

# MINITEX

## Reference NOTES

A Program of the Minnesota Office of Higher Education and the University of Minnesota-Twin Cities

October 2007

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Check It Out!  
A Librarian's Guide  
to Creating 2.0  
Subject Guides  
[http://oedb.org/  
blogs/ilibrarian/  
2007/a-librarians-  
guide-to-creating-  
20-subject-guides/](http://oedb.org/blogs/ilibrarian/2007/a-librarians-guide-to-creating-20-subject-guides/)

### MEMO Conference 2007 - “Creating a New Literacy Landscape”

Kristen Mastel, Carla Steinberg Pfahl, and Jennifer Hootman

This year's MEMO annual conference was held at Cragun's Resort in Brainerd, MN. The conference brought together 300 media specialists from around the state in a beautiful setting to enjoy the fall colors in peak performance. This year's theme focused on new ways for engaging students in literacy and how to spark the attention of the entire group with group writing activities. Friday evening's Award Dinner was highlighted with a Lifetime Contribution to the Profession awarded to Tom Shaughnessy. A complete listing of all award recipients will be posted to the MEMO website, <http://www.memoweb.org/>.

MINITEX staff was well represented at the conference with a booth in the vendor exhibits as well as presentations by Kristen Mastel, Jennifer Hootman, Carla Steinberg Pfahl, and Mark Wilhelm.

*NetLibrary for Kids*, presented by Carla Steinberg Pfahl, was well attended and media specialists had many questions about NetLibrary, access, and content that made for a very active session. People went away from the session with a better understanding of how best to access the MINITEX collections, search for content, and save information in a personal account for quick access and help with forming bibliographies and research strategies.

*Harnessing Google for Everyday Tasks*, presented by Kristen Mastel, was well attended with over 38 people in a small room (many stood or sat because we ran out of chairs) that took dedication to find amongst the labyrinth of hallways at Cragun's. During the session, attendees learned how to create and use a Google Customized Homepage and Custom Search Engine for class projects and locating things quickly on the Internet. Participants shared their applications for Google Docs with the group and signed up to practice the application with a test document.

*ELM for K-12: A World of Information*, presented by Jennifer Hootman, focused on the ELM databases that are particularly useful for the K-12 audience including students as well as teachers for their own professional development needs. Some of the presentation details included updates on Gale's new features and interface, ELM applications for the K-12 classroom and curriculum, the ELM publication title list search feature at [elm4you.org](http://elm4you.org), and ELM access issues. Q&A filled the balance of the presentation time.

You can find these MINITEX Reference Unit presentations on the MEMO Conference site at: <http://www.memoweb.org/htmlfiles/conference.html>

Jamie McKenzie presented the opening keynote, *A New Literacy Landscape- Multiple Literacies vs. the Narrow Agenda & Wal-Mart Curriculum*. He discussed how there is no digital literacy, but rather digital media which is how the information is being presented or marketed. He discussed the importance of critical thinking and evaluation in an education world driven by the *No Child Left Behind Act*, of which he is a fierce opponent. McKenzie also pushed for problem-based learning, things that are tangible, applicable and hands-on, rather than just learning about statistics. For example, a class could recreate a study at the local level and have students write surveys, compile data and then make sense of the results. A tool that is very applicable that all teachers and media specialists can use is McKenzie's Biography Maker (<http://fno.org/bio/biomaker.htm>). This web tool proposes critical thinking questions for students to complete a story of someone's life, rather than a regurgitation of facts.

Another favorite MEMO conference quote came from the AASL President, Sara Kelly Johns, during the Friday luncheon panel, “We show our love through TMI [too much information].” Speaking of “showing our love through TMI” read Kristen's article on school media specialist blogs – they're a great way to keep updated on what your colleagues are doing.



## School Media Specialist Blogs

Kristen Mastel

The school hallways are buzzing with excitement as the 2007-08 school year is underway. How do you keep up with everything new in your profession and the hot topics the kids are talking about? Check out some of the blogs Steven Abrams uses to keep abreast in this area of librarianship. The complete list can be viewed at:

<http://www.sirsidynix.com/Resources/Pdfs/Company/Abram/MMIS20.pdf>

1. Doug Johnson's Blue Skunk Blog <http://doug-johnson.squarespace.com/blue-skunk-blog/>
2. Joyce Valenza's NeverEnding Search Blog <http://joyce-valenza.edublogs.org/feed/atom/>
3. Sara Kelly Johns' From the Inside Out <http://fromtheinsideout.squarespace.com/>
4. Frances Harris' Gargoyles Loose in the Library <http://www.uni.uiuc.edu/library/blog/>
5. Christopher Harris' Infomancy <http://schoolof.info/infomancy/>
6. Jacquie Henry's Wanderings <http://nlcommunities.com/communities/wanderings/default.aspx>
7. Justin Ashworth's School Library Land <http://ashworth.wordpress.com/>
8. Tim Wilson's The Savvy Technologist (TechnoSavvy) <http://technosavvy.org/>
9. Brenda Hough & Rebecca Richardson & Jeanne Roy's Librarians with Class <http://libswithclass.blogspot.com/>
10. Amy Bowllan's SLJ Blog Bowllan's Blog <http://www.schoollibraryjournal.com/blog/620000062.html>
11. Chris Harris' SLJ Blog Digital Reshift <http://www.schoollibraryjournal.com/blog/840000284.html>
12. Diane Chen's SLJ Blog Practically Paradise <http://www.schoollibraryjournal.com/blog/830000283.html>
13. Christian Long's The Future of Learning" Manifesto <http://thinklab.typepad.com/futureoflearningmanifesto/>
14. AASL Weblog <http://blogs.ala.org/aasl.php>
15. AliceBakerBlog <http://alicebakerblog.typepad.com/alicebakerblog/>
16. Alternative Teen Services <http://www.yalibrarian.com/>
17. Vicki Davis' Cool Cat Teacher Blog <http://coolcat-teacher.blogspot.com/>
18. Ed-Tech Insider <http://www.eschoolnews.com/eti/>
19. Scott Leslie's EdTechPost <http://edtechpost.ca/wordpress/>
20. Ann Davis' EduBlog Insights <http://anne.teach-esme.com/>
21. Tony Karrer's eLearning Technology <http://elearningtech.blogspot.com/>
22. Joshua Neff's The Goblin in the Library <http://www.goblin-cartoons.com/>
23. Michael Lorenzen's The Information Literacy Land of Confusion <http://www.information-literacy.net/>
24. Stuart Boon and Sheila Webber's Information Literacy Weblog <http://information-literacy.blogspot.com/>

25. The Learning Circuits Blog <http://learningcircuits.blogspot.com/>
26. PBS's learning.now <http://www.pbs.org/teachers/learning.now/>
27. Iris Jastram's Pegasus Librarian <http://pegasuslibrarian.blogspot.com/>
28. Teacher Librarian <http://librariantoolkit.blogspot.com/>
29. Will Richardson's Weblogg-ed <http://weblogg-ed.com/>
30. ALA's YALSA Blog <http://librariantoolkit.blogspot.com/>
31. Eye4You Alliance Island: sponsored by the Alliance Library System, PLCMC and SirsiDynix Youthtech.info <http://eye4youalliance.youthtech.info/>
32. Anastasia Goodstein's Ypulse <http://ypulse.com/>
33. To link to Chris Harris' SLJ article that inspired this column: <http://www.schoollibraryjournal.com/article/CA6330755.html>
34. School Library Blogs [libraryblogs.suprglu.com](http://libraryblogs.suprglu.com)

## Friendly Southwest Minnesota Calls Again!

Jennifer Hootman



(l-r) Becky LeTendre and Sharyl Larson, Slayton Public Library

It was September and Robin Chaney, Director of SAMMIE (Southwest Area Multicounty Multitype Interlibrary Exchange), planned with the MINITEX Reference Unit to offer the annual fall training workshops based at Slayton and Benson Public Libraries. Entitled "ELM & A Whole Lot More," the training consisted of four workshops each four hours in length including ELM database profiles, information on additional statewide e-resources (e.g., MnLINK Gateway, Research Project Calculator, Minnesota Reflections, My Health Minnesota --> Go Local) updates, and time for hands-on searching exercises. Each hosting library had a computer lab that provided the perfect environment for questions, discussions, and experiencing the databases. Braving the storms that whipped through the southwest during that week, the workshop attendees represented a variety of library types. Therefore, our discussions regarding database application included a range of public and school libraries. Importantly, we walked away from the workshops learning from one another. It was also a wonderful occasion to see and talk once again with Robin Chaney of SAMMIE, Sharyl Larson and Becky LeTendre of Slayton Public Library, and Kimberly Ross and Jean Johnson of Benson Public Library.

In addition to the training workshops, I was also fortunate to be able to visit with Mark Ranum and Chris Lang at the Plum Creek Library System (PCLS) office and Jean Clark at the Pioneerland System (PLS) office. These visits provided a terrific opportunity to exchange updates, discuss reference and training needs, and a chance to supply promotional items for all the statewide e-resources mentioned above. Also, I happily accepted an invitation to attend the PCLS annual meeting and dinner during which I met additional PCLS staff, governing board, and library staff



(l-r) Jean Johnson and Kimberly Ross,  
Benson Public Library

from participating PCLS libraries.

I learned much on my trip to southwest Minnesota libraries and system offices this year. Moreover, it was exciting and inspiring to meet some of the energetic, persevering library staff that is working hard to provide quality service to their communities in the SAMMIE region.

If you would like to host an ELM training workshop at your library or schedule a library system office visit, please contact our Reference Unit at 1-800-462-5348 or [mtxref@umn.edu](mailto:mtxref@umn.edu)

## WebJunction Minnesota Update

Jennifer Hootman



As Minnesota embarks on its second year as a WebJunction Community Partner, the WebJunction Minnesota Planning Team (Mary Ann Van Cura, State Library Services, Deanna Sylte, Metronet, and Jennifer Hootman, MINITEX Library Information Network) is quite excited about this year's new developments.

We have created some navigation to new pages which highlights Minnesota specific content on the WJMN website. This new section is currently in its infancy but will be continually growing. These Quick Links can be found under the new Minnesota Content category included in the left rail navigation items (<http://mn.webjunction.org/>).

Minnesota Content includes Quick Links to Services to the Library Community which contains links to publications and electronic resources; Minnesota Libraries & Systems which provides direct links to items such as the Minnesota Library Directory and information on the Regional Public and Multitype library systems; and Best Practices which includes links to the Metronet Information Literacy Project Evaluation and other information literacy resources.

Also included in the home page left rail navigation is a customized category labeled Partners. This category provides direct links to WebJunction Minnesota's funding partners' websites as well as links to other participating WebJunction Community Partners.

There have also been two new discussion forums created in WJMN this past year that are continuing into our second year, Minnesota Advocacy and the School Library Media Center Annual Report. The Minnesota Advocacy discussion forum is hosted by Mike Bloomberg of Augsburg College. This forum has been created for members of MLA and MEMO to discuss advocacy for library issues in school, academic, public, and special libraries. However, all WebJunction Minnesota community members are invited to participate. The School Library Media Center Annual Report forum is hosted by Bruce Pomerantz of State Library Services and is meant to host discussions about the report. The latter forum can be accessed without signing-in to WebJunction Minnesota, but the former discussion forum requires one to sign-in in order to view it and participate. Take a moment to check out the forums and participate at <http://mn.webjunction.org/forums/category.jspa?categoryID=111>.

Two new dynamic features of WJMN include BlogJunction Minnesota and the statewide Calendar of Events. You can find BlogJunction Minnesota postings fed to the WJMN homepage. Take a look at the new blog for news items, WJMN user tips, comments, and musings on current events in the Minnesota library community.

BlogJunction Minnesota postings are made by several contributors from State Library Services, MINITEX Library Information Network, and Metronet. Contribute your thoughts by clicking the "Comments" hot link. Find BlogJunction Minnesota on the WJMN homepage and for the full blog check <http://webjunctionworks.org/mn/blog/>.

The statewide Calendar of Events is another exciting addition to WJMN. The Calendar of Events is intended to become a central calendar to include all the continuing education opportunities happening in the state. Take a look at the Calendar by following this link <http://evanced.info/minnesota/evanced/eventcalendar.asp>.

As of September 2007, the WebJunction Minnesota community included 1,109 members and approximately 410 members enrolled in at least one of the free WJMN courses. WJMN is experiencing an exciting time of growth, use, and development. Help WJMN grow to become an even greater reflection of its members and their work by sharing your content. New content submissions could include but is not limited to completed work on tutorials, curriculum, policies, and grant projects to name a few. If you wish to contribute your content to share with other libraries through WebJunction Minnesota e-mail the WJMN Planning Team at [mnwebjunction@gmail.com](mailto:mnwebjunction@gmail.com).

Be a participating and contributing member of WebJunction Minnesota!

## Teleconferences Via Streaming Video

Kristen Mastel

The Minnesota Library Association Conference is over. Chances are between the hustle and bustle of work or sessions at MLA you did not have a chance to attend the first College of DuPage teleconference of the year. If this is the case, take the opportunity to view the archived version!

*Soaring to Excellence 2008*  
*Finding the Trends That Matter: Get Your Environmental Scan On*

This video will be available via streaming for approximately 30 days. After this date MINITEX will have a copy of the program that may be borrowed.

Access the streaming video at:  
<http://www.dupagepress.com/COD/index.php?id=2628>

Find the accompanying documents and resources at:  
<http://www.dupagepress.com/COD/index.php?id=1642>  
Some of these complementary trendspotting resources include:

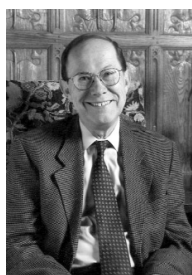
- Levy, Steven. "The Trend Spotter" (article about Tim O'Reilly, a trend spotter for the information age). *Wired*. 13:10 October 2005.
- YPulse – Daily News About Generation Y for Media and Marketing Professionals
- Trendwatching.com – Global consumer trends, ideas, and insights
- The Future of Work (a special issue of *BusinessWeek*). *BusinessWeek*. August 20 & 27, 2007.

- Sharing Privacy and Trust in our Networked World (An OCLC membership report)
- Gartner, Inc., "The world's leading information technology research and advisory
- De Rosa, Cathy, et.al. *The 2003 OCLC Environmental Scan: Pattern Recognition*. Dublin, Ohio: OCLC Online Computer Library Center, Inc., 2004.
- De Rosa, Cathy, et.al. *Perceptions of Libraries and Information Resources*. Dublin, Ohio: OCLC Online Computer Library Center, Inc., 2005.

Speakers Steven Bell, Associate University Librarian for Research and Instructional Services at Temple University and Catherine Wilt, Executive Director of PALINET talked about high-level trends in business and economy, and how these trends can have an impact on our local library-even if it seems they are quite remote from our routine practices.

## MINITEX Podcast of the Month

Kristen Mastel



During October, I had the opportunity to interview Tom Shaughnessy, former Metronet Executive Director and University Librarian, University of Minnesota, Twin Cities libraries, on reflections on his career, aspirations and future retirement plans. One thing that Tom brought up was, "How do you go beyond your job description on a daily basis?" This thought and others will help library staff in all areas of their career, from thoughts on beginning librarianship to preparation for retirement (the second go around).

We encourage every librarian to be the "voice" behind a MINITEX 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." If interested in participating in a podcast or you know someone who would be great to interview, please contact me.

To listen to the podcast interview with former Duluth Public Library Director Beth Kelly, visit: <http://blogs.minitex.umn.edu/reference/>

### REFERENCE NOTES

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Office Hours . . . . . Mon-Fri., 8:00 a.m. - 4:30 p.m.  
Reference Intake Form . . . . . <https://www.minitex.umn.edu/reference/refdb/index.asp>

*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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