Recap of ALA Midwinter 2011

The ALA Midwinter meeting was held January 7th – 11th in San Diego, CA. The sixty-plus degree weather was as welcome as the many informative meetings and sessions. Recaps from several of those sessions appear below.

How Discovery Systems are Changing Library Websites, Including Macalester’s

Matt Lee

The RUSA MARS Local Systems & Services committee hosted a discussion forum at the ALA Midwinter conference in San Diego titled “Designing Around a Single Search: How Discovery Layers Are Changing Library Websites.” Three panelists, including Johan Oberg of Macalester College, presented their libraries’ experiences integrating discovery systems into their websites. Discovery systems combine library catalog content, licensed database content, and local collections into a single index and search experience.

Extensive notes from all presentations (which included Josh Boyer from NCSU and Beth Bernhardt from UNC Greensboro) along with a spirited question and answer session are available on ALA Connect at http://connect.ala.org/node/128191. Read these notes for more on how NCSU and UNC Greensboro have implemented Summon and EBSCO Discovery Service respectively. An excerpt from the notes on Oberg’s discussion of implementing WorldCat Local at Macalester is reproduced below:

“Macalester College uses a shared catalog with other institutions in a consortium, but determined that WorldCat Local would provide a better search experience for their students. WorldCat Local offers a simple search interface that provides access to a broad research experience with content beyond what is owned by a single library. From the WorldCat Local search box, a student may select between local, state, and world content.

“Unlike NCSU, Macalester made a decision to reject the tabbed interface model in favor of a single search box, prominently placed on the library home page. This prominent placement has resulted in increased usage (usage far outpacing that at a research university 3x the size of Macalester that places the search box on a secondary page). Placed at the top of the page, the simple search box allows for the devotion of home page real estate to library events and other items of interest.
"The library is still unsure what to call WorldCat Local, though students refer to it simply as “Library Search” and have quickly adopted it. The word ‘catalog’ is seldom used by anyone. Faculty have also responded positively, citing the time-saving advantages of the service. Usage has increased 30% since initial implementation in 2008, as has interlibrary loan and overall circulation. The takeaway lesson was ‘Be bold!’ and put the new search front and center!”

Taking Our Pulse: The OCLC Research Survey of Special Collections and Archives

Association for Library Collections and Technical Services (ALTCS)

Sara Ring, Minitex Bibliographic and Technical Services

At the Forum, I heard Jackie Dooley, OCLC Research, speak on the findings of a report issued in Oct. 2010 about special collections in Academic Libraries. If this report sounds familiar to you, it is because a similar study was done in 1998 by the Association of Research Libraries (ARL). The 1998 report led to many initiatives to expose “hidden collections.” In OCLC’s survey, 275 academic libraries were surveyed (61% response rate), and they overlapped with these five membership organizations: ARL, Oberlin Group, RLG Partnership, Canadian Association of Research Libraries, and the Independent Research Libraries Association. The findings reveal that most special collections remain undiscoverable, budgets are shrinking, yet user demand continues to grow. The report supports these facts:

- The size of ARL collections has grown dramatically, up to 300% for some formats
- Use of all types of material has increased across the board
- Half of archival collections have no online presence
- While many backlogs have decreased, almost as many continue to grow
- User demand for digitized collections remains insatiable
- Management of born-digital archival materials is still in its infancy
- Staffing is generally stable, but has grown for digital services
- 75% of general library budgets have been reduced
- The current tough economy renders “business as usual” impossible

While the presentation was very informative, I found that I had to go back to the written report to review and fully process all the information that was presented. According to the report, the 3 most challenging issues facing special collections in Academic Libraries are: Space (64%), born-digital materials (37%), and digitization (35%). What were the other key findings? In the “Overview of Survey Data” section in the report, you will find not only the key findings, but action items that institutions can take individually or as a group to improve access to their special collections. For example, under the Cataloging and Metadata overview section of the report, 26% reported that archival processing backlogs remain. The action item states: convert legacy finding aids using affordable methodologies to enable Internet access. Resist the urge to upgrade or expand the data. Develop tools to facilitate conversion from local databases.

I highly recommend taking a look at the full report, especially if you work in special collections at your institution. It can be found on the OCLC website at http://www.oclc.org/research/news/2010-10-27.htm.

Is Selection Dead?

Rita Baladad, Coordinator, Minitex Cooperative Purchasing and Electronic Resources Services

ALCTS, the Association for Library Collections and Technical Services, hosted a session entitled “Is Selection Dead? The Rise of Collection Management and the Twilight of Selection.” Panelists were Rick Anderson, University of Utah; Steve Bosch, University of Arizona; Nancy Gibbs, Duke University; and Reeta Sinha, Baker & Taylor/YBP. (Rick Anderson also spoke at the Charleston Conference; the University of Utah is a place to watch because they seem to be pushing the envelope when it comes to patron-driven acquisitions or PDA). Anderson’s answer to the question posed by this panel was “Selection is not dead . . . but the selector is.” Anderson explained that in the 21st century, the library’s collection is unclear; end-users don’t really know what belongs to the library and what doesn’t. Utah is not buying to build a collection for the library but instead is buying to meet user needs.
Gibbs answered that selection is not dead but it is in a midlife; witness Google books, ejournals, patron-driven acquisition, and consortia offerings. Pre-selection is the new selection. Duke was one of the first libraries to pilot the eBrary patron-driven acquisition program; even before offering up the titles for their users to choose, Duke narrowed down the title list from 90,000 to 20,000. Gibbs added: who is managing the collection? Everybody—users and all library staff.

Sinha rhetorically asked, “Why do we spend all this energy in trying to find out user needs?” Anderson responded that collection is not a productive use of energy . . . and why bother when we have other means to do it, such as patron-driven acquisition. He added that PDA is not about saving money, it is about not wasting money and using your money more efficiently. Gibbs added that PDA can sometimes be more expensive. ■

E-books, E-books, E-books
Rita Baladad

In a recent Information Wants to Be Free blogpost, Meredith Farkas wrote,

“And the more I talk to librarians about this the more I realize how little many of us think about any of the larger issues (beyond content and perhaps accessibility) when we think about getting e-book collections . . . People with very little understanding of these issues (and I include myself in that group) are making big decisions for libraries. E-books can no longer be the realm of knowledge of just a few experts; we ALL need to understand the current issues, keep up with new writing on the subject (from librarians, educators, technologists and the publishing/e-reader/mobile device world), and scan the horizon to gain some sense of where things are going.”

DRM, ILL, perpetual purchases and archiving, maintenance fees, hosting, records management. Bringing in e-books can be like opening a can of worms: difficult issues to understand that nobody really wants to touch; separate but simultaneous issues that need to be addressed; unknown unknowns.

The big vendors are all getting into the e-book game:

- EBSCO purchased NetLibrary in Spring 2010
- ProQuest recently purchased eBrary
- Project MUSE is now offering e-book collections
- Portico is now offering e-book preservation services
- JSTOR plans to add e-books in 2012; one of the presses involved in the initial offering will be the University of Minnesota Press

At 2010 ALA Annual, some of the problems cited for implementing e-books were management, discovery, price, and interoperability (formats). These problems still exist and are perhaps now amplified as e-books are making up more of our collections.

Vendor news: eBrary does not currently allow downloading of titles; but, during 2011 ALA Midwinter, they held focus groups to weigh in on how librarian-defined downloading and what downloadable eBrary books might look like. OverDrive, which has primarily been a player in the public market, is now expanding into the academic market and eBrary is expanding into the public library market. Overdrive recently released an iPod/iPhone app; they say that an iPad app will be coming soon. Elsevier is now offering “Evidence Based Selection” for e-books, which is a hybrid between PDA and traditional selection. Playaway has a new product: Playaway view, a Playaway device pre-loaded with video. ■

Perceptions, Web-Scale, and Mobile Computing
Jennifer Hootman

Context & Community

OCLC’s Perceptions of Libraries, 2010: Context & Community was presented by Cathy De Rosa, Vice President for the Americas and Global Vice President of Marketing for OCLC. This new report includes comparative data between 2005 and 2010, how a negative change in employment status has impacted the use and perception of libraries, and the perceptions of libraries based on life stage. Check out their report – it’s great material for discussion and debate!


Web-Scale

OCLC’s Library Management Services in the Cloud: More Reality than Dream was a panel presentation including Jackie Beach, Director, Craven-Pamlico-Carteret Regional Library System, North Carolina; Michael Dula, Director for Digital Initiatives and Technology Strategy, Pepperdine University Libraries; and Jason Griffey, Head of Library Information Technology, University of Tennessee at Chattanooga. Andrew Pace, Executive
Director of OCLC Networked Library Services, kickstarted the presentation with a brief overview of OCLC’s Library Management Services. Beach, Dula, and Griffey described their experiences and reactions to implementing and using OCLC’s Library Management Services. If you’ve been curious about this and interested in more information, it’s definitely worth your time to watch some of the recorded presentations. The ALA Midwinter recording of this panel is not yet available but a very similar panel presented at LITA 2010 is available now for viewing.


**Mobile Computing**

LITA Mobile Computing Interest Group facilitated three brief presentations, a brainstorming session for library apps, and a discussion. The presentations included:

- "A rapid ethnographic study of the iPad on a campus bus" - Jim Hahn (University of Illinois; 

- "Putting the fun back in mobile websites: launching an OS book recommender" - Evviva Weinraub & Hannah Rempel (Oregon State University)- learn more about their project at http://americanlibrariesmagazine.org/inside-scoop/developments-mobile-users; and

- "Creating a mobile site with zero budget" – Tiffani Travis (California State University)

For presentation slides check out their ALA Connect page. Discussion notes will be coming soon!

http://connect.ala.org/node/72768

**Did you know?**

ALA has a YouTube Channel – they have a number of Midwinter videos.

http://www.youtube.com/user/AmLibraryAssociation

**The Natural Progression away from Google**

*Matt Lee*

When Google recently announced a new reading level search limiter, it seemed like a blow to one of the advantages offered by library databases: age-appropriate content. Databases like *Britannica Middle School* and *Kids InfoBits* and interfaces like *Student Research Center* organize content according to reading levels. They’re examples of library databases created with a specific age group in mind and exist to help kids find reliable content they can understand, internalize, and use.

Google’s move to provide a similar functionality may initially seem to strengthen their position in terms of school relevance but, considering the scope of Google’s universe, the innovation instead highlights a chink in Google’s armor that will slowly sap its search dominance over time.

First, take a look at the functionality. The Google Advanced Search page allows a searcher to specify basic, intermediate, or advanced content. Results show the relevant results and illustrate the percentage of the entire set of results that subset makes up.

Google organizes results by reading level using a statistical model built around word analysis. Google’s algorithms are able to look at every page on a website and match that against their model – which is undoubtedly the only option available to Google in the ever-expanding world of web pages. But compare that to how a library database shows age-appropriate content. Lexile scores within databases are typically attached at the publication level. Content is added to a database publication by publication. This is the better way. Age-appropriate content in library databases comes from publications created specifically for kids in that age group, not randomly by word length (or whatever goes into Google’s algorithm).

The lure of searching billions of pages for millions of results is wearing off. Consumer Internet use is moving away from the search engine and into specific websites like Facebook or single services like apps. People are seeking out places
to not be overwhelmed online. Google’s ability to search widely across the Internet has served it well in the past. But a library database’s ability to specialize and pull from a smaller universe of more appropriate content will serve it well in the future.

Librarians need not be convinced of the benefit of library databases over Google, but it will be interesting to see how database vendors continue to differentiate their products from a broad Internet search. Rather than racing for more content, perhaps the way forward is more tightly-focused content.

History Day @ Your School
Carla Pfahl

Minitex Reference Outreach & Instruction librarians have been very busy this Fall and Winter visiting many schools to help in preparation of their History Day projects. To date, we have visited 15 different middle and high schools providing instruction to over 980 students with many more visits scheduled through March. We have also provided instruction for teachers and media specialists through workshops, conference presentations, and numerous webinars.

Our sessions cover an overview of the research process and look at resources that will be of benefit for historical research. We talk about resources that are available to them from their school’s library, the public library, and online resources. When going through the live demonstration, we show how they can access the various online resources and library catalogs. Resources we cover in our sessions are the ELM databases (Student Resources in Context, Student Research Center, Encyclopedia Britannica), Minnesota Reflections (http://reflections.mndigital.org/) and Research Project Calculator (http://rpc.elm4you.org/).

Many of the instruction sessions are in conjunction with school visits to University of Minnesota – Twin Cities’ Wilson Library. When this is the case, we incorporate information about Wilson Library. We focus on ways to best find information using the University Libraries’ online catalog, MNCAT. One concept we talk about is starting with a broad search term, noting the subjects listed on the side of the search results for ideas of narrowing and expanding searches, and then focusing on a specific topic. It is a discovery tool that can be used not just in the online catalog but in the ELM databases as well. Teachers have commented that they felt their students were better prepared for their visits to Wilson Library as well as for their overall research process with History Day projects because of the instruction received from Minitex Reference Outreach & Instruction.

Minitex Reference Outreach & Instruction is happy to visit your library for an instructional session for librarians, teachers, and/or students. Please visit our Instruction Request form on the Minitex website https://www.minitex.umn.edu/Reference/Request.aspx.

History Day Throughout the Metro Area
Mary Parker

Jennifer Hootman coordinated a group, Metro-Area Libraries for History Day, to bring together all the metro area groups that collaborate with one another on History Day and/or provide library services for History Day students. Metronet, MELSA, Hennepin County Library Minneapolis Central, Minnesota Historical Society, University of Minnesota Libraries and Department of History, and Minitex ROI were at the table. The discussions helped inform everyone of all the pieces and helped to pull them together. Contact Jennifer for more information, hootm001@umn.edu or 612-624-2924.
Libraries and Country

Beth Staats

Leonard Kniffel, Editor in Chief of American Libraries magazine, offered “12 ideals toward which librarians strive as they provide comprehensive access to the record of human existence.” Or in other words, 12 reasons libraries are good for the United States. Find the blog post here http://americanlibrariesmagazine.org/features/12212010/12-ways-libraries-are-good-country and find the 1995 American Libraries cover story upon which it is based in ELM’s Academic Search Premier database. I think we all know that libraries are good for our country but have you ever really sat down and thought up a dozen reasons why? Probably not. Let’s take a look at one dozen reasons Kniffel believes libraries are good for the U.S.

Libraries...

1) nourish democracy. Libraries offer information from all points of view, and librarians offer accurate and authoritative information resources to patrons.

2) breakdown boundaries. Libraries offer resources to all reading / literacy levels no matter what age, race, educational level. This clears the way for us to educate ourselves no matter where we are in life.

3) level the playing field. Tying into number two, libraries offers information access to all citizens regardless of income, gender, race, or social status. They help to close that gap between the rich and poor that we hear so much about.

4) respect the individual. Libraries offer a multitude of choices, ideas. They foster self-directed thinking without bias.

5) encourage creativity. The library atmosphere, or physical space, offers opportunities for intellectual inquisitiveness and exploration through print and / or media.

6) open young minds. Libraries expose children and youth to a myriad of programs like story hour and summer reading programs. They open up children and teens to a world beyond their house and school.

7) offer a bang for the buck. “Americans check out an average of more than seven books a year from public libraries, and it costs them roughly $34 in taxes—about the cost of a single hardcover book.”

8) build communities. People from all walks of life gather at the library.

9) support families. For families, the library offers all sorts of activities including homework help, literacy programs, and parenting information.

10) develop technology skills. Many public libraries act as community technology hubs and offer Internet and computer classes, most of which are offered at no cost.

11) offer refuge. Libraries tend to have a calming or serene atmosphere and offer solitude for reflecting, reading, or thinking. They are a place people can go to escape from their daily grind.

12) preserve history. Libraries retain and organize documents and data from the past so we can have record of our evolution as a people.

After reading the article and taking a look at the dozen reasons listed, it really makes me happy and proud to be part of the library profession. If you can think of another reason, which I’m sure most of you can, why libraries are good for the country, send us an email and we’ll highlight it in the February issue of Reference Notes (anonymously if you wish).
Saint Paul Public Library Adds Free Song Downloads
Carla Pfahl

We mentioned in the November 2010 Reference Notes, “Minnesota Libraries in the News,” that Owatonna Public Library is the first library in the state to offer free song downloads via Freegal, as subscription site containing music and video downloads from the Sony Music Catalog. We can now add Saint Paul Public Library to that list.

While SPPL is the second in the state to provide this service, they are the first metro area library. From a Star Tribune article on December 21, “At St. Paul libraries: Free song downloads,”
http://proxy.elm4you.org/login?url=http://proquest.umi.com.proxy.elm4you.org/pqdweb?did=2223788511&sid=1&Fmt=3&clientId=45189&VName=PQD, SPPL is now subscribing to Freegal via Library Ideas. Money to support the subscription is through a grant. As John Larson shared, it is a way to provide a broader selection of titles out to patrons in another format. There is no wait list and no staff time needed for checking material in and out or shelving items. SPPL will continue to support the purchase of CDs, but if the Freegal downloads prove to be popular they will move to add permanent funds from the music budget to the subscription.

St. Kate’s Gets Accreditation!
The master’s degree program in library and information science at St. Catherine University in St. Paul has received national accreditation that will make it easier for the program’s graduates to work outside the state.

The University says the program recently received accreditation from the American Library Association, making it the only such program in Minnesota to receive the recognition. Only 57 programs nationally are ALA accredited.

Program director Deborah Grealy says a degree from an accredited university is often required for jobs at colleges and universities and will make it easier for graduates to find jobs in other states. It also makes St. Kate’s students eligible for more scholarships.

The University began the process of seeking ALA accreditation in 2008. Congratulations to St. Kate’s!

Social Networking Tools for Professionals
Carla Pfahl

On Thursday, January 13, I attended an event from Minnesota Women in Marketing and Communications: NETwork!, a social networking panel of leaders in the field of communications. Panelists included Lynsey Struthers, Lawlor Group; Michael Wells, St. Catherine University; and Griff Wigley, social media consultant.

I thought it would be a good way to hear from others (outside the library environment) how to apply a social networking model to the libraries or a service of the libraries. The evening session was split between two themes – consuming content and producing content. The first half of the session, consuming content, concentrated on personal usage and the benefits of different social tools to personal usage. The second half of the session, producing content, concentrated on driving traffic to your site/posts and creating interest.

First, the panelists introduced themselves and talked about their personal and professional experiences with various social tools. All of the panelists agreed that their main form of communication through social tools on a professional level was Twitter, and Facebook was seen more for personal use. Facebook allows users to control who can view their content and who cannot while Twitter is open for anyone to follow another person or organization. With this in mind, they focused a lot of attention on Twitter as a means for generating a professional network. LinkedIn was also talked about as another means for generating a professional network. Where LinkedIn is solely a professional platform, Twitter is not. They cautioned about using Twitter for personal reasons, or what is called “life casting.” In the early days of blogging many bloggers would write about their daily lives, their kids, the movie they saw the night before. They argued that while that might be of interest to the person blogging about it and perhaps their family members, it’s not of interest to the rest of the world. With Twitter and blogs, keep it professional. This is called “mind casting.” With “mind casting,” blog or tweet about what you are reading, what you are thinking about (professionally), include professional information
such as links and perhaps snippets of information from articles, news sources, other blogs, organizations or associations. Linking to others, highlighting their good content, will create new pathways back to your content. Griff Wigley called it being a “good neighbor.” He explained, not only will you be letting people who follow you know about something good, but the person or organization being cited by you may take notice and tell their followers about you.

Seek out thought leaders and follow them. Another analogy used by Michael Wells about Twitter was to think of it like an ever-lasting conference. When you go to a conference, there are people you want to make sure you talk to, there are sessions you want to make sure you see, and groups you want to connect with. With Twitter, you can follow those people, connect with the groups or organizations, and know you are not missing any pertinent information.

The panelists said it was a good idea to stick to a 95/5 rule for content on Twitter - 95% professional and 5% personal. A good example of this is MPR journalist Bob Collins who goes by the name NewsCut in Twitter, which is also the name of his blog for MPR http://minnesota.publicradio.org/collections/special/columns/news_cut/. The content he puts out on Twitter and his blog is very professional. He gives it a good filter with just enough edginess to make it interesting, yet you know the information is coming from a credible source. From a library perspective, I see a lot of librarians blogging and tweeting in this format such as David Lee King, Jessamyn West, Jenny Levine, Sarah Houghton-Jan, and the list goes on.

Wells mentions that there is a St. Kate’s Facebook page but not a Twitter page because that is where their audience is. If St. Kate’s audience was on Twitter or on LinkedIn, they would be there but they are on Facebook so there is no need to create other social identities if they are not going to be useful or garner much traffic. They all made the point of saying that to drive traffic to your site/page do not focus on marketing yourself (or your organization). The content should not be “me, me, me.” Rather, have some self-promotion such as news stories and updates, but also show your connection to others in the same field or, for in the case of St. Kate’s, a connection with end users. They highlight scholars, alumni and athletes. They allow others to post on their wall (when it pertains specifically to St. Kate’s). This coincides with Wigley’s comment made earlier about being a “good neighbor.” Another way of driving traffic to your site or page, according to Struthers, is to ask. The old fashioned form of communication – face-to-face – is still a great way to connect; ask others to follow you or friend you. Let them know there is a lot of useful information for them there.

As a means of professional networking, LinkedIn has moved beyond just a site to go to to find a job. It has evolved into so much more. A way to get a lot of use out of LinkedIn is to join groups or start a group – post questions to the group, reply to others’ posts, start a discussion. Another example Wigley used for his interest in using LinkedIn was to connect with people who were looking for instructional help with blogging or working with WordPress. He is fulfilling a stated need or connecting a person with someone who can help with their need. People use LinkedIn to find speakers for conferences or to find other professionals in the same career to mentor or to share job search information. LinkedIn is no longer a place to post your resume and hope an organization sees it. It is a place that allows communities with similar professional interests to form groups where people can share ideas and promote and support one another.

One final note mentioned about Twitter: optimize features such as groups to have followers see content you want them to see. An example given was if you have a media group, a friends group, and a work-related group. You may not want the friends group to receive a re-tweet you send about an up-coming conference, or you may not want your work-related group to get a post you send out about heading to a bar to meet with friends. Lynsey Struthers gave the example, if you were to go to a party for work and another party with friends, the conversations you may have with the different groups of people at each get-together will probably be very different. It is the same in Twitter.

I think the information discussed is very valuable to librarians. It made me think of library patrons and how we connect with them and where are we missing the mark. Yes, we do a lot of research on our users but are
we turning that into good marketing and relationship building? Social tools are giving us new ways of making connections and discovering, but a person needs to find value in it to use it and for it to be successful.

One of the last comments was about the future of social networking, what will be the next big thing and what should we as professionals keep an eye on. The panelists all mentioned mobile is where it’s at and that mobile technologies are just going to continue to get more sophisticated and main stream. All mobile devices now have GPS embedded in them. There will be a lot more tools/apps focusing on location information and present moment display. Four Square is another tool that was talked about briefly. Pay attention to QR codes (https://www.minitex.umn.edu/Communications/RefNotes/2010/12December.pdf, see “QR Codes to Reach Mobile Patrons”). They are starting to appear in more places and soon will be common place. QR Codes are going to be used for so many things such as finding your car in a mall parking lot, reading more about an art piece in a gallery, even scavenger hunts in libraries (http://triblocal.com/lake-forest/community/stories/2011/01/qr-code-scavenger-hunt-at-library/)

ELM Spotlight

ELM Updates
Mary Parker

ProQuest Platform Migration
Minitex has delayed migrating the ELM Portal, elm4you.org, to the new ProQuest platform until sometime in February 2011. Watch our e-lists for more information.

ELM Instruction
MINITEX Reference Outreach & Instruction coordinates and provides instruction for the ELM statewide electronic resources, which are licensed through Minitex for use by users of Minnesota libraries and school media centers. Between July 1, 2011–January 21, 2011 (FY11), staff have presented or coordinated 97 ELM training sessions around the state for 1689 participants. Instruction was provided via webinars and in-person sessions.

We’d like to work with you to schedule and present a round of on-site or web-based sessions at your school or library. Please contact Beth Staats, <fried004@umn.edu> or 800-462-5348, to discuss or schedule.

ELM@YourConferences
It seems that conference season is no longer seasonal. There’s rarely a month (well, June) during which you won’t find Minitex Reference Outreach & Instruction (ROI) at a conference promoting the ELM databases specifically, as well as the suite of services available through MnKnows.org. We hit the road for the following conferences during these past few months: STEM Summit, UC Rochester Sports Center; MinneTESOL, Northland Inn, Minneapolis; MNSAA (MN Nonpublic School Accrediting Association), University of St. Thomas, Minneapolis; TIES, Hyatt Minneapolis; and MSBA Conference (MN School Board Association), Minneapolis Convention Center.

New ELM Bookmark
Not only do we have a new ELM logo and brochure, we have a new ELM bookmark! Check it out at http://www.minitex.umn.edu/Contact/Materials/ElmBookmark.pdf.

Minitex has distributed over 65,000 ELM brochures and 22,000 ELM bookmarks in the past three months. Patty Biesterfeld of TDS and Patricia Post of CMLE have modeled exceptional collaborative efforts to distribute the ELM brochure within their regions. They have blanketed schools and public libraries. Thank you, Patty and Patricia!
“Get Your Bookmarks and Brochures Here! Hot off the Press!”

The ELM bookmark and brochures are just two of a number of pieces you can request to help educate your users about the many state-supported services available to them. For one-stop shopping, go to https://www.minitex.umn.edu/Contact/MnKnows.aspx to order bookmarks and brochures for any of the 5 statewide programs: AskMN, ELM, Minnesota Digital Library's Minnesota Reflections, MnLINK, and Research Project Calculator.

Research Project Calculator

Following the redesign of Research Project Calculation (RPC), we’ve issued a newly designed RPC bookmark, https://www.minitex.umn.edu/Contact/Materials/RpcBookmark.pdf. Go to https://www.minitex.umn.edu/Contact/MnKnows.aspx to place your order.

Minnesota Digital Library

Phase 7 – Applications Welcome!
Marian Rengel, Outreach Coordinator, Minnesota Digital Library

The Minnesota Digital Library is still accepting applications for Phase 7 Minnesota Reflections digitization projects. January marks the beginning of Round 3 for applications, which will last until March 25.

The application form and call for proposals is available at: http://www.mndigital.org/reflections/phase7.php

If you are considering a project, contact Marian Rengel, Minnesota Digital Library Outreach Coordinator, at mrrengel@stcloudstate.edu to talk over your ideas.
Digital Delights
Alex L. Ames, Graduate Assistant, Minnesota Digital Library

Quite a few residents of our state harbor a dream of heading South for a few months to escape the cold winter, before returning to enjoy an idyllic Minnesota summer. While warm weather may seem enticing on bitterly cold mornings, all must agree that “Minnesota Winters” are one of the defining characteristics of our state—the trials and severities of which we love to tout. From our endless snowfall to our sub-zero temperatures, we take secret pride in unbearable winter conditions, as if surviving life in the tundra is testament to our innate hardiness! What is more, Minnesotans have historically made the best of the cold by finding ways to enjoy what winter has to offer.

We may hate scraping ice off our vehicles before driving to and from work, but the experiences of lumberjacks put our winter complaints into perspective. Winter was the ideal time to harvest lumber because snow cover provided a slippery surface on which to transport heavy timber: http://reflections.mndigital.org/u/?/scott,330

Of course, not all horse-drawn sleigh rides involved hauling white pine. Many families took time during the winter to jaunt around town: http://reflections.mndigital.org/u/?/swede,10

In Minnesota, winter has long been synonymous with hockey, a statement with which this Minnesota hockey legend would agree: http://reflections.mndigital.org/u/?/stc,293. Though the look of the game has changed over the years (check out the 1923 St. Thomas hockey team: http://reflections.mndigital.org/u/?/thomas,194), its importance as a traditional winter pastime has only deepened.

I admit I haven’t been to many hockey games, but as I recall, “Zamboni” machines usually don’t have four legs: http://reflections.mndigital.org/u/?/nfh,148

Rough- and- tumble hockey games are not the only way to enjoy the ice in winter time, to which these young ladies would certainly attest: http://reflections.mndigital.org/u/?/stearns,1590

Despite all the fun to be had outside during a Minnesota winter, I think these two St. Cloud Teachers College (St. Cloud State University) students had the right idea: http://reflections.mndigital.org/u/?/stc,488

Explore Minnesota Reflections for yourself to learn about Minnesota winters of the past. Minnesota Reflections’ advanced search option is very useful if you are interested in exploring one or two particular aspects of Minnesota winters. For example, if you are curious to learn more about winter in the north woods, try narrowing your search to the collections of county historical societies located in northern Minnesota, and search for terms such as “winter” and “snow.” If urban winter experiences (such as the Minneapolis sleigh ride featured above) interest you, focus your attention on collections in the Twin Cities metropolitan area. Or, a general search for these terms will return a large number of results as well. Don’t forget to get creative in your search terms; Minnesota Reflections’ contributors describe each one of their images and documents in detail, and all of the terms they included in their metadata is searchable. Even a term like “icicles” will return numerous interesting results.

Whether you enjoy curling up by a fireplace with a good book or breaking some bones on the ice, get outside and find a way to enjoy what Minnesota winter has to offer! ■
WebJunction Section

WebJunction Courses: Communicating the Value of Your Library

Developing Motivating Messages (LibraryU)

This course provides an interactive opportunity for you to learn how to effectively develop a wide variety of targeted messages for most any library program or service. Whether the messages are for outreach opportunities, dealing with the media, press releases, flyers, or Board Meeting presentations, the tools here will work for you. This course includes simple but powerful work sheets that you can use when creating directed messages for your specific program, services and audiences. Learn to analyze your audience, develop your message and then enhance it to best effect, all in the aid of communicating the value of your library and getting more or your community involved.

http://tinyurl.com/4qh6nh3

Delivering the Message

Whether it is online or in person, when you need to make a crucial presentation knowing your material well is only part of the challenge. Often what's really missing in presentations is a clear, engaging and positive deliver. This course lead you through these critical presentation skills and offers actionable tips, tricks and suggestions. You’ll learn more about how to use body language, gestures, language and tone of voice to deliver an even more effective and memorable presentation.

http://tinyurl.com/4aggo2o

These courses are part of the Communicating the Value of Your Library course set, which has plenty of other useful courses to choose from at http://mn.webjunction.org/commvaluecourses.

AskMN: The Librarian is In!

Open Invitation to MN Libraries to Join AskMN

Carla Pfahl

AskMN: The Librarian Is In is Minnesota’s statewide cooperative virtual reference service offering 24/7 coverage for online interactive chat with an experienced librarian. Funded by Minitex, the service began in March 2008. Since then, AskMN has taken in over 26,800 questions from Minnesota residents and students. Minitex coordinates the overall support of the program with staffing from two public libraries, three county library systems, one regional library system, eight academic libraries, and Minitex Reference Outreach & Instruction librarians (http://askmn.org/libraries/).

Patrons have found AskMN beneficial. Here are some comments about patron experiences:

- “Dave at Macalester Library was great! He was able to narrow down two indexes that will prove to be invaluable and also linked to an article that was applicable to my research. A very nice service with quick responses.”

- “Mary from the University of Minnesota was very patient, and walked me through what I needed help on... excellent service!”

- “This is a great service. The librarian who helped me, Matt from Minitex, came across as friendly and was helpful.”

- “Very helpful and informative...it’s VERY refreshing to have real time questions to your answers. Ann from Hennepin Co PL was very knowledgeable and courteous. Thank you!”
There are also many benefits to libraries participating in AskMN such as:

- extending access to your collections, resources, and other services to your patrons 24/7 when staff are unavailable or your library is closed
- having experienced librarians a click away
- serving your patrons in a new way, reaching the distant learner/patron
- giving patrons another option to connect with your library

If you are interested in joining or have any questions about AskMN, please contact me (pfahl001@umn.edu) for more information. Also, if you would like to learn more from a participating library, Christine Clifford (cclifford@hclib.org) of Hennepin County Library System has graciously offered to talk to anyone interested in learning more about the program.

We look forward to your participation in this exciting program to enhance reference services in Minnesota.

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**AskMN Bookmark and Brochure**

AskMN also boasts a new brochure and bookmark:

- [https://www.minitex.umn.edu/Contact/Materials/AskMnBrochure.pdf](https://www.minitex.umn.edu/Contact/Materials/AskMnBrochure.pdf)
- [https://www.minitex.umn.edu/Contact/Materials/AskMnBookmark.pdf](https://www.minitex.umn.edu/Contact/Materials/AskMnBookmark.pdf)

To order quantities for distribution, go to [https://www.minitex.umn.edu/Contact/MnKnows.aspx](https://www.minitex.umn.edu/Contact/MnKnows.aspx).

**AskMN FY10 Report**

The FY10 AskMN report will be released soon. Watch the e-lists for it.

In the first quarter (July – September 2010) of FY11, AskMN fielded 3,868 questions. The Public Library Queue answered 2,336 questions, and the Academic Library Queue answered 1,532.

Contact Carla Steinberg Pfahl, pfahl001@umn.edu or 612-626-6845, if you’re interested in joining the collaborative or for more information.
OCLC Research YouTube Channel
Edited from OCLC

For a fresh, succinct view of what OCLC Research staff are up to, check out the new OCLC Research YouTube Channel at http://www.youtube.com/oclcresearch.

Two of the three currently-available videos may be of interest to reference staff: “Born Digital,” which asks the question, “What does ‘born digital’ mean to you?” and provides some thoughtful answers; and “Roy’s Treehouse #1: Up in the Clouds,” in which Roy Tennant provides a quick example of how cloud computing can make you more effective.

Full-text Internet Resources: Focus on Minnesota Maps
Joan Krey and Joan Wollenberg, Minitex Resource Sharing

This is the fifth in a series of excellent write-ups by Krey and Wollenberg for Minitex’s Resource Sharing News newsletter. This article delves into online sources for Minnesota maps. Find past articles at http://minitex.umn.edu/Communications/Rsn/.

University of Minnesota Map Library
http://map.lib.umn.edu/
At this website, you will find selected historic Minnesota maps, including plat maps and atlases, Minnesota Historical Aerial Photographs Online (MHAPO) and links to other state map resources.

Minnesota Maps Online from the Minnesota Historical Society
http://www.mnhs.org/collections/digitalmaps/index.htm
View land survey maps from Minnesota’s original public land survey plats, created during the first government land survey of the state by the U.S. Surveyor General’s Office during the years 1848 to 1907. Also included are the later General Land Office and Bureau of Land Management maps, up to the year 2001.

http://content.mnhs.org/maps/
Plat Books and Atlases – Plat Books of Dakota, Hennepin, Ramsey and Winona counties are available, as well as an illustrated historical atlas of Minnesota dating to 1874. There are various other Minnesota maps available at this website.

Minnesota Geospatial Information Office
http://www.mngeo.state.mn.us/chouse/mapgallery.html
The Minnesota Geospatial Information Office, known as MnGeo, was established in May 2009 as the first state agency with legislatively defined responsibility for coordinating GIS within Minnesota. A variety of maps, themes and categories are available.

Minnesota Reflections
http://reflections.mndigital.org/
Minnesota county atlases and a broad range of other maps are available. Nearly 200 Minneapolis maps from 1848-1967 have been added from the Hennepin County Library Minneapolis Special Collections.

David Rumsey Historical Map Collection
http://www.davidrumsey.com/
The David Rumsey Historical Map Collection has over 22,000 maps and images online. The collection focuses on rare 18th and 19th century North American and South American maps and other cartographic materials. Over 750 images relating to Minnesota are included.
Minitex will be closed on Friday, March 18, 2011.

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>
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<tbody>
<tr>
<td>Reference Fax</td>
<td>612-624-4508</td>
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<tr>
<td>Hootman, Jennifer</td>
<td>612-624-2924, <a href="mailto:hootm001@umn.edu">hootm001@umn.edu</a></td>
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<tr>
<td>Lee, Matt</td>
<td>612-626-9843, <a href="mailto:leems001@umn.edu">leems001@umn.edu</a></td>
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<tr>
<td>Parker, Mary</td>
<td>612-624-1024, <a href="mailto:m-park1@umn.edu">m-park1@umn.edu</a></td>
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<tr>
<td>Pfahl, Carla</td>
<td>612-626-6845, <a href="mailto:pfahl001@umn.edu">pfahl001@umn.edu</a></td>
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<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>
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<tr>
<td>Reference Email</td>
<td><a href="mailto:mtxref@umn.edu">mtxref@umn.edu</a></td>
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<tr>
<td>Office Hours</td>
<td>Monday—Friday, 8:00 am—4:30 pm</td>
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<td><a href="https://www.minitex.umn.edu/reference/request/">https://www.minitex.umn.edu/reference/request/</a></td>
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The Institute of Museum and Library Services, a Federal agency that fosters innovation, leadership, and a lifetime of learning, and State Library Services, the Minnesota state library agency, support 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.

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JANUARY 2011

• Special Report: Social Networking Tools for Professionals
• Recap of ALA Midwinter 2011
• History Day @ Your School

REFERENCE NOTES