

Communal reference blogging within the academic library

Margaret Smith, New York University's Bobst Library

Currently, library blogs are used primarily to advertise library events and services to patrons. In this poster, I will present a novel use of blogs within the library itself. In June 2007, Bobst Library (New York University) created a communal reference blog called BobstRef. BobstRef is a virtual commons where library staff centralize their individual knowledge of the university and the library, as well as their research tips. In a blog entry, a librarian posts a question, from "What dental benefits are available to librarians?" to "How do I find Nielsen ratings?" or posts a fact or tip that they have discovered. Other library staff then contribute their comments and answers in the blog, initiating a conversation that compiles personal experience and subject area specialty. The resulting discussion makes their individual knowledge collective, and ongoing contributions ensure that it stays current. BobstRef offers great potential for librarians to improve reference, keep up-to-date on policies and procedures, navigate bureaucracy, and make tacit knowledge visible. Additionally, it shows promise as a searchable information archive when staff members leave the organization. While the communal reference blog was previously theorized in Pomerantz & Stutzman (2006), to my knowledge BobstRef is the first in place within a library setting.

Don't Be Selfish, Give a Little

Bobby Goff, Mississippi State University Libraries

Mississippi State University Libraries has embarked on the project of turning a homegrown time clock application into open source. Institutions have often implemented at least one open source program, but not all have shared programs (including Mississippi State University Libraries). Numerous institutions have spent countless hours developing applications to fit their needs, why not share those applications? This presentation will focus on why we should share and the process and hurdles of open sourcing.

Get Infected: How Viral Marketing Can Help Your Library

Julie D. Shedd, Mississippi State University Libraries

Marketing is vital for many types of libraries, but can cost a lot and be less than effective. For a cheaper, more fun, more effective alternative, libraries should consider viral marketing, which works by referral and word - of - mouth. A single catchy, quirky, five - minute video advertisement posted on YouTube can reach thousands of people very quickly. In this presentation, viral marketing and how it can help libraries will be explained. Personal experience with viral marketing through Facebook and YouTube will be discussed.

LibGuides: More than Just another Pretty Interface

Dave Green and Carlos Melian, Northeastern Illinois University

LibGuides is a simple yet powerful tool which our library is using to reach out to students, faculty and university departments. It is quickly becoming our most important tool for offering library services, collaborating with instructors to help students with research, and promoting events. Its ease of use and versatility make it the most cost effective web tool we have ever invested in. Further, SpringShare has announced the coming release of their "super-duper LibGuides" (just a working title). Drop by and find out what LibGuides is all about!

Little Big Brother: Find out who is coming to your site ...and what they are doing
Clay Hill, Mississippi State University Libraries

Mississippi State University Libraries uses heat maps, log file analysis, Google analytics and other tools to easily get usage and user statistics. This information can influence development priorities. I can show you how to see who is coming to you pages and what they are looking at, and how they got there, how long they stayed, and so much more. The presentation will focus on getting your tools organized for the task and how to get the knowledge you need from the tools.

Mentoring Interactively (Mling): new tools for librarian recruitment and retention or how we can build bridges between boomers and next-gen librarians

Lisa Gieskes, ECPI College of Technology

Emerging technologies such as social networking software enable new and unique opportunities for the recruitment and retention of librarians. A review of the literature reveals that generational differences may be an obstacle to recruitment and retention. Social networking software can bridge the generational divide that exists between current library and information science graduates and library professionals. Boomer librarians, Bridge generation librarians and Next-Gen librarians all have things in common that may not be readily apparent when meeting face to face, however, in a virtual setting, a more egalitarian environment can be achieved.

Planting 2.0 Seeds in the Academic Library Community Garden

Karen Reiman-Sendi, University of Michigan

Shevon Desai, University of Michigan

Sue Wortman, University of Michigan

Donna Hayward, University of Michigan

Librarians are now routinely using so-called Library 2.0 technologies in their work, not only for the purpose of enhancing internal operations but also for improving public service applications for patrons. The University Library at the University of Michigan engaged library staff in structured exercises during the summer of 2007 to inform, train, and stimulate exploration of these technologies in their everyday work through a program entitled, "MLibrary2.0 Series." At the same time, a smaller group at the Harlan Hatcher Graduate Library set out to survey the library landscape for fertile ground in which 2.0 applications could thrive. Whether because we were immersed in the spirit of 2.0 experimentation or because of the wide-open charge we were given, we found our group working in organic ways atypical of the standard process commonly found in library committees. For example, in order to meet our objectives, we found ourselves connecting with library staff with whom we otherwise would have limited contact. Our activities forced us to grapple with administrative, technological and motivational issues. Inspired by activities within our professional networks and experimentation already going on within our library system, we decided on a few proof-of-concept projects.

A Study of User Information Searching Behaviors in the University of Alabama Community

Suhua Fan, University of Alabama Libraries

There are a number of new information tools on the internet including library 2.0 social software applications that can help improve our library services. The University of Alabama Libraries is considering which new tools to provide for our library users. This project aims at understanding the users' information searching behaviors in the University of Alabama community. The results of the project will provide evidence to

support utilizing human and financial resources to implement the kinds of searching tools and social software in the University Libraries services system in the future.

Using del.icio.us Bookmarks and Tags to Create a Virtual Reference Desk

Mark Sanders, East Carolina University

Social bookmarking is one of the hottest Web 2.0 trends to emerge in recent years. One of the largest sites is <http://del.icio.us>, where users can bookmark and tag websites with keyword descriptors to organize and foster discovery. At East Carolina University's Joyner Library, the reference department recently migrated the Virtual Reference Desk, a static webpage of links to ready reference websites, to de.icio.us. The result is a more intuitive, dynamic site that invites user participation and encourages interactivity.