction with Tutor.com[91] who answer outside library hours
- Online membership applications
- RSS feeds for events and new books
- Online polls
- Email newsletter for kids

Services they provide which are cutting edge, but required attendance in the library were:
- Wii[92] gaming consoles in the branches
- Automated materials handling system[93] for returning items
- free wireless access throughout

[89] http://www.hclib.org/
[90] http://www.hclib.org/pub/bookspace/
[91] http://www.tutor.com/
[92] http://wii.com/
[93] http://www.tech-logic.com/pdf/AMHbrochure.pdf

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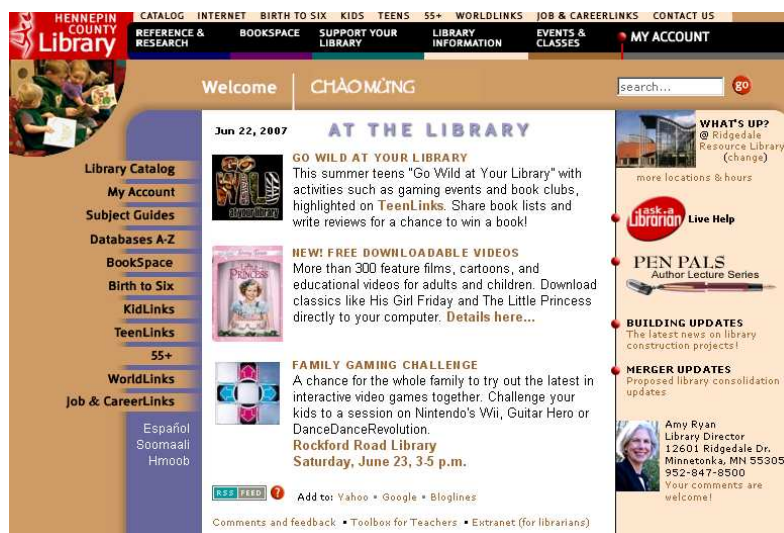
Reflections on the visit

The potential for library websites is amazing. With a little technical skill we can take a lot of the content we already have and make it available in even more ways that our users can access and then, if they choose, repackage it themselves in ways that they find useful. However, it does take time and some technical skill to achieve these sorts of results. The types of programs that Hennepin has developed have ultimately saved time for library staff and made it much easier for both staff and the public to contribute content to their website.

Action plan

- Tap into the functionality of our new ILS to improve the usefulness of our existing booklists
- Add a search facility to our booklists to improve their findability
- Explore the possibility of developing a Readers Space on our website, similar to Hennepin's
- Investigate how we can enable more staff to contribute to our library website
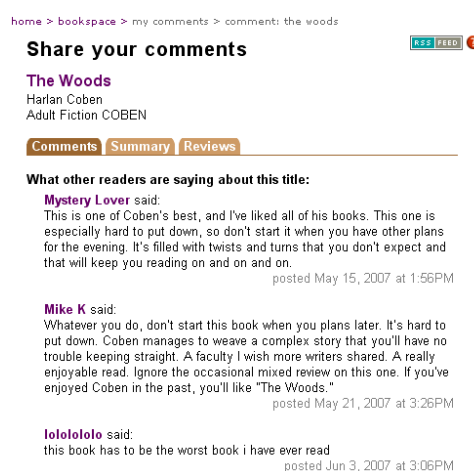
Thomas Ford Memorial Library
800 Chestnut, Western Springs, IL 60558

Thomas Ford Memorial Library (TFML)[94] is located in Western Springs, Illinois and serves a total population of over 12,500 people.

Thomas Ford's website is renowned for its user friendly interface. It offers the user to access content via user group (ie. adult, children) or by intended use (join, renew items, search etc). It uses Moveable Type blogging software, hosted remotely to run the website, with public blog and fixed template content, as well as a staff blog where they share notes, news and more. Blog entries can feed to different pages on the website. Have a slight problem with uploading files, as Movable Type disallows the upload of large files, including images.
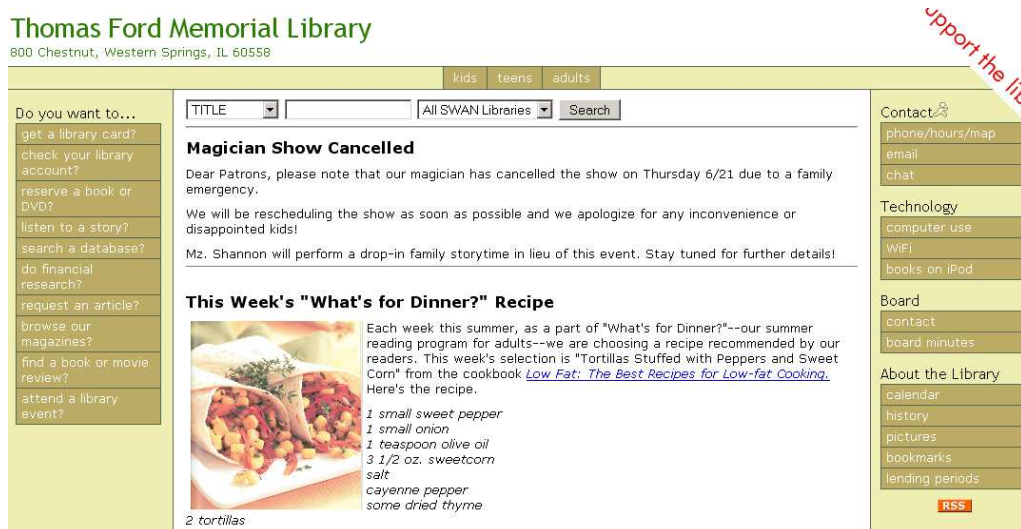
They are about to do a redesign of the website, keeping Movable Type for blogs but looking to use another format for the rest of their content. They want the website to do more to promote the services and collections of the library - at present this content is down too deep in the site and is rarely accessed.

Their local history website uses Word Press software and was initially established with grant money that was used to pay for the setup, digitisation and metadata of the content. The result is the Western Springs History[95] website which has over 100 photos of local houses with accompanying information. TFML staff are meeting with the Western Springs Historical Society in the next month to investigate further collaboration efforts which will hopefully result in the expansion of this project.

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[94] http://www.fordlibrary.org/
[95] http://www.westernspringshistory.org/

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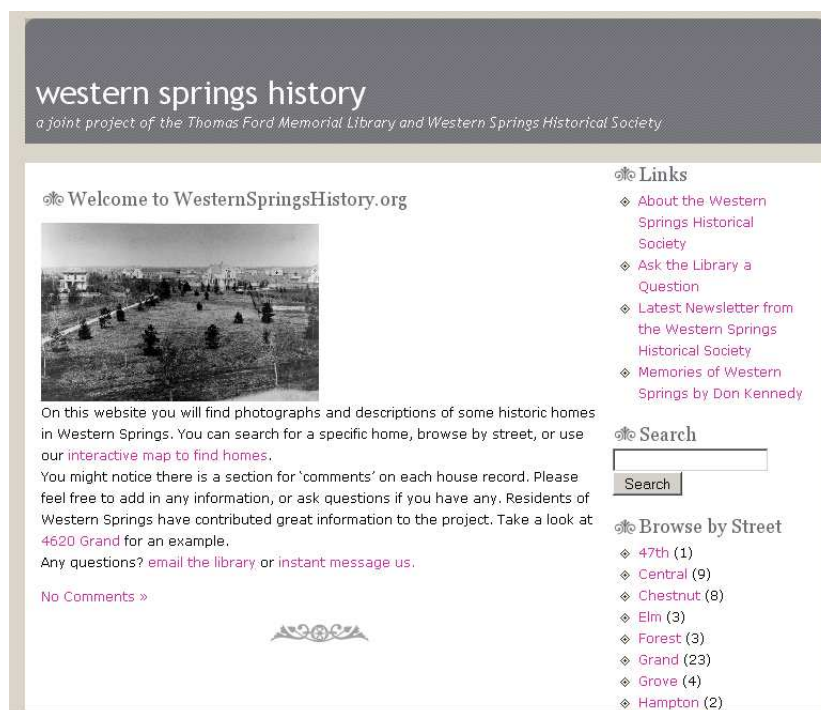
Other cutting edge virtual services that Thomas Ford Memorial Library offered to their users were:
- Downloadable audio for iPods with content from iTunes
- Searchable book reviews, using the Google Co-op[96] search facility
- Flickr, MySpace and Facebook profiles
- "Listen to a story"[97] podcasts

Reflections on the visit
A lot can be offered to virtual users of a library, using freely available social networking tools, such as blogs and wikis. The first thing a library needs before doing this is to have passionate staff who want to offer new and interesting services to library users and will find ways to do so, regardless of the level of expertise available in-house.

Action plan
- Talk to our Local History Librarian about the possibilities of using Web 2.0 tools to make our local history collection more accessible
- Work with our Information Services team to review the ways in which our virtual users can interact with the content on our website
- Investigate the options for "storytime" podcasts

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[96] http://google.com/coop/cse/
[97] http://www.fordlibrary.org/clickastory/

Conclusion

New collaborative tools are being made available almost daily on the Internet, with a lot of them either free or low cost. Many of these tools have great potential in libraries, as a means of sharing and collaborating with ours users. This is important as our users expect to be able to do more than just 'read' statically displayed information.

As Libraries continually face the challenge of relevance in this information age, we need to ensure that we are out there, on the "cutting edge", using these tools and making our services more widely available. Not only to our existing users who are tapping into our services virtually as well as physically, but also to those in our community who inhabit the virtual sphere but don't yet use their local library.

So what are our options? We have many and there are many more to discover. Below are the sorts of examples already being utilised in libraries and which are straightforward and mostly free to implement. The biggest cost is staff time.

Blogs – readers advising, collection promotion, events promotion, public comments, reference questions, news, reading groups/programs

Wikis – reading programs, staff manuals, technical support

Podcasts – storytimes, guest speakers, interviews, seminars, music events, poetry readings, library guides,

Videos – library promotion, library guides

Screencasts – library guides (usually for the catalogue)

Instant messaging – reference services

RSS feeds – used in conjunction with blogs, but also with the library catalogue to inform users of new stock of interest to them

There is much more that can be done with these tools. They may be able to assist us in providing services we have not been able to before. They can also help us to repackage current services into a format that may make them more appealing to a wider audience. The most important question, as always, remains – how do we best serve our users? For some things, these tools will not be appropriate, but for others, I believe they will. Its time to start using them and in doing so, open up new avenues for our users to access all that libraries can make available to them.

(This report is just the tip of the iceberg when it comes to what I learnt on this tour. If you are interested in learning more, please feel free to check out my blog "*Connecting Librarian*[98]" where all I learnt was posted whilst I was on tour.)

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[98] http://connectinglibrarian.blogspot.com/

GLOSSARY

Unless otherwise indicated, all definitions are taken from the Creative Commons licensed Web 2.0 tool Wikipedia**. (http://en.wikipedia.org)**

Biblioblogosphere - The subset of the blogosphere where librarians and information specialists blog. *http://www3.merriam-webster.com/opendictionary/newword_search.php*

Blog **-** A blog (a portmanteau of web log) is a website where entries are written in chronological order and displayed in reverse chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog.

CMS **-** A Content Management System (CMS) is a software system used for content management. This includes computer files, image media, audio files, electronic documents and web content.

Digital rights management **-** Digital rights management (DRM) is an umbrella term referring to technologies used by publishers or copyright owners to control access to or usage of digital data or hardware, and to restrictions associated with a specific instance of a digital work or device.

Feed - A web feed is a data format used for serving users frequently updated content. Content distributors syndicate a web feed, thereby allowing users to subscribe to it. Making a collection of web feeds accessible in one spot is known as aggregation.

Gamers - Historically, a gamer was usually someone who played role-playing games or war games but more recently the term includes computer and video game players as well.

Instant messaging - Instant messaging (IM) is a form of real-time communication between two or more people based on typed text. The text is conveyed via computers connected over a network such as the Internet.

Learning commons –provide students with a facility with the technology, flexibility and support staff expertise for effective learning. It will be a welcoming space that has a relaxed and informal feel; ideal for those seeking a space for individual quiet study, group study or simply for an on-campus escape. *http://w2.vu.edu.au/library/LearningCommons/*

Manga - Manga is the Japanese word for comics and print cartoons. The drawers of these comics are called mangaka. Outside of Japan, it refers specifically to comics originally published in Japan, or works derivative of the style.

Place shifted television - Placeshifting (or place shifting) is a technology that allows anyone with a broadband Internet connection to have video streams from their home television set or personal video recorder (PVR) forwarded for viewing at any location where they have a computer display and a high-speed Internet connection. *http://whatis.techtarget.com/definition/0,,sid9_gci1112947,00.html*

Podcast - A podcast is a digital media file, or a series of such files, that is distributed over the Internet using syndication feeds for playback on portable media players and personal computers.

RFID - Radio-frequency identification (RFID) is an automatic identification method, relying on storing and remotely retrieving data using devices called RFID tags or transponders.

RFP - A Request for Proposal (referred to as RFP) is an invitation for suppliers, through a bidding process, to submit a proposal on a specific product or service.

RSS - RSS is a family of web feed formats used to publish frequently updated content such as blog entries, news headlines or podcasts. An RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated web site or the full text.

Screencasting - A screencast is a digital recording of computer screen output, also known as a video screen capture, often containing audio narration.

SMS - The Short Message Service (SMS) is a means of sending short messages to and from mobile phones.

Social software - Social software enables people to rendezvous, connect or collaborate through computer-mediated communication.

Streaming music – (a form of) Streaming media is multimedia that is continuously received by, and normally displayed to, the end-user while it is being delivered by the provider.

Third Place - "The Third Place" is a term used in the concept of community building to refer to social surroundings separate from the two usual social environments of home and the workplace.

Web 2.0 - Web 2.0, a phrase coined by O'Reilly Media in 2003[1] and popularised by the first Web 2.0 conference in 2004,[2] refers to a perceived second generation of web-based communities and hosted services — such as social-networking sites, wikis and folksonomies — which facilitate collaboration and sharing between users.

Widget - A web widget is a portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user without requiring additional compilation. They are akin to plugins or extensions in desktop applications.

Wiki - A wiki is a website that allows visitors to add, remove, and edit content.

Wikipedia - Wikipedia is a multilingual, web-based, free content encyclopedia project.

WYSIWYG - is an acronym for What You See Is What You Get, used in computing to describe a system in which content during editing appears very similar to the final product.

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APPENDIX A – Ramsay Reid Application

Application for the Ramsay and Reid Scholarships 2006 Template:

Name:	Michelle McLean
Address:	7 Woodburn Avenue, BERWICK 3806
Telephone:	03 9704 1456 (H) 03 9704 7696 (W)
Email:	tango@michevan.id.au or michelle.mclean@cclc.vic.gov.au
Employer:	Casey-Cardinia Library Corporation

Referees:	[Each referee needs to complete a Referee Form]
1. Pru Menzies – Customer Services Manager – Casey-Cardinia Library Corporation	
2. Denise Carew – Technical Services Manager – Casey-Cardinia Library Corporation	

Title of Proposal:	Public libraries serving their virtual communities

Detailed description of proposal:	A study tour of public library services in the US who are providing first class, cutting edge service to their virtual clients. I would spend 1 to 2 days at each service, seeing how the service is organised, structured and administered from behind the scenes. This would also include investigating the costs in terms of equipment, staffing, promotion, administration and other resources. The services I would visit are those with a great reputation for innovation and success with it and are as follows:
	- Ann Arbor District Library (blogs)
	- Darien County Library (blogs)
	- Hennepin County Library (catalogue, patron comments)
	- Princeton Public Library (Book Club wiki)
	- Library of Charlotte and Mecklenburg County (training and payments)
	- St Joseph County Library (gaming and blogs)
	- Thomas Ford Memorial Library (website)

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<table>
<tr><td></td><td>This trip would Include attendance at the Computers in Libraries 2007 conference in Arlington (Virginia). Additional to attending, I would offer to present a brief paper at this conference, on innovations in the library world in Australia.</td></tr>
</table>

<table>
<tr><td>Rationale for selection of proposal:</td><td>Internet use is growing exponentially. Library website use is growing just as fast. We need to be finding new ways of serving our virtual users, enabling us to bring all types of public library service to those who may only ever visit us online, as well as drawing new users in through our online services. To help staff to be providing such services and instigating new ones, virtual staff training and professional development is vital to enable them to keep up with new developments on the Internet, ICT and with computers.</td></tr>
</table>

<table>
<tr><td>Key objectives:</td><td>

- To learn about the latest technologies, equipment, software and services.

- To learn how libraries are using Web 2.0 technologies to provide new and improved services to existing users and to attract new users.

- To learn how librarians are using these technologies to train staff.

- To discover how public libraries are marketing themselves in innovative ways in this information age

- To discover the costs of services provided through Web 2.0 technologies, in terms of staff, resources, administration etc.

- To contribute an Australian perspective to the conference.

- To investigate key performance measures & funding models for innovative developments that will influence key stakeholders to support these services adequately, using measures other than traditional loans statistics.
</td></tr>
</table>

<table>
<tr><td>Key Performance Indicators:</td><td>

- Attendance at the Computers in Libraries 2007 conference.

- Proposal for a paper to be submitted to the Computers in Libraries 2007 conference (already tentatively done)

- Study tour of selected libraries completed.

- Presentation to Viclink & written report of experiences and discoveries.
</td></tr>
</table>

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	• Article on study tour submitted to professional journal for publication. • Proposal for paper submitted to VALA 2008 and ALIA 2008 conferences.

Linkage to Statewide Public Library Development Projects:	Public library collections and access to collections • See how libraries are expanding their electronic collections, providing access to all of their collections through virtual means and how they market their collections virtually. Workforce sustainability and leadership issues in public libraries • This study tour would enable me, through my experiences, to take a lead in the introduction of Web 2.0 technologies into Victorian Library industry Community-building role of libraries • These types of services would enable the marginalised to be involved in library services. Through the interactive capability of blogs, wikis and other Web 2.0 technologies, public libraries could develop innovative ways of enhanced & targeted service to working people, the time poor, teenagers and young people, CALD communities, those without transport and older people.

Key outcomes and benefits to the applicant:	• Career development, with increased confidence to lead and advocate for improved services • Skills enhancement through hands on experience with new technologies • Awareness raising – finding out from within what new innovations are available and how they are being used & valued in public libraries. • To establish relationships & progress collaboration with colleagues in another country
Key outcomes and benefits to the employer:	• Demonstrate leadership & guidance by sharing of experiences with other library staff. • Enhanced capacity to evaluate and recommend new and improved web based services for the organisation, staff, library members and our community. • Enhanced capacity to develop and direct an action plan for the

	implementation of appropriate technologies in the organisation.
Key outcomes and benefits to the Victorian library industry:	• Building connections allowing potential future collaboration with counterparts in the US. • Ensuring the Victorian public library network maintains leading edge with ICT provision by sharing experiences with staff from other libraries and information management students. • Take a leadership role through my experiences, in the implementation and use of Web 2.0 technologies.

Commitment from / Contact with organisations:	Ann Arbor District Library - Josie Parker – Director Darien Library - Alan Gray - Head, Technology, Technical Services & Planning Hennepin County Library – Marilyn Turner – Manager, Web Services Princeton Public Library – Leslie Burger – Director and ALA President Public Library of Charlotte & Mecklenburg County - Helene Blowers - Public Services Technology Director St Joseph County Library – Donald Napoli - Director Thomas Ford Memorial Library - Rick Roche - Adult Services Librarian

Timeframe: Timeframe should not commence any earlier than November of the same year. (indicating milestones)	Submission of proposal for paper to the Computers in Libraries conference – submissions close 28th August, so proposal submitted 12th August. Study tour – 3 to 4 weeks from mid April 2007 using Computers in Libraries conference in Arlington Virginia, scheduled for April 16-18,l 2007 as base (final dates – to be confirmed, depending on time spent at each library, travel schedule etc) Production of report – by 31st August 2007 Production of article and submission for publication to the Australian Library Journal Sharing of experiences – on going Paper submitted to VALA 2008 and ALIA 2008 – by deadlines for proposals

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Strategy for communication of outcomes: Please nominate outcomes, and explain use of other as required.	Presentation to Viclink or associated Workgroup/subcommittee	Presentation to be made as requested
	Professional paper for publication	Paper to be submitted for publication in Australian Public Libraries
	Presentation to wider audience, ie. ALIA conference	Paper to be submitted to VALA 2008 and ALIA 2008 conferences
	Training	Work with the Public Libraries Unit (SLV) on training options
	Other	Offer to talk to students at Library Schools on my experience

Ability to implement proposal:	I have been working in public libraries in Victoria for nearly 22 years – my entire career. I have a demonstrated interest and capacity to share my experiences and passion with the innovations in libraries through online initiatives I am the inaugural winner of the Vicnet's Matilda Award for Best Library Website for the first Casey-Cardinia Library Corporation website which I created from scratch. I have presented a paper at the 1999 RAISS conference on IRIS, the email reference service I began at Casey-Cardinia Library Corporation and subsequently had that paper published in the APLIS. < Vol 12, No. 3, Sept 1999, pg 97> I then was Secretary of the organising committee for "Revelling in Reference – RAISS 2001". I have a personal blog where I journal my experiences and discoveries related to virtual innovations and libraries. < http://connectinglibrarian.blogspot.com> This has been going for a year now. I am also a regular contributor to the VALA and Libraries Interact blogs. I have been working with other Casey-Cardinia Library Corporation staff to introduce new innovations to our service in the past year, including an Online Book Discussion and implementation of Instant Messaging for most of our middle and some senior managers. I have contributed to Wikipedia and have used a wiki extensively in other recreational online pursuits. I have the experience and the passion to enable me to make the most of this opportunity and then to share that experience in many different ways, with many others.

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| Ability to implement proposal: | I have been working in public libraries in Victoria for nearly 22 years – my entire career. I have a demonstrated interest and capacity to share my experiences and passion with the innovations in libraries through online initiatives

I am the inaugural winner of the Vicnet's Matilda Award for Best Library Website for the first Casey-Cardinia Library Corporation website which I created from scratch.

I have presented a paper at the 1999 RAISS conference on IRIS, the email reference service I began at Casey-Cardinia Library Corporation and subsequently had that paper published in the APLIS. < Vol 12, No. 3, Sept 1999, pg 97> I then was Secretary of the organising committee for "Revelling in Reference – RAISS 2001".

I have a personal blog where I journal my experiences and discoveries related to virtual innovations and libraries. < http://connectinglibrarian.blogspot.com> This has been going for a year now. I am also a regular contributor to the VALA and Libraries Interact blogs. I have been working with other Casey-Cardinia Library Corporation staff to introduce new innovations to our service in the past year, including an Online Book Discussion and implementation of Instant Messaging for most of our middle and some senior managers.

I have contributed to Wikipedia and have used a wiki extensively in other recreational online pursuits.

I have the experience and the passion to enable me to make the most of this opportunity and then to share that experience in many different ways, with many others. |
| --- | --- |

Date of application:	18th August 2006
Have you attached your curriculum vitae?	Yes
Have you been an applicant since 2000?	No

Proposal Budget – All costs are approximate, variations will occur due to time and date of bookings not yet confirmed and exchange rates.

A detailed budget for the proposal should include, at a minimum, all the cost factors as outlined where applicable. Budget should also outline in kind contribution from applicant and employing organisation, fully costed where possible.	Travel costs: Airfares (per leg of journey) Other public transport costs	Flight: Melbourne to New York, then Chicago to Melbourne	$2700
		Train fare : New York to Princeton	$150
		Train fare: Princeton to Alexandria	$120
		Train fare: Alexandria to Charlotte	$120
		Flight: Charlotte to Detroit	$350
		Flight: Detroit to Minneapolis	$200
		Flight: Minneapolis to Chicago	$150
	Car hire	For travel in Illinois and Indiana (5 days approximately @	$330
	Travel Insurance	With RACV Insurance	$300
	Daily travel costs	Airport transfers, transport to and from accommodation to libraries	$700
	Accommodation (@ daily rate)	Approximately 25 days (yet to be finalised) @ $120 per day	$3000
	Living expenses, including meals (@daily rate)	Food and other sundries at $100 per day	$2500
	Staff replacement costs – in kind	3 weeks leave (13 days @ $200 per day)	($2600)
	Training; Conferences; Events	Conference fees – Computers in Libraries 2007 (not yet available)	$1500
		In kind – personal formatting and printing of report	($200)
	Professional editing / Administrative costs	Binding and professional presentation of report	$100
		TOTAL	**$12220**

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APPENDIX B – Itinerary

Melbourne Time	US Time	Activity
Mon 9/4 10.25am		Depart Melbourne
Tue 10/4 12.30am	Mon 9/4 7.30am	Arrive LA
7.20am	5.20pm	Arrive New York
11.00pm	Tue 10/4 9.00am	Tour New York
Wed11/4 9.00am	Tue 10/4 7.00pm	Train to Princeton
11.00pm – 7.00am	Wed 11/4 9.00am-5.00pm	Princeton Library
Thu 12/4 11.00pm	Thu 12/4 9.00am	Train to New York
12.00pm	10.00am	New York Public Library
Fri 13/4 5.00am	Thu 12/4 3.00pm	Train to Darien
11.00pm – 7.00am	Fri 13/4 9.00-5.00pm	Darien Library
Sun 15/4 1.58am	Sat 14/4 11.58am	Depart from Darien
3.20am	1.20pm	Arrive Washington DC
11.00pm	Sun 15/4 9.00am	Tour Washington DC
Mon 16/4 11.00pm– 7.00am	Mon 16/4 9.00am-5.00pm	Conference
Tue 17/4 11.00pm-7.00am	Tue 17/4 9.00am-5.00pm	Conference
Wed 18/4 4.15am	Tue 17/4 2.15pm	Present paper
11.00pm- 7.00am	Wed 18/4 9.00am-5.00pm	Conference
Thu 19/4 9.15am	Wed 18/4 7.15pm	Depart Washington DC
10.32am	8.32pm	Arrive Charlotte
11.00pm–7.00am	Thu 19/4 9.00am-5.00pm	Charlotte Library
Fri 20/4 11.00pm-7.00am	Fri 20/4 9.00am-5.00pm	Charlotte Library
Sat 21/4 11.45pm	Sat 21/4 9.45am	Depart Charlotte
Sun 22/4 1.14am	Sat 21/4 11.14am	Arrive Columbus Ohio]
11.00pm	Sun 22/4 9.00am	Tour Columbus
Mon 23/4 11.00pm-7.00am	Mon 23/4 9.00am-5.00pm	OPLIN
Tue 24/4 11.00pm-7.00am	Tue 23/4 9.00am-5.00pm	WebJunction
Wed 25/4 9.30am	Tue 23/4 7.30pm	Depart Columbus
12.51pm	Tue 23/4 9.51pm	Arrive South Bend
1.00pm	Tue 23/4 10.00pm	Pick up hire car
11.00pm-7.00am	Wed 24/4 9.00am-5.00pm	St Josephs Library
Thu 26/4 10.00am	Wed 25/4 8.00pm	Drive to Ann Arbor
11.00pm-7.00am	Thu 26/4 9.00am-5.00pm	Ann Arbor Library
Fri 27/4 10.00am	Thu 26/4 8.00pm	Return car
10.55am	Thu 26/4 8.55pm	Depart Ann Arbor
1.38pm	Thu 26/4 9.38pm	Arrive Minneapolis
Sat 28/4 12.00pm-8.00am	Fri 27/4 9.00am-5.00pm	Hennepin Library
Sun 29/4 12.06pm	Sat 28/4 9.06am	Depart Minneapolis
1.20pm	10.20am	Arrive Chicago
12.00pm	Sun 29/4 9.00am	Tour Chicago
Mon 30/4 12.00pm-8.00pm	Mon 30/4 9.00am-5.00pm	Thomas Ford Library
Wed 2/5 7.20am	Tue 1/5 4.20pm	Depart Chicago
11.50am	6.50pm	Arrive LA
4.40pm	11.40pm	Depart LA
Thursday 3/5 7.55am		ARRIVE HOME!

APPENDIX C – Locations visited with contacts

With sincerest thanks to all these services and their staff, for taking time out of their busy days to share their experiences with me.

Locations	Contacts	
Princeton Library	Leslie Burger - Director	
	Romina Gutierrez	Janie Hermann
	Bob Keith	Evan Kimple
	Janice Painter	Tim Quinn
	Barbara Silberstein	
Darien Library	Louise Parker Berry–Director	Caitlin Augusta
	Janet Davis	Mary Freedman
	Kim Gabert	Alan Kirk Gray
	Barbara Thomas	Emily Weiss
Computers in Libraries 2007	Louise Alcorn	Connie Crosby
	Jane Dysart	Karen Huffman
	Polly Farrington-Aida	Michael Sauers
	Laura Solomon	
	& all the other librarians whom it was a pleasure to meet	
Public Library of Charlotte and Mecklenburg County	Charles S. Brown – Director	
	Helene Blowers	Kelly Czarnecki
	Patrice Ebert	Susan Herzog
	Matt Gullett	Chuck Rigney
Ohio Public Library Network	Stephen Hedges – Director	Bobbie Galvin
	Joel Husenits	Karl Jendretsky
Web Junction	Denise Stewart	Larry Olszewski
	Kannan Seshadri	
St Joseph County Library	Marianne Kruppa	Pedro Galicia
Ann Arbor District Library	Eli Neiburger	
Hennepin County Public Library	Christine Clifford	Sharon McGlinn
	Ann Melrose	Glenn Peterson
	Marilyn Turner	Jody Wurl
Thomas Ford Memorial Library	Rick Roche	Kristin Schar

My Maps - Create new map

Saved

Ramsay Reid Study Tour 2007
Map showing the cities of the libraries I visited in April 2007.
Public - Edit title/settings
Created by tango on Jun 18

Princeton, NJ
Princeton Public Library

Darien, CT
Darien Library

Arlington, VA
Computers in Libraries 2007 conference

Charlotte, NC
Public Library of Charlotte & Mecklenburg

Dublin, OH
OPLIN and Web Junction

South Bend, IN
St Joseph County Public Library

Ann Arbor, MI
Ann Arbor District Library

Minnetonka, MN
Hennepin County Public Library

Western Springs, IL
Thomas Ford Memorial Library

http://maps.google.com/maps/ms?ie=UTF8&hl=en&msa=0&msid=110935052825783144180.0000011341d275c1d89a7&z=5&om=1
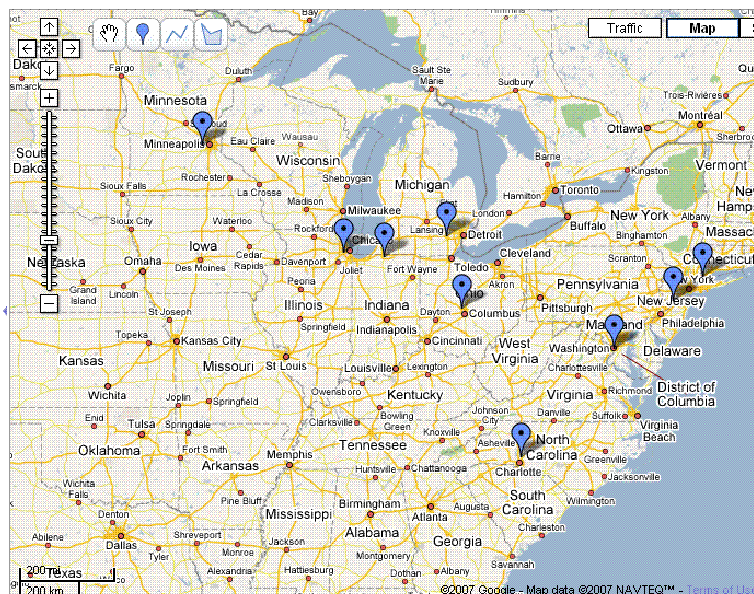
APPENDIX D – CIL 2007 Paper

"Library 2.0 and libraries building community initiatives in Australia"
Michelle McLean
Casey-Cardinia Library Corporation
michellem@cclc.vic.gov.au
http://www.cclc.vic.gov.au/
http://connectinglibrarian.blogspot.com/
Computers in Libraries 2007 – Session C104 – Building Community

Australia is a large but very young country, with a comparatively small population. To give you some perspective, Australia's landmass is equal to 95% of the continental USA[99] and our population of nearly 21 million[100] is less than 7% of America's 300 million[101]. Our first settlement was established in 1788, making us 200 years younger. On the other hand, Australia is one of the most urbanised nations in the world, with over 15 million people living in urban areas. [102] Despite the fact that we could be seen to be working with many limitations, our librarians are enthusiastic and passionate about their work and their users and many creative projects are happening in Australian libraries.

LIBRARIES/BUILDING/COMMUNITIES

The Libraries Building Communities project[103] was the first comprehensive Australian study of its type. It aimed to discover the value that public libraries bring to their communities. Every public library service in the state of Victoria (southernmost of our 6 mainland states) was included, with the views and ideas of almost 10,000 people sought via surveys, focus groups and interviews.

The findings of this 2005 study were presented in four reports, and are summarised in an Executive Summary[104] as well as the full reports:
Setting the Scene - giving background on community building.
Logging the Benefits - the community views on public libraries.
Bridging the Gaps – strategies for bridging perceived gaps in public library service.
Showcasing the Best – case studies on over 30 examples of innovation and excellence in Victorian public libraries.

This report was further enhanced in 2006 by a Library Census[105], a report presenting detailed demographic information on 33,000 public library users in Victoria and a Library Survey which reported on library users, library use, satisfaction and benefits from more than 12,000 people.

Since these reports, the Victorian public library network and the Library Board of Victoria[106] have been addressing the issues raised. Areas of focus for the project until 2008 include the future workforce needs of public libraries and assisting public libraries with initiatives which will help build community capacity, advocacy support and ongoing research.

The Showcasing the Best report is being updated and will be released in April/May 2007. The updated report will include a review of some of the projects highlighted in the 2005 report, as well as presenting case studies and snapshots of new projects. Some of these include library projects that create civic

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[99] http://www.aussieinamerica.com/geography/population.htm – Aussie in America
[100] http://www.abs.gov.au/ Australian Population Clock
[101] http://www.census.gov/population/www/popclockus.html – US Population Clock
[102] http://abs.gov.au/ausstats/abs@.nsf/Latestproducts/1301.0Feature%20Article72006?opendocument&tabname=Summary&prodno=1301.0&issue=2006&num=&view= - Year Book Australia 2006
[103] http://www.slv.vic.gov.au/about/information/publications/policies_reports/plu_lbc.html Libraries Building Communities
[104] http://www.slv.vic.gov.au/pdfs/aboutus/publications/lbc_execsumm.pdf
[105] http://www.slv.vic.gov.au/pdfs/aboutus/publications/lbcreport1_2006.pdf
[106] http://www.slv.vic.gov.au/about/organisation/board/index.html

pride and identity, support lifelong learning, develop a reading culture, enhance workforce readiness, reach out to communities and provide a gateway to information.

Further research will involve the Library Census and Surveys being conducted on a regular basis and a more detailed examination of the outcomes of the 2005 Bridging the Gap[107] report. This examination will use focus groups, interviews and other means to identify hard to reach groups, investigate in depth, the barriers to use, identify strategies to overcome them, identify programs which currently engage these groups and develop practical best practice strategies.

Text Appeal: Literary Dating
The State Library of Victoria took books and libraries into new territory – the dating scene. In a variation on speed dating, the State Library ran literary dating nights, where the participants brought a book and discussed it with a member of their preferred gender.

The idea came from the Belgium "Lib-dating" program, whose success has seen librarians from 300 facilities being trained to run it. In Victoria, it was seen as a way to reach people who may have only used the library online, but who were looking for community.

The Text Appeal[108] program was run over 4 nights, in December 2006 and January 2007 with the final one on Valentine's Day in February. All sessions were booked out and there were 200 people on the waiting list.

Attendees were charged $20 a head and received a beautifully arranged setting in the grand old State Library of Victoria, with wine and light refreshments. A compere hosted the evening, with funny and dorky humour setting all the attendees at ease. Each person brought a book that they loved, hated or had recently read to get the conversation started. On each night, 20 dates lasting 3.5 minutes each were organised for the male/female pairings. Same sex couple dates varied with the number of attendees on the night.

The appeal of the speed-dating format was further enhanced by being hosted in a safe and beautiful environment. The books chosen also gave the speed daters an insight into the personality of the person in front of them, so gave an added insight not usually available in other forms of speed dating. The ages of participants ranged from the early 20s to the 50s.

At the end of the evening, participants indicated who they wanted to exchange email details with for dating and/or friendship. Of the 56 people who attended the first Text Appeal night, there were 13 date matches (26 people) and 33 friendship matches.

The added success for the State Library[109], was the widespread positive media coverage of the event, which included an attendees view for a major daily newspaper and a report on Radio National in Australia, as well as going global through Reuters. As a result it was also mentioned in newspapers and on radio worldwide, with an article even turning up in a Chinese daily newspaper.

Inside a dog[110] is a social website promoting reading to teens. The website uses cool graphics, colour images, including book covers and blogs to communicate with them. On Inside a Dog, teens can:
Read and write reviews: a submitted review can gain prominence on the site by becoming the Featured Review.
Meet and share thoughts with the online author-in-residence – 7 have been in residence since it started, including Melina Marchetta, author of "Looking for Alibrandi".
Preview upcoming books, including cover images and the entire first chapter.

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[107] http://www.slv.vic.gov.au/pdfs/aboutus/publications/lbc_report3.pdf

[108] http://www.slv.vic.gov.au/programs/events/2006/text_appeal.php

[109] http://www.slv.vic.gov.au/

[110] http://www.insideadog.com.au/

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Check out author interviews and connect to author websites.
Keep current with book news.
Find books by theme.
Talk books on the forums.
"Win stuff", including cool "Inside a dog" t-shirts and of course, books!

The idea for the website came out of an Australia Council research report "Young Australians Reading"[111]. In response to the recommendations, the Centre for Youth Literature at the State Library of Victoria committed to work "towards the establishment of an *Australian Youth Literature Web Site*". Planning began and with a seeding grant from the Clayton Utz Foundation[112], in 2005 the State Library was able to get the project started and seek sponsorship. That has come from the Copyright Agency Limited[113] (CAL) in 2006, in the form of a grant of $90,000 over 2 years to create and establish the site.

Inside a dog was launched in late April 2006. It was publicised through networks, listservs and articles in library journals, including BookSeller and Publisher, to subscribers to the Centre of Youth Literature[114] and on the State Library award winning ReadAlert Blog[115]. Eight months into the project, the statistics show use that is substantially ahead of expectations:
The aim of 100,000 sessions in 12 months will be far exceeded, having already logged 94,000 sessions after 8 months.
Over 1,200 reviews lodged by young people on the site.
Competitions are popular. The most popular being the one to name the mascot – approximately 3,500 young people entered -he is now officially named Inky A. Wilde (A is for Ampersand)

As for the name, its one of my favourites from that oratory genius Groucho Marx, who said "Outside of a dog, a book is man's best friend. Inside a dog, it's too dark to read."[116]

 and
In January 2006, the National Library of Australia[117] started a pilot project[118] with Yahoo's flickr[119], the online photo sharing service. It came out of the National Library of Australia's "Directions 2006-2008"[120], with the aims to "enrich the heritage collections available through Picture Australia with more contemporary content and build new service models by engaging with the flickr online community."

Picture Australia[121] is an online discovery service, managed by the National Library, which provides access to over 1,000,000 images from 47 Australian and overseas agencies. This collaboration involved NLA setting up two groups on flickr – "Australia Day" and "People, Places and Events". In November 2006, the Australia Day group was closed, however, due to the overwhelming popularity of People, Places and Events, this
group has continued and flourished. At this time, over 500 people have contributed over 14,000 images through this flickr group.

Images added to the collection have included both current and historical content, including photos from events such as bushfires, cyclones, the soccer World Cup and the Commonwealth Games held in Melbourne 2006. Each subject heading within Picture Australia, including the tags from the flickr

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[111] http://www.slv.vic.gov.au/about/information/publications/policies_reports/reading.html

[112] http://www.claytonutz.com/our_community_work/maincontent.asp?siteTabID=5

[113] http://www.copyright.com.au/

[114] http://www.slv.vic.gov.au/about/centreforyouthliterature/youthlit.html

[115] http://www.slv.vic.gov.au/services/education/youthlit/readalert/

[116] http://www.quotationspage.com/quote/713.html

[117] http://www.nla.gov.au

[118] http://www.pictureaustralia.org/Flickr.html

[119] http://www.flickr.com/

[120] http://www.nla.gov.au/library/directions.html

[121] http://www.pictureaustralia.org/

images, is linked to other photographs with the same subject, enabling users to quickly access relevant images.

All images added to these flickr groups remain the copyright of the owner. Through an API, Picture Australia harvests only the metadata for the image, including the copyright licence, not the image itself. If the user chooses to remove their image from the flickr group, it is also removed from Picture Australia, leaving all rights and control with the
copyright owner.

Feedback has been overwhelmingly positive, not only from users, but also from Yahoo! staff, who assisted with the project, including marketing. Picture Australia staff also noticed a 43% increase in page views on their site from January 2005 to January 2006. The project has been relatively straightforward to implement and administer, with the only issues arising as a result of inadequate tagging and licences. Picture Australia has resolved this by emailing contributors and asking them to carefully tag their items and suggest the use of creative commons licences, to enable wider utilisation of their images. In many cases, contributors have been happy to make this licensing change.

As a result of this project the National Library's Pictures Section[122] has already acquired some flickr images for their collection, which will be preserved for perpetuity. With the increasing awareness of the project and the enthusiasm with which Australians are engaging online, this collaboration with flickr can only see the Picture Australia collection
continue to grow.

Libraries Interact[123] is a collaborative blog, which aims to be "Blog central for Australian Libraries". The team blogging at LINT, as it is affectionately known comprises librarians from most states in Australia and from public, academic and special libraries and even a library vendor. It also welcomes guest contributions, which are approved before posting.

The idea for LINT began with an Australian library blog list on the exploded library[124] blog. . Morgan (from exploded library) was having trouble managing this list as more library blogs were started and thought that a group would be better able to handle this task. He and CW (from Ruminations[125]) had been chatting via blog, email and IM for some time when Morgan suggested starting a group blog for Australian librarians. This confirmed ideas that CW had been considering. Having a group blog with differing views (like TechEssence[126]), the ability to blog library-related issues in Australia and to introduce blogging to more librarians were the key motivations behind it. They contacted a few Australian library bloggers to gauge interest and the overwhelmingly positive response led to the creation of this iconic Australian library blog.

Using email and private wiki to sort out the details, the foundations for LINT were laid. A face to face meeting between CW and Kathryn (from Librarians Matter[127]) resolved the issues of hosting and name and with a change in emphasis from tech to all library-related matters, Libraries Interact was born. The response has been very positive and LINT has gathered momentum and grown very quickly since.

In the 8 months since Libraries Interact began, over 140 blog posts have been published. Topics covered range from summaries of events and conferences, to training, meetings, how tos, blogs, academic libraries, public libraries, school libraries, ALIA, copyright, Second Life and more. The success of this blog is evidenced by the number of subscribers it has, from both Australia and overseas, now totalling over 200 through Feedburner alone.

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[122] http://www.nla.gov.au/pict/pictorial.html
[123] http://librariesinteract.info/
[124] http://www.explodedlibrary.info/
[125] http://flexnib.blogspot.com/
[126] http://techessence.info/
[127] http://librariansmatter.com/blog/index.php

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Libraries Interact's importance has also been emphasised recently with the archiving of the site by the National Library of Australia as part of Pandora[128] - Australia's Web Archive, a collection of selected Australian online publications and websites.

So if you want a snapshot of what is happening in Australian library blogging, then Libraries Interact is a good place to start.

Many Australian librarians have joined the ranks of librarians worldwide, in becoming part of the library community in the virtual world, Second Life.

Kathryn Greenhill (from Librarians Matter[129]) explained on the Libraries Interact blog how the Australian Libraries Building came about. "I just popped into Cybrary City in Second Life for a visit before bed, and have come out with a building for all Australian Libraries to share. Ooops." She was offered it by Lorelei Junot (Lori Bell of Alliance Library System) while she was following up arrangements for Lori to give a tour of InfoIsland as part of the LINT's virtual Christmas party in Second Life.

This tour ended up being a great introduction to Cybrary City and librarians in Second Life. Despite only having a small group in attendance, a rockin' virtual party, complete with multicoloured dance floor, Abba records and too much virtual lager, was enjoyed by all. Our librarians were particularly appreciative of the gifts of an Australian flag on a flagpole and rotating cubes with Australian scenes, from the Kansas neighbours.... and the six or so non-Australian Second Life Librarians who were awake at 3am to join in.

A new blog was created to record these new adventures. Virtual Libraries Interact[130] (or VLINT for short) was created as a spin off from the Libraries Interact blog, but with a specific focus on Second Life and other virtual communities.

Friendships and networks with other Second Life librarians have developed quickly. The decor of the Australian Libraries Building is developing more slowly, but it already has links to the LINT[131] and VLINT[132] blogs and to Libraries Australia[133], the Australian online Union Catalogue managed by our National Library. Dave Pattern from Huddersfield University in the UK has lent us his "Library 2.0 ideas generator"[134], a monolith which sits in the lower floor and produces a random L2.0 feature when touched.

Plans for the future of the Australian Libraries Building are not yet set. It needs someone with institutional support to take on the building, so it can develop further. Possible future uses of the space include:
A meeting place for Australian librarians new to Second Life.
A classroom for librarians to teach about virtual worlds.
A room for association or staff meetings.
A display space for Australian cultural items and book/library related content.
A host location for visiting librarians from other countries.
A student project for Australian LIS students.
A venue for Australian authors to give talks.
A location to host Australian Library Week events.

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[128] http://pandora.nla.gov.au/

[129] http://librariansmatter.com/blog/index.php

[130] http://virtual.librariesinteract.info/

[131] http://librariesinteract.info/

[132] http://virtual.librariesinteract.info/

[133] http://librariesaustralia.nla.gov.au/apps/kss

[134] http://www.daveyp.com/blog/index.php/archives/139/

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The sky's the limit with the Australian Library Building in Second Life and with flying and teleporting standard operating procedure in Second Life, that's a very high limit indeed.

Many more projects are happening and here are some others briefly:

Reading Victoria[135] took the concept of one city, one book to the next level. Run by the State Library of Victoria, with corporate sponsorship and in conjunction with the 42 public library services in the state, this summer reading program encouraged Victorians to read one of 20 selected titles. Although across different genres, they were all set somewhere in the state of Victoria. Readers were then able to vote for their favourite title, through in-library voting forms or by SMS. Other features of the program included Celebrity Reader interviews, meet the author sessions and the Reading Victoria blog.

Learning 2.0[136], the Public Library of Charlotte and Mecklenburg program has debuted in Australia. Yarra Plenty Libraries – a public library service in Victoria, ran it successfully from Oct 06 – Jan 07. Over 80 staff completed the program, with several staff from other library services also joining in. From the academic perspective comes MULTA[137] – Murdoch University Library Thinking Aloud, created by Kathryn Greenhill of Librarians Matter- "We're trying new web tools and talking about them, to find out how to use them in our library."

In March this year we had the first ever, Australian L2 Unconference[138], based on the highly successful US Library Boot Camps. Also hosted by Yarra Plenty, the over 80 attendees from the State, special, public and academic libraries, amongst others, participated enthusiastically in the conversations, discussions, learning and fun that resulted from examining the theme of "The possibilities of Library 2.0".

This has only been a quick snapshot of some of the initiatives that I have been involved in or aware of. There are many more initiatives happening in Australian libraries and I would encourage you to check out some of the quality library blogs, journals and library websites in Australia, that describe them.

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[135] http://www.slv.vic.gov.au/programs/reading_victoria/index.html
[136] http://yarraplentyonlinelearning.blogspot.com/
[137] http://multa.murdoch.edu.au/tiki-index.php
[138] http://l2unconferencemelbourne.blogspot.com/

APPENDIX E – CIL 2007 Budget

Ramsay Reid Scholarship

Scholarship Received November 06	$15,000.00
	Online Conference
Airfare	$381.39
Conference	$735.00
Accommodation	$441.75
Airport Shuttle	$18.00
Security Parking	$45.50
Non conference meals	$40.00
Internet connectivity	$30.00
Total Online conference	$1,691.64
Balance Feb 07	**$13,308.36**

US Study tour - predeparture	
International airfare	$2,391.34
Travel insurance	$221.27
Local airfares	$1,134.77
Local airfares and car hire	$1,104.97
Equipment and stationery	$88.98
International licence	$28.80
Total predeparture	$4,970.13
Balance Apr 07	**$8,338.23**
US Study tour	
Transfers, food (from cash)	$1,420.00
Books	$186.95
Equipment	$246.11
Car hire	$130.97
Accommodation	$4,865.64
Food	$27.62
Airfare changes	$61.62
Airport parking	$19.00
Internet access	$8.45
Total	$6,966.36
Balance June 07	**$1,371.87**