Trends to Watch

At the beginning of every year and especially decade, there is often a flurry of prognostications and predictions – trend spotting. We’ve summarized a few that notably captured our attention.

Economic Trends in Libraries and 2010 Outlook

Carla Pfahl

A new ALA report documents issues in libraries over the past decade and looks at what is to come in 2010. Compiled from a broad range of available sources, The Condition of Libraries: 1999-2009 presents U.S. economic trends (2009) and summarizes trends in public, school and academic libraries across several library measures, including expenditures, staffing and services. The report also highlights trends in services provided to libraries by library cooperatives and consortia.

“This report was prepared to inform and assist library leaders as they plan in these very difficult times,” said ALA Executive Director Keith Michael Fiels. “It succinctly brings together diverse strands of data from the past decade to provide a useful benchmark for the library community and its advocates.”

As communities and academic campuses develop future fiscal plans, it is clear that all types of libraries are visibly hard hit. In a fall 2009 report prepared by the Center on Budget and Policy Priorities, 34 states had reported cuts to higher education, which impacts academic libraries; and 25 states had cut funding to K-12, which impacts school libraries. Total state budget shortfalls for fiscal year 2010 are $178 billion, and FY2011 are estimated to be roughly the same.

Public libraries also have been affected. While the full impact of the economic downturn remains fluid and the data challenging to assemble, what is known is that flat funding has been an obstacle – perhaps even a chronic problem - for many libraries this entire decade. Confirming evidence from a 2006 ALA study of public library funding, a 2009 survey conducted as part of the Public Library Funding & Technology Access Study revealed a worsening of funding – about 20 percent reported flat funding continuing in FY2010 and a majority reported budget reductions. Of those with budget cuts, about 20 percent reported 5-to-10 percent reductions in FY2010 from FY2009.

Library trends are broken out by type: School Library Media Center, College and University Libraries, and Public Libraries.


In This Issue

Trends to Watch............1 - 3
MILI Tools for You To Use..... 3
ELM Spotlight................. 4
AskMN: The Librarian Is In..... 5
WebJunction Minnesota...... 6
On the Road with Reference Services ................. 6 - 7
Library Cats Know What They Like To Read............. 7
A Dust-Up Over the Future Of The Library ............... 8
2010 Library Tech Conf ...... 8
ALA Midwinter Highlights ................. 9 - 12
This 'n That From The Web ................. 13 - 14
Mobile Internet Report and Possible Boom
Beth Staats

The latest Morgan Stanley Technology Research The Mobile Internet Report has been published and offers some “key takeaways” for the Internet now and in the future. The last report, by Mary Meeker of Morgan Stanley, was published in 1995 and as you can imagine, a lot has changed. This report has been published in PowerPoint on the web and contains a whopping 424 pages. However, Morgan Stanley offers the report in two other ways: a 92-slide presentation that excerpts highlights of the key themes from the report and a 659-slide presentation that drills down on thoughts covered in The Mobile Internet Report. I’m hoping that this summarization of some of the major and key points one can draw from the report will allow you to avoid facing the possibly daunting task of weeding through either 92 or 659 slides or the full report.

The Morgan Stanley team that set out to take a look at the rapidly changing mobile Internet market was made up of global technology and telecom analysts. For purposes of this article, I’m focusing on #2 although I’ve included all seven “key” ideas or concepts relating to the Mobile Internet that the Morgan Stanley team found.

1. Material wealth creation / destruction should surpass earlier computing cycles. The mobile Internet cycle, the 5th cycle in 50 years, is just starting. Winners in each cycle often create more market capitalization than in the last. New winners emerge, some incumbents survive – or thrive – while many past winners falter.

2. The mobile Internet is ramping faster than desktop Internet did, and more users may connect to the Internet via mobile devices than desktop PCs within 5 years.

3. Five IP-based products / services are growing / converging and providing the underpinnings for dramatic growth in mobile Internet usage – 3G adoption + social networking + video + VoIP + impressive mobile devices.

4. Apple + Facebook platforms serving to raise the bar for how users connect / communicate – their respective ramps in user and developer engagement may be unprecedented.

5. Decade-plus Internet usage / monetization ramps for mobile Internet in Japan plus desktop Internet in developed markets provide roadmaps for global ramp and monetization.

6. Massive mobile data growth is driving transitions for carriers and equipment providers.

7. Emerging markets have material potential for mobile Internet user growth. Low penetration of fixed-line telephone and already vibrant mobile value-added services mean that for many EM users and SMEs, the Internet will be mobile.

In the 2nd key concept, they predict the mobile web will eventually be at least twice the size of the desktop internet.

With all signs pointing in the direction of a mobile boom, we can position our libraries right in the middle of it. A great blog to add to your RSS, if you haven’t already, is Mobile Libraries <http://mobile-libraries.blogspot.com/>. This blog documents topics that relate to “services provided by libraries to patrons within mobile environments.” Be sure to take a look at “It’s Our Turn to Go Mobile in Our Information Centers” by Carolyn J. Sosnowski, which is available at Mobile Libraries.

Top Digital Trends for 2010
Carla Pfahl

Digital Media Buzz, <http://www.digitalmediabuzz.com/>, has put together a list of the top digital trends they predict for 2010. Not surprising, there will continue to be a need for information professionals to lead the way in guiding, identifying and analyzing. Here is what they say to be on the lookout for the coming year.

Facebook replaces personal email
The rise of Facebook will continue, and with the rise, it will evolve. One of these areas will be with the implementation of an email service.

Open source software starts making money
Open source software has always had the enigma of being for programmers and technophiles. However, new subscription-based web services will be created to assist the general public in applying open source software into the websites for a nominal fee.

Mobile commerce
This has been talked about for many years but has been slow to develop. 2010 will see an increase in applications to allow people to pay for goods and services from their mobile devices. iPhone/iTunes will lead the way with the iPhone holding the apps to shop and iTunes storing the customer’s credit card information.

Fewer registrations
New applications will come out that allow people to securely hold multiple login accounts from one location.

Disruption vs. continuity
Businesses will continue to increase their presence in online communities and social media networks with a major focus on marketing. This will also change the way marketing and advertising is accomplished and presented.

The continuing evolution of Web-driven, open source DIY culture
People will move more towards taking on complex tasks themselves with the help of the collective intelligence found on the web.

Info-art
“The growing wealth of data and the access to rich and diverse data sources that are significant byproducts of
information networks have made the art of data analysis a defining skill of our time.”

Crowd sourcing
As the financial outlook may stagnate, organizations will be looking to devoted advocates to not only spread messages but to actively support them and create more supporters.

More Flash, not less
Websites will increasingly be the face of a company or organization and will rely heavily on media tools to offer rich, searchable and referenced sites with integrated content for the user with detailed user statistics for the company.

To read the full article, please visit: <http://www.digitalmediabuzz.com/2009/12/top-digital-trends-for-2010/>

And More Trends… See Anne Hatinen’s article on LITA’s Top Technology Trends under our conference highlights section.

MILI Tools For You To Use
LeAnn Suchy, Metronet

At Metronet, the multitype library system for the seven-county Twin Cities metro area, I am the Program Manager for the Metronet Information Literacy Initiative (MILI). MILI is a school-year training program for teachers and media specialists in the metro that focuses on integrating information and technology literacy into the classroom. Training consists of sessions on search strategies, databases, copyright, and different web 2.0 tools to enhance teaching and student learning. To view all the different resources and tools we discuss each month in MILI, visit the MILI Wiki: <http://metronetmili.pbworks.com/>. (NOTE: We add content as we go, so not all months will be full of information.)

Recently, when talking to a Minitex reference librarian, I mentioned I was creating a glossary for MILI as well as charts comparing the different web 2.0 tools we introduce. Some MILI participants were getting confused differentiating between blogs, wikis, Google Docs, Nings, Edmodo, TodaysMeet, and other tools we discuss. Minitex Reference Services thought this information may be of interest to others, so if this information is of interest to you, feel free to use it.

The Glossary of Terms (<http://metronetmili.pbworks.com/Glossary-of-Terms>) defines tools and concepts we use in training as well as how to apply them in education. Some MILI participants enjoy the things we teach them, but they can’t quite make the leap as to how they would use them in the classroom or for their own professional development. The Glossary of Terms has a column for definitions, including links for additional information, and a column describing how the tool or concept could be used in education.

We knew we needed more than a glossary, though, because some MILI participants were asking for the differences between tools, like the differences between blogs, wikis and Nings. The Comparison Charts (<http://metronetmili.pbworks.com/Comparison-Charts>) compare the different tools we discuss and answer questions about the tools that participants frequently ask. For instance, the Online Collaboration Comparison Chart compares Google Docs, Zoho, Wikis, and Nings, and answers questions about editing, creating new documents, multimedia, and privacy settings.

The Glossary of Terms and Comparison Charts coincide with what we teach in MILI, and we will be adding to and changing them as we go. The glossary definitions are geared towards how we have used the tool or concept in MILI and the charts answer questions participants have asked about the tools. You may find that you would define things differently or ask different questions, but these have been specifically designed for our needs. However, all of the information on the MILI Wiki is licensed under a Creative Commons license. You are free to use and adapt any of the information in the wiki, for non-commercial purposes, as long as you attribute where you found the information. If you do find any of this valuable, or if you adapt it and use it yourself, I’d love to hear about it: <leann@metronet.lib.mn.us>.
ELM Spotlight

Exclusive Content Debate
Mary Parker, Associate Director

As you’ve read on recent electronic lists, blogs, and other sources, EBSCO has signed agreements with Time, Inc., and Forbes for exclusive rights to a number of popular magazines, <http://z.umn.edu/libraryjournal> and <http://z.umn.edu/americanlibraries>.

Minitex has been fielding questions regarding how this might impact ELM. Based on the recommendations of the Minitex Electronic Information Resources (MEIR) Task Force, Minitex negotiated and signed agreements with EBSCO, Gale, ProQuest, Encyclopaedia Britannica, and OCLC. These agreements are for 3 years (July 1, 2009 – June 30, 2012) with the option to renew 2 additional years. Each vendor offers valuable content and database features and functionality to our diverse end users and types of libraries.

Science Reference Center
Beth Staats

A welcome addition to the suite of ELM databases for Minnesota residents, EBSCO’s Science Reference Center, is a comprehensive research database that provides access to full-text science-oriented content. It contains full text for hundreds of science encyclopedias, reference books, periodicals, essays, biographies, animations, videos, and thousands of images. This database is aimed at high school level students and researchers.

Topics covered include biology, chemistry, earth & space science, environmental science, health & medicine, history of science, life science, physics, science & society, science as inquiry, scientists, technology and wildlife. Science Reference Center also offers standards-based content by providing teachers and librarians with articles correlated to state and national curriculum standards.

Some of the highlights of Science Reference Center include the ability to limit an Advanced Search by Document Type to “science experiment,” and limit a search to a particular scientific benchmark. For example, you can choose from different aspects of Applied Sciences, Earth & Space Sciences, Life Sciences, Mathematics, or Physical Sciences. Each of those categories is then narrowed within the limiting option (Applied Sciences – Measurement – Temperature). This way you can locate materials that meet a certain benchmark or standard. As with most of the EBSCO resources, you can also limit your search by Lexile Reading Level.

Science Reference Center can be searched via Kids Search, Student Research Center, or EBSCOhost.

New iPhone App from Gale: AccessMyLibrary

Gale recently announced a new iPhone app, “There’s deep knowledge nearby when you locate and unlock the rich, relevant resources of your public library. It is as simple as using the <AccessMyLibrary mobile app from Gale>, a world-leading publisher of reference information. AccessMyLibrary uses your global position to locate libraries within a 10-mile radius…. You can then select a library and obtain access to all its Gale electronic resources.” In Minnesota, this includes the suite of Gale resources available to libraries and schools through the Electronic Library for Minnesota (ELM).

Available 24/7, resources cover information on:

- Health care - discover dependable facts directions
- Environment - track the latest findings
- Biographies - from history and today's headlines
- Career choices - step-by-step
- Car repair - locate a diagram or how-to directions
- Literature - track a bestseller or write a term paper
- Science - Study current, credible research
- Hundreds of sources for Home, School or Business
- Discover dependable health care facts
- Other topics.

You can also use this app to find the address or to contact the library in your area directly.
AskMN: The Librarian Is In @ LARL

Liz Lynch, Public Services Supervisor,
Moorhead Library

The Lake Agassiz Regional Library jumped on board with AskMN in August of 2009. We started off easy, with low traffic, only answering the questions of Minnesota customers. In November of 2009, we went global, answering the questions of library customers across the United States and abroad.

I am happy to report that the five LARL staff involved with AskMN are very happy to be a part of this service. We all agree that AskMN is a very valuable service, allowing customers to seek assistance 24/7 from librarians. In addition, we are all hopeful that this service is reaching a wide variety of customers and that as we promote the service, more LARL customers will find AskMN convenient and easy to use.

In addition to offering an existing service in a new format, this is also a great tool for staff development. As an AskMN member library, we have access to transcripts of questions answered by LARL staff and questions asked by LARL customers. Some of the benefits include:

1. This is a great way to ensure that LARL staff are offering the best possible reference service to customers. Are we remembering to follow the steps of the reference interview? Are we answering the questions to the best of our abilities?

2. This service provides documentation of LARL customer questions, which may be used to improve LARL services. For instance, customers have asked about the location of the “Advanced Search” and “Request” buttons on the LARL catalog. Maybe we should think about making these buttons more visible to the public. In addition, this service pushes us to become familiar with library policy and operations across the country, which may ultimately help us serve our customers better.

3. AskMN is a nice reminder that libraries everywhere are dealing with the same issues. Customers in NYC are complaining about the same issues as customers in Seattle and rural Minnesota. Better yet, this is a nice reminder that libraries are an important part of people’s lives across the country and abroad. For as many complaints we read in chat, just as many (or more) say “Thank You” and “This is a great service – I can’t believe you are answering my question from MN.”

Megan Richardson, Jenna Kahly, Janine Kuntz, Megan Krueger and I are looking forward to AskMN 2010 and to serving customers via chat in MN and beyond.

ELM Training

In addition to the customized on-site and webinar instruction offered by Minitex Reference Services staff, vendors of our ELM resources offer training and tutorials that are available to you too.

To register for Minitex sessions on ELM resources, go to <http://www.minitex.umn.edu/events/training/webinars.asp> and click on the name of the webinar you wish to attend.

For Minitex archived webinars and tutorials as well as links to those of vendors, go to <http://www.minitex.umn.edu/events/training/archived.asp> and <http://www.minitex.umn.edu/elm/tutorials.aspx> respectively.

To register for Gale sessions, go to the Gale calendar of web events at <http://www.attendeenet.com/gale_training/index.cfm?fuseaction=cor_sectionView&currentMonthid=1&eventCatViewid=129>; click on the name of the webinar you wish to attend. You will be directed to a form to complete. (Note: you do not need to have a Gale account number.)

To register for EBSCO sessions, go to the EBSCO Request Training form at <http://www2.ebsco.com/en-us/app/training/Pages/TrainingFrom.aspx>. You will find dropdown menus from which to choose the course you want. (Note: you do not need to have an EBSCO account number.) EBSCOhost online tutorials are available at <http://support.epnet.com/training/tutorials.php>.
WebJunction Minnesota

WebJunction Minnesota is probably best known for the terrific courses you can take – at no charge to you! Whether part of a planned curriculum, for professional development, or to learn skills to help you land your next job, WJMN has a rich selection of courses from which to choose.

A topic that touches on virtually all of us in the profession is copyright. LE@D is one of the WJMN course providers and offers the course, Copyright Basics for Libraries.

The course description reads,

“Copyright is a hot topic in libraries. While the library and academic communities once felt that they had a good grasp on legal and ethical use of protected materials, recent changes in law and important court cases, as well as aggressive legal actions, have put librarians on edge.

Knowing what copyright entails and how to deal with the most basic copyright situations in a library can help a library avoid the more common copyright risks.

This tutorial doesn't purport to cover every possible copyright situation in a library. Given the limited time frame, we will only discuss basics. However, with this foundation you will be able to better understand what you read regarding copyright and make decisions that are based on solid baseline information, not rumor or possibly erroneous ‘common knowledge.’ While copyright may not always be intuitive, it is current federal law. It isn't optional, and it isn't easy. Taking some time to read, discuss, and develop an understanding of the topic is essential to protecting yourself and your library from potential legal action. Best of luck on your first steps of this challenging, but interesting, journey.”

Visit WebJunction Minnesota at http://mn.webjunction.org to register for this course. Then click on “Courses” in the tab at the top to see which other courses interest you!

This course ties in nicely with Metronet’s Wind Down on February 3rd, Copyright Mashed-Up and Remixed. For more details on Metronet’s Wind Down, visit: <http://www.metrolibraries.net/library-wire/overview.html>.

On the Road with Minitex Reference Services

Northwest Regional Library System

Matt Lee

Northwest Regional Library System serves residents of Northwest Minnesota through seven public library branch locations. During a recent visit to Thief River Falls, I met with Regional Director Barb Jauquet-Kalinoski to discuss reference service, outreach, and library programming in the region. Jauquet-Kalinoski described reference in the area as focused primarily on guiding library users to relevant materials so they can find answers to their questions, rather than procuring the answers for them - a likely universal trend as our users become more self-reliant.

We discussed the importance of reaching out to young community members to create lifelong library users and advocates, and Jauquet-Kalinoski described several upcoming region-wide library programs that do just that. I also got a sneak peek at a new billboard in the final design stage. It looks great.

During our meeting, I restated Minitex Reference Service’s continued eagerness to provide training to library staff on reference topics, including any aspect of the ELM databases, and I’d like to take the opportunity to restate that now to anyone reading. Drop a line to mtxref@umn.edu to learn more or to schedule a training session.

And thanks to Barb for the intro to public library services in the Northwest and the thought-provoking discussion!
Professional Development in Thief River Falls
Matt Lee

For some, Martin Luther King, Jr., Day means a day off of work to reflect upon that great man’s mission. For almost 600 teachers and media specialists in Northwest Minnesota, there may have been opportunity for reflection, but there was no day off. January 18th marked a professional development day organized by the Northwest Service Cooperative and held in Thief River Falls.

Minitex Reference was a part of the goings-on, conducting three break-out sessions during the day. Two provided training on the ELM databases for elementary and secondary audiences, and the third was a facilitated networking session to get media specialists together to discuss outreach to teachers. Participants in that latter session brainstormed various outreach tactics, and fleshed out a plan around one of those tactics. See their plan, and customize it to your own situation, by visiting the WebJunction MN group “Promoting Your Media Center to Teachers” at <http:mnwebjunction.org/lmc promo>. The plan (called “Promo Plan: Individual Teacher Training”) can be found in, and downloaded from, the Documents tab.

A big THANK YOU to the folks in all three sessions for their participation and interest, and a great big thanks to the Northwest Service Coop for orchestrating a very successful day.

Library Cats Know What They Like to Read
Jennifer Hootman

Have you ever heard of the website CatChannel? If you haven’t and you’re a cat lover, you may want to take a moment to check it out. It’s got everything for you and your feline friend from advice, articles, product information, and a newsletter to, yes, Club Cat where your friend can have his/her own web page and profile!

Where our library world and CatChannel intersect, however, is in a recent article featuring library cats across the country and books that have received their “two paws up” ranking. And what really caught our attention was the inclusion of one of our very own Minnesota library cats, Browser, from Pine River Public Library, a branch library of the Kitchigami Regional Library System in Pine River!

Browser is described as a large cat with a healthy appetite which extends beyond kibble & Fancy Feast to include the extraordinary cats in Lilian Jackson Braun’s fiction and the small town baker in the Hannah Swensen mystery series by Joanne Fluke (each Hannah mystery contains cookie and dessert recipes). For a picture of Browser and a look at some of the titles loved by library cats, you can read the article at: <http:/ /www.catchannel.com/magazines/catfancy/february-2010/library-cats-and-their-favorite-books.aspx>

If you’ve got a library cat who loves to read and knows good books worthy of “two paws up,” send us an email and tell us about your friend at: <mtxref@umn.edu>.

And for canine lovers, not to worry, there’s DogChannel!
A Dust-Up Over the Future of the Library
Matt Lee

Business visionary Seth Godin raised some librarian hackles this month with a blog post calling for librarians to stop circulating DVDs and start training people to find, use, and share information: <http://sethgodin.typepad.com/seths_blog/2010/01/the-future-of-the-library.html>. This call was met with a “forehead smack” from librarians like Toby Greenwalt at The Analog Divide: <http://www.theanalogdivide.com/2010/01/just-call-me-tenzing-norboo/>. That’s only the core belief behind our profession, Greenwalt pointed out. His post was fleshed out with some excellent comments from librarians across the profession.

While this ignorance of the library’s mission in the larger community may be dismaying for some, there is, perhaps, a bright spot. Our mission fulfills a stated need. By articulating that need to his readers (who may not be library users), Godin is making an initial connection for us. We need only do a better job in the long run showing non-users how we can help them find, use, and share information. It’s as simple as that, right? “forehead smack” ■

Conferences & Workshops Past, Present, Future

2010 Library Technology Conference Is Around the Corner

Register now for the upcoming Library Technology Conference 2010, which will be held March 17-18, 2010, on the campus of Macalester College, St. Paul, MN. Reduced early registration rates will be available through February 5th!

To register, go to: <http://digitalcommons.macalester.edu/libtech_conf/2010/>

This year’s conference is again intended to provide an opportunity for librarians from around the region and the country to discuss the technologies that are affecting library services; to see examples of what libraries are doing with these technologies; and to provide a venue where participants can learn specific skills or knowledge that they can take back and adapt for use within their own libraries. The number of conference participants will be limited to 400 in order to help ensure a quality conference experience and to help facilitate the interactive and hands-on nature of many of the sessions. In addition to more than 70 concurrent sessions, Michael Porter, Communications Manager at WebJunction.org, and Anne Zarinnia, Associate Professor and Chair of the Educational Foundations department at the University of Wisconsin-Whitewater, are the keynote speakers.

We hope that you and other staff from your library will make plans to attend this conference! For more information, visit the conference web site at: <http://digitalcommons.macalester.edu/libtech_conf/2010/> ■
ALA Midwinter Highlights

A few Minitex staff attended ALA Midwinter in Boston in mid-January. Keep reading for a re-cap of some of the sessions they heard and places they saw.

We look forward to the always thought-provoking OCLC Symposium at each ALA Midwinter and Annual Conferences. Held on Friday afternoon, these stimulating programs are the perfect way to launch into the whirlwind of conference activities in which we participate. Rita Baladad captured the passion engendered by the first speaker of the 2010 Midwinter OCLC Symposium.

On the Radar: How libraries and other nonprofits can increase their influence

Rita Baladad, Coordinator, Minitex CPERS

Michael Brown, CEO and co-founder of City Year, presented “The four Ps of building influence: passion, planning, partnerships, and promotion.”

Michael Brown and Alan Khazei founded City Year in 1988, right out of law school. City Year began as a 50-person pilot program with $200,000 in corporate donations. Twenty-two years later, City Year now has 20 locations across the United States and in South Africa with revenues of $58 million and more than 350 corporate sponsors. City Year volunteers, referred to as corps members, tutor and mentor students, lead after-school programs, and perform community service projects.

By telling the history of City Year, Brown gave concrete examples of how City Year has partnered with corporations to become the successful, thriving organization it is today. Brown’s two sources of inspiration were his childhood library, the Belmont Library in Belmont, Massachusetts, and Harvard’s Widener Library. The Belmont library introduced Brown to the idea of citizenship and community. In fact, all City Year volunteers are required to sign up for a library card. The Widener Family’s funding of the library was his introduction to philanthropy.

Brown took off a year off from college to work for Leon Panetta, then a representative for San Louis Obispo, California. At the time, Panetta was working on a resolution which called for a year of service (the bill did not pass). Brown says he became “passion struck.” He left with these two thoughts: Americans get excited about volunteering but nobody votes on this issue, and national service needs an action tank. When Brown graduated from law school, his theme became “National Service or Bust.” At the time, Steve Wozniak had just started Apple out of his garage. Brown challenged himself by asking, “Why couldn’t I also start a national community service organization?” In an example of public service and private partnership, Bank of Boston became their first sponsor.

City Year’s second sponsor was Timberland Boots; Timberland provided boots for corps members. After the second batch of donated boots, City Year folks paid a visit to Timberland headquarters. The Timberland corporation was looking for more “belief”—something that might energize and give “meaning” their company. City Year and its community projects was just the partnership Timberland was looking for. Timberland still outfits City Year corps members today.

City Year has had ripple effects: It was because of City Year that Bill Clinton helped to develop AmeriCorps. More than 600,000 Americans have participated in AmeriCorps since 1994 and the Edward M. Kennedy Serve America Act was just recently passed, which triples AmeriCorps participants to 250,000 annually.

Brown left the audience with six take-away ideas by summarizing major lessons he had learned over the years while growing City Year into a thriving, inspirational organization:

1. Come visit! All commitments are experiential. If you can change somebody’s experience, you can change somebody’s commitment. Library as a sense of place is a gigantic asset: Invite funding partners to pay a visit to your library; show them what you’re all about.

2. Find a sponsor. Find a sponsor. Find a sponsor. Sponsoring starts to engage other people in the building of your institution.

3. Build partnerships on reciprocity and engagement. Ask the sponsor what they are trying to achieve and ask how you can help them. Most companies want to have some sort of civic component; you can tap into this. Brown illustrated an example from a City Year project that involves CSX, a delivery service. City Year created Care Force One—a cargo container loaded with tons of cleaning supplies. Care Force One is loaded on a CSX train and is delivered to a community where City Year corps members meet the train, unload the supplies, and then get to work sprucing up the community. After the project is completed, Care Force One is reloaded and then delivered to another community.

4. Leverage your unique assets; City Year has young people . . . libraries have so much to offer.

5. Give a role for citizens in your institution: City Year has a one-day servathon that enlists community volunteers to work in partnership with City Year corps members. Tap into your alumni: How can every institution cultivate alumni to be witnesses to the mission (and success) of their institution?

6. Build a movement; be part of something larger than yourself. Brown pointed out the example of Andrew Carnegie building over 1,689 libraries. Put out challenge grants to communities . . . Brown cited women’s organizations, which were integral for supporting and sustaining the libraries once they were built.
LITA’s Top Technology Trends
Anne Hatinen, Electronic Resources Librarian, Minitex CPERS

I attended LITA’s Top Technology Trends Discussion Group at the 2010 ALA Midwinter Conference to catch up on and get ahead of some trends in technology.

Five “trendsters” each discussed a different trend, and then the entire group discussed the reinvention of the book. David Walker, Web Services Librarian in the California State University System, opened with discovery systems which feature aggregated indexes, calling it the evolution of federated search. The plus side of this trend includes the facilitation of other trends, such as RSS feeds and the layering of services, e.g., a mobile interface(!), in a single place, but what if these discovery services get too big? Are libraries giving up too much control to the cloud?

Trendster number two, Amanda Etches-Johnson, User Experience Librarian at McMaster University, covered… wait for it… user experience, which is about how the user’s interactions with the world around her make her feel. In this case, mobile interfaces(!) – they are stripped down so they get you to your destination faster. Mobile design will influence general web design in the coming years. However, it is difficult to measure any sort of user experience analytics.

The third trendster was Joe Murphy, Science Librarian at Yale University. His trend was mobile technology, the saturation of mobiles across the library audience which makes everyone expect more. We need to transfer our library skills to the mobile environment as well as thinking about the mobile environment in our libraries – how is the cell phone reception in your library? He told us to embrace mobile-based gaming and geolocation, and that Twitter is now a standard that will be a platform for services, perhaps even publication.

Augmented reality was the trend presented by Lauren Pressley, Instructional Design Librarian at Wake Forest University. This is the combination of the real and virtual in real time in 3D, mostly via smartphones. For instance, the Zillow iPhone app let’s you see information about the houses you’re passing. What are some possible applications for libraries? Photos from archives could provide historical images of campus buildings as people walk by. Ebooks could be virtually co-located with the physical counterparts.

The final, and perhaps most surprising, trend was that of Jason Griffey, Head of Library Information Technology at University of Tennessee, Chattanooga, who proclaimed 2009 the year of the iPhone App Store and then told us that in 2010 apps would start to die! Why? The release of HTML5 and CSS3 which offer features that will allow developers to write code just once for the web instead of creating an app for each separate device; these releases work well in multiple browsers, with the exception of Internet Explorer.

Reinvention of the book might be overstating it, but current ebook readers – which look remarkably similar to a 1998 version – and ereader platforms were discussed. Griffey said that not only apps would die, but ebook readers would too; the future is in a software ereader that can be used across platforms. Ownership of ebooks was also a troubling issue for libraries as well as the ownership of content itself with licensing becoming increasingly more restrictive.

A Post-Federated Search Era:
Web-Scale Discovery
Jennifer Hootman

Ever wondered what web-scale discovery means and how the library community is engaging in discovery systems for their resources? The Local Systems & Services committee of the MARS section in ALA’s RUSA provided a fantastic panel on the subject. The panel included the following:

- Marshall Breeding, Director for Innovative Technology and Research, Vanderbilt University
- Cody Hanson, Technology Librarian, University of Minnesota
- Frances McNamara, Director, Integrated Library Systems and Administrative and Desktop Systems, University of Chicago
- Barbara DeFelice, Director, Digital Resources Program, Dartmouth

Marshall Breeding led off the panel with an overview of the current library landscape uncomfortably situated in this post-federated search era and grappling for a more unified web-scale discovery presence. Following Breeding’s introduction and topic overview, the remaining panelists shared their institution’s experience, informal feedback, and usability testing results with Primo (Hanson), AquaBrowser (McNamara), and Summon (DeFelice).

For the notes and speaker presentations on this program visit: <http://connect.ala.org/node/92049>. This may be quite useful for your library’s internal discussions on its next steps toward discovery systems.
A Women’s History Treasure
Jennifer Hootman

Q. What does Julia Child’s whisk & medal, the papers of the Committee on the Status of Women, Amelia Earhart’s baby book, a typed manuscript of Adrienne Rich’s poetry, and the manuscript of Our Bodies, Ourselves have in common?

A. The Schlesinger Library, Radcliffe Institute for Advanced Study, Harvard University.

Fortunately, I was able to join ACRL’s Women’s Studies Section on a tour of the Schlesinger Library. The library’s collections include manuscripts, books and periodicals, photographic and audio visual material all intended to focus on the history of women in United States and abroad from the early nineteenth century to the present day. In its primary effort to document women’s lives, the library also has distinguished itself with its special culinary collection and archives of Radcliffe College, 1879–1999.

Our tour was led by gracious host Marilyn Dunn, Executive Director and Radcliffe Institute Librarian. She was kind enough to lead us to their main reading room and had a sample display on one of the tables illustrating the library’s fascinating collection. Dunn also escorted us to their compact shelving opening up a treasure trove of materials including items that belonged to Julia Child and papers from the Committee on the Status of Women eliciting several immediate “ooos and ahhhs!” The current exhibit on display at the Schlesinger Library, women’s travel diaries and letters, was equally enjoyable.

If you’re ever in Boston, stop by the Schlesinger Library for a visit.

Executive Director, Marilyn Dunn, shows some of the library’s treasures.

Files and files of letters to Ms. Magazine from women who never had a way to tell their stories - Ms. offered them a voice.

Executive Director, Marilyn Dunn, lets Heather Tompkins of Carleton College, Gould Library, wear one of Julia Child’s medals and hold her whisk.
**Boston Athenaeum**

*Rita Baladad, Coordinator, Minitex CPERS*

Tucked away on a side street just north of Boston Common adjacent to the Granary Burying Ground is the Boston Athenaeum, a private (subscription) library. When my initial search for the library was unsuccessful, I asked an office worker and a bike messenger on the street for directions. Neither had ever heard of the Athenaeum. I’m glad I persevered in my search because the Athenaeum—both its collection and its building—is an overlooked jewel.

Founded in 1807, the Boston Athenaeum is one of the oldest independent libraries in the United States. Initially founded to house the books of private collections, the Athenaeum also served as a social gathering place and as an art gallery. The Boston Athenaeum’s art collection seeded the Museum of Fine Arts, Boston, which was founded in 1870.

A sample of the Athenaeum’s collection includes: portions of George Washington’s library (by the time the Athenaeum purchased the collection, a large portion of it had already been sold and given away by Washington’s nephews); the library of Henry Knox, the first United States secretary of war; and a large collection of material from the Confederate States of America (one of the Athenaeum’s archivists rushed down to the Southern states right after the end of the Civil War to collect as much material as possible. The Athenaeum has the largest collection of Confederate materials outside of collections in the South).

Besides seeding the Boston Museum of Fine Arts, the Athenaeum provided another legacy: Cutter numbers. Charles Cutter became Athenaeum librarian in 1869 and devised the Cutter classification system, which later became the basis for the Library of Congress classification system. Cutter’s hand-written notes can be seen on cards in the Athenaeum’s card catalog.

The Athenaeum is still a private library but any person can become a member by paying a fee. If you’re ever in Boston, be sure to take a tour; the Athenaeum offers docent-led art and architecture tours twice a week.

**NISO Webinar of Data Interoperability**

*Mary Parker*

On February 10, join colleagues in the Minitex Conference Room from 12:00 – 1:30 p.m. to watch What It Takes To Make It Last: E-Resources Preservation. Presenters Priscilla Caplan, Assistant Director, Florida Center for Library Automation, and Jeremy York, Assistant Librarian, University of Michigan Library, will share information on PREMIS and HathiTrust.

The program description reads, “Thirty years into the Digital Revolution, we are still grappling with how best to preserve electronic content. Whether born digitally or the electronic version of analog content, electronic resources are relied upon more and more, and their long-term usability must be ensured. This webinar will provide attendees with an overview of current digital preservation standards as well as a closer look at the PREMIS standard for preservation metadata. Attendees will also hear about the work being undertaken by HathiTrust to build and preserve a comprehensive and cooperative digital library.”

On January 13, 2010, Minitex hosted the NISO webinar, From ILS to Repository and Back: Data Interoperability, with guest speakers Kathleen Menzies and Sarah Shreeves. Participating libraries in Minitex may view the archived webinar over this next year.

For links to the recordings, please contact Dana Kocienda, kocie002@umn.edu or 612-625-5014. Only libraries in the Minitex region are eligible to receive them. Please do not forward or share the links outside the Minitex region.

**College of DuPage/Library Learning Network Teleconferences**

*Mary Parker*

By the time you receive this issue, 2 of this year’s College of DuPage/Library Learning Network teleconferences will be archived and available to you: Millennials in the Library which was streamed on November 13, 2009, and Making the Best of a Shrinking Budget: Creative Practices in a New Economy which was broadcast on January 29, 2010.

Next in the series Library Futures: Staying Ahead of the Curve 2010 is Cataloging: Where are we now? Where are we going? on February 19, 2010. “Librarians are justly proud of their accomplishments in organizing the world’s published information through the use of standard subject headings and the ubiquitous, demanding MARC record. But, with the explosion of more information stored electronically, are our old standards still relevant today? Has keyword trumped the subject heading? Librarians also see their roles changing as more information description and metadata production are handled by other professionals. Will online tagging or vendor descriptions diminish the need for librarians? Questions are rife on what exactly are the thrust of RDA and the new AACR2? “Renee Register, Senior Product Manager at OCLC, and Karen Coyle, noted consultant and leader in the area of digital libraries, will review current cataloging practices and discuss the future of metadata, the MARC record, the Resource Description and Access standard, and the librarian’s place in online information organization and access.”

- To register to attend these teleconferences at Wilson Library on the U of MN’s West Bank campus, go to: <http://minitex.umn.edu/events/teleconferences/>.
- To register to stream to your desktop, go to: <https://www.cod.edu/secure/software/registerteleconf.htm>. Residents of MN, ND, and SD will not be charged. College of DuPage will forward links directly to registrants.
Watch the teleconferences with colleagues. Minnesota regional viewing locations include: University of MN, Duluth, Library; MN State University, Moorhead; Arrowhead Library System; Bismarck State College; South Dakota State University; and more. For additional locations, and to RSVP to a regional site, go to: <http://minitex.umn.edu/events/teleconferences/downlink.aspx>.

This 'n That from the Web

How to Use Wikipedia
Matt Lee

The use of Wikipedia in educational settings is usually discussed in terms of skepticism, and sometimes outright fear. It is, though, at its heart, simply another information tool to be critically considered in the same way we consider other information tools. The unique nature of Wikipedia – its collective contributors – certainly begs the discussion of a broader issue however. Osseo area media specialist Nathan Rinne opened that discussion at December’s TIES education technology conference with a presentation titled, “Wikipedia: the educator’s friend(!).”

Rinne’s conference paper is available at <http://eprints.rclis.org/17452/>. In it, he provides an excellent background to the cultural and informational phenomenon of Wikipedia, and delves deeply into how it might act as an educational springboard to nuanced classroom discussions of research, authority, and persuasive arguments. Key takeaways from the paper, in my reading of it, include coverage of the linked relationship between Google and Wikipedia, the use of Wikipedia as a basis for looking deeper into expert knowledge via web/library research, and the nature of traditional information authority.

Those who missed Rinne’s TIES presentation will be happy to hear that he has agreed to reproduce it via Minitex webinar. Register at <http://www.minitex.umn.edu/events/training/webinars.asp#274>. Anyone interested in students and technology is encouraged to register, and open seats are expected to fill quickly.

For those unable to attend the live webinars, we plan to record the session and post it to our archived webinars page for 24/7 viewing at <http://minitex.umn.edu/events/training/archived.asp>.

The Biggest Change That Has Ever Happened in Search Engines
Matt Lee

I don’t seem to have been alone in missing “the biggest change that has ever happened in search engines” this December. Google’s shift to personalized search results was met with a collective yawn, a response bemoaned by the Search Engine Land blog in a December 7th post: <http://searchengineland.com/googles-personalized-results-the-new-normal-31290>. The shift to personalized results means that Google is now tracking individual search histories and using them to customize ongoing searches, whether or not the searcher is signed into a Google account. Everyone is automatically enrolled in this program, with very little notification of either that enrollment or the opt-out option. To record searches, Google deposits a cookie on your computer, which tracks your Google use within a rolling 180-day window.

In many ways, this is probably a good thing for personal search. It will very likely help return more targeted results. Whether this may lead to “tunnel-vision” online (where, for example, a political liberal would eventually only see liberally-bent search results) is another question, but Google promises to build a mix of customized and standard results into their algorithm. This personalization can be “turned off” on library computers, but does our professional responsibility end there?

In case this wasn’t enough of a clue about the direction personal information is going online, Facebook recently flat out said that privacy is a thing of the past: <http://www.readwriteweb.com/archives/facebooks_zuckerberg_says_the_age_of_privacy_is_0v.php>. And they changed their policy, and public access to your account (if you’ve got one), to demonstrate that.

Boolify, To Teach Strategic Research
Matt Lee

Ever tried to teach Boolean logic to youngsters? If you have, you’re braver than I. And you may already know about a site called Boolify: <http://www.boolify.org/>. It uses Lego Boolean blocks to build a web search and shows how each additional search term modifies results. If you’re looking for an interactive, accessible tool to teach Boolean logic, Boolify is worth a look.

While you’ve got those kids thinking about strategic research, you might also highlight several tools described by the University of Mississippi Libraries: <http://www.olemiss.edu/depts/general_library/instruction/start/before.html>. From brainstorming and visualizing topics to articulating keyword lists, these tools might help bring a small amount of order back to the wild world of Internet research.
Finding a Place to Stay? Try RoomAtlas!

Jennifer Hootman

The next time you're hotel hunting for a conference or your next vacation, give RoomAtlas a spin. This tool had a major "wow-factor" for me. This hotel search is powered by Google Maps and provides layers of detail with minimal effort and without having to jump from website to website and juggle multiple open browser tabs.

At RoomAtlas you can find hotels filtered by price range, amenities, ratings, and availability all by simply typing in your destination city and checking the boxes that apply to your parameters. RoomAtlas also provides hotel prices in dollars, British pounds, or Euros. Clicking on any one hotel provides reviews from TripAdvisor and detailed information about the hotel (e.g., hotel features, guestroom descriptions, photos, map of hotel location, proximity to places of interest, check-in and check-out times, and a booking feature).

RoomAtlas also gives you the opportunity to construct your own customized hotel map, if you choose, and provides a Wikipedia landmark option that when checked populates the map with information about points of interest in the city. RoomAtlas can easily be located at <http://www.roomatlas.com/>. In addition to Google, other providers of RoomAtlas include Expedia, Hotels.com, and TripAdvisor.

Take 5 minutes to try it out – you won’t be sorry!

The Ever-Growing Popularity of Facebook

Carla Pfahl

Looking back at 2009, Facebook established itself as the dominate social media network. In an article by mashable.com's Ben Parr, "How Facebook Dominated in 2009," we take a look back at how the social media site grew into a giant. While a lot of talk was focused on the growth of Twitter in 2009, Facebook actually grew the most with an astonishing 350 million users at last count (December 2, 2009). New user growth wasn't just with college students. Facebook saw new users from all age groups with those over 55 seeing the largest growth at 513.7% <http://mashable.com/2009/07/07/facebook-users-older/>.

While Facebook did see tremendous growth in 2009, more buzz was around Twitter. Seeing Twitter as an emerging strong hold for social media, we saw Facebook begin to adopt more Twitter-style features. It began with a redesign of the site so that updates could be made more frequently and made more public (there is a new public sharing content section). Also, access to Facebook's activity stream was redeveloped to allow for access via new platforms such as TweetDeck and Seesmic.

Facebook did have some growing pains to work out as well in 2009. Earlier in 2009, Facebook changed its Terms of Service without notice to its users effectively allowing Facebook access to and retention of users’ content including photos even after users leave Facebook. There was big uproar over this, and, shortly thereafter, Facebook relented and reinstated its previous Terms of Service. However, from this issue grew the Facebook Democracy which allows users to comment and vote about any changes to Facebook’s governing documents before they possibly could go into effect.

Lastly, looking ahead, expect to see more features added to Facebook to make the site more versatile and customizable. Others speculate that Facebook may soon move from a private company to a public company <http://mashable.com/2009/11/24/facebook-dua-class-stock/>. People are looking for Facebook to have an IPO (Initial Public Offering) sometime in 2010 as its revenue continues to grow. Another speculation is that Facebook is interested in virtual currency and may add a feature that incorporates this into its structure. There are no signs that Facebook is slowing down with its user base or adaptation to new features, and it has added user feedback to help gauge how they are doing.

To read the entire article from mashable.com, please visit: <http://mashable.com/2009/12/30/facebook-2009/>.
## Reference Notes

Minitex  
University of Minnesota, 15 Andersen Library  
222 21st Avenue South, Minneapolis, MN 55455-0439

<table>
<thead>
<tr>
<th>Reference Phone</th>
<th>612-624-4150, WATS 800-462-5348</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference Fax</td>
<td>612-624-4508</td>
</tr>
<tr>
<td>Hootman, Jennifer</td>
<td>612-624-2924, <a href="mailto:hootm001@umn.edu">hootm001@umn.edu</a></td>
</tr>
<tr>
<td>Lee, Matt</td>
<td>612-626-9843, <a href="mailto:leems001@umn.edu">leems001@umn.edu</a></td>
</tr>
<tr>
<td>Parker, Mary</td>
<td>612-624-1024, <a href="mailto:m-park1@umn.edu">m-park1@umn.edu</a></td>
</tr>
<tr>
<td>Pfahl, Carla</td>
<td>612-626-6845, <a href="mailto:pfahl001@umn.edu">pfahl001@umn.edu</a></td>
</tr>
<tr>
<td>Staats, Beth</td>
<td>612-624-7873, <a href="mailto:fried004@umn.edu">fried004@umn.edu</a></td>
</tr>
<tr>
<td>Main Website</td>
<td><a href="http://www.minitex.umn.edu">www.minitex.umn.edu</a></td>
</tr>
<tr>
<td>Reference Email</td>
<td><a href="mailto:mtxref@umn.edu">mtxref@umn.edu</a></td>
</tr>
<tr>
<td>Office Hours</td>
<td>Monday—Friday, 8:00 am—4:30 pm</td>
</tr>
<tr>
<td>Reference Intake Form</td>
<td><a href="https://www.minitex.umn.edu/reference/request/">https://www.minitex.umn.edu/reference/request/</a></td>
</tr>
</tbody>
</table>

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

Permission to reprint with appropriate acknowledgement is granted. This publication is available in alternate formats upon request. Please contact Elly Gustafson-Held: 612-624-1081, 800-462-5348 or ellygh@umn.edu.

For address and name changes, please send a message to mtxref@umn.edu.

The University of Minnesota is an equal opportunity educator and employer.
JANUARY 2010

Top Digital Trends for 2010
MILI Tools For You To Use
LITA’s Top Technology Trends
The Ever-Growing Popularity of Facebook