

MINITEX Reference NOTES

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The Four Habits of Highly Effective Librarians

<http://chronicle.com/jobs/news/2007/05/2007052301c/careers.html>

Flickr: A Web 2.0 Tool Applied to the Library

Jennifer Hootman

Clemens and Alcuin, the libraries of the College of St. Benedict and St. John's University in St. Joseph and Collegetown, Minnesota, have made good use of the well-liked social networking site, *Flickr*, to increase awareness and accessibility of some bestsellers and popular reads.

They have created an interactive photo that encourages you to mouse over any one of the books in the bookcase to read a short description of the title. In the mouse-over annotation is a link that points directly to the record for that particular title in their catalog. What an easy-to-use tool to find out rather quickly if that title is available to be checked out!

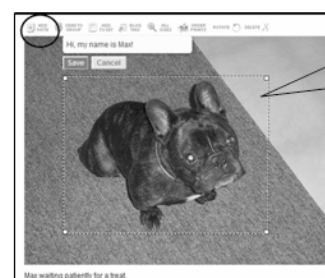


Check out the Clemens and Alcuin Libraries *Flickr* site at:
<http://www.flickr.com/photos/csbsjlibrary/>

We would like to hear from you! Let us know how you are using or plan to use *Flickr* and/or other social networking tools at your library!

The *Flickr* feature that provides this kind of interactivity with a photo is called "add a note." After uploading the photo to your free *Flickr* account, you have a number of features at your disposal. Try out the "add a note" and see what you can do.

LeAnn Suchy, Public Services Librarian at Clemens Library, College of Saint Benedict stated, "We will be using *Flickr* for more in the future, including putting up library tours, pictures from library events, librarian trading cards and more. I think *Flickr* is a great, cheap tool that libraries can use to do library marketing in a fun, inventive way. Adding notes to these pictures is really easy to do and our patrons love it. I continually hear positive feedback from students, faculty and staff about these pictures and the books fly off the shelves.



OCLC's WorldCat.org and WorldCat Local Pilot Project

Carla Steingberg Pfahl

The University of Washington, <http://www.lib.washington.edu/>, is one of a handful of libraries across the nation participating in a pilot project with OCLC called WorldCat Local. This pilot project is based on WorldCat.org which is designed to connect the Internet user with library related materials and seamlessly connect them to the libraries that hold those materials.

WorldCat.org offers the Internet user access to all records held in FirstSearch WorldCat (the subscription version) with a single search box, relevancy ranking, multiple formats and editions, citation formatting options, and social networking tools that allow the user to contribute content to records.

WorldCat Local takes the workings of WorldCat.org and integrates them directly into a library's online catalog. It allows the user to search the entire WorldCat database of some 84 million bibliographic records and shows results starting with items closest to the user's location.

University of Washington is participating in the pilot project to "provide users with a single search and request service that covers the UW Libraries, Summit libraries (includes most academic libraries in Washington and Oregon), OCLC WorldCat (includes materials owned by thousands of libraries around the world), and a selection of article citations, all through one catalog." Other libraries participating in this pilot are Peninsula Library System in California and some libraries in the Illinois Library System including academic, public, and K12 libraries.

Perpich Center for Arts Education: Not Just an Arts High School

Kristen Mastel



At first glance down the hallways where students have painted their lockers and exhibits adorn every nook and cranny, you would know that you are in another high

school that focuses on the arts, but as Jeanne Iverson, the Library Director, discusses, their focus and mission extends far beyond students. The Library contains over 15,000 titles specializing in arts and multicultural education resources. These resources function to support the Center in three ways. First, they function as a traditional media center supporting academic and arts curriculum for the students (11th and 12th grades) and staff. Second,

the resources serve as a special library for adult Minnesota residents. Any adult (18 and older) may borrow materials from the library at no charge for three weeks; primarily K-12 educators borrow materials. In 2006, 200 requests from other libraries came in through inter-library loan for PCAE's unique material. During the same period, 773 external users borrowed 881 items. The Library supports the Professional Development and Research area of the campus. Third, the library serves as a State Agency Library (CALCO) serving all State of Minnesota employees and PCAE staff.

The collection is as diverse as the community it serves. Did you know that their dance collection of videos, curriculum, and books is one of the largest and most diverse in the Midwest? They also have a superb



collection on diversity and multicultural issues and topics. This is because the library acquired and expanded the SEED (Seeking Educational Equity and Diversity) collection. Iverson went through a SEED workshop, and when the local group folded, volunteered PCAE's Library to be the repository for the information and in turn has made all the information available not only to the SEED participants as previously allowed, but to the greater community as well. They also received a large donation of books and other resources, the Jon and Catherine Toy Collection, from a local artistic couple that were at one time a clown and ballerina/ice-skater. A series of Teacher Packets containing National Gallery of Art resources are available in the Library and available for check-out. The Library also purchases items to complement and support research, speakers and workshops held at PCAE. As one might guess, there are a variety of art-related materials in the Library, and not all are in traditional formats. Iverson has used MINITEX Contract Cataloging several times to catalog unique items such as, *The Artful Writing: Classroom Resource Kit*. Using this service allows her to free-up time and ensures proper access for all residents to the material.

"Library as Place" is a theme we have seen in library literature and in the recent College of Dupage teleconference "Library Transformation," (which you may loan from MINITEX), however the PCAE embraces this concept and is a leader in this area. PCAE houses an on-campus residence hall for those students that live at least 16 miles away (just over 100 of the 310+ students live in the dorm). Iverson saw a need for these students and others to have a sense of place and this is reflected in the Library from scattered comfy chairs and the van Gogh couch to the quiet rooms. Over the past year, the Library staff converted two storage areas to individual rooms for reflection by painting and installing hip lighting, decorations and curtains to attract students, especially those that live on campus or those that need a quiet place, to the Library. In the rooms students are welcome to study, listen to music or watch DVDs. Another way that the

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Librarians encourage students to visit is that the staff and students are mostly on a first name basis. When a student walking past learned that I was interviewing Iverson for a newsletter, he said, "We appreciate Jeanne so much." The staff of two, Jeanne Iverson and Karen Weinstad (starting the end of May), continue to reach out to the students and broader community. Iverson was instrumental in planning an upcoming SEED Facilitator Workshop being held this summer just one example among many of the ongoing collaboration the PCAE Library has with the community.

The PCAE Library is more than just an arts high school media center; it serves to support Minnesota's community to integrate the arts and diversity into all areas of research and study.



Jeanne Iverson

To listen to the podcast interview with Library Director Jeanne Iverson, visit:

<http://blogs.minitex.umn.edu/reference/>

To loan materials and for more information about the library and PCAE, visit:

www.pcae.k12.mn.us/lib/lib.html

ARLIS 2007

Kristen Mastel

In April, I presented on the "Backpack to Briefcase" panel at the Art Libraries Society of North America (ARLIS/NA) Conference. I presented on Non-traditional Art Librarianship positions, such as my position at MINITEX, where I am able to answer the occasional art reference question, and my previous position at a career college. (As a background caveat: my MLS was with an Art Librarianship specialization.) While at the conference, I participated in a hands-on session working with reference resources for Theater Studies. I will be offering this session and a prior year's presentation on Film Studies (with permission by the creator) later this year; stay tuned! Two of the most interesting sessions were presented by non-art library staff. The first was by a lady who had close ties to Abstract Expressionists and discussed the archives from the 8th Street Club by Emory University. This was an excellent talk that would be valuable for those in art-related areas to list to. It will be available on the conference proceedings website: http://www.arlis-na.org/news/conferences/conf_index.html. The second was the panel discussion *Power to the People: Social Tagging*. Three presenters discussed their different user groups and how they were using online communities to enrich information accessibility. Ross Signer, from Georgia Tech presented on his project Umlaut; I found him to be the best speaker at the conference. Basically by using social bookmarking with all types of resources from EAD finding aids, books, articles and the broader web, Umlaut makes information searchable and accessible across the academic community. Thus, "making relationships and contexts between objects, which are more important than metadata," according to Singer. For more information about Umlaut visit OCLC's description after naming Singer the awardee of the Research Software Contest: <http://www.oclc.org/research/announcements/features/umlaut-about.htm>

I Wonder What This Is Worth: Unlocking Hidden Treasures

Kristen Mastel

Many of the referred reference questions that MINITEX receives I like to categorize as *Antiques Roadshow*ish. The patron is looking for information on a piece of art, sometimes the artist or company is known, other times we dig to find information on the style, artist, particular piece, value and other related information that could be helpful for the owner. Particularly, I am fond of these questions as they use my art history background and specialization in art librarianship. These are often some of our most difficult requests due to the time-consuming nature of consulting numerous sources and the difficulty of attributing artwork to a particular company or artist. However, when the Reference Services locates the information using such resources available through the University of Minnesota, various local museums, Minnesota Historical Society's collections and ILL, a strong sense of accomplishment is achieved. Below is a sampling of the questions we have received and common places that we start our hunt for information.

- Patron would like information and prices for oil paintings by
 - Hitchcock.
 - Grove's Art Online
 - AskArt.com
 - Davenport, Christie's and Sotheby's auction catalogs/records
 - Art full-text database
 - Art Abstracts
 - Art Price Index
 - Biographical Dictionary of Artists
 - American Art Directory
 - Allgemeines Künstlerlexikon bio-bibliographischer Index A-Z =The artists of the world
 - Schroeder's Antiques Price Guide
 - Kovel's New Dictionary of Marks
 - Warman's Antiques & Collectibles
 - Minnesota History books, if the artists if thought to lived in the State
 - Genealogy databases
- Information on the pie crust pedestal table and brand information.
 - U.S. Patent and Trademark database: <http://www.uspto.gov/patft/index.html>
 - Consulted various archives and historical societies

So far, I have not been able to reveal to the referring librarian that a garage sale find or family heirloom that is in question is worth big time money. The highest amount I have found for an antique or artwork that was the subject of a referred question is \$5,000. MINITEX Reference Services cannot guarantee the pricing or attributions made to works of art because we are not appraisers; however, we supply the most accurate information obtainable on the piece in question that we can locate. Keep the questions coming and maybe someday we will unlock a hidden treasure!

Teleconference: Relevance of Libraries in a Digital Age

Beth Staats

Once again, MINITEX sponsored another informative and thought provoking College of DuPage teleconference. Under the broad heading, Library Challenges and Opportunities, The Relevance of Libraries in a Digital Age, covered five key topic areas:

- Library roles and responsibilities old and new: are traditional roles of libraries still relevant?
- Relevance of a library as place: is this notion still relevant?
- Responding to users' needs in a digital age: how are their needs changing?
- Professional education and development: how effective is it?
- Political advocacy and information policy: do libraries make a difference in the political process?

James Neal, Vice President for Information Services and University Librarian at Columbia University, put together a panel of three library professionals including, Barbara Jones of Wesleyan University, Susan Kent who has served as Director of Minneapolis Public Library and Los Angeles Public Library, and Bob Doyle, Executive Director of the Illinois Library Association. Each panel member was given an opportunity to address the five key topics during the ninety-minute teleconference. Below I've summarized their comments and thoughts on each point:

- 1) Library roles and responsibilities: Library roles are constantly changing. Libraries and staff are being pulled in many directions to keep up with those changing roles. We need to "embrace the new" and "anticipate what new technology will make possible." Bob Doyle stressed the idea of collaboration. Libraries need to collaborate on training, technology, and resources. We need to get out of the library and our traditional roles and listen to our users.
- 2) Relevance of library as place: Library buildings are still relevant but we need to look at the changing face of library users. Library buildings are used as a meeting / collaborative space. Information commons have developed perhaps due to the increased isolation that technology has brought upon us. "Boutique libraries" are being developed that are customized for specific user groups. For example, Los Angeles Public Library created a library area specifically for teens by using focus groups for input.
- 3) Responding to users' needs in a digital age: We need to find out exactly who our users are, and as librarians we must be more nimble and faster. Users expect the same service / response from us as they do from Google or Neiman Marcus.

- 4) Professional education and development roles: Staff training and development are important and all library staff should have the opportunity to participate. When hiring/recruiting employees, perhaps there should be more focus on pre-degree education and experience. Continuing education certification for librarians and library staff could/should be required. Library staff is now made up of more than librarians. The changing roles and responsibilities that librarians are taking on include marketing, design, and public relations.
- 5) Political advocacy and information policy: Advocacy is essential to libraries. It is most effective at the local level. Everyone should be involved in political advocacy, and persistence pays. Library staff must be advocates and help to educate the community.

In summary, the panel stressed that libraries are space, technology, systems, expertise, repositories, and portals. This digital environment gives libraries new tools to use. Libraries are about people and they will be pertinent as long as they continue to add value to their users' lives. In order to remain relevant, libraries must understand trends and competition, and as librarians we must seize potential and not be afraid to experiment.

Enhancing Quality Staff

Rita Baladad

The 15th University of Minnesota Libraries' Enhancing Quality Staff symposium took place on May 2, 2007. Although the symposium's intended audience was paraprofessionals and support staff and I am a librarian, I stopped in just to hear the keynote speech by Melanie Huggins, director for St. Paul Public Library (SPPL). Ms. Huggins's speech, "Changing the Face of Libraries," was especially intriguing and relevant given the current debate on the re-shaping of libraries, library services, and library schools. [Full disclosure: I am a full-time librarian at MINITEX and work one day a month as a paraprofessional at SPPL.]

Ms. Huggins started her presentation with a brief personal history: After graduating college with a Bachelor of Fine Arts and spending a few years in what she termed the "FBI," the Food and Beverage Industry, Ms. Huggins returned to South Carolina and soon landed a job reading to children at a public library. When she discovered that her library would pay for her tuition to obtain an MLS, she began library school. Ms. Huggins obtained her MLS in 1995 and continued working in the library as a children's librarian. Over the years, Ms. Huggins assumed greater responsibilities, eventually becoming the Director of Youth and Outreach Services for the Public Library of Charlotte & Mecklenburg County, North Carolina, and then the director of SPPL. Ms. Huggins's autobiography provided a framework for her

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speech: becoming a professional librarian was not her intended career path when she started working as a library paraprofessional telling children's stories. Her love of the arts, performance, and storytelling drew her into becoming a children's librarian.

Jumping into the heart of her presentation, Ms. Huggins clicked over to her third PowerPoint slide and showed the following two statistics:

“According to the National Center for Education, 22% of public library employees have MLS degrees, 11% of public library employees have the title but no degree. 67% were non-librarians or professional staff.”

“An ALA survey of library support staff in 1999 indicated that 56% of the respondents possessed a bachelor's degree or higher, in something other than library science.”

The Changing Face of Libraries, Slide #3

Ms. Huggins illustrated the changing role of librarians when she pointed out that library school did not teach her skills that she uses now: grant writing, event planning, personnel and facilities management. She also listed factors that call for a redefinition of skills needed in libraries: need for technological expertise; lack of diversity within the library profession; recruitment and retirement of professional librarians; and changing trends in librarianship. While reminding the audience that libraries still needed professional librarians, Ms. Huggins emphasized that library management should cast their net further when looking for skilled library personnel.

Following are some of the skills and knowledge Ms. Huggins felt are needed: instructional technology; web management; database development; adolescent and child development; event planning; usability testing; public speaking; community organizing; exhibit design; and project management. She challenged library leaders to develop promotional opportunities for non-MLS professionals and to re-evaluate their hiring practices and organizational systems to include and promote non-MLS professionals. When Ms. Huggins showed a slide of a suggested parallel promotional track, one for non-MLS staff and one for MLS-staff, wherein both paths progressed to senior positions, the audience voiced their approval.

The PowerPoint slides for this presentation can be found at: http://staff.lib.umn.edu/eqs/speaker/The_Changing_Face_of_Libraries.pps

Are You Ready for a Virtual Reference Adventure?

Carla Steinberg Pfahl

The Virtual Reference Adventure, http://cs.ala.org/ra/vr_adventure/vr_adventure_index.htm, sprang from the roots of Washington Libraries chat reference training course, Anytime, Anywhere Answers (AAA) and is a self-paced online learning experience to teach best practices and benchmarks in chat reference.

This site provides information on different areas of chat reference to gain knowledge in areas such as Basic Skills, Training, Partners, Marketing, Policies, Evaluation, Interview Skills, InfoLit, and Awareness. Within each section, the user is given a brief description of the concept with links to more information as well as links to exercises, resources, and activities geared to help the user create a better understanding of the subject matter and to try to do it in an enjoyable fashion. As they state on their site, “Throughout the site, a few “surprise” links will take you to danger or to your destination—an inspirational view of virtual reference.”

In any given section, you may be presented with examples of good reference interviews, virtual field trips of how libraries are marketing their virtual reference service, or diversions (“breaks”) such as paint an online picture, <http://www.vantasia.org/paint.html>. Incorporating games into the course works seems silly, but it's a good way to remind the users that they need to pause a moment and think about the information they just took in before moving on to the next step.

What this site can provide: You can use this website as part of an individual or a group learning process, or refresher training. You can also use the information provided in the Virtual Reference Adventure as part of a workshop or presentation for staff. The activities are also a great way to explore how chat reference is currently provided. The information can fit well into an online course using bulletin boards to post assignments, a forum for online collaborative discussions, and a resource center.

If you are a manager of a virtual reference service, a librarian providing the service, or looking into starting a virtual reference service for your library, I encourage you to take a look at this site and all the resources to which it connects for an understanding of how to provide outstanding reference service to your community in an online environment.

MINITEX Podcast of the Month



MINITEX Reference Services has begun podcasting. Podcasts are gathered through site visits, conferences, training sessions and interviews with library staff like you! We encourage every librarian to be the “voice” behind a MINI-

TEX podcast and share your expertise and experiences with the greater community. Podcasts are featured on the MINITEX Reference Services blog under the category “On the Road with MINITEX.” Look for details in a future newsletter on how to participate in a podcast through using the free VOIP tool, Skype. MINITEX will then turn the recordings into podcasts, so there is no need for you to become an expert on recording or editing; we do that!

This month’s featured podcast is from the Perpich Center for the Arts in Golden Valley, MN (see page 3). To listen to the ELM podcasts interview with Library Director Jeanne Iverson, visit: <http://blogs.minitex.umn.edu/reference/>

REFERENCE NOTES

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The Institute of Museum and Library Services, a Federal agency that fosters innovation, leadership, and a lifetime of learning, and State Library Services & School Technology, the Minnesota state library agency, supports MINITEX Reference Services under the provisions of the Library Services and Technology Act (LSTA).

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