What Every Job Seeker (and Librarian) Should Know
Matt Lee

We know that job-seeking Minnesotans turn to their libraries for help. Published reports and media coverage as of late confirm your daily experience working in this capacity. I’m sure you’ve got your favorite go-to online job search resources that you recommend to your patrons and students, but is the MN Department of Employment and Economic Development (DEED) on that list? If not, open up your Delicious account, because it should be.

DEED collects mandated reports from all Minnesota employers and augments that employment information with statistics gathered from Minnesota residents. This combination of employer and employee statistics, along with DEED’s ability to organize and present information logically, makes for a unique, reliable, and practical source of job-seeking information. And it’s a state agency, so the content has already been paid for.

To learn more about how job seekers (and the librarians who help them) might use this content, Minitex Reference invited three representatives from DEED in to conduct a series of webinars. Dru Frykberg, DEED Librarian; Karen Underhill, DEED Outreach and Training Specialist; and Rachel Vilsack, DEED Regional Labor Market Analyst, recently concluded that “sold-out” series, in which they detailed several interactive tools and services that are indispensible for Minnesota job seekers. You can find an archived version of the webinar here <http:/ /minitex.umn.edu/Training/Details.aspx?SessionID=295> and a brief run-down of some of the tools they covered below.

Occupations in Demand <http:/ /www.positivelyminnesota.com/apps/lmi/oid/>
In brief: Find information about hot jobs in a particular region of Minnesota.
In detail: To use Occupations in Demand, a job seeker first selects one of 13 regions from across the state. S/He will then be presented with a ranked list of job titles in demand in that region. Each job title is linked to wage information, a job outlook report, a listing of required skills, and education requirements for the position. The tool also remembers the region selected and provides links to educational institutions offering training in that job in the area.

Job Skills Transfer Assessment Tool (JobSTAT) <http:/ /www.positivelyminnesota.com/apps/lmi/ota/OccupationSelectA.aspx>
In brief: Find new job titles and professions that employ skills similar to a current or recent position.
In detail: To use JobSTAT, a job seeker first keyword searches or browses for their current occupation. Once found, the tool shows other occupations that require similar skill sets. For each of those matched occupations, a job seeker will see the following reports:
Skills gap - This report compares the individual component skills of a current occupation to skills of a matched occupation. This may provide insight into training that will be beneficial for a job seeker looking to move to a different field.

Career profile - This report describes the nature of the occupation generally and gives wage information for regions of the state and for that occupation in different industries, where applicable. Wage information comes from the DEED-produced “Minnesota Salary Survey.”

Training – This report lists educational institutions offering instruction in that occupation in regions of the state.

Jobs – This tool lists actual open jobs under that occupational heading, pulled from MinnesotaWorks.net.

MinnesotaWorks.net <https://www.minnesotaworks.net/>  
In brief: Find job postings in Minnesota.  
In detail: Job seekers register on the site and can upload up to five resumes into their MinnesotaWorks account. Employers can search these resumes and may contact job seekers directly (which is an increasingly popular activity among employers in a climate where a single job posting may elicit hundreds of applications). Job seekers can also use their uploaded resumes to automatically search for jobs that match their skills as they’re posted by employers. In addition to these automatic search-and-match alerts, job seekers can keyword search for job postings, too.

In brief: Find customized in-person job-seeking help.  
In detail: At 49 locations across the state, job seekers will find WorkForce Centers staffed by counselors trained to help them find relevant job openings, research potential employers, and write cover letters and resumes. This is a no-fee service, run by DEED.

The MN Department of Employment and Economic Development makes reliable information relevant to job seekers. The information they collect and publish is of great use to librarians as we work to help the job seekers who use our libraries find employment. Especially in an economically negative time, it seems important to keep <http://www.positivelyminnesota.com/> in mind and front and center in your Delicious account.

Top Ten Emerging Technologies for 2010  
Beth Staats

The list is out. Technology Review’s annual list of what are believed to be the ten most important emerging technologies has been released. According to the question asked of the winners, these emerging technologies will change the world. The Liquid Battery and the HashCache, a method for storing Web content, were two of last year’s winners. And Reality Mining, using data gathered by cell phones to learn about human behavior, and Offline Web Applications were a couple of the winners from 2008. Let’s take a look at this year’s hottest emerging technologies. See if you can spot potential implications for library services, buildings, and users.

Real-Time Search: Amit Singhal, of Google, is harvesting “ephemeral info-nuggets...and sifting through them for useful information.” Real-time search came out of a shift in how people use the web. They used to just click on a link, and then another link, but now they are doing a lot more monitoring of Twitter, Facebook, and feeds, for example. Amit’s view of Real-time search is “distilling from a welter of data the few pieces of content that are most relevant to an individual searcher at a particular point in time.”

Mobile 3-D: The idea of Mobile 3-D is that smartphones will make 3-D mainstream. With all the 3-D films being released, it makes perfect sense that now televisions and even smartphones allow for 3-D visuals. The Samsung B710 phone converts 2-D to 3-D when its orientation is moved from vertical to horizontal. This adds an exciting twist to the gaming arena. “Research firm DisplaySearch recently predicted that by 2018 there will be 71 million such devices worldwide.”

Engineered Stem Cells: Hoping to change and improve the way drugs are tested and developed, James Thomson, of a Madison, WI, startup, Cellular Dynamics, grows heart cells. Induced pluripotent stem cells (iPS cells) have created a lot of excitement, but “Thomson thinks their most important contribution will be to provide an unprecedented window on human development and disease.”

Solar Fuel: A biotechnology company has created genetically engineered microorganisms that turn sunlight into ethanol or diesel fuel. Right here on the University of Minnesota campus, the Biotechnology Institute, along with Synthetic Genomics, are working on making fuels directly from carbon dioxide.

Light-Trapping Photovoltaics: Using qualities of certain metals and nanoparticles, the use of thin-film solar cells could help make solar power more competitive with fossil fuels.
Social TV: Society’s television viewing habits are changing. Fewer people are tuning into your average run-of-the-mill sitcom but more are tuning in to the Academy Awards and Olympics. More viewers mean more buzz. People are using smartphones to tweet, Facebook, text, and give status updates about everything from Shaun White’s Double McTwist 1260 to the latest iPhone commercial. Social TV is “a way to seamlessly combine the social networks that are boosting TV ratings with the more passive experience of traditional TV viewing.”

Green Concrete: Making cement for concrete produces carbon dioxide. Green concrete absorbs more carbon dioxide than is released during its manufacture.

Implantable Electronics: “The next generation of implantable medical devices will rely on a high-tech material forged not in the foundry but in the belly of a worm. Tufts University biomedical engineer Fiorenzo Omenetto is using silk as the basis for implantable optical and electronic devices that will act like a combination vital-sign monitor, blood test, imaging center, and pharmacy--and will safely break down when no longer needed.”

Dual-action Antibodies: Fighting two diseases for the price of one. Instead of taking one drug for high blood pressure and another drug for reflux, take one drug that fights both. This could eventually reduce the number of medications prescribed to fight disease.

Cloud Programming: Joseph Hellerstein, at UC Berkley, wants to “modify database programming languages so that they can be used to quickly build any sort of application in the cloud--social networks, communication tools, games, and more.” These programming languages can process stable or static data but they are not familiar with processing data that is in a state of change or flux. Hallerstein will be releasing what is called Bloom, a language that includes the idea that data can be dynamic or constantly changing, in late 2010.

I know that all this seems overwhelming, especially when there’s so much out there that we, librarians, need to keep up with. Now that you’ve read this summary about the top emerging technology trends, you are another rung up on the information ladder, you have actually heard of, and are a bit familiar with, real-time searching, light-trapping photovoltaics, and dual-action antibodies. For more detailed information on each of the emerging technology trends, go to <http://www.technologyreview.com/tr10/>.

Internet Archive to Digitize One Million Books for Visually Impaired
Carla Pfahl

As a complement to our story in the April 2010 issue of Reference Notes, “Adaptive Technology Services,” the Internet Archive has announced it will digitize one-million books <http://www.archive.org/iamthreads/post-view.php?id=305502> to support those who are blind, dyslexic, or otherwise visually impaired. The one million books will be digitized from hard copy print versions into a specialized format used by blind or other persons with disabilities.

In addition to the currently held one plus million titles for print disabled people, Internet Archive is looking to double the size through donations. They are currently accepting donations of books and ebooks from individuals, libraries, and publishers. To donate, go to <http://openlibrary.org/bookdrive>.

Considering the large amount of print and electronic books available to the general public via libraries, publishers, and online sources, having one million books available to print disabled persons seems quite small. However, this project is a huge step forward. As Dr. Marc Maurer, President of the National Federation of the Blind <http://www.nfb.org/>, states, “Blind people must have access to repositories of digital information if we are to reach our goal of becoming full and equal participants in society. Access to the books that have been scanned by the Internet Archive in a format accessible to the blind will be another step toward that goal.”

The print disabled collection of books are now available through the Archive’s new Open Library site, <http://www.openlibrary.org/>, which also provides an index to millions of hardcopy books and more than one million electronic books. All digitized books are accessible to persons with print disabilities that are registered with the Library of Congress at <http://www.loc.gov/nls/signup.html>. □
This ‘n That from the Web

Gaga for Libraries!

What does the pop sensation, Lady Gaga, have to do with libraries? Find out from the students and faculty at the University of Washington’s Information School at <http://www.youtube.com/watch?v=a_uzUh1VT98>.

How Libraries Stack Up: 2010

Be sure to take a few moments to review OCLC’s visual report on how 16,600 U.S. public libraries serve the country. These visual reports are great for displaying in your offices and libraries for public viewing, sharing at board meetings and linking to on library websites and newsletters.


OCLC Report – PowerPoint version – one with all the information and one with blank spaces to customize for your library can be found on the OCLC web page: <http://www.oclc.org/us/en/reports/stackup/default.htm>

For a Minnesota specific report on public libraries, check out the handy one page “Minnesota Index: the 2010 Session.” Like the OCLC Report, this document, too, is useful for displaying, sharing, and linking. <http://www.house.leg.state.mn.us/sessionweekly/image.asp?ls_year=86&issueid_=61&storyid=2060&year_=2010&imagenum=1>

Bibliography of Scholarship on Women’s Studies Librarianship

Check out the recently updated bibliography from ACRL’s Women’s Studies Section which includes feminist or gender-based analyses of the library profession as well as materials about the history of women in librarianship. The bibliography is an intriguing, valuable contribution to the profession and the field of Women’s Studies. Titles have been added for 2008, 2009, and 2010. Please take a look and see what exciting new research is available in the field.

< http://www.libr.org/wss/committees/research/bibdate.html>
ELM Spotlight

ELM Radio Spots

From mid-May through the end of July 2010 and from all corners of Minnesota, you'll hear radio spots on ELM, the Electronic Library for Minnesota. The goal of these spots is to increase awareness of ELM and the perceived value of libraries in the minds of Minnesota residents.

Please help us promote ELM and Minnesota libraries by linking to the spot from your library’s website <http://mediamill.cla.umn.edu/mediamill/embed/73583>.

EBSCO Publishing created and sponsored this awareness campaign on behalf of Minitex.

Britannica Online Reference Center – Public Library Edition

Beth Staats

Filled with a huge array of materials, the Britannica Online Reference Center is a wonderful addition to ELM and offers Minnesota residents access to biographies, timelines, videos (including extended play videos), quotations, and more. Britannica Online Reference Center offers so much more than your typical encyclopedia. In this article, I’m going to highlight the Research Tools offered in this interactive online encyclopedia, as well as some of the other noteworthy features.

Video Collection

Begin your search for videos by selecting from subject categories including science, geography, world studies, American history, and arts, or limit your search to multimedia in the Advanced Search mode to search for videos, images, sound files, and interactive multimedia. The video collection includes more than 2,000 short clips and extended play full-length videos from the Britannica archives. These videos are all available to download for classroom use. For information on how to download a Britannica video for use in a PowerPoint presentation, go to <http://help.eb.com.proxy.elm4you.org/bolle/us/index.htm#Getting_Started.htm>.
Timelines

The Timeline lets you trace selected topics through history with illustrations and key dates. This interactive Timeline arranges information chronologically by subject area including, art, daily life, ecology, literature, medicine, music, religion, science, sports, and technology. For example, when I selected Architecture and moved the date slider to 500 B.C., I’m told that the Parthenon was being built.

World Data Analyst

With this interactive tool you can perform statistical comparisons between countries and explore changes over time and generate custom charts and graphs. Choose from Country Snapshots with PDFs containing up-to-date information for individual countries, Country Comparison including current or chronological comparison, or Ranked Statistics. Ranked statistics feature tables of countries with the highest or lowest totals, rates, or percentages in several statistical categories, as well as tables covering the most remarkable features and attributes of different countries and the world. For example, you can view the 100 countries with the highest number of hospitals or view the 10 countries with the lowest female literacy rate.

Compare Countries

This geography tool lets you quickly get facts and statistics as well as flags, maps, recent events, and related web sites on two countries displayed side-by-side. Easily compare maps, flags, statistics, events and multimedia about any two countries in the world.

Notable Quotations

This collection of 4,000 contemporary and classic quotations is arranged by author and subject. You can browse quotations alphabetically by author or subject from people ranging from Woody Allen to Aristophanes to Dorothy Parker to Gore Vidal.

Gateway to the Classics

Gateway to the Classics includes short stories, plays, essays, and letters. It includes 225 works by 140 authors and
REFERENCE NOTES

is meant to assist in providing an introduction to great works of Western history, literature, philosophy, and science. You can browse alphabetically by subject, author, or title. The Gateway to the Classics includes such works as Ralph Waldo Emerson’s Nature, Thomas Jefferson’s First Inaugural Address, The Gettysburg Address by Abraham Lincoln, and Thoreau’s Civil Disobedience. A nice feature of this tool is the inclusion of a biography of each author as well.

Spotlight Archive

Within their “Spotlight” section, Britannica offers information on a vast number of interesting historical and societal facts and figures, illuminating the lives of the people who have shaped, formed or changed the way we look at society, history and ourselves. Each article(s) is interlinked giving the reader the opportunity to explore related topics and visit relevant sources on the Web, in photo galleries, profiles, and multimedia, and even some learning activities. Unlike encyclopedic entries, the articles in the Spotlight are “lighter” and are more akin to a blog entry which makes them perfect for school research projects. The articles in the Spotlight change from time to time; below is a list of topics that are available for discovery.

Reflections on the Holocaust
Guide to Shakespeare
The American Presidency
All About Oscar
300 Women Who Changed the World
Normandy 1944
Discovering Dinosaurs
Thunderstorms Tornadoes

I can’t write an article about the Britannica Online Reference Center without mentioning the easy link to Britannica Kids. Directly from the home page you can click the link in the upper right corner that says, “Jump to Britannica Kids.” Once there you see a notable difference in everything from the page layout, to colors, to tools and features. While the Britannica Online Reference Center searches Encyclopedia Britannica, the Britannica Online for Kids searches either Compton’s Encyclopedia or the Elementary Encyclopedia, depending on what you choose. The Kids edition includes the Timeline, Spotlight Archive, and the Video Collection but also features the Animal Kingdom and information on “How to Write a Research Paper.”

Whether you have a student working on a research paper or oral presentation, a businessperson searching for data or statistics on Japan, or a researcher looking for events relating to daily life in 500 B.C., Britannica Online Reference and Britannica Online for Kids offer one-stop information shopping. Be sure to check out the Workspace feature that allows you to save and organize quotes, articles, images, videos, essays, and Web sites and access them from home, work, or school. For more information on the Britannica Online Reference Center go to <http://help.eb.com.proxy.elm4you.org/bolle/us/index.htm#Getting_Started.htm> or for a brief tutorial on the Britannica databases in ELM go to <http://www.minitex.umn.edu/Training/SelfPaced/EB/EB.html>.
DIY: Collection Development Tips
Jennifer Hootman

If you watch HGTV or any other home improvement or gardening television channel like I do, you’ve likely been unable to avoid the constant do-it-yourself reminders from Home Depot, Lowe’s, Ace Hardware, and the like.

With a combination of all the television and magazine advertisements, flyers in the mailbox, and the warmer weather, I bet many of our library patrons have DIY on the mind as well. This might be the perfect time to review, improve, and weed your DIY collection. Alicia Nabb, of Cleveland Public Library, contributed her thoughts and expertise on the matter in “Quick Fixes” in the April 1, 2010, issue of Library Journal.

Nabb’s scope includes titles targeting the homeowner, a “green” section, notable publishers, and magazines. Though Nabb doesn’t include DVDs in her scope, she does acknowledge companies such as Taunton and Film Ideas that produce DIY programs.

Notable magazines worth including in your collection are This Old House, Old House Journal, Family Handyman, Do It Yourself, and Renovation Style. Additionally, for book titles Nabb recommends publishers Betterway, Taunton Press (“Build Like a Pro” series), and Creative Publishing (Black and Decker’s “Here’s How” series).

Nabb lists her top picks in categories “General Guides and Series,” “Water & Basement Problems,” “Plumbing,” “Electricity,” “Building Green,” “Interiors,” and “Web Sites” starring the “must have” titles.

If it’s weeding that your DIY collection needs, then your set of criteria may include:

- titles that contain no illustrations or step-by-step instructions
- titles that rely on older codes or standards that may be outdated
- titles that require the homeowner to have specialized tools or expensive, hard-to-find materials
- titles that have been recalled due to including inaccurate information (<http://www.cpsc.gov/cpscpub/prerel/prhtml10/10104.html>)

Check out Nabb’s annotated recommended DIY titles and all the specifics in the full article at <http://www.libraryjournal.com/article/CA6723663.html>.


Summer Read Programs: Make a Splash @ Your Library
Carla Pfahl

June is upon us and that means summer read programs are gearing up in libraries across the state and the nation. This year’s theme is:

- “Make a Splash @ Your Library” (children’s program)
- “Make Waves @ Your Library” (young adult program)
- “Water Your Mind @ Your Library” (adult program)

Have you ever wondered where each year’s theme originates or who coordinates the summer read program or how many libraries are involved?

You may have heard of the Collaborative Summer Library Program, <http://www.cslpreads.org/>. CSLP is the organization behind the nationally run summer read programs. Currently based out of Iowa and serving 48 States, the District of Columbia, American Samoa and the Mariana Islands, CSLP originally started right here in Minnesota in 1987 with the Minnesota regional public library systems. The purpose was to create a summer read program that incorporated a theme, artwork, and other incentives public libraries could purchase and use. According to Kathleen James from MELSA, Minnesota dropped out of CSLP in 2001 and the regional public library systems joined with MELSA to provide their own read program for Minnesota readers. This lasted until 2008. All twelve regional public library systems have been participating in CSLP’s summer reading programs for 2009 and 2010.

This year’s 2010 Minnesota State Representative to CSLP is Rebecca Patton, Library Consultant, Arrowhead Library System (ALS). ALS, along with all the other 11 public library systems in the state are actively involved with the summer read program this year and will be participating in the children’s “Make a Splash” program. Some of the public library systems are also participating in the teen’s “Make
Waves” and adult’s “Water Your Mind” programs as well. ALS also has Henry Cole, the illustrator for the “Make a Splash” campaign, visiting some of their libraries. All of the ALS sponsored summer read programs are funded in part or in whole with money from Minnesota’s Arts and Cultural Heritage Fund.

Rebecca had this to say about the history of Minnesota’s involvement with CSLP and summer read programs in general:

“The program started when the regional public library systems in MN wanted to have one reading program for children. In the beginning, we used graphics for the poster based on a theme and developed a manual. We moved to hiring nationally recognized children’s book illustrators to design the poster based on a theme selected by representatives from 11 regional public library systems. Soon, other states wanted to join MN: North Dakota, Iowa, South Dakota, and then Nebraska. When MN dropped out of this pool, all 12 regional systems joined together to select a theme and an illustrator (a book illustrator from MN). Kathleen James wrote the manual and provided summer reading kick-off workshops for staff.”

Now, participating in the CSLP program once again, funding for the program in Minnesota is provided by the Council of Regional Public Library System Administrators (CRPLSA). They pay Minnesota’s participation fee for all public libraries that are members of regional library systems in Minnesota. If your library is not involved in a summer read program, there is still time. It is best to contact your regional public library system for updated information and support material. For contact information, go to <http://education.state.mn.us/mdeprod/groups/Library/documents/Maps/003530.pdf>.

**Give Your Library a Technology Make Over – It’s Easy!**

*Beth Staats*

I just loved Ellyssa Kroski’s article in the March 2010 issue of *American Libraries*, “10 Technology Ideas Your Library Can Implement Next Week.” In it, she lists ten ideas to help your library offer cutting edge technologies that are quick, easy, and fairly painless. Many of them incorporate social media and Web 2.0 tools in order to get your patrons’ attention where they are. For many of those patrons, that could be via Instant Messaging, on Facebook or Twitter, or by using Guitar Hero to peak their interest.

First off, Ellyssa suggests creating a video tour of your library. A brochure is nice, but in this time of technology, wouldn’t a nice video showing the highlights of your library be more relevant? You can post the video to your library’s website, blog, or Facebook page. Another idea that caught my eye is to send patron alerts and notifications via SMS or text messaging. Ellyssa claims that “research has shown that the current generation of students sees email as old and outdated.” Many of them rely on texting so why not send them a broadcast text message or an overdue notification?

Similar to 23 Things on a Stick, the Library 2.0 program in which many Minnesota library staff participated, develop a technology skills list for your staff. We all know that technology skills are very important for a library’s success. By implementing a skills or competencies program, library staff will be able to provide a higher level of customer service that will be more equally distributed throughout the staff.

If your library doesn’t have a Facebook page, get one! Once it’s up and running, try using Facebook for chat reference. As a social environment, Facebook is the perfect place to offer chat reference service. You might already be offering chat reference via IM, or MeeboMe <http://www.meebo.com/>, or Minnesota’s own AskMN <http://askmn.org>. If so, just add their widget or link code to your Facebook page and you’re in business. As you begin to communicate externally with your patrons via Facebook and chat reference, think about communicating with your staff internally via blogs. Ellyssa suggests a few different types of internal blogs like a weeding blog to discuss items that have been removed from the collection and why, or a professional development blog that allows staff to share information gained from conferences or workshops they’ve attended.

If this has piqued your interest, be sure to check out Ellyssa’s other technology implementation ideas via ELM’s MasterFILE Premier database at <http://search.ebscohost.com.proxy.elm4you.org/login.aspx?direct=true&db=f5h&AN=48567636&loginpage=Login.asp&site=ehost-live>.

**LOEX: I Only Know the ‘X’ Stands for Excellent**

*Matt Lee*

LOEX. The words behind that acronym may be lost to the ages, but the meaning of it is apparent to many in the library world: LOEX is the top-tier library instruction conference. Having come from a public and special library background, the conference and acronym were unfamiliar to me, but when I happily found myself at this year’s conference in Dearborn, Michigan, I was primed for a quick education. And I got an education indeed. Nearly every breakout session on the agenda held some enticement, and every one I attended was wonderfully presented and contained specific, practical information. So you’ll
understand that when I attempt to recount several of these sessions below, I’m only grasping at a portion of the immense library instruction knowledge that was flung around that Dearborn hotel.

- Breakout session listings, descriptions, and handout materials are available on the LOEX 2010 Breakout Sessions page <http://www.loexconference.org/program/sessions.html>.

- Keynote speaker topics and biographies are available on the LOEX 2010 Speakers page <http://www.loexconference.org/program/speakers.html>.

“The Value of Teaching in Learning” Brian Coppola, University of Michigan

Opening keynote speaker Brian Coppola is a chemistry professor that encourages interactive learning in his classroom, with the idea that teaching each other helps students learn. “So, when do we ask students to teach?” Coppola asked the LOEX audience. The answer Coppola drew out was that typically instructors only ask students to teach on the final exam, when they are asked to relay what they know. When teachers build more student-to-student instruction into the everyday curriculum, student response and retention increases.

“LOLcats and Celebrities and (Red Panda) Bears -- Oh, My!” Mary T. Moser, Oxford College of Emory University

Moser’s session articulated the value of prioritizing fun within library instruction sessions. She begins student sessions at her school with an icebreaker activity and teaches information literacy skills using references from pop culture. Several examples of her lively and engaging presentations are available on the LOEX Breakout Sessions page.

“Telling the Story: Using Narratives to Explain WHY Information Literacy Education Is Important and Get Students Invested in What We Do” Heather Barrow-Stafford, Knox College

Barrow-Stafford began her session with a story about herself, and in doing so illustrated the strength of storytelling in instructional settings. Stories are humanizing; they enhance openness, build a sense of community, and mimic the narrative structures in which we think. Barrow-Stafford then recounted her experience of telling a one-off story to the entire first-year class with the goal of illustrating the importance of information literacy. In order to build a relevant story, she recommends considering the larger picture; in her case, why students should care about information literacy. The answer she came up with, and the story she told to the freshman class, revolved around instances of people and organizations using information erroneously. Examples from her “Bad Information Presentation” are available on the LOEX Breakout Sessions page.

“The Learning Cycle: Why Library Instruction Fails to Stick and What We Can Do About It” Eric Frierson, The University of Texas at Arlington

This engaging session turned the structure of typical library instruction on its head. Rather than starting with an information literacy concept like authority, for example, Frierson recommends trying to get students to articulate the need for that concept in their own terms. Once that concept has been articulated naturally – from the students thinking critically about why that would be important – instructors can “name” the concept and show how the library can provide access to that authoritative information (for example). This successful learning process involves navigating a series of states of equilibrium and disequilibrium. Allowing the students to identify the concept, with guidance from a librarian, shepherds them through disequilibrium to a state of assimilation, where students can see the reason they might use information literacy skills, and can see how those skills fit into their research processes.

“BiblioBouts: Online Social Gaming for Academic Research Skills Development” Karen Markey and Christopher Leeder, University of Michigan

Online games offer much potential benefit to library instruction: they encourage trial and error, independent discovery, and engagement across multiple learning styles. During this session, Markey and Leeder demonstrated their internally-designed and developed library instruction game, called BiblioBouts. The thinking behind the game is a thing of beauty. A student interacts with BiblioBouts along with other students in his or her class, typically around a specific instructor-assigned project. Each player must identify a number of sources related to that project topic. They then select the best sources from their collection to share with the group. Individuals then describe and evaluate the sources contributed to that group of shared sources, and eventually select the best sources from the whole to use for their personal investigation of the topic at hand. Players are given points based on an intricate system, and can see who from their class is leading at any point during the game. The outcome from BiblioBouts – in addition to providing students the opportunity to find, evaluate, and describe sources – is a source list of vetted articles about the project topic.
The 2010 LOEX Conference provided an excellent opportunity to learn more about library instruction from practitioners who do it well. The summaries presented here reflect just a sampling of the total available sessions, and even just a portion of those I attended. There wasn’t a bad one on the list, which already makes me excited for the 2011 LOEX Conference in Fort Worth, Texas: <http://www.emich.edu/public/loex/LOEX2011_flyer.pdf>.
MAY 2010

- What Every Job Seeker (and Librarian) Should Know
- Summer Read Programs: Make a Splash @ Your Library
- Give Your Library a Technology Make Over – It’s Easy!
- Top Ten Emerging Technologies for 2010