

ACRL NY

Association of College and Research Libraries

Connections:
The Quarterly Newsletter of ACRL / NY

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Winter 2008

Message from the President

Katrina Frazier

As the incoming President of ACRL/NY, I would like to take this opportunity to welcome you to another exciting year. The 2007 Symposium entitled **Library 2.0: A New Social Model**, held at the Baruch College Newman Conference Center on November 30, 2007, was a great success. The Symposium addressed how social networking technologies are transforming various aspects of library services. John Blyberg, Ellyssa Kroski, Rebecca Kemp and Karen Coombs were featured presenters. According to evaluations, the audience enjoyed the program and found the presenters extremely informative and well-versed on their topics.

A new feature on the ACRL/NY Symposium website includes podcasts of each speaker's presentation thanks to the hard work of Susanne Markgren. If you were unable to attend the program or would like to listen to a particular presentation again, please visit our website (<http://www.acrlny.org/symp2007/program.html>) to access the podcasts. You will find articles on each of the speakers elsewhere in this newsletter. Thank you to the Symposium Planning Committee for their ideas, assistance, and collaboration which were all necessary in order to put this Symposium together.

ACRL/NY is divided into three geographical sections, New York City, Long Island and Westchester, Lower Hudson Valley. Each section offers interesting programs and events that meet the needs of its members. In addition, there are nine discussion groups that are devoted to a particular area of interest. They include: Access Services,

Collection Development, Cultural Diversity, Education and Curriculum Materials, Electronic Resources, Information Literacy/Instruction, New Librarians, Special Collections and Archives and Technical Services.

This past year our section and group leaders have organized a variety of excellent programs. Becoming an active member in an ACRL/NY discussion group provides substantial networking and professional development opportunities. As long as you are a member of ACRL/NY, you are welcome to attend any of the discussion group programs. If you are interested in joining a group, please contact the appropriate leader listed on our ACRL/NY Executive Board website (<http://www.acrlny.org/exbrd.htm>).

The ACRL/NY chapter is seeking to fill the vacancy of Legislative Liaison. The person appointed to this Executive Board position will attend National Library Day 2008. This event will be held in Washington, DC on May 13th and May 14th. If you are interested in this position, please contact me.

We are pleased to welcome the following new members to the Executive Board: Anne Leonard (Vice-Chair/Chair Elect of the New York City Section), Valeda Dent (Chair Cultural Diversity Discussion Group), Judy Xiao (Chair, Access Services Discussion Group) and Mari Miller-Lamb (Newsletter Editor).

I would also like to recognize the efforts and dedication of all returning board members:
Marsha Spiegelman (Immediate Past President),

Bellinda Wise (Membership Secretary)
Jung Min Cho (Treasurer)
Gloria Meisel (Secretary)
Lois Cherepon (Archives Coordinator)
Monica Berger (Webmaster/Blogteam)
Ann Grafstein (Blogteam)
Maureen Weicher (Blogteam)
Eloise Bellard (Chair, Long Island Section; Chair, Information Literacy/Instruction Discussion Group)
Debbi Smith (Vice-Chair/Chair Elect, Long Island Section; Chair, Collection Development Discussion Group),
Barbara Bonous-Smit (Vice Chair/Chair Elect, New York City Section)
Susanne Markgren (Chair, Westchester/Lower Hudson Valley Section)
Kris Wycisk (Vice-Chair/Chair Elect, Westchester/Lower Hudson Valley Section)
Diana Mitrano (Chair, New Librarians Discussion Group)
Patricia Deleo (Chair, ECMC Discussion Group)
Lois O'Neill (Chair, Electronic Resources Discussion Group)
Mary Manning (Chair, Special Collections and Archives Discussion Group)
Trish Keogh (Chair, Technical Services Discussion Group)

Eloise Bellard and Debbi Smith deserve special recognition as both will serve in dual capacities on the Executive Board. In addition to chairing the Long Island Section, Eloise was appointed Chair of the Information Literacy/Instruction Discussion Group. Debbi Smith, Chair of the Collection Development Discussion Group was elected

Vice-Chair/Chair Elect of the Long Island Section.

I wish to thank former Chairs Jane Suda (Information Literacy/Instruction Discussion Group) and Gina Martorella (Long Island Section) for their very active service within the ACRL/NY chapter. I wish both of them the best in their future endeavors

Congratulations and special thanks to Rosanne Humes for doing an excellent job for three years as editor of this publication. She will be relinquishing this position to serve as Vice-Chair /President Elect and Chair of the Symposium Planning Committee. She has already begun to plan this year's event. If you are interested in serving on the Planning Committee, please contact her.

To learn more about ACRL/NY, please feel free to contact me or any of the board members. Check out our website (<http://www.acrlny.org>) or blog and volunteer to work with a group or section leader. The Event & Joblines Blog made its debut last year thanks to the efforts of Webmaster Monica Berger and blogteam members Ann Grafstein and Maureen Weicher. It lists current job openings and events of interest to librarians in the Greater New York Metropolitan region. The blog can be accessed directly, through our website or as an RSS feed.

I certainly look forward to a productive year and all of the exciting developments that are underway for 2008.

Katrina Frazier, President

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Previous issues of *ACRL/NY Connections* may be found on the chapter's website: <http://www.acrlny.org>

Highlights from the ACRL/NY 2008 Symposium

Library 2.0: A New Social Model

Friday, November 30, 2007

Baruch College

Social Software and It's Applications



Relatively new in the library field, Ellyssa Kroski comes with a background in technology. She works in reference at Columbia University, consults and teaches Web 2.0 technologies at the Palmer School of Library Sciences. Systematically going through many Library 2.0 tools available, Kroski provided concrete examples of how each were implemented at academic libraries, calling these social softwares the “new information hub.”

Libraries Using Wikis – a program that allows users to collaborate in forming the content of a Web site. Html knowledge is not necessary so wikis are easy to create and edit. *Seed Wiki* and *PM Wiki* are free sites used by academic libraries and groups such as the ALA.

Social Bookmarking - an online space to save “favorite” websites, accessible from any online computer. *Del.icio.us* and *Stumble Upon* are free sites used to create subject guides and to designate blogposts, images and podcasts.

Media Sharing - where the audience has become the creator. Photos, digital collections and video shorts are easy to upload on *Flickr*, *Photobucket* and *YouTube*. One academic library posted a “Library Welcome” video which they feel to be very effective at orienting new students because the undergrads “get it.”

Social Networks – internet communities that help people make contacts. *MySpace* is the 6th most visited site on the web. MySpace and *Facebook* are used by academic libraries to offer portals leading back to their website, “Ask a Librarian” services, catalog and journal article searches and opportunities to share ideas with other libraries, post journal articles and reach out to students.

Blogs – where amateurs are writing next to professionals. In ways similar to wikis, academic libraries are using blogs as news vehicles, subject resources, library instruction, staff communication, and forums to generate comments.

Instant Messaging – the exchange of text messages in real time. It enables virtual reference, staff communication, remote meetings, and collaboration. A Meebo “widget” makes possible conversation via all major IM providers and one library’s statistics have doubled after adding one to their site.

Microblogging – also known as Short Message Service (SMS,) this feature allows a student to send in questions via text messaging from their cell phone. Offered for free, *Twitter* is the most widely used SMS site and is helpful for such uses as short event announcements, news updates, web resource recommendations and library publicity.

Second Life - a *non gaming* 3D virtual world that has been created by its inhabitants which include over 9,000,000 people, 60 colleges and 500 librarians. It’s a “massive social community with a free market economy.” Opportunities include remote education, training, virtual events such as a play or historical exhibit, conferencing and marketing. Many academic libraries have a presence in the area known as “Cybrary City.”

Answers Communities are an emerging tool where posted questions are answered by peers. Questions include ready reference as well as how to get started on a research project. *Yahoo’s Answers* are the 2nd most popular online reference website after *Wikipedia*.

Social Guides Tools – software for research guides! Photos, video, social bookmarks, rss feeds and widgets can be added to traditional research guides making them comprehensive and interactive.

Ms Kroski ended her presentation with tips on using social software, urging the audience to jump right in and set up some free social software accounts. She notes that learning for personal use will lead to creative ideas for professional applications – and help us to “go where the users are.”

Sharon Kullberg

Introduction to Library 2.0



John Blyberg, Head of Technology and Digital Initiatives at Darien Library in Connecticut, introduced attendees to basics of *Library 2.0*. Emphasizing that today's librarians cannot compete with Google or Amazon, Blyberg stated that Google has significantly impacted libraries and their users. The Internet plays a major role in our lives and libraries have to meet their users halfway. He raised the question to librarians on how to know how successful they are with their patrons and cautioned that user statistics do not provide the answer.

Blyberg questioned his audience on what is *Library 2.0*. Quoting from Sarah Houghton-Jan, he offered this definition: "*Library 2.0* simply means making your library's space (virtual and physical) more interactive, collaborative, and driven by community needs." This includes the use of blogs, wikis, and other collaborative and interactive software. The goal is to get the users back into the library; to make the library their destination by making it relevant to their needs. The phrase, "making the library relevant," was strongly accentuated by him and the need to find purpose and relevancy. According to Blyberg, personal growth and enrichment should be two of our personal goals.

He also mentioned Helen Bowers' definition of *Library 2.0*: books, material, people, participation and radical trust. Accordingly, it is a toolkit of ideologies, enhancing collaboration in a two-way communication between the library and patron in an extended conversation. He believes that *Wikipedia* is an example of a powerful tool. Users surf the Internet looking for information. For example, even though it is not authoritative, *Wikipedia* is used by many of our users to obtain general information. From Helen Bowers' definition of *Library 2.0*, Blyberg placed emphasis on "radical trust." Radical trust is the picture for our users; placing all of our trust in the users and staff and making our users satisfied with the information they obtain.

A distinction was drawn by Blyberg between *Library 2.0* and *Library 1.0*. The traditional library or *Library 1.0*, fulfills the users needs for books and computers. But computers are not enough to be *Library 2.0*. He found a close analogy between B. Joseph Pine and James H. Gilmore's *The Experience Economy: Work Is Theatre & Every Business a Stage* (Harvard Business School Press, 1999). An explanation is provided in the book in the form of a pyramid with commodities, goods, services, and experiences. Experiences (which are staged) are on the top of the pyramid; followed by services (which are delivered); both are intangible. Next to the base of the pyramid are goods (the props) with commodities at the bottom of the pyramid; both are tangible. Users usually find value in the services provided by the library. Successful libraries use the goods and services to provide users with engaging, valuable and personal experiences.

Libraries should be in the transformative business according to Blyberg. The transformative library is *Library 2.0*; the user feels s/he is receiving very good customer service and a valuable experience. *Library 2.0* is dependent on *Library 1.0*. According to him, *Library 2.0* is a collaborative library experience which transforms the lives of the users. Commitment to excellence is very important. *Library 2.0* is not a plug-in. It wouldn't work or be feasible if only a few are using it; everyone has to work in *Library 2.0*.

Privacy issues were also discussed and Blyberg mentioned that librarians believe it's their duties to protect the users' privacy. He emphasized that librarians should allow users to manage their own privacy, but it's our responsibility to provide privacy for our users. In conclusion, he stated that libraries are suffering from an axis of failure. For example, the closed nature of library systems; closed information technology software; the lack of systematic technical expertise; and the fact that most users are not highly technical people. Accordingly, we have to push our vendors to provide less of the above and more technology geared towards our typical user. We should allow our users to come to the physical and virtual space. Blyberg emphasized that libraries will be left behind if they don't invest in some of the changes currently taking place. Users will decrease if only *Library 1.0* or the tradition library is available. We have to go to the users and give them what they want and not expect them to come to us.

Barbara Bonous-Smit
Queensborough Community College Library

Technical Services 2.0: ‘Mashing Up’ Traditional and New Services

Rebecca Kemp, the Serials Supervisor Librarian at the University of North Carolina at Wilmington, started out her talk with a Wikipedia definition of ‘Mash Up:’ “a web application that combines data from more than one source into a single integrated tool.”

Kemp stated, “From print cards to online to “2.0,” the catalog is now beginning to reflect the technological and conceptual advances of recent years. Faceted search results, subject tagging, and content additions such as cover images, combine in the new catalog and the new ILS.” What was wrong with the old catalog you might ask: a clunky interface; no relevancy ranking and lack of connection to web resources - just to name a few problems.

In her presentation Rebecca explained how all of the new ‘2.0’ tools can be used to continue making the catalog more user-friendly and she gave some examples. Ann Arbor Library gets the patron involved with the catalog by having them give users reviews and rankings of popular books. The University of North Carolina is using Syndetic Solutions to include more information about the books, for example, cover images, table of contents, and book summaries.

What can we do to keep making things better? Rebecca Kemp says the Library of Congress has a group working on these issues and a new report due out soon will help us continue on this path.

Rosanne Humes
Nassau Community College



Library 2.0 and Web 2.0, Changing the Face of Professional Development

Karen Coombs, the Head of Web Service at the University of University Libraries, talked on Library 2.0 and Web 2.0 and how this will change how we do professional development and trends that are pushing this change.

Some of the trends are:

A rise in online education – even though online education has been around for a long time it is hitting its stride now. There are more tools for people to collaborate over the internet.

Pace of change in technical skills. Technology is changing at a rapid rate so the way in which we need to acquire those skills also has to change.

We also see a change in the learning patterns of workers. How they want to learn is changing. Generation Y has a different expectation of how they want to learn things and to make the learning effective we have to change the way we teach.

Increased expectations of our users. Our users expect us to know more regarding computer technology and software.

Growing importance of professional networks. Who you know to help you solve problems is more important than if you personally have the knowledge to solve a problem. Does somebody in your social network – or someone in their social network - have the ability to solve your problem.

She concluded by saying that we all need to help each other and share our professional knowledge and have more conversations with each other. She also believes we need to eliminate the need for a physical location to have discussions and conferences. People need to be able to come together, and the Library 2.0 world is just the place.

Rosanne Humes
Nassau Community College



Picture Highlights of the 2007 Symposium



Clickers in Libraries

Date: April 4, 2008 **Time:** 1pm - 4pm

Place: Westchester Community College Library

On April 4, 2008, the Westchester Section of ACRL/NY along with the WALDO (Westchester Academic Libraries Directors' Organization) Information Services Committee will present a program on Clickers, with particular applications to library instruction, student engagement, and assessment. Clickers are being adopted by many Higher Ed institutions and are being used by teaching faculty for classroom applications. The presenters will demonstrate how they are currently using them in library instruction sessions, and a panel will discuss possible new applications for this innovative tool and answer questions from the audience. Please contact Kris Wycisk [KWycisk@mercy.edu] for more information.

Colleague Corner

Paul Tremblay, from the Brooklyn Campus of Long Island University was promoted Head of Reference in September 2007.

Have you recently been promoted, received a grant or an award, or have some news to share? Let us know and we will place it in the new "Colleague Corner."

2007 Conference Available on the Web

In true Web 2.0 fashion, you can listen to a podcast of the speakers' presentation while watching their Power-Point slides. Just check the 2007 Symposium information on the ACRL-NY <http://www.acrlny.org/symp2007/> website and click on "program."

ACRL/NY Members Visit the American Museum of Natural History Library

On Friday, October 26th ACRL members were given the opportunity to receive a private tour of the Library at AMNH. Tour arrangements were made by Dr. Barbara Bonous-Smit, Chair of the NYC Section of ACRL. The Library is located at 79th Street and Central Park West.

The Library has been part of the Museum since 1869. It is open to the public four days a week. The Library's main clients are at the graduate level and above in terms of research needs.

Special Collections are not open to the public, and there is a closed stacks policy for books. At this time, there are no e-books or virtual reference.

Part of the tour covered the Museum's Special Collections. This Collection does not contain rare books, which is a separate collection. Contained in this area are materials such as photographs, film, memorabilia and art. The Museum's librarian explained in this area "information is favored over the artifact," meaning that preservation of the artifact is important, but the information garnered from the object/materials has a higher level of importance. Digitization of the collection will preserve it for future researchers as documents fade.

A visit to the Rare Books Collection with materials which go back to the 15th century ended the tour.

It was agreed by all that this was indeed a wonderful opportunity to view the unique resources preserved in this Museum Library.

Suzy Sciammarella
Queensborough Community College Library

ACRL/NY New York City Section and Queensborough Community College Seminar: Teaching the Holocaust and Tolerance: Resources and Services

The New York City Section of the ACRL/NY joined with Queensborough Community College (QCC), Kurt R. Schmeller Library, Friends of the Library in an informative seminar on November 2, 2007. Co-moderated by Prof. Barbara Bonous-Smit, Chair of the New York City Section, and Prof. Sandra Marcus of QCC Friends of the Library, the seminar had a total of 30 ACRL/NY members and QCC faculty and staff attending at some point during the day. A wealth of information was presented. Dr. Susan Jacobowitz, QCC Professor of English, introduced the attendees to *Second Generation Literature, Graphic Novels and Other Works by Children of Survivors of the Holocaust*. Dr. Allan Mirwis, Readers Services Librarian of Kingsborough Community College Library focused on reference tools for researching the Holocaust including his ambitious work-in-progress, *The Holocaust: Resources on the Internet*. Dr. Esor Ben-Sorek, Coordinator of Hebrew Language and Literature at QCC and an ordained Rabbi, delivered a riveting speech titled, *A Light in Nazi Darkness*. Attendees learned of the light, or Bulgaria, one of the few countries during the Holocaust which resisted deporting their Jewish population to Nazi concentration camps. The afternoon session of the seminar focused on *Holocaust Literature for Children and Young Adults*, presented by Dr. Marcia Posner, Librarian and Program Vice-President of the Nassau County Holocaust Memorial and Tolerance Center, and Prof. Don Wilson, Director of the School Library Media Program at the Palmer School of Library & Information Science at the C.W. Post Campus of Long Island University. The attendees were treated to a tour of QCC's Kupferberg Holocaust Resource Center and Archives by its Executive Director, Dr. Arthur Flug and Assistant Director, Ms. Jaime Brody, followed by a presentation on its resources and services. Holocaust survivor and Director of the Holocaust Resource Center at Temple Judea of

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Manhasset, Prof. Irving Roth, concluded the program with a very dynamic account on how he incorporated his experiences in the Holocaust when teaching students. Mention was made of his book, *Bondi's Brother: a Story of Love, Loss, Betrayal and Liberation* (Shoah Educational Enterprise, 2004) which includes a *Holocaust Study Guide for Social Studies and Language Arts*.

This event was well received by attendees. Overall, the evaluations revealed that those attending the seminar rated the presentations, program format, use of time, duration of the program, and usefulness of the information as excellent. High ratings were also given to the well-prepared handouts. The majority found the entire program valuable, excellent and riveting with much to learn; while others had specific parts of the program which they liked. Comments were also made on the variety of the well-focused presentations and the "sense of community." Some were very interested in remaining contact or networking with each other.

**Barbara Bonous-Smit
Queensborough Community College Library**

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Membership Now!**

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form, and send the completed form,
along with your check to the
address below:**

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