

REFERENCE NOTES

Minitex
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An Information and Resource Sharing Program of the Minnesota Office of Higher Education and the University of Minnesota Libraries

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A New Catalog Option: WorldCat Local Quick Start

Matt Lee

In my experience, there aren't many folks out there who'd stand up and cheer for their library catalog. It just seems to be one of those things we love to hate, and learn to work around. Even if you're the one person out there who's happy with his/her library PAC, a new option from OCLC is worth knowing about.

WorldCat Local Quick Start is a new service that does some pretty canny stuff in terms of integrating several tools into one search process. It combines your library's local holdings (yes, that beleaguered catalog) with WorldCat records and content from OCLC FirstSearch article databases, all on the popular WorldCat.org platform. Because these sources either come from or are compatible with OCLC, in theory it'll work better than many federated search products. Plus the design is very much 2009 – or at least closer than most online library catalogs.

When a library user searches the database, your library's local holdings related to that search are given higher relevancy and are displayed first. The user can easily see whether or not the items are available at that moment on a shelf within your library. If a user finds a book (for example) not owned by your library, he/she can request it immediately via ILL. Search refinement options along the left-hand side of the results page allow for narrowing a search by date or format or broad topic. It all works very slickly.

There are, however, a couple of issues to note. First, advanced search options in WorldCat Local Quick Start are far fewer than in the FirstSearch version of WorldCat. Even though this federated search seems pretty good, it is typical of federated products in its loss of search functionality. Secondly, when you're looking at a results list, which is automatically sorted by location to put your books first, re-sorting to display the most current items first (for example) loses your location and may display items not owned by your library at the top of the list. Finally (and this one is less tangible, though potentially more of a sticking point than the first two), there are all sorts of issues related to a migration from a locally-hosted record system like your current catalog to a web-based, OCLC-hosted local holdings record system. Read the "dltj.org..." article below for more info on this latter point.

All of that being said, WorldCat Local Quick Start is free for current WorldCat subscribers – which includes everybody in Minnesota via ELM. You need not abandon your current catalog to try it out, which might make for an interesting summer experiment.

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The Minitex is a publicly supported network of academic, public, state agency, and special libraries working cooperatively to provide and improve library service to patrons in Minnesota, North Dakota, and South Dakota.

- To learn more about WorldCat Local Quick Start from OCLC, visit:
<http://www.oclc.org/worldcatlocal/quickstart/default.htm>
- To learn more about concerns regarding the movement from local systems to web-based systems, including a link to background on a backlash against OCLC, visit: <http://dltj.org/article/worldcat-local-quick-start/>
- To see WorldCat Local in action, visit Macalester College Library's catalog:
<http://macalester.worldcat.org/>

AskMN Update

Carla Pfahl

Minitex and the participating libraries of AskMN: The Librarian Is In! are pleased to welcome Dakota County Library and Lake Agassiz Regional Library to the Statewide Collaborative Digital Reference service. DCL and LARL join eleven other institutions to offer 24/7 digital reference service to their patrons with support from AskMN and the QuestionPoint 24/7 Reference Cooperative. DCL began service in April, while LARL will go live with the service later this summer.

A commonly asked question is: What is the AskMN Statewide Collaborative service about? AskMN is a live interactive chat service that allows patrons to converse with a librarian in real-time. AskMN is made available by Minitex and participating Minnesota libraries and is available to the residents of Minnesota, 24 hours per day, 7 days per week. The service is staffed by experienced librarians from Minnesota and QuestionPoint's 24/7 Reference National Cooperative (a group of hundreds of libraries across the country that work together to provide online reference service).

Other questions frequently asked are: Does my library have to participate for my patrons to use AskMN? Also, how will my patrons use AskMN if I am not a participant?

- No. All residents of Minnesota will be able to use AskMN regardless of whether or not their home library contributes staff to the service.
- AskMN will provide a link to askmn.org that you may add to your website so that visitors to your site will be able to connect to AskMN. Logos are also available for download.

You can also join the discussion on AskMN's group Webjunction page: <http://mn.webjunction.org/askmn>.

Former Minnesota librarian is new ASCLA RUSA Executive Director

Susan Hornung will be Executive Director of both Association of Specialized and Cooperative Library Agencies (ASCLA) and the Reference and User Services Association (RUSA). For the past 23 years Susan Hornung has been the Director of Knowledge Management at the Severson Center, the Alliance for Children and Families, in Milwaukee (WI). However, before that, Susan was the Reference and Adult Services Director at the Minnesota Valley Regional Library in Mankato (MN) from 1979-1986. Susan will be attending the 2009 ALA Annual Conference as executive director designate and will officially join ALA on July 27, 2009.

Congratulations, Susan!

Pre-limiting Searches in The Bridge and UST Catalog

Beth Staats

Back in the spring of 2006, Eric Hinsdale, formerly the Library Technology Coordinator of Carleton's Gould Library (now Library Technology Manager at Michigan Tech), and Galen Wetterling, Information Technology Assistant, saw a need for a single custom search form and the anticipated need for future custom search forms in their library catalog, The Bridge. What they did was create a way for the end-user to search a browsable list of items within the library catalog. For example, if a patron wanted to search for DVDs in the library catalog they could create a pre-set list of media items available in the catalog to search.

Eric and Galen created an easy way for users to generate their own search forms. There is no need to know how to use JavaScript or HTML. "All custom search pages are generated "on the fly" so the server doesn't get cluttered with custom search forms and users don't have to manage web pages." A user can create a custom search form on the Custom Search Generator page. One great thing about it is that it looks just like the Advanced Search in The Bridge, and it generates a URL that users can bookmark or link to on a web page. An example would be to run a subject search on

mushrooms to create the front end and then search on morels. Any faculty or staff at Carleton can build a custom search to The Bridge and embed it into their course pages. When they direct a class to a course web page, they can have them use the custom search and find the resources that the librarians want them to specifically locate in the catalog. If interested, you can get sample code and information at <http://libdev.carleton.edu/customsearch/>.

You may wonder why we are highlighting a development that occurred in 2006. It's because the University of St. Thomas Library recently hit the news with their application of Eric's and Galen's custom search feature. The UST Library has used this tool by giving all their reference resources, print and electronic, the subject heading "reference resource." That is the term searched originally to make the user interface. You can access the UST page for the Reference Resources tool at <http://www.stthomas.edu/libraries/research/refRes-Search.html>. What this means is that patrons and staff can run a search in the UST catalog that is already pre-limited to reference resources.

Information Literacy from Preschool to Graduate Students and Beyond

Jennifer Hootman

Building bridges, filling the gaps, connecting high schools and universities, information literacy cross-institutional collaborations, college readiness, P-20 partnerships – these buzz words all describe broad-based efforts between media specialists and academic librarians that have been in the works for at least the past fifteen to twenty years. It's certainly not a new initiative in the library profession. One doesn't have to look too hard in our profession to find information on such endeavors. The Association of College & Research Libraries (ACRL) has a list of articles, for instance, that detail such collaborations and point to many successful examples (<http://www.ala.org/ala/mgrps/divs/acrl/issues/infolit/resources/collaboration/articles.cfm>) and our professional literature is rife with such a topic.

Though not new, P-20 information literacy or college readiness collaborations, instead, have become more and more of an expected measure of instructional outreach rather than a peripheral project. However, such

potentially large scale efforts can be quite difficult to pull off especially in a standardized way. For instance, for any given college or university, from which and how many different high schools are students accepted (i.e., feeder schools)? For any given high school, to how many different colleges, universities, or technical schools are the graduating seniors attending? Therefore, in an effort to address this issue there has been much work in our profession to standardize a general set of information literacy skills expected of those graduating seniors of high schools and postsecondary institutions.*

In addition to standardizing information literacy skills which assists in collaborations and college readiness, there are an infinite variety of outreach measures to make a P-20 connection. Perhaps the point here is that there is no one way to collaborate and that a good strategy or approach to this information literacy effort is to first make the most of any existing cross-institutional connections.

High School Visits to UMN

This last year Minitex Reference Services staff and Mary Schoenborn of the University of Minnesota's Libraries carried out a pilot project through which one of our staff would visit a high school class that was planning to take a research trip to the University's Wilson Library. In that visit, we prepared the students by introducing them to the appropriate ELM databases for their research, MnCAT (the University's catalog), and provided a physical orientation to Wilson Library. Then, when the class made their trip to Wilson Library, they were ready to research coming prepared with lists of books and articles to locate and wanting to make the most of their day. Also, when the students came to Wilson Library, Mary Schoenborn provided additional in-person orientation, instruction on using appropriate UMN subscription databases, and was available for any further assistance that the students and teachers may have needed.

The pilot program has proven successful with a dozen different schools in the metro area. Of course, for quite some time, the U Libraries has had visiting high school classes. What made this effort a bit different was an added partner – Minitex Reference Services. So, the partnership between the U Libraries, Minitex Reference, and the high school teachers and media specialists is building and expanding upon existing connections. We look forward with great excitement and anticipation as the program continues to unfold and grow this next school year.

Statewide Resources

Another existing program that makes cross-institutional connections throughout the state is the MnKnows resources (<http://www.mnknows.org/>). MnKnows is an umbrella term that represents a collection of statewide resources available to all library types and Minnesota residents. MnKnows includes the Electronic Library for Minnesota (ELM), MnLINK Gateway, Minnesota Reflections, AskMN: The Librarian Is In!, and the Research Project Calculator. All of these resources stay with a student from P-20 and beyond as he/she becomes a lifelong learner.

As an example, the databases (now 48!) in the ELM suite help to create a bridge between media center and academic library e-resource collections. Many of the databases students will use for high school research projects can also be used for research they may be doing as freshman and sophomore students in their postsecondary education. ELM provides a baseline of access to resources that are relevant to P-20 as well as graduates as they begin their first jobs or careers. To see the new list of ELM resources refer to our special announcement in May's issue of Reference Notes (<http://minitex.umn.edu/publications/refnotes/2009/05MayInsert.pdf>).

The high school research trips and the statewide resources are two examples of the infinite variety to making P-20 connections.

What programs do you have at your institution that foster P-20 information literacy? Drop us a line at mtxref@umn.edu – we'd love to hear about it!

* [ACRL Standards Toolkit: <http://www.ala.org/ala/mgrps/divs/acrl/issues/infolit/standards/standardstoolkit.cfm> and AASL Information Literacy Standards for Student Learning: http://www.ala.org/ala/mgrps/divs/aasl/guidelinesandstandards/informationpower/InformationLiteracyStandards_final.pdf]

Do-It-Yourself Maps

Carla Pfahl

Creating maps has never been easier. Highlighted in the Tech Talk section of ALA's Libraries Direct newsletter, Don Reisinger walks through the expansive number of third-party tools that help you create a Google Maps mashup quickly and easily. Mashups allow you to take

two separate applications such as a map from Google and a photo from Flickr and combine them to create a new tool. Mashing the two applications together allows you to create something completely new and unique. It does not require knowledge of programming or coding. However, many sites, such as Google and Flickr, will require you to create a free account with them before you use their applications. By using such applications, you can create customizable maps highlighting different branch locations in an easy to view format for your patrons. Or, perhaps you would like to highlight the reach of your document delivery program to your patrons or places your staff has visited for conferences or workshops. There are many ways they can be created and highlighted.

To read the full article from Don Reisinger, please visit: http://news.cnet.com/8301-17939_109-10243139-2.html.

2.0 Tools in 2.0 Minutes: Yahoo!Pipes

Matt Lee



The most recent addition to our ongoing series "2.0 Tools in 2.0 Minutes" is now live. It provides an introduction to

Yahoo!Pipes, which may help lessen your information load. Yahoo!Pipes can monitor multiple online sources automatically and will just deliver content from those sources according to filters that you set up ahead of time. See the video here: <http://www.minitex.umn.edu/events/webinars/archived/Pipes/Pipes.html>.

This filtering functionality is just one of the many possibilities of Yahoo!Pipes. Check out several pipes that we've created: <http://pipes.yahoo.com/mlee> or try a keyword search of the Pipes site for "library" for more examples.

What 2.0 tool do you use on a daily or weekly basis? How does it help you manage information or do your job more efficiently? Drop a note on our blog (<http://blog.lib.umn.edu/minitex/reference/>) or send us an email (mtxref@umn.edu) to tell your story. Who knows? We may use your submission as our next "2.0 Tools in 2.0 Minutes" video!

Annual Meeting of the Minnesota Digital Library

Sara Ring, Minitex Bibliographic and Technical Services

On an overcast day in early June, the Minnesota Digital Library Annual Meeting took place at the College of St. Benedict, St. Joseph, MN. Now in its 7th year, staff from libraries, archives, and special collections gathered to learn about new projects that the MDL has been working on, other collaborative digitization projects in the region, and to hear from afternoon speakers who focused on the topic of digital preservation. Below is a short summary of a session I participated in called The Evolving MDL.

Pachyderm

Marian Rengel, Outreach Coordinator for the Mn Digital Library, gave an update about Pachyderm and Steve: The Museum Social Tagging Project (<http://steve.museum>). Pachyderm is a browser-based multimedia authoring tool that teachers can use to create their own teaching resources from the digital content in Minnesota Reflections. To view a couple of examples of these teaching resources, visit the following web page: <http://www.mndigital.org/educators>

Minnesota Reflections in OCLC WorldCat

I spoke about a project to add the digital content in Minnesota Reflections to OCLC's WorldCat database.

WorldCat is a database of more than 137 million bibliographic records used for cataloging, reference, and resource sharing in the region and throughout the world. By adding Minnesota Reflections content to WorldCat, institutions participating in Minnesota Reflections gain even greater exposure to their digital collections.

If you would like to try searching for some of these items:

- Go to: <http://www.worldcat.org> (or use your institution's access to WorldCat on the FirstSearch platform)
- Type "Minnesota Reflections" and "minnehaha" in the search box. Each result that is displayed links you back to the record in Minnesota Reflections.

As of June 1, 2009, we have added 68 Minnesota Reflections participant collections to the WorldCat database (about 11,000 records) and are well over halfway done with the project. If you are a Minnesota Reflections participant and you don't see your collection yet in WorldCat, it will be added soon!

Minnesota Finder and Flickr

Eric Celeste spoke about two projects he has been working on in collaboration with the Minnesota Digital Library: Minnesota Finder and the Flickr project.

Minnesota Finder is a beta project which allows one to search for images in five online digital collections from one location. It is powered by a Google Mini search appliance and is still under development. So far the collections available are:

- Pennington County Historical Society
- Vivarium (College of St. Benedict/St. John's University)
- Visual Resources Database (Minnesota Historical Society)
- Minnesota Reflections (Minnesota Digital Library)
- Hennepin County Library (The Minneapolis Collection)

Want to try out the search tool? You can access it at: <http://search.mndigital.org>

If you have an online digital collection that you would like to connect to Minnesota Finder, contact Marian Rengel (<http://www.mndigital.org/contact>).

You may have heard about institutions like the Library of Congress adding their digital image collections to Flickr. The Minnesota Digital Library has been working with the Jewish Historical Society of the Upper Midwest (JHSUM) to add their digital images to the Flickr Commons. There will be announcements when the JHSUM project is available via Flickr. Visit the following url to find out more about the Flickr Commons: <http://www.flickr.com/commons>

Minnesota Digital Library now accepting Applications for 2009-2010 digitization projects



The Minnesota Digital Library announces Phase 6 of digitization work with organizations across the state. Through a Library Services and Technology Act grant, MDL continues to work with Minnesota organizations to digitize their collections and to provide access to the digital images through Minnesota Reflections, our database of digital copies of primary resources from across Minnesota. The LSTA grant is provided through State Library Services, a unit of the Minnesota Department of Education. Applications forms are available at the Minnesota Digital Library homepage: <http://www.mndigital.org>. Please review both the Call for Projects and the application form.

MDL continues to be most interested in digitizing photographs, negatives, letters, journals, maps and plat books. We also provide funding for transcripts. For project materials that MDL staff digitizes, organizations must send/deliver their originals to either the Andersen Library at the University of Minnesota in Minneapolis or to the Minnesota History Center in St. Paul.

We also accept applications for projects that organizations have already digitized – provided that the work was done to MDL standards (see <http://www.mndigital.org/digitizing/standards/>). Talk with Marian Rengel, Outreach Coordinator, about this type of project if you are interested.

Apply early! Once MDL has approved an application, we will work with you to schedule a good time to digitize the project. You may submit applications between now and March 26, 2010, or until we have committed all of our digitization funding. Interest is growing so apply now. Early applications will increase your opportunity to work with the Minnesota Digital Library on a digitization project.

For more information, contact the Minnesota Digital Library Outreach Coordinator, Marian Rengel, at St. Cloud State University, mrregel@stcloudstate.edu, 320 308-5625.

Scratch and 21st Century Literacy

Matt Lee

Successful literacy in the 21st Century requires much more than the ability to read words on a page. Our increasingly tech-infused environment is leading to an increasing need for proficiency in “computer, information technology, media, and information literacy skills,” according to Jennifer Nelson, Hennepin County librarian and author of an article in the May 1st issue of *School Library Journal*: <http://www.schoollibraryjournal.com/article/CA6654567.html>. That article, titled “Celebrating Scratch in Libraries,” looks at how a web-authoring tool called Scratch can help today’s student be better prepared for, and more literate in, life and work in the months and years to come.

This isn’t the first time Jennifer has written on this topic. In November 2008, she wrote a guest piece for Reference Notes on Hennepin County Library’s student-led Scratch program. If you missed it, you’ll find her piece on pages 10 and 11 of the issue: <http://minitex.umn.edu/publications/refnotes/2008/11November.pdf>. But don’t think that 21st Century literacy is just for schoolkids. Library job descriptions are requiring more and more technological and media acuity. If your skills in these areas could use a brushing up, consider giving Scratch a test drive. Sure, it’s meant for kids, but that hasn’t stopped you from liking candy and the comics page, has it?

Minnesota Public Library Budget Shortfalls: A Conversation

Jennifer Hootman

If you were unable to attend MLA’s Public Library Division (PLD) webinar, Minnesota Public Library Budget Shortfalls: A Conversation, take some time to listen and view the archived recorded version at: <http://minitex.umn.edu/events/training/archived.asp#228>. Five public library directors addressed three questions:

- What is your organization doing to address shrinking budgets - especially at a time when library use is growing?
- How have you developed strategic priorities for using the available funding - what to keep/strengthen, what do you let go?

-
- Political Capital - How do/did you develop it, when do you spend it? (i.e., How have you established your library's value to the community at a time when there is fierce competition for funding from all of your sources?)

The panelists were:

- Audrey Betcher, Rochester Public Library
- Patricia Conley, Washington County Library
- Jennifer Jepsen, Martin County Library
- Mary Lukkarila, Cloquet Public Library
- Marian Ridge, Kitchigami Regional Library
- Kim Edson, Chair of MLA's Public Library Division – moderator

To follow the ongoing discussion and shared documents, check out PLD's WebJunction Minnesota group and participate at: <http://mn.webjunction.org/738>

Sensible Shoes as the Library's Secret Weapon?

Matt Lee

Libraries have competition. Whether that competition comes in the form of a search engine like Google, a consumer website like Amazon, or a piece of technology like the Kindle, our ability to succeed depends upon our ability to in some way outmaneuver our competition. A big advantage our profession has over much of this competition is our people: the library staff that creates, manages, and maintains the systems of organizing and delivering the information we provide to our customers.

Libraries, in so many ways, are all about customer service. But even in this realm we can be better, and for inspiration we might turn to an unlikely success in the business world: Zappos.

In the May 2009 issue of C&RL News, Rebecca Tolley-Stokes suggests that libraries "Try on a New Pair of Sensible Shoes" by following Zappos' lead in focusing on sky-high quality customer service. The Zappos service model is a successful one, having catapulted the online shoe retailer to success while many competitors have failed, and is comprised of ten core values:

1. Deliver Wow through service
2. Embrace and drive change
3. Create fun and a little weirdness
4. Be adventurous, creative, and open-minded
5. Pursue growth and learning
6. Build open and honest relationships with communication
7. Build a positive team and family spirit
8. Do more with less
9. Be passionate and determined
10. Be humble

Following these ten tenets will not only improve the external interactions your library staff has with library users, but they may also improve your workplace. And an efficient and successful workplace will help libraries to better meet the competitive challenges of today and tomorrow.

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