**Online Reference and the Open Web: Boosting Strategies and Sources Learner Guide**

<https://www.webjunction.org/events/webjunction/online-reference-open-web.html>

**Event Description:** With a pandemic impacting community information needs in a multitude of ways, and with library services shifting increasingly to online formats, it's time to boost your online reference and curation skills with expert strategies and sources. In this webinar, [infoDOCKET](https://www.infodocket.com/)'s Gary Price will highlight free, quality, open web sources to help you and your patrons answer important questions. Now, more than ever before, marketing your library's reference services can help demonstrate the value of reference skills to key community stakeholders, including the chamber of commerce, city council, local press, and other service providers. Using freely available web sources, including web archiving and productivity tools, boost your skills in open web collection development and curation, to meet your community's changing information needs.

**Presented by:** **Gary D. Price**, MLIS, Co-Founder and Editor, Library Journal's [infoDOCKET](https://www.infodocket.com/), Information Industry Analyst, Librarian

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| **What are your goals for viewing this webinar?** | |
| **Personal Goals** |  |
| **Team Goals** |  |

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| **Embedded Librarianship** |
| One way to be more intentional in meeting community reference needs is to reach out into the community to find out more about those needs. The WebJunction course, [Leaving Fort Ref - Reaching Out with Reference](https://learn.webjunction.org/course/search.php?search=leaving+fort+ref), provides tips on doing an environmental scan to identify ways for your library’s reference services to be more visible and valuable to the community. Which organizations, entities, or individuals in your community could benefit from your library's reference services? Select one or two from the following list for focus.   * City Council/Local Government * Chamber of Commerce * Schools * Adult Day Cares or Senior Centers * Healthcare Providers * Rotary or other clubs * Authors, Writers, Journalists * Businesses (list specific businesses that come to mind, e.g. Restaurants) * Library Board/Trustees * Other |
| **Prioritizing Community Information Needs** |
| Consider the potential short term and long term information needs of the organization or entity you selected from the above list. Do some research on their potential needs and make a list of the needs, and begin to frame questions for a short reference interview with a representative, to verify, and to understand in more detail, their information needs.       4. |
| **Create a Watch List** |
| Using some of the tools Gary shared in the webinar, explore the topics related to your community member’s information needs. Remember to include the curation or productivity tools that could help them better manage their own information needs.       4. |
| **Disseminate and Communicate** |
| Considering staff skills and resources for targeted or embedded reference services, consider the frequency and scope of your dissemination and communication. Remember that it could be as simple as a periodic email, or as robust as a regularly scheduled newsletter.  Consider ways to articulate the added value these reference services bring to the community. How can you differentiate your services from “Googling it” for the organization or entity you’re working with to understand the value the library brings? |
| **Action Plan: (include some simple next steps, along with who, when, etc.)** |
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