BUILDING OUR PROFESSION

False dawn or a new ERA?

Social Networking –
advance your career prospects,
don’t destroy them!

Rovers – a new way to
market the profession

Show me the money
Financial responsibilities
and a strong profession
LIBRARY AND INFORMATION WEEK
www.aila.org.au/liw

ACCESS ALL AREAS

24-30 MAY 2010
Featuring this month: Building Our Profession

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Late in the afternoon on most Saturdays, Sundays and public holidays you’ll find me wandering through the leash free area known as Bloomfield Park in the company of my friend Anne, her Irish Terrier Bobbie, and my gorgeous black Labrador Holiday (as mentioned in previous dispatches). In the hour it takes us to meander from start to finish our conversation ranges widely over every topic known to modern woman depending on our mood, the week we’ve had, and what we watched on TV last night.

Last weekend our conversation took a reflective turn and given ALIA’s prominence in my life in the past 18 months it was a no-brainer that it should be a topic for discussion. However Anne took me by surprise when she asked, “are you glad you did it?” Luckily we were crossing what we think of as the Billy Goats Gruff Bridge at the time and so I knew I wouldn’t have to come up with a response until we hit the safety of the meadow. By way of explanation there are no Billy Goats in evidence! Rather it’s a particularly rank section of the creek which naturally our canine charges adore and so all focus is on moving swiftly through the area with no distractions.

So am I glad I did it? The answer is a resounding yes. It has given me the opportunity to meet with colleagues from all sectors across the country and work with them on issues which are important to them and their future. Along the way I’ve learned so much. It’s very easy to get stuck in your own little niche and while I openly admit that public libraries have been a focus for me (they were part of my election platform), becoming engaged in other areas and having that big picture view has been a real highlight.

It’s also been a priority for me to develop the Association. I came to libraries straight from school and for me ALIA (or the Library Association of Australia as it was then called) was a lifeline, providing me with professional contact through publications and professional development opportunities – the Registration examination, conferences, and seminars. Being a member helped to overcome the isolation I felt at being the sole ‘trainee’ in a country library. As I moved to larger centres, I was able to be involved in active regional groups that gave me the chance to network with, and learn from, colleagues working in other sectors. I still value and rely on many of these relationships and friendships.

ALIA has changed since I joined in the 1970s. The range of services it offers has vastly increased and these are delivered in ways we would not have dreamed of in pre-PC days. Similarly the diversity of issues the Association concerns itself with reflects the complexity of modern life.

If we are to remain relevant, associations, like our profession and our industry, need to constantly assess what we’re doing. We can’t afford to be stagnant. And so while ALIA surveyed its members in 2008 and will survey non-members in the next 6 months, the Board has also been scanning the environment as part of our planning processes to identify the challenges which lay ahead. Similarly our colleagues at CILIP in the UK are undertaking a conversation with members to identify what the Knowledge and Information domain will look like in 2020, how a professional association fits into this picture, and how members will engage with this professional association. It will be interesting to view the results.

As a society we increasingly seem to be developing a self-service mentality where, often with the aid of technology, we think we can do it better ourselves. That’s fine when everything’s going well but when there’s a hiccup where do we turn? My friend Robert’s email signature contains the warning “Without a travel agent, you are on your own” (no prizes for guessing what business he’s in!). So it is with Library Associations; they are the safety net that ensures our professional future. Certainly there are some tasks we can do ourselves but do we have the time or the real expertise and what happens when things begin to fall through the cracks? If a significant number opts for the self-service model the association begins to disintegrate until there is a realisation that we need the strength of numbers and collaboration and cooperation, and so we start all over again re-inventing the wheel.

We all know about the somebody as in ‘somebody should’, but who is that person? Unless we’re prepared to support our Association and be active participants we’ll be bowing alone.

This is my final Frontline as ALIA President. That my colleagues at Central West Libraries, friends, and family have featured frequently over the past year is not without reason. Without their unwavering encouragement my term on the Board would not have been possible. Similarly the support of the ALIA National Office team, Local Liaison and special project officers, and fellow Board Members has been instrumental in me being able to ‘get on with the job’. To you all my heartfelt thanks.

While this is my last Frontline I won’t be disappearing from ALIA, just quietly taking a backseat. To our incoming President Graham Black and new and continuing Board members, every best wishes for the year ahead. And to you, the members who make this such a great Association, thank you for being there to share my journey.

ALIA membership – your professional advantage!

With networks of 6 000 library and information professionals, great discounts on events and professional development opportunities, and access to services such as IR and Copyright advice, membership of ALIA gives you an advantage from the moment you join. ALIA’s personal and institutional membership packages can help you build an edge in today’s challenging information environment. Join ALIA online or use our print form to access these great benefits. http://www.alia.org.au/membership.benefits
Directline

At the recent NLA Innovative Ideas Forum in Canberra (#iif2010), it was mentioned that ‘Wikipedia has the knowledge of the world’ so I naturally consulted it for a definition of ‘What is a Profession?’ (http://en.wikipedia.org/wiki/Profession)

The article lists 21 characteristics of a profession. I looked at it and asked, ‘are we doing all of this?’ With the theme of Building our Profession, how do we measure up and compare?

Number one and two on this list are:
1. Skills based on theoretical knowledge
2. Professional association

Of the rest of the list, ALIA’s services, events, policies and guidelines, and in fact everything we do, contributes to the LIS profession being a profession in Australia. The other question this brought up is: what do we need to do to maintain and improve our profession in the future?

The answer, simply, is education. We need to continue to help and build on our standards of LIS education, we need to continue to educate ourselves through professional development, and we need to continue to educate others of the importance of what we do and what we believe through our activities and advocacy.

This year, one of our most critical Australian projects is the Re-conceptualising and re-positioning Australian library and information science education for the twenty-first century research project, funded by the Australian Learning and Teaching Council (http://www.liseducation.org.au). The aim of this project is to establish a national framework that will ensure that library and information science education and training is being developed in a cohesive and sustainable manner. The project is being undertaken by eleven institutions representing the broad spectrum and diversity of university and vocational library and information science education in Australia. The project will be completed in December 2010.

So how can you, personally, contribute to your profession? The good news is, you are already doing so. By supporting ALIA with your membership and reading inCite, you not only help us fund our many services, but you also show that you are involved, and you make a valuable professional contribution.

National Volunteer Week

A textbook definition of volunteering is “a practice of people working on behalf of others without being motivated by financial or material gain: intended to promote good or improve human quality of life.” At ALIA, we simply define our volunteers as everything. We would not function without the continued and untried efforts of our many volunteers.

National Volunteer Week runs from May 10–16, and provides an opportunity to highlight the role of volunteers to our profession and communities.

Our deep thanks to our volunteers who contribute to our many successes.

Advocacy Overload

ALIA is doing fabulously in the advocacy space, thanks again to our expert and keen members, our supportive Board, and a professional and supportive National Office who pitch in whenever and wherever help is needed.

Our special project officers and advisory committee members have been working hard on the following campaigns:

House of Representatives Inquiry into School Libraries and Teacher Librarians

With the House of Reps only calling this inquiry on the 19th of March with submissions due 16th of April (while school holidays are on!), ALIA and ASLA have worked together to produce significant submissions addressing the terms of reference. ALIA has also put together a letter of support accompanied by 789 signatures of interested Australians supporting the value of school libraries and the importance of having a teacher-librarian in every school. The Inquiry Secretariat has been overwhelmed by the number of submissions for this inquiry. An About the House report and video is also being produced (http://www.aph.gov.au/house/house_news/index.asp). Many ALIA and ASLA representatives and selected experts have presented at initial public hearings at the end of April in Sydney, Melbourne, and Hobart. All the details are linked from www.alia.org.au/schoollibraries.

Western Australian Public Library Funding

Also in April, the Western Australian government announced budget cuts for WA libraries and collections. ALIA has worked with Public Libraries Western Australia to encourage WA members and the community to lobby their government to return funding to an appropriate level. We look forward to hearing the results as the WA budget is brought down in May.

Federal Budget

Speaking of budgets, ALIA will again provide a brief summary of the 2010 Federal Budget to members during May at http://www.alia.org.au/advocacy.

Safer Internet Group

You will have heard news from Sydney of the launch of the Safer Internet Group and the website: http://www.saferinternetgroup.org.au and ALIA’s contribution to the group’s 5 Point Plan.

A comment at #iif2010 was “are librarians good lobbyists?”. I replied by reminding the tweeters that you all are – and can be. We are running Every Member an Advocate workshops – free for ALIA members – in venues across the country. You can find out more about your local workshop here http://www.alia.org.au/education/pd/pdf/services/every.member.advocate.html

Your local ALIA contact

LLOs are ALIA representatives in each state/territory. Their duties include being a point of contact for members and non-members.

ACT: Robyn Ellard
02 6215 8250
robyn.ellard@alia.org.au

NSW: Alyson Dalby
0404 655 319
alyson.dalby@alia.org.au

NT: Jayshree Mamtora
0416 366 634
jayshree.mamtora@alia.org.au

QLD: Claudia Davies
0407 964 967
claudia.davies@alia.org.au

SA: Jeannine Hooper
0437 167 050
jeannine.hooper@alia.org.au

VIC: Margie Anderson
03 9315 1090
margie.anderson@alia.org.au

WA: Carol Newton-Smith
08 9381 5674
carol.newton-smith@alia.org.au

Sue Hutley
ALIA Executive Director
sue.hutley@alia.org.au
I read with interest Jan’s article about signage and naming things in libraries, and the confusion it causes some people. I see her point about some users not understanding the implicit meanings of some terms (eg Reference meaning not for loan). However, I believe it would be wrong to dumb down and resort to a whole range of different terms for say, the circulation desk. Other places, fitness centres just for example, use common names for various parts of their facilities, with implicit meaning, eg locker room means where you leave your belongings, get changed, and have a shower.

I think that once people have used the library even just a little, they will become used to the lingua franca of the place. Teacher-librarians have a big role to play here. You would be aware of the Inquiry into their provision about to be held by the federal government. If all schools have a TL, students will learn the language of the library and will become comfortable with how to use one, and this will be useful knowledge throughout their lives.

I do agree that we need to make libraries welcoming and friendly places, and that we should couch directives in positive terms, eg instead of No Bags: Please leave all bags in these shelves.

Libby Saxby
Teacher-Librarian, Bundaberg North State High School
lsaxb4@eq.edu.au
Professional development

No more excuses!

Professional Development at your desk

ALIA is providing access to new online courses so you can improve your skills without leaving home or your workplace.

- Our existing online course: “How to address selection Criteria” designed by ALIA and Dr Ann Villiers continues to support job-seeking ALIA members.
- Don’t forget Lyrasis’ excellent online courses to refresh your cataloguing skills.
- ALIA has taken out all the fuss with enrolling in WebJunction courses: just register with ALIA in Australian dollars and we provide you with the voucher for access.
- Two new online courses! TAFE NSW - Sydney Institute is providing two self-paced, online courses for ALIA members and non-members: Promote Client Access to Literature and Manage a Budget. As an added benefit upon successfully completing a course, you will receive a TAFE NSW Statement of Attainment for the related unit of competency.

Promote Client Access to Literature:
26 July–3 September

This course aims to introduce participants to the wide range of literature in library collections and the ways libraries can promote its use to clients.

- Identify the main categories and genres into which imaginative literature is divided
- Locate and describe the key types of publications which provide information about literature
- Identify the range of methods used by libraries and related organisations to organise their literature collections
- Describe the systems used to physically locate required literary works and literary information
- Examine the concepts and good practice in Readers' Advisory work
- Use a range of relevant literature reference sources, finding aids and selection tools to identify required literary works and literary information
- Identify a range of questions that clients typically ask about literature
- Select and use appropriate resources and strategies to answer client literature requests
- Explain the reasons for promoting literature collections
- Identify and implement strategies to promote literature collections

Prices: ALIA Members $245, Association Partners $290, Non-members $340

Manage a Budget
1 November–10 December

This course aims to provide participants with the concepts, knowledge, and skills required to take responsibility for the management of a budget where others may have developed the budget.

- Identify the importance of budget control
- Define the priorities of the organisation’s budget
- Provide accurately details of resource allocation in accordance with organisational control systems
- Examine means of informing relevant personnel of budgetary decisions
- Monitor and control income and expenditure against budgets at regular intervals
- Identify areas for improved budget performance and investigate options
- Examine income and expenditure reports in the required format of the organisation
- Identify deviations from the budget, the reasons for deviation and take appropriate action
- Present recommendations clearly and logically to appropriate personnel
- Examine the requirements of financial and statistical reports
- Explore the elements of future financial planning

Prices: ALIA Members $245, Association Partners $290, Non-members $340.

FOLIOz is back with new courses for 2010

Making Your Case Successfully (Machiavel) - 24 May–9 July 2010

This course will provide practical skills in developing and delivering a case for new or continued resources. The course is supported by real-life case studies and evidence on individual and collective management decision-making.

Understand the importance of a planned approach to advocacy.

- Identify the main considerations to be taken into account when making a business case for resources or services.
- Use tools to analyse stakeholder views and local opinion leaders.
- Prepare a “business case”.
- Identify strategies to enable you to present and deliver an effective presentation in support of your case.
- Evaluate the effectiveness of your advocacy.
- Engage with fellow participants in discussing issues connected with lobbying, campaigning, and advocacy.

Registration fees: ALIA members $270, Non-member $365

All registrations close 2 weeks before the course begins.

Please note: last year each course filled before the final closing date for registrations, so please register early to be assured of a place.

RDA : Resource Description and Access

The final release of RDA is planned for mid-2010 with implementation approximately 12 months later in mid-2011. Planning for a national training strategy is underway.

ACOC recently undertook a survey of the library and information profession to pinpoint what was wanted from RDA training. The response was excellent; thank you to all those who replied to the survey. The survey was an initial step towards planning what RDA training is required and the best format for that training. The survey revealed a need for both online and face-to-face training to support the transition to RDA. Most libraries planning to undertake the change to RDA identified that not only would their cataloguing staff need to be trained, but that the general library profession will also need to understand the change as well.

ALIA is supporting the training strategy which will ensure access to training in plenty of time for the transition.
ALIA Information Online
Conference and Exhibition 2011

The 15th conference and exhibition is on track and on target!

ALIA, the Organising Committee and ICE Australia (the conference organiser) would like to welcome our PLATINUM SPONSOR ProQuest and our GOLD SPONSORS Sage and Exlibris.

ProQuest creates specialised information resources and technologies that propel successful research, discovery, and lifelong learning. A global leader in serving libraries of all types.

SAGE is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets, including business, humanities, social sciences, and science, technology, and medicine.

Exlibris is a leading provider of library automation solutions, offering the only comprehensive product suite for the discovery, management, and distribution of all materials—print, electronic, and digital.

The list of exhibitors that have signed up for the 2011 trade exhibition is growing. You will be able to meet, greet, and find out all the latest information from Raeco, Innovative Interfaces Inc., OCLO (UK), Infotrieve Australia, and Thomson Reuters to name just a few.

Thank you to everyone who submitted an abstract. Without you we would not have a conference. Themes include service delivery, knowledge and content management, digital rights, e-learning, information architecture, and emerging technologies.

For all the latest Information Online news you can follow us on:

Our website http://www.information-online.com.au
Facebook http://www.facebook.com/home.php#!/group.phpgid=43656172661
Twitter http://www.twitter.com/iogau

The conference hashtag is #aliaioc

ALIA 5th New Librarians Symposium 2011

The ALIA Board of Directors has confirmed Perth as the location for NLS5. The symposium will be held in September 2011. Congratulations to the Perth NLS5 Committee!

ALIA Biennial 2012 Conference

The ALIA Board of Directors has confirmed Sydney as the location for the ALIA 2012 Biennial Conference. The Conference will be held in mid 2012. The Board thanks the Sydney committee for all their work toward the bid.

Happy LIW!

Library and Information Week
24–30 May 2010

Access All Areas!
We would like to wish our members a very happy Library and Information Week 2010

Libraries! This is your week!

 Austalians are able to Access All Areas thanks to you!

Show them how!


National Simultaneous Storytime

26 May at 11:00am

Join hundreds of locations around Australia in the simultaneous storytime reading of

Little White Dogs Can’t Jump

By Bruce Whatley and Rosie Smith


Error

The issue number on the cover of April 2010 inCite was incorrectly labeled as 3. The correct issue number for April 2010 is 4. We apologise for any inconvenience.
Q & A with Kate Sinclair, Program Coordinator

Q: What are you most looking forward to at the conference?
A: Hmm, it’s so hard to choose just one thing! Beautiful Brisbane in September… The chance to catch up with friends and colleagues that I often only see at conferences… The opportunity to take a ‘time-out’ from day-to-day work and spend a few days listening, discussing, and thinking about our profession – what we are doing now, what are the big challenges, what are we excited about and where are we going in the future.

And on a less serious note, I always enjoy catching up on all the library gossip, getting some fun toys and gadgets from the trade exhibition, and noting the latest conference “buzz words” (and placing bets on which terms will still be around at Information Online in 2011…)

I’m also excited about the ways we are using technology at ALIA Access. After the success of the Twitter back channel at VALA 2010, we want ALIA Access to be a “Twitter-friendly” event, both for those who tweet already and those who don’t see the point! ALIA Access registration includes free wireless access at the venue for all your tweeting and blogging needs and you can follow @ ALIAAccess and the hashtag #aliaccess for the latest conference news and chatter. Stayed tuned for more news from our Digital Coordinator Warren Cheetham about how ALIA Access will be using social media to enhance the delegate experience.

In a first for ALIA conferences, we will also be offering some sessions as live web-streaming to ALIA members. This will enable members who are unable to attend the conference in Brisbane to watch these sessions via the web. More details on the available sessions and web-streaming prices will be published on the conference website in May 2010.

Q: As the Program Coordinator, what has been involved with organising the program for this conference?
A: ALIA Access is a bit different from your usual conference. From the very start, we wanted to get members involved in putting together a program that they would want to attend – something fun, different, accessible, and relevant. So instead of the normal program committee, we have 12 different groups located all over the country who are each responsible for one stream in the program. This has meant a few more teleconferences and emails for all of us, but together with the stream convenors we have created an exciting, interesting, and challenging program with “something for everyone”!

The program organisers are from different industry sectors, interests, and perspectives and bring that diversity to the program content. There are sections of the program that are focused on Health Libraries, Special Libraries, Public Libraries, and TAFE Libraries, giving library staff in those sectors a chance to discuss sector-specific issues. Other streams include a section for and by new library graduates; a workshop on Library Leadership; a look at LIS Education for the 21st Century; a stream focused on you and your professional development; a program looking at Web 2.0 and Information Literacy; and a section on the future of Acquisitions. There will also be a two-day international stream on ILL and Resource Sharing. As well as the usual conference papers, some of the streams are ‘workshop style’ with lots of interaction, and we even have an unconference stream where some program content will be determined by the delegates on the day!

Q: What are some of the program highlights?
A: Again, it’s hard to pick just one!

If you are interested in advocacy, the Public Libraries stream will be highlighting success stories from around the country, and giving librarians some great tips on ‘how to catch the attention of government’.

If research, publishing, and education is more your thing, how about Dr Gillian Hallam talking about the Health Libraries Workforce and Education project results? Or our New Graduate workshop on “How to write Scholarly abstracts and articles”? And our full-day session on LIS Education for the future, facilitated by the ATLC project team, will be essential for all delegates interested in Australian library education and workforce planning.

For the technology enthusiasts among us, Library Camp, the unconference, will give you a chance to discuss and debate the latest issues with Australia’s first Library Journal “Mover and Shaker”, Paul Hagon from the NLA.

And I for one am really looking forward to the workshop on Library Leadership: creating and sustaining a culture of performance by Dr Neil Carrington.

The only difficulty will be choosing from all the great options!
Preaching to the Converted

From the desk of the Library Provocateur

One drawback of belonging to ALIA since before Methuselah was old enough to join the Summer Reading Club has been the sheer volume of paper I have accumulated over the years; and consequently feel obliged to sequester about Chez Provocateur.

At last count, my unofficial ALIA repository had nearly 20 linear metres of ALJ gathering dust and cockroach droppings on shelves in the garage, a little less of inCite stacked in neat piles in the spare bedroom, and the kids’ cubby pretty much collapsing under the weight of two cubic metres of various committee meeting papers, pamphlets, circulars, and conference proceedings.

Fortuitously perhaps, I have recently noticed a somewhat leaner if not meaner inCite arriving in the letterbox each month. And, as if to reinforce the point, my weekend sorties to Ikea for flat-pack BILLY bookshelves have not been so frequent. Gud vad jag ålskar Svenska köttbullar!

Traditionally, for seven days in late May each year we celebrate Australian Library and Information Week. In theory, if not always practice, it is a time for libraries and library workers everywhere to showcase their talents and wares; ideally with the intention of wooing new customers.

Sadly, I say ‘in theory’ because the reality is typically very different and most libraries I know fall into the trap of proselytising to their true believers anyway. If ever a customer recruitment campaign thinly disguised as a celebration is wasted by our profession, it is generally Library and Information Week. However, our perennial misunderstanding of what constitutes ‘marketing’ I will address at another time.

Lots of us have organised and participated in a good many Library and Information Weeks, and one thing strikes me about the contemporary event as compared to a decade ago – nobody seems to care much anymore!

Talking to colleagues in various libraries, I hear of the odd desultory attempt at a foyer display, perhaps some competitions, and the obligatory morning tea attended by a senior manager or local worthy. Meaningful attempts at genuine customer engagement sadly appear few and far between.

Nowhere is this more evident than in the pages of inCite this month – a worryingly thin issue for supposedly our biggest celebration of the professional year. Where are the success stories to inspire us, the innovative ideas for engaging with new customers to share with colleagues, and the robust debate about our professional present and future to inform advocacy efforts?

Where is the passion for sharing libraries with others? More importantly, where is the passion?

If we take this month’s inCite as a barometer of our collective professional engagement, it is low enough to make me fear very unsettled weather ahead!

Some weeks ago, I was obliged to relocate about a decade’s worth of inCite to the dog’s kennel. In the process of aggravating my paper-mite allergy, dodgy ‘shelver’s back’, and the family Labrador, I happened across the issue of inCite from July 1996 – the cover photo showing a submerged diver reading a book on corals. It’s an inspiring celebration of Library and Information Weeks past, and an issue (Volume 17, Number 7) I would like to share briefly with you now.

For those who might not recall, Library and Information Week in Queensland that year was launched from inside the main tank of the Great Barrier Reef Aquarium in Townsville. It made the cover of inCite and garnered good mainstream media coverage across the state.

Elsewhere in the country, media interest in Library and Information Week was also intense – all thanks to the efforts of passionate local library workers. In Darwin, a local commercial radio station broadcast live from the public library. Where are the ‘Black Thunders’ in every large Australian city these days?

In Hobart, a leading local journalist launched Library and Information Week in the State Library, guaranteeing extensive coverage in The Mercury. Sponsors then helped fund a feature on Tasmanian libraries in The Sunday Examiner.

Across Bass Strait in Victoria meanwhile, sponsors including the ALIA state branch (remember those?) helped to fund a full page invitation to Library and Information Week in the Sunday edition of the Herald-Sun newspaper – an initiative that potentially reached up to 1.5 million Victorians.

The profession in Queensland funded a community television advertisement on the Ten Network, which aired for the two weeks leading up to Library and Information Week and Media Monitors calculated to be worth many tens of thousands of dollars in ‘return on spend’.

For sheer imagination and promotional reach though, the prize for most effectively promoting Library and Information Week in 1996 must go to our NT colleagues. It was they who organised a Territory-wide promotion in which every milk bottle top during Library and Information Week was printed with the tag line “Libraries cover a lot of Territory”. Brilliant!

Where is that energy and imagination now I wonder, on the eve of another Library and Information Week, 14 years on? The lack of interest in contributing to inCite this month suggests we all have better things to do with our time – and perhaps we do. But can we afford to ignore opportunities like Library and Information Week? I think not. As events, they may not be perfect, but they are only ever going to be as good as the effort and creativity we choose to put into them.

We need to remember another point as well. As the profession of 1996 demonstrated, Library and Information Week is not about preaching to the converted. Lee Welch reminds us that we can do that for ‘the other 51 weeks’ of the year – our regular customers should be made to feel special each and every time they visit our libraries.

For this one week however, we have the opportunity to stretch ourselves a little and work collectively to get our message across to new customers. The real challenge for us here and now, as it was in 1996, is recruitment – new customers, new believers!

Now, a quick question to finish – who bottles your milk?

Ed: Does anyone still have one of these bottle tops? We want to know!

It still helps to have an experienced partner

Partners in libraries for over 30 years - Civica’s Spydus Schools Managed Service offers a complete ‘set and forget’ library management system for less than you are paying now.

Spydus the complete library management system has been supporting school libraries like Loreto Mandeville Hall in Melbourne for over 20 years. Spydus Managed Services and Spydus RFID is designed specifically for libraries facing modern challenges, providing a total solution on a fixed annual fee basis.

Entice, engage and excite your students beyond the walls of the library building with Sorcer. This new discovery platform transforms your borrower history and catalogue into a facet searchable powerhouse and includes a host of social networking tools.

For more information contact Civica
The risks of getting it wrong

According to a recent OCLC report (Research Libraries, Risk and Systemic Change http://www.oclc.org/research/publications/library/2010/2010-03.pdf), research libraries face some major risks. According to the report’s authors “the heat is on, and it’s intense.”

One of the major risk clusters is in the field of human resources, and this set of risks may not be limited to research libraries. Further, these risks feature mostly in the “high impact, high likelihood” zone of the risk graphic.

These are the risks rated “high” by the authors

1. Recruitment and retention of resources
2. Difficulty identifying candidates for evolving library management roles
3. Human resources are not allocated appropriately to provide the training, development, cross-training and re-training required to manage change in the current environment
4. Current human resources lack skill set for future needs (changing technology, etc)
5. Conservative nature of library inhibits timely adaptation to changed circumstances

In the report, the word “resources” is used to refer to people.

Is this a fair summation? What should we be doing? The report looks at ways of mitigating these five major risks, and comes up with restructured workflows as the major strategy for mitigating human resource risks. This is said to mitigate risks 2, 3 and 4, and the remaining two residual risks will be offset by the likelihood of attracting different kinds of people.

Unfortunately our profession shies away from these kinds of issues, people issues. This issue of inCite, Building Our Profession, should be all about how interesting it is working in libraries and the information industry now, and how we need to use that to attract the kinds of people we are going to need in the future. Or maybe we should just plunge in and recruit, without being too analytical about it?

The reality is that libraries and other information management roles have changed out of sight over the past decade or two – particularly since the World Wide Web came to Australia in 1994. The Destination Library wiki – see http://destinationlibrary.pbworks.com/ – has been put together by a group of Victorian librarians to promote work in libraries and the information industry as a career. One of its features is a long list of profiles of people working in our sector, in all their variety. Why are libraries interesting? Libraries are about managing information, and all of the roles which relate to that – providing a service in particular. “Librarians are the original search engines,” Destination Library says.

Technology has made organising, managing, finding, and using information much easier, and created great new possibilities. But it still helps to apply skills to the task, and the role of people who have those information management skills is more important than ever.

One of the effects of technology has been to eliminate many of those process jobs which the ignorant regard as characterising library work – archetypically, stamping books. Many of those tasks have been automated, or turned over to the customer, freeing up library staff to do more interesting things.

Destination Library has a nice list of ten reasons to work in a library. To be honest about this list, some of the things might not apply in all libraries, especially the one about kittens. But it gives you an idea.

The other aspect of working in libraries is the growing variety of options. While they mostly have a common core – organising, managing, finding, and making information available to people – there is growing variety. Destination Libraries has a list of career options. At the same time, work in libraries is attracting people from a wider range of educational backgrounds – computer studies, humanities, and science.

Destination Library is running a careers night on 25 May at the State Library of Victoria. If you are in Melbourne, and think you might be interested in a career in the library and information sector, make sure you are there by 5.30pm.

And finally, a few commonly-asked questions, although after reading the article above, you should know the answers to them all now.

Q: I just don’t think libraries are the right job for a Gen X person like me.
Well, perhaps you’re right, Gen X person. Librarians of all people hate stereotyping, including generational stereotyping. Libraries are for everyone, and we have always prided ourselves on an equal approach to all comers.

Q: I’d always wanted to work in a library – I just love books so much.
Hmm. In the old days, you would have been perfect. Not long ago, you would have been automatically ruled out. Nowadays, we are more balanced, and we know that books have their place, but it certainly isn’t all about books.

Q: I would have liked to work in libraries, but unfortunately I’ve got a business degree.
No problem at all. Business degrees are fine, with all sorts of useful library skills – organisation, money, people skills – now you just need to get a library and information studies graduate diploma or master’s degree. Check the ALIA website.

Q: I couldn’t work in a library – all those horrible musty old books.
Good news – there are plenty of jobs in libraries where you don’t see a book from week to week. You do have to choose the job carefully. Libraries are really about information, organising it and providing it to people. Books are one of many ways of packaging the information.

Q: Libraries – ugh. All that stamping, covering, cataloguing, shelving, and now wanding as well. I couldn’t stand it.
Libraries have a lot less process work than they used to, but every job has some, so I can’t pretend that we have got rid of it all. Two trends – automation and self-service – have reduced the process work. And a lot of the process work relates to books, which are on the way out. A bit, anyway. Well, a lot in some libraries.

Q: I really want a job where I can use my web skills.
Libraries and web professionals have a lot in common. You should think about working in a library. Both jobs are about organising and managing information, and there is a growing demand for web skills in libraries. The two kinds of jobs meet nicely in the growing number of repositories, or digital libraries.

Derek Whitehead
Swinburne University of Technology
DWhitehead@groupwise.swin.edu.au
Social Networking – advance your career prospects, don’t destroy them!

Web 2.0 social networking tools have become a driving force in today’s business world and social community. They allow a more interactive way of using technology to connect people and build communities.

In the corporate world many businesses are using web 2.0 technologies to enhance services offered to their clients. Libraries are great examples of how social networking tools can effectively be used to connect to their respective communities. Libraries are using social networking sites such as Facebook, Myspace, and Ning to inform borrowers of their services. More interactive content management systems that enable communication between the library and the public are being used. Borrowers are now able to write their own book reviews on public library catalogues via open source software and Twitter is actively being used to keep borrowers up-to-date with daily events in libraries. All these tools allow libraries to be more transparent and more easily accessible.

Socially, a new generation of internet user has emerged: one that communicates and shares all kinds of information, including personal, via social networking sites. These sites can be a great way to communicate with friends. However, while libraries are trying to be more transparent to their communities, individuals using social networking sites for private communication may find this transparency a concern. The vast number of users and the huge pile of unprotected information about them, shared with minimum restrictions on social networking software, can create huge privacy issues. Privacy issues, such as who is looking at your profile or how much access can someone get to your personal details may be a concern. How much personal information can you find about yourself by simply doing a google search? It may surprise you! A few simple guidelines may be worth checking when you add personal content to these sites. Remember employers or respective employers may also be able to view your personal site, read comments, and view photos.

Let’s use Facebook as an example. Facebook attracts a huge number of users across the world. Based on a recent report produced by Facebook in 2009, the site has more than 200 million active users. It is a great way to communicate with friends, including sharing thoughts, experiences, and photos. If you are using this site for personal conversations or photos, be mindful of what you post online. Provocative photos, discriminatory comments, or badmouthing people and employers may be able to be publicly viewed, and be detrimental to you in your current workplace or future career prospects. If you are worried about who is viewing your page, or the types of comments friends make publicly on your Facebook site, you can take a number of actions to make sure the content is appropriate.

Facebook defaults your page to open access, however by changing the privacy settings you have the ability to do the following:

- Limit what others can post on your Page. You are able to choose what types of content friends can post to your Page under “Fan Permissions.” You can ban videos or photos, etc.
- Remove any content from your page. There is a “Remove” button next to each piece of content.
- If a friend of your Page is repeatedly posting inappropriate content, you can simply ban them.
- Make your page viewable by only accepted friends if you are using it for purely personal content.

Be very wary of accepting people you don’t actually know as friends, just because they claim they are a friend of a friend. Myspace has similar features as do other social networking sites. Taking simple precautions can ensure your social networking page is kept appropriate for “public viewing”.

It’s not all bad news, however; these sites can be used to your advantage. It’s all about being vigilant with new media. Many social networking sites allow you to join common groups. These groups share common interests, and are a great way to broaden your network and contribute to professional discussion.

LinkedIn is an example of a social networking site that can be used to your advantage, especially when job prospecting. It allows you to develop an interconnected network of professionals around the world. When you join, you create a profile that summarises your professional expertise and accomplishments. You can add your resume and references from people you have worked with. You can also join groups within your professional area. Used correctly, this site can be a great way to enhance your job prospects. Recruitment agencies also use LinkedIn to advertise positions to job seekers. Groups on LinkedIn include ALIA, VALA, Information Online Conference, and Learning 2.0.

Twitter is another social media technology that is leading a revolution in how people communicate with each other. Using Twitter to spread vital information and personal stories is becoming increasingly commonplace. At the recent VALA conference you could keep up-to-date with conference proceeding by reading tweets. According to Twirus, during the week of the conference, the VALA twitter site was in the top 5 most popular tweet hash tags in Australia. Like other social media sites, senders can restrict delivery to those in their circle of friends if they are using Twitter for purely social purposes or, by default, allow open access if using in a more professional capacity.

The message is simple: be responsible. Social media enables us to network with professionals around the world. It gives us professional development opportunities that have not been open to us in the past. It is up to us to make sure our social media sites are suitable to be viewed by members of the public or employers. As with all web 2.0 applications; we have the ability to manipulate our pages to make them private or delete unsavoury information. Use social media to your advantage, not disadvantage.

In late April, when asked by a high school student how he might become president, Barack Obama stated, “Be careful what you post on Facebook.”

Lynette Lewis
Recruitment Consultant, The One Umbrella
llweis@oneumbrella.com.au
False dawn or a new ERA for Australian LIS research?

The ALIA Research Committee began an earnest commitment to participate in the Australian research landscape in 2007 with the Australian government’s Research Quality Framework (RQF) initiative. The requirement that the Australian library and information studies/science (LIS) researcher community rank the journals they use came from discussions held at an RQF panel meeting in February 2007 in Canberra; a meeting attended by Kerry Smith, the then Chair of the ALIA Research Committee on behalf of ALIA. While it was recognised by the then Department of Education Science & Technology (DEST) officers present at this meeting that the Web of Science (formerly ISI) journal impact approach of journal acceptance for measures of research quality and impact might not be appropriate for LIS, it was apparent that this model would be the default if no other ranking of journal titles became apparent. Although the increasing number of LIS and related discipline journals were appearing in the Web of Science listed rankings, the number remained limited and it was therefore decided that the Australian LIS researcher community endeavour to rank journals of importance. The then Chair of the ALIA Research Committee undertook to coordinate the project and details of the work undertaken are reported in Smith & Middleton (2009).

Fast forward to the Rudd government’s election in 2007 which made a speedy decision that the RQF exercise be reborn under the title Excellence in Research for Australia (ERA) – not to be confused with the other ERA (Electronic Resources Australia). In the second half of 2009, ALIA was contacted by the Australian Research Council’s (ARC) ERA office to check progress on a revised journal list. Concurrently, the ALIA Research Committee was contacted by the coordinator of the Australian and New Zealand Standard Research Classification (ANZSRC) Field of Research (FoR) code 08 journal listing coordinator: the Computing Research and Education Association (CoRE), code 08: Information and Computing Sciences, which now includes Library and Information Studies under the code 0807. The inclusion of LIS within the computing FoR remains a topic of much debate among Australian LIS academics.

However, as with the RQF exercise, CoRE again decided to allow the Australian LIS profession to work out their journal listings independent of parallel work by CoRE on the same project. CoRE would then absorb the Australian LIS journal list for 0807 into its final listing for 08. The ALIA Research Committee accepted the opportunity to revise the LIS journal list and this process was recently finalised with the final LIS journal list submitted to the ARC for consideration.

This has been a contentious issue with Australian LIS academics as the final journal listing rejected by the ARC for our discipline differed significantly from the list we submitted. It appears numerous academics from other disciplines are equally frustrated with the final decisions of this lengthy process as the criteria provided for the exercise, which we felt we met, do not appear to have been adhered to by the ARC.

Where to now?

The Australian LIS researcher community has no choice but to operate under the final listing, which, for example, has neither The Australian Library Journal nor Australian Academic & Research Libraries listed in the top tiers of the ranking process. Both are listed as B journals (the four tiers in the process being A*, A, B, with the last tier being C). Interestingly, Australian journals across all disciplines appear to have ranked lower than expected. Dr Peter Macauley, the current Chair of the ALIA Research Committee, did an evaluation of the final ERA listing, and found that only two journals with Australia/Australasian, Australian etc in the journal titles were ranked as Tier A*. While some Australian produced journals (without Australia etc in the title) were ranked as Tier A*, the overall result was quite disappointing. The message in this is to raise the publication rate of Australian LIS academics—academics, managers, administrators, and practitioners—and this will take time. Australia’s LIS academics encourage publication in our two Australian premier journals in the hope that the final outcome will be that their status is raised in the ERA stakes. This will not be an easy journey as, for example, research colleagues in the geosciences, a discipline area with a very strong track record on the Australian research landscape, are bemoaning the ranking of their premier Australian title to Tier B.

Why bother?

The current climate for ranking research takes on a new dimension when so many of Australia’s university senior managers rely heavily on the position of their institution in league tables such as the Shanghai Jiao Tong University Academic Ranking of World Universities. Australian LIS is a bit player in this game and runs the risk of not being a player at all, unless it can improve its research activity, publication, and grant successes. Our universities today require their academic staff to teach, demonstrate leadership, and undertake research. I don’t need to spell out the consequences for university education for librarians in Australia if the game is not played successfully. But the issue is much bigger than the preservation of LIS education in Australia at the university level.

The entire profession has a role.

The ALIA Research Committee works hard to promote the benefits of a research culture among practitioners, but the journey is challenging in a library working environment of busy days and a culture of pragmatism. You don’t need a PhD to work in a library, but you do need to undertake research into the many initiatives you embark upon, to test their worth. We do need to advance the theoretical thinking for LIS worldwide, to ensure that our profession and the culture that it represents continues to hold its head high in the challenging work environments of today. Collaboration among researchers and practitioners is one way to speed up this process, so I encourage you to seek opportunities for such endeavours.

Reference


Associate Professor Kerry Smith
Curtin University
K.Smith@curtin.edu.au
Library Technician Education in Australia – State of the Nation report

ALIA is the body that establishes and maintains standards for entry into the library and information profession in Australia. The survey of ALIA members in 2008 indicated that the recognition of qualifications and courses was ranked as one of the most important activity undertaken by ALIA and that it performed well in this area. The ALIA course recognition process is directly aligned with the Association’s membership categories, with graduates from ALIA-recognised courses eligible to become, respectively, an Associate member or a Library Technician member.

The Association has a keen interest in the quality of the education programs offered at both the librarian and library technician levels. Traditionally, ALIA has worked with education providers and consumers, with stakeholders to ensure that courses equip graduates with up to date and relevant skills to provide their clients with the best possible information services. The process of course recognition is undertaken at the invitation of an institution delivering a course; ALIA works closely with the institution to review the ways in which students achieve the core knowledge, skills, and attributes required for professional practice.

In 1999, the Museum and Library/Information Services Training Package was introduced as a national approach to education and training in the library sector, with the Diploma signifying the qualification needed to become a library technician, and library assistants attaining Certificates II, III, and IV. As there was considerable input into the development of the Training Package from the professional association and industry representatives, it was felt that the training package was appropriately aligned with the workforce needs of the LIS sector. The high level of industry input meant that the new library technician courses established under the national training package were recognised by ALIA for a period of seven years.

In 2007, the Education and Professional Development Standing Committee determined that, given the national approach to vocational education, it would be valuable to adopt a comprehensive review of all programs to gain insights into the quality of paraprofessional education across the country.

For several years, members of ALIA’s Education and Professional Development Standing Committee have worked with library technician educators offering courses through colleges of Technical and Further Education (TAFE) and private Registered Training Organisations (RTOs) to plan and prepare for a national program of course recognition. At the Library Technician Educator’s Professional Development Day hosted by ALIA in October 2008, the participants worked to collaboratively refine the course recognition questionnaire. From February to June 2009, following the submission of the required documentation, an ALIA course recognition panel conducted site visits to all 17 institutions offering the Diploma of Library/Information Services. Each panel comprised Dr Gillian Hallam, as Chair of the Education and Professional Development Standing Committee, Dianne Walton-Sonda as ALIA Education Manager, and an experienced library technician who provided input to the process through their industry role and their understanding of the local market for paraprofessional staff. The local panel members were drawn from academic libraries, National/State Libraries, public libraries, or school libraries. Each institution visited by the panel received a report documenting the findings, highlighting areas of good practice, and providing a series of recommendations for enhancements to the course.

This national approach to ALIA course recognition process for the library technician courses was a valuable learning process for all involved: library technician educators and institutional managers, panel members, employers, students and graduates, and the staff of ALIA. As the national program of course recognition was a new model, a process of quality assurance was undertaken to evaluate the program of activities, with a focus on the effectiveness and relevancy of the course recognition process.

This course recognition process provided all key stakeholders a ‘State of the nation’ picture of library technician education. The course coordinators, together with representatives from Innovation and Business Skills Australia (IBSA) which is the Industry Skills Council responsible for the Museums and Library/Information Services training package, came together for the 2009 Library Technician Educators Forum to consider the outcomes from the program and to determine how to address the challenges that had been identified, to ensure that there is a strong future for library technician education in Australia.

The State of the Nation report considers the key criteria for course recognition from the perspectives of both ALIA policy and current educational practice, highlighting the findings that, while there is a national training package, there is a diversity of practice across the 17 different library technician courses in this country. The outcomes from the extensive course recognition process will contribute to a wider understanding of the importance of professional standards in the LIS sector. The Library Technician Education in Australia: State of the Nation Report will be available on the ALIA website soon.

Gill Hallam
Adjunct Professor | Information Systems Discipline
g.hallam@qut.edu.au
Rovers: a new library role and a new way to market the profession

On the 12th of March this year, the Rover Team at the Swinburne Library won a Vice Chancellor’s award in the category of Leadership and Service Excellence, an award for displaying outstanding customer service. What the team provides is a frontline IT and general problem solving support service to students using the library.

“I love the Rover Service! It’s incredibly helpful. When I have a problem I feel confident that my issues will be managed.”
– Susan, June 2009.

Thirty seven per cent of all queries being asked now at the library are for help with IT services. This equates to well over 2000 queries each week and this number has itself grown by 76% in the last two years. In an environment where students used the 300 library desktop computers over 467 000 times last year, having IT help readily available has become essential to the effective running of the library.

“You guys are amazing, I do not know what I would do without you, thank you very much, my internet has not worked for ages. Keep up the amazing work, we need more of you people’’
– Rebecca, August 2009.

In addition to managing this resource, the library also manages the loans of over 300 laptops and provides at any one time over 500 wireless connections to support use of both these laptops and of students’ personal laptops within the library. The Rover Team plays a major role in ensuring that everything runs smoothly, and also in aiding students to use these resources more effectively.

“Rovers are extremely helpful to me! My computer crashed and I couldn’t open my files so I went to the Rovers and they fixed my software issue and I got my files back”

Swinburne has arguably one of the best wireless networks of any Australian university, but connecting to any secure network can be tricky as there are a large number of variables that can cause problems. The Rovers have connected literally thousands of student laptops and have turned what could have been a potential cause of frustration into a positive experience. On the first day of semester one 2010, the Rover Team connected over 300 laptops, iPhones, and other portable devices.

The IT help itself, however, is only one of the many benefits derived from this service. The service improves student satisfaction, helps to make students feel more supported, and enhances the reputation of Swinburne as a great place to study. Another equally valuable benefit is that it has proven to be a great way to recruit people into the profession who may never otherwise have considered working in a library.

“Service is very good and the staff are very friendly too. It’s the best IT service I received so far”

As a peer support service which is provided in a more flexible and student-centred way, the Rovers make a significant contribution to the general sense that “Swinburne is a great place to study”. Having friendly, approachable help available makes a real contribution to the general sense of being safe and supported which is evident in the way that students use the library spaces at Swinburne.

“The Rover IT help desk are helpful and have successfully solved all the technological problems I have faced while at Swinburne”
– Michael, October 2009.

Prior to the Rover service, students could call the IT Service Desk telephone number for help, but for many students, particularly those for whom English is not a first language, the challenge of working through a complex technical problem via a phone was extremely daunting. The friendly, face-to-face, peer support provided by the Rovers has significantly enhanced the experience of thousands of students and made them feel more valued and included.

“Many students like myself don’t have many knowledge about computers so the Rovers help a lot in these cases”

“To the Rover desk: What a fantastic service – quick, expert and friendly. Keep up the great work – I’ll be back”
– Vita, June 2009.

Marketing the library as a place to work

The Rover team has proven to be a fantastic marketing tool for encouraging students to actually consider the possibility of working in a library. The rovers today are drawn largely from the ranks of Swinburne students, many of whom have gone on to other roles within the library.

“I am very comfortable with the Rovers. I suggest we have more people assisting the Rovers coz their job is way way too excellent”

In the two and a half years that the service has been running, five people whose first job in the library was as a rover, have gone on to more senior library positions. There have also been a few rovers who have since started their library qualifications.

The library consistently and regularly receives very positive feedback about the service. Since June 2008 the library has received 30 written feedback forms specifically about the Rovers, 28 of which were complimenting or thanking the Rover Team for help they had provided. One was asking how the student could himself become a Rover and the single complaint among the thirty forms was that there weren’t more Rovers around the campus. Two years after the service first started, we are still regularly receiving fantastic feedback like the comments below:

“Exceptionally awesome. All the Rovers”
– Chandra, November 2009.

“Excellent efficient & friendly staff fixed my laptop problem. The Rovers did an excellent job”

Ben Conyers
Manager, Logistics & Customer Service
Swinburne University
BCONEYERS@GROUPWISE.SWIN.EDU.AU

Student satisfaction

Being a University of Technology, technology support is vital in maintaining and strengthening the university’s reputation. Whether a student relates to families and friends their experiences either positively or negatively has a long reaching effect on future student enrolments. Rather than students becoming frustrated because they are struggling to connect their laptop to the wireless network, having difficulties using the printing system, or their laptop has just crashed and they have lost all of their work on their latest assignment, they instead walk away from the Rovers feeling very grateful for the support that Swinburne has provided them with.
Collaborative re-imagining

The digital networked environment has already forced the reconfiguration of many industries, from music to banking to electioneering, and will continue to drive major shifts until few industries resemble their twentieth century model. Our libraries are taking a system-wide view of the impact of this environment, looking to ‘unbundle’ our activities and to assess the most effective way of tackling these challenges.

The members of National & State Libraries Australasia (NSLA) are using collaboration to change more rapidly than they could on their own. In 2008, NSLA endorsed the Re-imagining Libraries Strategic Plan and began to shift resources from individual library activity to collaborative activity.

The projects in the Strategic Plan are underway and the picture of our re-imagined libraries is beginning to take shape. It will include both new services and new approaches to the body of work undertaken in our libraries.

So what will our services look like to those who use our libraries? For them, Re-imagining Libraries will mean:

- more of our collections available online and easily able to be found, used, adapted, and transformed;
- more of the community’s collections, comments, contributions, and expertise enriching our collections;
- more online tools freely available to take and use;
- more widgets linking to our services, from external web pages, social networking sites, and within other services;
- our research expertise and deep collection knowledge available when it is needed;
- easier access to quick reference answers through mobile devices and other platforms;
- easier and central discoverability of information and collections, backed up by faster digital delivery and home delivery;
- less registration and authentication; and
- similar services and a common experience across our libraries.

For NSLA Libraries, Re-imagining Libraries is leveraging the expertise in all our libraries, to achieve more than each library can do on its own; creating an increased trust and shared commitment between our libraries; shifting a larger proportion of our work to benefit the group of libraries and less solely for our own organisation; building a more agile, risk-taking, and innovative culture; and increasing the profile for our libraries in the networked environment.

Behind Re-imagining Libraries is the drive to separate aspects of our work that have always been addressed predominantly within a one-organisation context, moving key parts to a collaborative approach. NSLA has defined these parts within a framework of strategies: One Library; Transforming our Culture; and Accessible Content.

One Library aims for a welcoming, easy, open, and consistent experience for those using our libraries and our collections, with services available at the point of need and community contributions collected and valued.

Transforming our Culture is both a product of the process of Re-imagining Libraries and a support to staff as they reshape our libraries.

Accessible Content is a key driver for this program of work. All our content must be easily discoverable online as all information-seeking is now centred in the digital sphere. The infrastructure and services behind discovering and connecting to our content online are where many gains can be made in an integrated collaborative approach.

Re-imagining Libraries is a five-year program. By the end of 2009, after one year, the program has achieved release of information, training materials, and guidelines for best practice in digitisation; standardised implementation of wireless services; framework report on community created content; agreed lending principles; National Library of New Zealand’s beta version of the FIND service; National Library of Australia launched TROVE; Australian Historic Newspapers online service available through TROVE; Re-imagining Libraries Program Office established.

The proposed outcomes for 2010-2013 include:

- Release of best practice copyright communications
- Transition to a new business model for virtual reference
- Increased access to e-journals through TROVE and FIND
- Expanded national licensing of e-resources
- Home delivery pilot and increase delivery of digital surrogates
- Greater automation and seamlessness in delivery processes
- Collaborative approach to the collection of serials and other published materials
- Acquisition improvements in manuscripts
- Greater enhancement of TROVE and FIND through ongoing ingest of internal and external content

Re-imagining Libraries represents our unbundling of library work. We intend to open up new services and opportunities for people using our libraries and to act and present as ‘one library’.

Kate Irvine
National & State Libraries Australasia (NSLA)
nsla@slv.vic.gov.au

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Friends of the Library – exploring advocacy opportunities in Geelong

A Friends of the Libraries (FOL) group is one that is formed to support the libraries in their communities. FOLs operate on a volunteer basis and participate in activities such as –

- Fundraising
- Advocacy
- Volunteering
- Initiating and organising special events
- Partnerships with community groups
- Literacy promotion

The Geelong Regional Library Corporation (GRLC) operates 13 libraries and three mobile libraries in the municipal districts of the Borough of Queenscliffe, City of Greater Geelong, Golden Plains Shire, and Surf Coast Shire. There is not currently a FOL group in the region, however there has been in the past, and both staff and library members have suggested that there is still interest within the community. GRLC’s Executive Management Team is currently exploring the feasibility of establishing a FOL group by improving its understanding of global trends, FOL group structures, success factors, sustainability issues, and resource implications.

A preliminary meeting was held on Thursday 10 December 2009 at GRLC’s Newcomb Library where Dr. Alan Bundy and Daniel Ferguson of FOLA (Friends of Libraries Australia) were invited to tell us more about FOL groups, how they work, how they are structured, their benefits and risks, and how they can be aligned with strategic planning processes and advocacy strategies. They facilitated our exploration of the issues associated with establishing a group in this region and the identification of some of the key decisions that must be made to ensure that we learn from the experiences of others and maximise our chances of success.

Following an introduction by Patti Manolis, GRLC’s CEO, Alan Bundy explained what FOL groups are, the ‘big’ picture benefits, why they are important in the development of the public library network, and the potential benefits for libraries and communities. He also covered the relationships with the Australian Library and Information Association, local, and state governments.

Daniel Ferguson then presented some structural models and discussed how they work. He discussed local issues that work in support of a FOL group and the success factors related to the establishment of Friends groups. Daniel’s 10 commandments provided us with a structure to use to move forward with our explorations:

1. The Library Manager must want a Friends group.
2. Library staff must be willing to work with Friends.
3. All parties must realise that a time commitment is involved.
4. The library must agree which of its resources will be used.
5. A committed core group must exist.
6. The authority to which the Library Manager reports must be aware of the Friends group.
7. Communication must be open.
8. All parties must realise that the friends do not make library policy.
9. The library must decide, in discussion with the Friends, the roles it wishes the group to play.
10. All involved must understand that Council, library management, and Friends have separate functions.

We left the meeting realising that it will require a significant amount of effort to establish a FOL group here in Geelong, but that the potential benefits are enormous in terms of community consultation and engagement, communication, and service development. The main issues that we identified were:

1. Structure – whether we have one FOL group or many. We have 13 libraries (soon to be 16) and 3 mobile libraries covering coastal, rural, and city areas of the region. Having one group may be difficult but managing/coordinating many groups would also be difficult;
2. Legal status – to incorporate or not. Incorporation has advantages in that Friends can then apply for grant funding etc;
3. Documentation – the development of appropriate supporting documentation such as a FOL Charter, Guidelines for Friends, Communication and Promotion Plans, etc;
4. Relationships, reporting, and resourcing – the relationship between the Friends group/s and the Executive Management Team and how the reporting will take place, resourcing, and where the relationship building will fit, and with whom, internally.

Discussions with staff will continue and decisions will be made regarding the feasibility of the establishment of a FOL group in the Geelong region. We are extremely grateful to Alan and Daniel for giving of their time and expertise so generously.

Sue Henczel
Manager, Community Engagement and Development
Geelong Regional Library Corporation
sue.henczel@geelonglibraries.vic.gov.au
AARL (Australian Academic and Research Libraries)

AARL has been published quarterly by ALIA since 1971, aiming to provide a platform to promote and disseminate research in the library and information field. It is a highly respected journal within the profession and is indexed by Scopus and ISI/Thomson. All articles are double blind refereed and the editorial board comprises some of the leading figures within the industry.

While its emphasis is on research libraries and tertiary education libraries of all types, the policy of AARL has been to provide a range of articles that may be of interest to those working in such institutions, not just material dealing with specific issues faced by those libraries. The focus is on applied research but again, literature reviews and case studies are regularly included. Taking September 2009 as a typical issue, it comprised two research pieces (on the nature and extent of bad behaviour by clients in university libraries and perceptions of information literacy in first year science undergraduates); an evaluation piece on the Learning 2.0 program; a literature review on best practice online reference; and a case study on the use of amateur film as a tool for researchers. Each edition also contains around half a dozen book reviews of titles expected to be of interest to AARL readership.

AARL encourage contributions from both practitioners – those working in the field – and academics teaching in the area. Indeed, some of the best articles arise from collaborative efforts of academics and practitioners working together to undertake relevant, high-quality research, then publicising the results. Those new to the profession are encouraged to think about developing ideas and discussing them with the editor. AARL is very supportive of early researchers or those new to publishing generally.

We recognise it can be a daunting process to put yourself out there, go through the refereeing process, and have to deal with negative comments or a number of iterations before finalising a paper. But it happens to everyone! And no one should be put off by this. The end result is always a better paper of which the author(s) can be proud – your first publication is a very fulfilling moment and looks great on the CV.

AARL aims to help build and develop the profession – which can only be done by research informing practice which in turn identifies areas for research – and so it goes on. The two are inextricably linked and AARL aims to emphasise that and encourage contributions that support this approach. We are as good as the contributors make us – so do please think about tackling some of those issues that regularly challenge you and contact us about writing up and publishing the results!

Bob Pymm
AARL Editor
aarl@alia.org.au
Show me the money – financial responsibilities and a strong profession

At LIANZA 2009, Claudia Lux, then President of IFLA, mentioned in her keynote address that describing what a librarian does is one of the hardest things she’s had to do. If you extend that difficulty from the individual to the association it demonstrates the challenges we have in ensuring a strong profession and a strong professional association. We are a sectorally and geographically diverse and dispersed profession.

Watkins provides a sociological observation as to why professional associations exist.

The taxonomic approach categorises the professions as a special group of occupations possessing unique attributes that distinguish them from other non-professional occupations (Goode, 1960; Johnson, 1972; Crompton, 1987). Characteristics seen as distinctive include possession of specialised skills, the necessity of intellectual and practical training, and the perceived collective responsibility for maintaining the integrity of the profession as a whole through a professional body or association. Professional associations have common characteristics in that their members have higher-level educational qualifications, pay annual subscriptions, have passed a professional examination, etc. They have common interests in areas such as educational standards, codes of conduct, governance, and day-to-day management. In representing ‘professionals’ they see themselves as distinct from other non-professional occupational groups.

Maintaining and building a strong profession and maintaining and building a strong professional association go hand in glove. Advocacy, course/program and qualification accreditation, offering professional development, supporting members with professionally related information needs are all important roles for ALIA.

One important role that is often overlooked by members is the ongoing financial sustainability of the Association. Without a financially sustainable ALIA the key roles I’ve highlighted would be jeopardised, eliminated, or undertaken by other groups.

To continue to grow and build the profession and ALIA, we need funds. To obtain these funds we need members. To attract and retain members we need services. And so it spirals. We need to ensure that we – the profession and association – are travelling up the spiral rather than down.

As an enterprise ALIA is a small-to-medium sized business with net assets of approximately $5M and an annual turnover between $2M and $3M. ALIA is a registered company and we are obliged to meet the legislative and regulatory requirements of the Australian Securities and Investments Commission (ASIC).

To oversee these obligations and provide advice to the ALIA Board on financial matters ALIA has the Finance, Audit and Risk Management (FARM) Standing Committee. The membership of FARM is normally the Vice-President (Chair), President, one other Board member, the Executive Director, chief Financial Officer, and most importantly an independent and external expert. We are fortunate to have John Fletcher as our independent expert. John is a retired partner of an accounting firm, and has past and current experience on a number of boards. John provides invaluable advice and observations from the perspective of a finance professional.

While ALIA is in sound financial shape we nevertheless need to be careful and diligent in how we manage and apply our revenue streams, expenses, cash flow, investments, and assets. The underlying premise in all our deliberations and decisions is ensuring members benefit.

One salient piece of news that library world received during the week was that the Canadian Library Association (CLA) announcement that it was restructuring its activities as its current operating model was no longer sustainable. They are realigning its structure, services and priorities with members’ needs and national interest. To ensure ALIA doesn’t follow suit we need to ensure ongoing financial sustainability.

It is an exciting time to be involved with ALIA. The Board eagerly awaits the release of the report of ‘Re-conceptualising and re-positioning Australian library and information science education for the twenty-first century’ (see Sue’s Directline, pg 5), a research project lead by Associate Professor Helen Partridge from QUT who is also a current Board member. The outcomes of the report could mean a reframing of LIS professionals in the future.

Almost by definition it means that we have an opportunity to reframe what our Association is, what it does, and the form it takes. Underpinning all this will be the need for strong financial sustainability.

Playing a role in building a strong LIS profession and ALIA as the peak LIS professional association is exciting, rewarding, and challenging. Being a Board member and being on FARM might just be the challenge you’re looking for. A strong profession, a strong professional association, a strong and financially sustainable ALIA!


Graham Black
ALIA Vice-President
graham.black@alia.org.au
Looking to a healthy professional future

ALIA Health Libraries Australia (HLA) has embarked on a major research project to determine the future skills requirements for the health librarian workforce in Australia. The research team includes a representative group of leading library practitioners from various sectors of the health industry: Ann Ritchie (Director, Northern Territory Department of Health & Families Library), Cheryl Hamill (Manager Library and Web Services, Fremantle Hospital), Suzanne Lewis (Training and Learning Librarian, Gosford Hospital Library), Patrick O’Connor (Health Service Librarian Toowoomba & Darling Downs Health Service District), Melanie Kammermann (HLA), and Carol Newton-Smith (ALIA Local Liaison Officer for WA). With Gillian Hallam as lead researcher, the project represents Stage 3 of the neXus study which focuses on developing a profile of Australian LIS professionals and issues impacting on the LIS workforce.

National trends and influences in the Australian health sector provided the impetus for the study, including wide-ranging health workforce planning and development, eHealth strategies, and the Federal Government’s health and hospitals reform plan. As Australia, compared with some other countries, currently has no specialist health librarianship qualification or requirement for librarians to demonstrate ongoing continuing professional development, a key objective of the study is to develop a structured, competency based, modular education framework for specialist post-graduate qualifications together with a structure for ongoing continuing professional development.

Informed by an environmental scan of international and Australian trends in the health sector generally and in health librarianship in particular, two survey instruments have been developed. In February-March 2010, a web-based questionnaire was distributed to two target groups (health librarians and health library managers). The US Medical Library Association’s competency framework was adapted for the research, with the main thrust of the questionnaire being to find out what roles are currently being performed and the individuals’ and managers’ perceptions of likely changes to these roles. Interviews will also be conducted with survey participants and various employers to explore their perceptions of future roles for librarians in the health sector.

More than 200 health library and information professionals have responded to the individual survey, while the survey of managers has recently closed. The findings from the study, with a focus on the skills, competencies, and scope of practice needed to meet health sector demands, will be discussed at the ALIA Access 2010 Conference. The stream ‘Access Health Librarianship - Mapping, Scoping and Developing the Health Librarian of the Next Decade’ will examine educational pathways to practice, new and emerging roles, and the professional development pathways that need to be established. There will also be a session to present a national round-up of the issues affecting health librarianship in the states and territories.

If you are involved in the health library sector – especially if you have already contributed to the research – make sure you look to your own healthy professional future at ALIA Access 2010.

Gill Hallam
Adjunct Professor | Information Systems Discipline
G.hallam@qut.edu.au

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Abax Systems

Our philosophy
- We listen
- We work with you
- We work for you
- We deliver
PD or not PD – there really is no question!

Changes in the way people find, search, and locate information have altered the scope and content of skills that librarians need to do their work competently. Librarians, once primarily concerned with collecting, organising, and distributing information, now work in a technological, cultural, and educational environment where the boundaries are constantly moving and being tested.

Technological advances and the way librarians deliver services and information to clients shape what are considered the new competency standards. In basing any improvement on identifying and meeting customer needs, new skills emphasising teamwork, problem solving, IT knowledge, web 2.0 understanding, and more fall under the umbrella of accountability and audit in the central role of professional development and training.

Staff development builds on organisational development and personal and professional growth. It is based on anticipating and responding to challenge and change both at an organisation and individual level and provides a platform for staff to extend their potential benefitting both themselves and their employers. Such learning experiences shape and determine improvements in a person’s professional capacity and significantly contribute to a positive organisational strategic direction. Importantly, developing the skills and abilities of library staff is critical to responding and anticipating to changing client demands. Any library staff development program should ensure that staff have the appropriate skills to meet organisational and service objectives. Any growth towards a flexible, knowledgeable, and skilled staff facilitates easier transitions for the organisation to anticipate, adapt, and respond effectively to changing economic, information, and technological changes.

In 2008, a survey of Victorian TAFE libraries (VATL) showed the traditional schema of staff development lay across areas such as supervision, leadership, information technology, service desk induction, and OH&S.

PD topics repeated on a regular basis included:
- Occupational health and safety
- Induction
- Copyright
- MS Office
- Computer skills
- Web 2.0 or 23 things
- Presentation skills
- Cultural awareness training

However, new topics and PD sessions introduced and valued highly by library staff as the new essentials included:
- Web 2.0 knowledge
- Copyright
- Google skills
- Elluminate (licensed collaborative teaching software that facilitates audio, video, web, and social networking
- Research skills
- Database knowledge
- Interview skills
- Service desk standards

Vast changes in technology have generated a greater need for staff training and professional development in order to continually improve the quality of library services. The importance of education and training for staff to synthesise this knowledge and skills and to apply it at the coal face remains self-evident for both continual personal and organisational improvement.

Paul Kloppenberg
Manager, Learning Resource Centre, William Angliss Institute
paulk@angliss.edu.au

Your people are the best recruiting tool

Swinburne University Library is fortunate with recruiting. I am going to tell you the secret... to attract good people to your library, you need good people to already be working there. Those good people need to go out and talk about the work they do; at conferences, submit articles to journals, network through social media like Twitter, and get involved with ALIA and other library-related organisations.

The more our staff get out there and engage with the rest of the profession, the better it is for the library in attracting staff when vacancies arise. Our University Librarian, Derek Whitehead, actively encourages our staff to be externally engaged. A delegate at VALA2010 came up to me during the conference and said that her impression of Swinburne University Library from talking to Swinburne staff is that the morale is really high. She is right. Many people here truly love their jobs and it shows.

You may also notice that Swinburne has quite a presence at library conferences, both giving papers and as delegates. We work hard on developing our staff. Helen Reid, who coordinates our library staff development program, works in collaboration with the other library managers and team leaders to build a program that helps our staff to keep their skills up-to-date and relevant. Everyone’s performance objectives for the year are directly related to our strategic plan. Training is targeted. In December each year the whole library gathers for the ‘Big Day In’, a whole day staff development program with external speakers; last year’s included Josh Earl, former librarian and now full-time comedian. This will be our fourth year.

For future employers – our library staff make good employees

On staff we have three recently recruited Aurora Leadership Institute graduates. It is not a deliberate recruitment strategy, however, Swinburne is benefiting.

Associate your library with clever people

At the 2008 New Librarians’ Symposium, Swinburne University Library sponsored one of the keynote speakers, Mark Pesce. It was a shrewd move. Mark’s talk was inspirational and well received. Most importantly it positioned the library as forward thinking and innovative. We want to be perceived as a library that embraces new technology and new ways of working.

Collaborate and Connect

Finally collaborating with other organisations on projects is another way to serendipitously attract staff. Recently our Usability Consultant, Dana McKay, began a project with University of Melbourne. By allowing staff to work with and for other organisations, we enhance our reputation with others in the field.

To recop, your staff are the best ambassadors for your organisation. If they are happy in their work, the profession will know about it. It is a small world and librarians are experts at gathering intelligence on good employers. We happen to think that Swinburne has a lot to offer, as our staff will tell you.

Kim Tairi
Information Services Manager, Swinburne University Library
KTairi@groupwise.swin.edu.au
Competency Frameworks – what library workers do now

Brimbank City Council made some changes to their library service to enhance the social and economic outcomes of individuals and the community by providing services and programs that support learning, lifestyle, and leisure. The transformation included rezoning and upgrading spaces in the library buildings, using technology to release staff from low value tasks, and the reallocation of staff time to value added tasks such as designing and developing programs.

One of the keys to repositioning the library service was to ensure staff roles and responsibilities were clearly defined and documented. Naturally position descriptions were rewritten and a Competency Framework was developed in consultation with staff. This review required an assessment of the classifications of the position description to determine appropriate band levels and resulted in a band levels increase.

The Competency Framework provides a higher level of detail than the position descriptions on the skills, behaviours, and attributes required for proficient performance in each of the roles. The Competency Framework links to Council’s organisational ‘Values & Behaviours’, and it supports the recruitment and selection processes, the staff training plan, and the performance review process. The Competency Framework can be used by staff to determine the skills and competency required to move between roles and therefore provide clarity for career paths.

The Competency Frameworks has four sections: self management, results, team work, and leadership. Each of these section has sub categories as outlined:

- I manage mySELF: Understanding others, Resilience, Adaptability
- We work together for RESULTS: Procedures, Systems and Standards, Learning and Professional Growth, Customer Service, Innovation Problem Solving and Planning
- We work with OTHERS: Teamwork, Communicate, Adaptability,
- We LEAD: Leadership, Program Design and Implementation, Managing Performance, Coaching

The framework sets out the behavioural competencies required at various levels. For example, in Learning and Professional Growth, a level one example is ‘I ask questions and learn from mistakes’, while a level 4 example is ‘I am recognised as an expert in discipline’.

Each level has a description of the behavioural competencies required to perform successfully at that level and at the request of staff each also has examples of ineffectual behaviour.

The framework is prefaced by a matrix that lists the positions and the behavioural competencies, and maps the level of each of the competencies required of each position.

The Draft Competency Framework was launched 12 months ago and the document finalised in August 2009. All supervisors were trained to ensure they had the confidence and skills to use the framework with their teams. All staff participated in discussions lead by their supervisors to ensure that people understood the competencies and how they applied to the work environment.

The process of re-establishing staff roles in line with the repositioning of the library service has been very successful and I believe that the Competency Framework and supporting documentation have played a significant role in this success.

Chris Kelly
Manager Libraries & Learning, Brimbank City Council
ChrisK@brimbank.vic.gov.au
What does “display” mean?

When it was launched a couple of months ago, the Woolworths grocery price check site had a quaint instruction on it: “The site’s URL may not be displayed on any website without Woolworths’ written permission.” So of course I couldn’t tell you where it is (but it’s not too hard to find with a search). And when I got there, it wouldn’t let me enter my postcode or suburb name. This has now been fixed (apparently), but it wasn’t a good start. The strange thing about this though was the wording of the admonition. Who asks permission these days before putting a link on a site? And then there’s the word “display”. Is it OK to have a hyperlink as long as the text shows “Woolies’ prices” instead of …

The complicated world of e-books

Amazon took a few missteps at the end of January in dropping all McMillan e-books from its catalogue – without warning or explanation. When they did try to explain what was happening, they didn’t do that too well either. The whole story (or at least the greater part of the story) is set out in a blog post by author John Scalzi (http://tinyurl.com/yapwvwe). Now, alert readers will know that I’m not a particular fan of e-books, but I take no delight in this debacle. It shows that for all the excitement of new technology and new operating models, there are old-fashioned human beings and egos behind the decisions. The best example of this is that the people at Amazon prefer to think of themselves as “partners” rather than customers of publishers. It’s just another example of the user not being considered in the whole equation.

Is recitation the sincerest form of flattery?

It started with a post in James Dellow’s Blog (http://chieftech.com.au/digital-curation-data-with-a-touch-of-trust) about data curators (and these are probably not what you’d imagine them to be). He then introduced me to the concept of “churnalism”, which is something that many of us (especially bloggers) have been doing without realising that someone has coined a name for it. But it made me think about blogging and retweeting and all that. Are we adding value (a term that itself can be said to add little value) or just parroting some cute thing that we saw elsewhere? I’m not sure, but I like the word. Churnalism. Churnalism. Churnalism.

UK Web Archive

The British Library has formally launched its Web Archive at http://www.webarchive.org.uk/ukwa/ (it seems they’ve been harvesting sites since 2004) and has announced plans to greatly increase the number of websites it collects – assuming that favourable legal deposit legislation can be passed by Parliament.

A few thoughts on Enterprise 2.0

Some people are no doubt becoming heartily sick of all the 2.0 things that are being thrown at us, but to ignore the phenomena would be unwise. I see the current groundswell to be as significant in its way as the introduction of the internet itself. The challenge is though to avoid the hype and look for sensible commentary. One blogger worth reading is Andrew McAfee from the MIT Sloan School of Management (http://andrewmcafee.org/blog/); he offers some general thoughts and gives useful examples of organisations implementing the concepts. But, it won’t happen overnight. As he says: “Companies will be transformed. It will be a quiet, subtle transformation, though.”

And while we’re on the topic, I do wonder just how much the ‘2.0’ thing really means to the community, outside the tight little group of social media enthusiasts. That was my reaction when I saw an observation by one of the in-group that the participants at a Social Media Summit seemed unfamiliar with the concept of “Enterprise 2.0.” It’s a little puzzling, as you’d think that people attending a function like that would have reflected on what it was all about – but then I suspect we’ve all been to a few presentations where we only had a vague idea of what they might be about before we got there.

Let’s be real careful out there

Another of the many bees in my bonnet is that while I see some real benefits in using Social Media, I don’t want to go overboard about it. I’m writing this because of a Twitter enthusiast who derided a politician who couldn’t see the point in using Twitter. This evangelist expressed surprise that the MP could not appreciate the value of communicating with millions of Australians. Now let’s see if we can spot all the errors in that observation. First, there aren’t millions of Australians interested in hearing from their MPs via Twitter. Second, the MP probably already has some very good ways of getting his message out to his constituents. And then there’s the quality of the tweets going out now from politicians - thankfully most can haz no lolcat speak. It’s time for cool heads, people.

News for sale

I’d like to say that the report from the Pew Research Center at http://www.stateofthemedia.org/2010/online_economic_attitudes.php clarifies the issue of the news corporations making money from the Internet - it doesn’t. But it should make sobering reading for Rupert Murdoch (who announced at the end of March that the Times and the Sunday Times would soon be behind paywalls). The report sets out the overall situation and explains the various cost-recovery models being proposed, but it concludes that no particular method looks to be a winner – although the Wall Street Journal isn’t doing too badly so far. And their survey about the efficacy of online ads isn’t too encouraging either. Most people ignore them.
What I love about working in libraries... and what I hate

I’m really passionate about libraries. I know that might sound like an obvious statement, but I say it to explain why I occasionally get worked up about things. Wise people say that you can only love and hate things that you care about, and I sure do care about libraries.

So I bring you the things that I love and the things that I hate about working in libraries. You’ll be pleased to note that there’s more to love than hate.

The things I love

Books
The fact is I love books. I know we’d all be millionaires if we had a dollar for every time someone said they’d love to be a librarian because they love books, but it’s also true that lots of us do love books. I love the variety in books—there’s a book on anything and everything. I love the obscurity of some books, and that fact that they are sometimes so interesting because of it. I love the way that reading a book opens a whole new world, and that reading a book can also create visual images, smells, sounds, and tastes in your mind. I love the smell of old books and the feel of an old leather binding.

Freedom of access to information
I adore the fact that there are strong principles behind our profession, principles that matter and that people fight for. I don’t have the stomach to be a doctor, nor the patience to be a teacher, but I can still be part of a profession that stands for something and makes a difference. I love that one of our core values is freedom of access to information, and that we believe that information should be accessible even if you can’t afford to pay for it. I’m proud to be a part of a profession that claims this is important.

Library tourism
Have you ever gone on a trip away, and visited other libraries? It’s gotten so that every time I go overseas I try to arrange a visit to a library or two, and I love the fact that other libraries are so welcoming. I find it interesting to see how other libraries are run, and to watch the locals in the reading rooms. I’ve never been told that I can’t visit a library, and I’ve always been welcomed and treated like an honoured guest. Library tourism rocks. I dream of one day building a world trip all around beautiful libraries.

Professionally engaged library folk
There are some engaged, creative, intelligent individuals in our profession who make it better for the rest of us. They’re the ones that organise group events and activities, for no reward other than the fact that they get to share in the experience with other people. They’re the ones that are generous with their time, ideas, and contacts. They’re the ones that take existing technology and play with it, making something new, and then share it. Sometimes we get too involved in enjoying the fruits of their labour to remember to appreciate the work that they’ve done, so I’d like to do so here. Thank you for making my professional life better!

The things I hate

“Lights off” librarians
You know who you are. You’re the ones who believe that libraries are places where only serious people should be allowed to do their serious work, and that you are the gatekeeper of all information and you might, might give some of that information to someone, if they show you proper deference. You believe that the rules should be followed because they are the rules, that individuals cannot be trusted to use information sources, and that your way is the right way. You believe that information belongs to you, and you find the democratisation of the web very, very scary. With all due respect to your good work in the past, it’s time you dealt with the fact that you’re not in charge of it just because you’re the only one that knows how to use the card catalogue.

The image of librarians
I can’t decide what I hate more—the way librarians are stereotyped by the general public, or our constant obsession with it. Yes, we are seen as boring and dowdy, yes, we’re not respected for the vast knowledge and skills we all hold, yes we’re seen as dinosaurs. But we’re also seen as trustworthy, intelligent, and sometimes more than a little bit sexy. I’d rather be stereotyped as a librarian than as a used car salesperson, a lawyer, or a dentist. And I’d like to quit navel gazing and just get on with doing my job brilliantly, and thus changing people’s perceptions through action.

Library marketing
With some exceptions, libraries aren’t the best marketers. The problem is that we see marketing as advertising, and we fail to recognise that marketing starts with knowing your customer, and designing your offering around their needs and wants. We tell people what services they can get from us—we don’t tell them what we’re going to do to make their lives easier or better. We tell them where to find the 610 books, but not where to find the medical books. We spend hours designing and delivering tutorials on how to use a library catalogue, instead of designing catalogues that don’t need instructions. We forget that we are a service profession, and as such the customers, clients, patrons, whatever, need to be the start of our work, not the end.

Alyson Dalby
alyson.dalby@alia.org.au

Alyson Dalby is the NSW Local Liaison Officer for ALIA, and is currently studying for an MBA so that next time the CEO tries to close down the library she can argue in their language.
New Members

Member to Associate Member
Melissa Angelo NSW
Roy Croby NSW
Dianne Ling WA
John Hughes WA
Penelope Morse NSW

New Member
Josie Antony Nadakal SA
Alana Kingdon Mason VIC
Malavizhi V Ramachandran NSW
Lina Zhu-Yildirim SA
Placida Limpin VIC
Paul Threlfall VIC
Philip Williamson NSW
Alexandra Andrew VIC
Anne Cassar VIC
Chelsea Wright VIC
Patricia Hellers SA
Rosemary Murlis-Hellings VIC
Esmee Boutros VIC
Zani Stockles VIC
Andrea McKinnon-Matthews SA
Elizabeth Whiting VIC
Jue Suchi VIC
Phyllis Patoff WA
Erin Miller SA
Tania Pearse SA
Sharon Bunce QLD
Alexandra O’Brien QLD
Sian Woodcock VIC
Sarah Garlick NSW
Vanessa Bright WA
Tanya Lovett NSW
Grant White NSW
Delia Montgomery NSW
Donna Mulazzani VIC
Jacqueline Bodei QLD
Fiona Campbell NSW

Judith Calder NSW
Annette Dukes NSW
Lynette Evans QLD
Pixe Stardust SA
Adele Storen ACT
Jenny Norris NSW
Lauren Richardson NSW
Thy Nguyen VIC
Janette Louise Pomeroy NSW
Donna McDowell QLD
Brian Donaldson SA
Leslaine Woodward QLD
Lynette Politis NSW
David Bell VIC
Kathleen Farrelly WA
Jennifer Creese QLD
Jacqueline Brown VIC
Louise Tallon NSW
Lisa Tyson QLD
Amarejett Pannu VIC
Elham Sayyad Abdi QLD
Samuel Gibbard NSW
Katie McAdam QLD
Jialiang Li NSW
Samantha Shilling VIC
Rachel Ambaghshear SA
Amelia Roper VIC
Aliese Millington SA
Clare Erickson-Petrie VIC
Lanping Miao NSW
Kyle Fraser QLD
Lisa McIntosh QLD
Katherine Browne VIC
Katherine Kelly VIC
Rosemarie Garces NSW
Joanne Morris NSW

Neil Hardie NSW
Larry Trick QLD
Pixe Stardust SA
Adele Storen ACT
Jenny Norris NSW
Lauren Richardson NSW
Thy Nguyen VIC
Janette Louise Pomeroy NSW
Donna McDowell QLD
Brian Donaldson SA
Leslaine Woodward QLD
Lynette Politis NSW
David Bell VIC
Kathleen Farrelly WA
Jennifer Creese QLD
Jacqueline Brown VIC
Louise Tallon NSW
Lisa Tyson QLD
Amarejett Pannu VIC
Elham Sayyad Abdi QLD
Samuel Gibbard NSW
Katie McAdam QLD
Jialiang Li NSW
Samantha Shilling VIC
Rachel Ambaghshear SA
Amelia Roper VIC
Aliese Millington SA
Clare Erickson-Petrie VIC
Lanping Miao NSW
Kyle Fraser QLD
Lisa McIntosh QLD
Katherine Browne VIC
Katherine Kelly VIC
Rosemarie Garces NSW
Joanne Morris NSW

Louise Lan-hing Burrett NSW
Kathleen Sparkman Qld
Kimberley Asprey VIC
Ariel Aracos VIC
Susan Thring WA
Josephine Nance QLD
Russell Woodford VIC
Teale Valucava VIC
Christopher Warren NSW
Melissa Sherlock NSW
Connie Ross NSW
Kerry Watson NSW
Caroline Booth WA
Alison Carlton VIC
Amanda Chalkley VIC
Amanda Norton VIC

New Associate Member
Georgia Speck NSW
Matthew Henderson NSW
Anna Apelstedt VIC
Inga Bozier NSW
Mark Rowe VIC
Catherine Glasson WA
Christine Ruddy VIC
Pauline Jenkins NSW
Lois Delleaveda VIC
Katherine Anne Stanley TAS
Kathryn Bailey NT

New Institutional Member
Library Association of Samoa (LAS Inc.) WST
City of Perth WA
Corporate Library WA

New Technician
Stacey van Groll QLD
Joanne Thierry VIC
Tammie Mei Oi Tam Ng NSW
Warren Miller VIC

Events

www.alia.org.au/events

ACT
Check the events listing online at http://www.alia.org.au/events/ac.htm for events.

NSW
5 Jun 9:30-3:00 NSWLIBTECH - Leadership for Library Technicians. Brush Farm Corrective Services Academy. Training Centre, Eastwood. RSVP by 2 Jun 2010. $20 ALIA members, $30 non-members. Contact Kevin Dudeney, ph 02 9804 5448, kevin.dudeney@dcs.new.gov.au

NT
31 May 2:00-5:00pm Every Member an Advocate Workshop - Advocacy in Government Circles CDU Casuarina Campus Library Conference Room 8.2.04. Free for ALIA members, $50.00 non-members. Contact Andrea McCarry, ph 08 8336 4196, lisa.ellard@cds.ct.nsw.edu.au

QLD
24 May LIW Brisbane Trivia Night Incorporates Qld Library Achiever of the Year award presentation. Contact Claudia Davies, ph 0407 964 967, claudia.davies@alia.org.au

TAS
23 Aug 2pm-5pm Every Member an Advocate Workshop - Advocacy in Government Circles Rosny LINC, Rosny. TAS. For free ALIA members, $50.00 non-members. Contact Robyn Ellard, ph 1800 020 071, enquiry@alia.org.au

WA
25 May From 7.00am WA Library Technicians’ Day Breakfast KI’s – 189 Guildford Road, Maylands. RSVP by 20 May. Contact Sarah Cesare, ph 08 6488 7582, scesare@uwu.edu.au

National Events & Campaigns


Conferences
1–3 Sep 2010 ALIA Access 2010 Conference
Brisbane Convention and Exhibition Centre Kamara Buchanan, ph 02 6215 8222, kamara.buchanan@alia.org.au, npspam

PD opportunities
17 May 600-6:45 Public Speaking with Confidence (Part 1). Teleconference course. Dr Irena Yashin Shaw course specifically designed for librarians and library technicians to build public speaking skills. $165.00 ALIA members, $220.00 non-members Contact Judy Brooker, 02 6215 8216, judy.brooker@alia.org.au

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