

MINITEX

Reference NOTES

A Program of the Minnesota Higher Education Services Office (HESO) at the University of Minnesota-Twin Cities

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Information Bits

Internet Librarian and Internet @ Schools conferences: discounted registration through MINITEX
The Internet Librarian conference and exhibition will be held at the Monterey Conference Center in Monterey, California, November 15-17, 2004. MINITEX is coordinating a discounted group registration with a special rate of \$235 for the three-day event. The discounted rate for Internet @ Schools (Nov. 15-16) is \$169, or a combined registration for both conferences is \$265. No discount rates are available for the pre-and post-conference seminars and workshops.

Request a registration form from Tim Johnson at MINITEX (612-626-0885 or 800-462-5348, johns216@umn.edu). We need to receive your payment (checks payable to Information Today, Inc.) and registration form **no later than October 4, 2004**. No registrations will be accepted after this date. Please indicate if you would prefer to have the registration fee taken from your MINITEX deposit account. For more information on the conferences, visit <http://www.infoday.com/il2004/default.shtml>.

Minnesota Fall Library Conferences

Fall is the time of year when library and education organizations in Minnesota hold their annual conferences. These conferences offer librarians a great opportunity to learn about library issues, trends, and technology, and allow them time to catch up with friends or former colleagues. From MLA to TIES, whether you're a K12 media specialist or an academic librarian, you're sure to find issues and topics that relate to your work or personal life. Following is information on upcoming library-related conferences in Minnesota, including links to their registration forms. MINITEX will have a booth at each conference, promoting our services for libraries and/or ELM; staff members are also scheduled to present conference sessions at MEMO and MLA (TIES sessions are still pending).

MEMO (Minnesota Educational Media Organization Conference)

Title: Information Power Boosts Student Achievement

When: September 30 – October 2, 2004

Where: St. Cloud Civic Center, St. Cloud, MN

Conference highlights include "All Aboard: Plan and Report to Build Library Support" presented by Doug Johnson and library tours of Sauk Rapids-Rice High School and Miller Center at St. Cloud State University. Heidi Armstrong Temple of MINITEX will be presenting a session on ELM and a session on NetLibrary and eBooks.

Registration link: <http://www.memoweb.org/conference/2004fallconfreg.pdf>

MLA Annual Conference

Title: Minnesota Libraries Your Link to Knowledge and Recreation

When: October 6 – 8, 2004

Where: Duluth Entertainment Convention Center, Duluth, MN

Conference highlights include "Building a New Vision" by Suzanne Miller, Minnesota State Librarian, and appearances by several Minnesota authors including Shannon Olson, Lorna Landvik, and Jane Jeong Trenka. Heidi Armstrong Temple of MINITEX will be presenting a session on ELM and a session on NetLibrary and eBooks. Beth Staats will present a session on Consulta and ;Informe!, Spanish-language databases in ELM, and Karen Docherty will offer Virtual Reference 101 as a pre-conference session.

Online and printable registration form at:

<http://www.mnlibraryassociation.org/Annual%20Conf.htm>

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Education Minnesota Professional Conference

Title: The Building Blocks of Accountability

When: October 21 – 22, 2004

Where: Saint Paul RiverCentre, St. Paul, MN

Conference highlights include Pulitzer Prize-winning journalist Bob Woodward as the keynote speaker on the first day and economist Arthur Rolnick, an outspoken advocate of public investment in early childhood education, as the keynote speaker on the second day; exhibits on October 21 featuring over 300 vendors.

Registration: none required, conference is free and open to the public.

TIES (Technology in Education Services) Education Technology Conference

Title: Accelerate!

When: December 4 – 7, 2004

Where: Hyatt Regency Hotel, Minneapolis, MN

The Midwest's largest showcase of education technology speakers includes Susan Patrick, Director of the U.S. Office of Educational Technology, on the National Education Technology Plan and Jeanne Hayes, president of Quality Education Data, on emerging trends in school technology, just to name a few.

Registration information is not yet available.

Register to vote @ your library

The American Library Association and Working Assets have teamed up on a new voter registration initiative called "Register to Vote @ your library" that makes it easy for libraries to involve their campuses and communities in the electoral process and generates funds for library advocacy.

For every citizen who registers or updates his or her voter information at www.yourvotematters.org/ala, the American Library Association will receive funds for library advocacy efforts thanks to a generous grant from Working Assets.

The participating library in the zip code with the largest number of registrants will be awarded a \$1000 grant. In addition, the first five participating libraries in zip codes with at least 500 registrants will each be awarded \$500. For more information on this campaign, including tools such as a tipsheet, sample press release, downloadable logos, and a bookmark, visit <http://www.ala.org/ala/pio/campaign/sponsorship/voter-registration.htm>.

ELM at the State Fair: the sequel

As part of an ongoing effort to increase awareness and usage of the Electronic Library for Minnesota (ELM) resources, MINITEX staff and one volunteer worked over 280 hours explaining and demonstrating ELM to Minnesota State Fair goers.



While State Fair attendance was down from last year, this didn't seem to impact the interest in and enthusiasm for ELM. Thousands of visitors to the Wonders of Technology inquired about ELM, picked up ELM giveaways (two types of bookmarks, magnets, cards describing the content/audience of the 15 ELM resources), watched a demo, tried some searches, or engaged the ELM "experts" in conversations about the databases, libraries in general, the specific libraries they use, and other topics ranging far and near.

Similar to the comments heard in our debut year at the fair, visitors were excited to learn about ELM and considered it a good use of tax dollars. As one fair-goer said, "Learning about this [ELM] was worth the price of admission." Visitors from outside Minnesota inquired about similar programs in their home states or provinces. Some people even came back to the booth later or on another day with more questions, bringing friends and/or relatives to learn about ELM. In those precious last days of summer vacation, parents were overwhelmingly more excited about ELM than their school-age children!

We emphasized access to ELM resources through users' local libraries. Prior to the fair, MINITEX staff confirmed the availability of ELM resources on public library system websites throughout the state. From <http://www.elm4you.org/> users can now "click here to access ELM through your library," which allows them to choose the appropriate library system from a list or a map of Minnesota. This then brings the user to the library's website, often directly to a list of electronic resources. While demonstrating ELM, we pointed out that libraries often subscribe to additional resources to meet users' needs.

As with many situations, this ELM promotion had a "good news/bad news" quality to it. Unfortunately, for many people, this seemed like their first introduction to such resources being available through their library – "How long has this been available? Why didn't I know

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about this before?” The redeeming factor was their enthusiasm for and genuine interest in using these resources.

Although the fair lasts for just 12 days, planning for the 2005 Minnesota State Fair starts in a few months. Based on two banner years, MINITEX is looking forward to our third annual run at the fair.

Although this is a re-run (mostly) from last September’s *Reference Notes*, these observations from our days in the land of pronto pups still hold true and are good reminders for us all:

- People are excited about online resources – especially those who aren’t currently users of the physical library.
- Even some regular, devoted, savvy library users don’t know what electronic resources their libraries offer.
- Even some regular, devoted, savvy library users don’t realize that the online resources from the library are not the same as doing a search on Google.
- Tangible examples of what a database offers – articles from today’s *New York Times*, popular magazines like *Consumer Reports*, articles from medical journals, resources for kids doing homework and school projects – really grab someone’s attention.

So, what can you gain from living vicariously through our fair experience:

- Go out to meet your users – and *potential* users – where they are and in the context of their interests: community meetings, organizations, events, resource fairs, etc.
- Don’t assume that your users and your community already know what is available at the library – you must tell them, again and again.
- Reach your community through media: community newspapers, organizational newsletters, radio or television, etc.
- Your enthusiasm will be contagious – if you convey that the library’s resources are exciting and have something to offer, your audience will be swept up in your excitement.
- Know what you’re talking about – once you spark their interests, people will ask good questions about the resources.

Saving searches in FirstSearch

OCLC has recently implemented a feature that allows individual library users and library staff to save their search commands for future use in FirstSearch databases, such as WorldCat.

After users have completed a search in FirstSearch, they will see a new link near the top of the results screen allowing them to SAVE SEARCH. Users are then prompted to log in to a personal account. New users can register and create a user ID and password (required information includes user ID and password, first/last names, country, and email address). Once registered, users will be able to re-execute saved searches by clicking on a link to a previously saved search.

For more information on FirstSearch personal accounts and saving searches, view the HELP information while you are connected to FirstSearch. Searching the help file for “saved searches” will bring you to the relevant sections.

ELM tip: Finding articles about creative works in EBSCO

During a recent MINITEX training session on the EBSCO databases, a librarian asked for help finding articles about John Updike’s short story “A & P.” She had tried some different strategies but to no avail. Because of the initials and punctuation in this title, just doing a keyword search was not successful.

Since EBSCO indexers assign the name of creative works (literature, films, theatrical productions, music, etc.) as a subject heading or indexing term, a surefire way to find articles about a work is to browse the subject headings and select the appropriate heading for your search. This helps not only with challenging titles like “A & P” but also popular works that may get passing reference in articles on other topics (e.g., films like *Fahrenheit 9/11* or *The Passion of the Christ*).

The way to browse the appropriate headings varies slightly between databases:

MasterFILE Premier

Choose the "Subject" search. Type the name of the work and click on "browse." From the list, choose the appropriate heading and click to view the associated articles.

Academic Search Premier and Business Source Premier

Choose the "Indexes" search. From the pull-down menu of indexes, select "Reviews & Products" and then enter the title of the work to browse. From the list, select the appropriate heading(s) by clicking in the box and then on "add" to include the heading(s) to your search. Finally, click on "search" to retrieve the articles.



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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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