**WebJunction Online Conference, Technology Essentials 2010**
Tuesday, February 9, 2010 | Wednesday, February 10, 2010

### Key Links
- Conference schedule: [http://www.webjunction.org/conferences/articles/content/86891033](http://www.webjunction.org/conferences/articles/content/86891033)
- WebEx Link (for registrants): [https://oclc.webex.com/oclc/onstage/g.php?p=7&tt=m](https://oclc.webex.com/oclc/onstage/g.php?p=7&tt=m)
- WebEx Support 1-866-229-3239 | support@webex.com

### Tuesday, February 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Presenters</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-8</td>
<td>WebJunction</td>
<td>Welcome</td>
</tr>
<tr>
<td>9-10</td>
<td>Mala Muralidhan and Richard Prouty (WebJunction-Arizona)</td>
<td>Building Digital Community: Arizona Memory Project</td>
</tr>
<tr>
<td>10:10-10:30</td>
<td>1-1:30</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-11:30</td>
<td>1:30-2:30</td>
<td>Pat Carterette (WebJunction-Georgia)</td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>2:30-3:30</td>
<td>Sandra Nelson</td>
</tr>
<tr>
<td>12:30-1</td>
<td>3:30-4</td>
<td>Break</td>
</tr>
<tr>
<td>1-2</td>
<td>Kendra Morgan</td>
<td>Technology Planning: TechAtlas for Libraries</td>
</tr>
<tr>
<td>2-3</td>
<td>Cindi Hickey and Jane Rutherford (WebJunction-Kansas)</td>
<td>M&amp;M: Maximum Marketing/Minimum Investment</td>
</tr>
</tbody>
</table>

### Wednesday, February 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Presenters</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9</td>
<td>WebJunction</td>
<td>Day 2 Welcome</td>
</tr>
<tr>
<td>9-10</td>
<td>Joshua Dobson and Laura Slavin (in collaboration with ALA-TechSource)</td>
<td>WordPress for Library 2.0 and Beyond</td>
</tr>
<tr>
<td>10:10-10:30</td>
<td>1-1:30</td>
<td>Break</td>
</tr>
<tr>
<td>10:30-11:30</td>
<td>1:30-2:30</td>
<td>Karen McCoy</td>
</tr>
<tr>
<td>11:30-12:30</td>
<td>2:30-3:30</td>
<td>Wendy Knapp (WebJunction-Indiana) and Mary Alice bald</td>
</tr>
<tr>
<td>12:30-1</td>
<td>3:30-4</td>
<td>Break</td>
</tr>
<tr>
<td>1-2</td>
<td>Stephanie Gerdung</td>
<td>Library Grants 101</td>
</tr>
</tbody>
</table>
Session 1 – The Arizona Memory Project
February 9, 2010 | 10:00 – 11:00 AM

Moderators
• Jennifer Peterson, WJ  • Kendra Morgan, WJ

Attendees: 369

Presenter: Richard Prouty, AZ State Library | rprouty@lib.az.us | 602-926-3367
Richard Prouty has been working with the Arizona State Library, Archives and Public Records for 5 years. He has been working on the Arizona Memory Project since its inception in 2005. He currently manages the project and does outreach, software training and project management. Richard has done outreach to homeless and prison populations in Arizona. He works part time at Phoenix Community College.

Agenda
• Project website: http://azmemory.lib.az.us/
• The project was a statewide initiative to digitize all kinds of collections. 45 partners, mostly non-profit organizations, about 85 collections. Lots of photos, oral histories, videos, digital books, maps, historical papers.
• Partners don’t just turn their collection over; each partner has ability to add as much information about them on the site.
• Lesson plans are included for teachers and are linked to primary source documents in the archive.
• Using ContentDM from OCLC for Digital Collection Management Software. See http://www.oclc.org/contentdm/
• Another collection management software is DSpace www.dspace.org an open source DAMS.
• Another open source system based on WordPress called Scriblio: http://archives.colby-sawyer.edu
• Digitization resources at WebJunction: http://www.webjunction.org/digitization
Other digital collections (posted by attendees via chat)

- Alaska Digital Archives: http://vilda.alaska.edu/
- South Carolina Digital Library: http://www.scmemory.org/index.php
- Mountain West Digital Library: www.mwdl.org
- Main Memory Network: http://www.mainmemory.net/
- Indiana Memories: http://www.in.gov/memories
- University of South Carolina Upstate Library: http://www.archive.org/details/uscupstatelibrary
- Washington Rural Heritage: http://www.washingtonruralheritage.org
- Portal to Texas History: http://texashistort.unl.edu/
- Montana: http://mtmemory.org/
- The Maria Rogers Oral History Program (MROHP) Collection, Boulder County: www.boulderlibrary.org/oralhistory
- Library of Virginia's Virginia Memory: http://www.virginiamemory.com/
- Klamath Waters Digital Library: http://klamathwaterlib.oit.edu
- Florida Southern College Digital Collection: http://archives.flsouthern.edu/cdm4/about.php
- Humboldt Room Photograph Collections: http://library.humboldt.edu/humco/holdings/photocoll.htm
Session 2 – Learning When There’s No Time (or Money to Learn
February 9, 2010 | 11:00 AM – 12:30 PM

Moderators
- Jennifer Peterson, WJ
- Kendra Morgan, WJ

Attendees: 465

Presenter: Pat Carterette, Director of Continuing Education with the Georgia Public Library Service | pcarterette@georgialibraries.org | 404-235-7124

Pat Carterette is the Director of Continuing Education with the Georgia Public Library Service. In this position she helps find solutions to training and staff development needs/challenges in Georgia’s public libraries. Pat is the current president of ALA’s Learning Round Table, whose mission is to promote quality continuing education and staff development for all library staff. Pat is also active in the Georgia Library Association, the WebJunction Partner group and the National CE Forum. Pat’s general philosophy in life is to keep learning, keep engaged, and stay open to possibilities. Take advantage of what comes your way today as you never know what tomorrow will bring.

Agenda
- Reasons to Keep Learning
- Barriers to Learning
- Learning Benefits You!
- Your Learning Toolbox
- Learning Resources

Reasons to Keep Learning
- “I don’t know”
- Stay current and in touch
- Move forward
- Lead others
- Manage a heavy workload
- Give better service

What Stops You From Learning?
- Fear of self-directed learning, online, technology

TOP 11 REASONS FOR LEARNING

11. Keep up with library trends and customer expectations
10. Move a library forward
9. Avoid information overload
8. How to run a department, building, or committee
7. Reduce the need to say “I don’t know” to a customer
6. Ability to help patrons at first point of contact
5. Learning keeps the brain active and reduces memory loss
4. Makes you a more valuable employee
3. Prepares you for other positions
2. Learning new things gives you confidence which leads to success
1. You’ll be smarter than a 5th grader!
7 ½ Habits of Learners! Know what it takes to be an effective learner
http://www.slideshare.net/LoriReed/7-12-habits-of-lifelong-learners

1. Begin with the end in mind
2. Does not wait to see the training coming up – accepts responsibility for self-learning and seeking resources
3. View problems/challenges as opportunities to seek a new solution
4. Have confidence in yourself as a competent and effective learner
5. Create your own learning toolbox
6. Use technology to your advantage
7. Teach, mentor others, share what you learn

7½ Play and have fun!
Source: Lori Reed, Charlotte and Mecklenburg Public Library

Learning ‘Round the Clock
• Before the library opens
• During the day
• At lunch
• Break time
• Close the library!
• After hours in your pj’s

Blueprints for Learning
• Position Descriptions
• Performance Evaluations
• Policies and Procedures
• Strategic Plan
• New Services, Products and Technologies
• Library Certification Program (State of Georgia does)
• Competencies
  o www.webjunction.org/competencies

21st Century Skills
Competency Index for the Library Field
Compiled by WebJunction
Links

- See: [http://www.wordle.net/](http://www.wordle.net/) Wordle is a toy for generating “word clouds” from text that you provide. The clouds give greater prominence to words that appear more frequently in the source text. You can tweak your clouds with different fonts, layouts, and color schemes. The images you create with Wordle are yours to use however you like. You can print them out, or save them to the Wordle gallery to share with your friends.
- [http://alalearning.org/](http://alalearning.org/) This is open to everyone, not only to ALA members.
- [www.commoncraft.com](http://www.commoncraft.com) 3 minute explanation videos of new technologies
- Ohio Library Council [http://www.olc.org/](http://www.olc.org/) This has modules on learning about libraries; specially interesting is a module for new library staff.
- Idaho’s [Alternative Basic Library Education (ABLE) Program](http://libraries.idaho.gov/page/able) provides basic library knowledge and skills for staff members who have no formal education in library science.
- Idaho’s [Supplemental Alternative Basic Library Education (SABLE) program](http://libraries.idaho.gov/page/sable) provides additional resources in library knowledge and skills for staff members who have no formal education in library science. This program is a supplement to the ABLE courses; however, they are not tied to the completion of the ABLE courses.
- SirsiDynix Institute [http://www.sirsidynixinstitute.com/](http://www.sirsidynixinstitute.com/) Live and archived webcasts on topics such as...
  - Free Your Content: RSS for Libraries
  - Understand Your Library Users
  - The Technology of Influence
  - Coaching Your Employees Successfully
  - The Accidental Library Manager
  - Diversity in America’s Libraries
- University of North Texas – Lifelong Education @ Desktop: [http://www.leadonline.info/](http://www.leadonline.info/)
  - Online learning tutorials
  - Affordable
  - Interactive
  - Flexible
  - 30+ topics including
- WebJunction

“Learning is a journey, not a destination!”
Session 3 – The Planning Puzzle: Integrating your Strategic and Technology Plans
February 9, 2010  |  12:30 AM – 1:30 PM

Moderators
• Jennifer Peterson, WJ
• Kendra Morgan, WJ

Attendees: 425

Presenter: Sandra Nelson
Sandra Nelson is a consultant based in Nashville, TN, speaker, trainer, and writer specializing in public library planning and management issues. She is a leader in the development of planning and management tools for public librarians. She is the author or co-author of six of the books in PLA Results series, including Strategic Planning for Results, the foundation of the series, and the recently published Implementing for Results.

What Is An Effective Technology Plan?
• Supports the library's strategic plan
• Focuses on applications as well as hardware
• Defines technology as more than computers
• Is tied to staff development plans
• Makes it clear that technology is part of the daily cost of doing business
• Is developed by the staff who will implement the plan
• Is designed to incorporate new technologies as they become available

Challenges

- Strategic Plan Issues
  - It needs to be updated, current, in use
- Library Resource Silos

- Multiple Purposes
  - For E-Rate
  - For grant applications (e.g. Gates Foundation)
  - Inventory control
  - Library budgeting
  - Implementing the strategic plan
- Different Frames of Reference
  - IT staff often think of technology as hardware, peripherals, and networks.
  - Support staff often think of technology as a tool to enhance their productivity.
  - Public service staff often think of technology as a way to deliver services.
  - Many members of the public think of library technology as an end in itself – a way to access the resources and services on the Web.

- Rapid Pace of Change
- People Problems
  - Confused
  - Depressed
  - Confident
  - Frustrated
  - Nervous
  - Resigned
What Are The Technology Planning Solutions?

- Define the Scope

![Solution 1: Define the Scope of the Plan]

- Determine Your Technology Needs

![Solution 2: Determine Your Technology Needs]

Support Your Service Goals and Objectives

Increase Staff Productivity

Implement Best IT Practices

Source: Diane Mayo, Technology Planning for Results: Developing Service-Based Plans (ALA, 2005)
• Prioritize Your Needs

Solution 3: Prioritize Your Technology Needs
- Involve all of the stakeholders in process.
- Look at the whole picture.

• Review the Data You Have

Solution 4: Review the Data You Have
- Strategic Plan
- Available Hardware, Software, and Network Inventories
- Current E-Rate Application
- Existing Grant Applications
- Library Budget
- Past Technology Plans
- Use Data and Trends

• Collect What Else You Need

Solution 5: Collect the Data You Need
- Staff Training Needs
- Needed Hardware and Software
- Cost Projections (Initial and Ongoing)
- Required Bandwidth
- Number of Locations
- Projected Use
• Select and Present

Solution 6: Select…

Resources
Priorities

Solution 6: … and Present

• Implement, Monitor, Adjust – This is where most of the efforts should go.

Solution 7: Implement, Monitor, Adjust

Communicate with stakeholders

Check your progress toward reaching your targets monthly

Make needed adjustments and check again

What Is An Effective Technology Plan?

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• Is designed to incorporate new technologies as they become available
Session 4 – Technology Planning in TechAtlas for Libraries
February 9, 2010 | 2:00 PM – 3:00 PM

Moderators
- Jennifer Peterson, WJ
- Cindi Hickey, WJ

Attendees: 310

Presenter: Kendra Morgan
Kendra Morgan is on the staff of WebJunction as the project coordinator for TechAtlas. She is a frequent presenter both online and at conferences on the topic of technology planning. Kendra also contributes articles to WebJunction about planning in libraries and her background includes technology consulting and training for public libraries.

Agenda
- Overview
- Importance of Technology Planning
- Get Started in TechAtlas
- Create Goals & Objectives
- Build a Budget
- Plan, Review, Revise
- Wrap Up

Overview
WebJunction.org
- TechAtlas for Libraries
  - Funded by Bill & Melinda Gates foundation
  - Free to libraries
  - Provides technology planning tools, including
    - Inventory technology
    - Event Tracker helpdesk tool
    - Grant management and reporting tools

E-rate Technology Plans
- The plan must establish clear goals and a realistic strategy for using telecommunications and information technology to improve education or library services;
- The plan must have a professional development strategy to ensure that staff know how to use these new technologies to improve education or library services;
- The plan must include an assessment of the telecommunication services, hardware, software, and other services that will be needed to improve education or library services;
• The plan must provide a sufficient budget to acquire and support the non-discounted elements of the plan: the hardware, software, professional development and other services that will be needed to implement the strategy; and
• The plan must include an evaluation process that enables the school or library to monitor progress toward the specified goals and make mid-course corrections in response to new developments and opportunities and they arise.

TechAtlas for Libraries

Goals Should Be…

Specific: is it clear what needs to be done?
Measurable: are there specific measurements to gauge success?
Attainable: are there sufficient resources, staff time, budget to achieve?
Relevant: does it support the library’s mission?
Timebound: when should it be completed or measured?

It’s Downloaded – I’m done! Well, not quite…
• Customize, add, remove, edit
• Review to match E-rate requirements
• Get staff buy-in, share and discuss
• Get board buy-in, share and discuss
• Submit for E-rate approval (before services begin)
• Document throughout the life of the plan

E-Rate Reminders
• Don’t put it in the plan if you don’t plan on doing it.
• If you put it in the plan – be sure you document the activities.
• Changes can certainly be made – but document them and get them approved if necessary.
Session 5 – Maximum Marketing/Minimum Investment
February 9, 2010 | 3:00 AM – 4:00 PM

Moderators

• Janie Rutherford, Communications Specialist, State Library of Kansas, janier@kslib.info
  Janie Rutherford has more than 30 years marketing and communications experience working with clients and businesses of all sizes and with all ranges of budget, and in both the public and private sectors. Her portfolio of work includes award winning public relations campaigns, thousands of pages of copy for newsletters, news releases, annual reports and brochures, and numerous special events. Right now, she calls the State Library of Kansas home and handles the marketing, public relations, media relations, and everything in-between for this state agency.

• Cindi Hickey, WebJunction Kansas Coordinator, State Library of Kansas, chickey@kslib.info
  Cindi Hickey is director of the Library Development Division, State Library of Kansas and WebJunction Kansas coordinator. A major focus of her work with the State Library is continuing education for librarians and trustees. Cindi has worked with librarians in Kansas for over 16 years as a private library consultant, coordinator for the former Institute for Continuous Education and as a consultant to and employee of the State Library of Kansas. Her primary areas of interest include library technology, planning and leadership.

Attendees: 278

Today’s Menu

• The 4 P’s of M&M Marketing
• Minimum Cost/Maximum Marketing
• A Handful of M&M Ideas
• Share your M&M’s – in fact, start now in the text area!

The 4P’s of M&M

• Product
• Price
• Place
• Promotion

Product – It’s what you do!

• Outreach
• Collections
• Excellent Customer Service
• Computer Access
• Programs

Price
• Direct & Indirect Costs To Produce & Deliver

**Placement**
• How you DELIVER!
• LOCATION – AVAILABILITY – ACCESSIBILITY

**Promotion**
• That’s right! Promotion is getting the word out.

**Minimum Cost**
• E-Mail
• Out of your customers’ mouths
• Your website
• Make friends with the local media
• Blog it! Library activities, new books, reviews...

**Maximum Marketing**
• Send them home with something
• Capture & use customer comments
• Reach out to community groups
• Create a planning calendar – Marketing Calendar
• Publicize your ROI

**A Handful of Ideas**
• “Snacks in the Stacks”
• “Forgive Fines for Food” or Donations (Haiti?)
• Slip your program flyer in the utility bill (no postage for you)
• Book twitter
• “New at the Library” feature in the Sunday paper
• Share newsletter space
• Distribute your calendar and post on your website
• Old computer + big screen = slide show of library events

• Take your show on the road – present for other orgs
• Get a Flip cam / add video to your website
• Use Jing, PhotoStory, etc. to tell your story
• Put your flyers where the target audience goes

**Get More M&M’s**
• WebJunction Marketing: [http://www.webjunction.org/marketing](http://www.webjunction.org/marketing)
• The Librarian is In [http://blogs.bcr.org/publiclibraries/](http://blogs.bcr.org/publiclibraries/)
- Marketing-Mantra-for-Librarians [http://marketing-mantrafor-librarians.blogspot.com/]
- Talking Books Librarian [http://talkingbookslibrarian.blogspot.com]

M&Ms
Session 6 – WordPress for Library 2.0 and Beyond
February 10, 2010 | 10:00 – 11:00 AM

Moderators

- Joshua Dodson, Web Developer for Lincoln Memorial, University in Harrogate, TN
  Joshua Dodson specializes in developing Web sites with the WordPress framework. He has developed a system for creating library subject guides through WordPress that is currently implemented at Carnegie-Vincent Library. An article on this topic has been published through the Code4Lib Journal. He has presented on topics including information literacy, open source software, Web 2.0/Library 2.0 technologies, and using WordPress for library Web sites.

- Laura Slavin, Technical Services Librarian, Lincoln Memorial University in Harrogate, TN
  Laura Slavin is a graduate of the University of South Florida School of Library and Information Science with a concentration in Cataloging. After working at Troy University Library in Troy, Alabama, she moved to her current position as Technical Services Librarian at Lincoln Memorial University (LMU) in Harrogate, Tennessee. She is responsible for maintaining the library's OPAC and Website. She will be graduating from LMU in May with a Masters in Business Administration.

Attendees: 360

Introduction

- Do you remember the 90’s? Way back machine.
- Web 2.0 / Library 2.0 = more than just gloss and gradient.
  User-centric atmosphere for our patrons
  blogs, RSS feed, chat reference, content management, tags, categories, Search Engine Optimization (SEO), subject guides, and a photo gallery.

- Drupal, Joomla, WordPress

WordPress

- It is free.
- Simple, easy installation, easy use. You need server access.
- You can use WordPress.com and use their setup
- Started as a blog, but is now a content management system
- Blog – a way to communicate with your patron; they can leave feedback
- RSS – patrons can subscribe and automatically receive updates (through Google Reader, Bloglines, etc.)
- Extensibility = you can add plugins and themes to stretch WordPress beyond the basics.
- Subject Guides
- Scriblio – allows to have OPAC online
• **BuddyPress** – a WordPress MU (multi-user) plugin. User can create accounts, send messages like in a social networking site, create blogs, share bookmarks, create groups

**Cool Features from the Carnegie-Vincent Library LMJ web site**

• [http://library.lmunet.edu/](http://library.lmunet.edu/)
• Clean UI, easy navigation to most prominent content: search catalog, premium databases
• RSS, social media ([Facebook](http://facebook.com), [Twitter](http://twitter.com), [digg](http://digg.com), etc.) so people can subscribe and get news
• [Google Calendar](https://calendar.google.com) advertising events at the library, and art gallery
• Fast links to the left and chat reference
• Research tips at the bottom, featured books
• “Text me this book location”
Session 7 – Implementing Reliable Instant Messaging at Your Library
February 10, 2010 | 11:30 AM – 12:30 PM

Presenter: Karen McCoy, Adult Services Librarian, Farmington Public Library, NM | kblong@infoway.org
Karen McCoy is an Adult Services Librarian at the Farmington Public Library located in northern New Mexico. She specializes in instant messaging initiatives, program planning, and promoting library services. She also conducts information literacy consultations to local business and education classes. One of her presentations on promoting virtual reference is published in Creating a Reference Renaissance: Current and Future Trends.

Attendees: 288

Background
• More libraries are communicating with patrons in real time over the internet “Online real-time chat reference services have become increasingly prevalent in many types and sizes of libraries” (1).
• BUT... “Because no IM technology standard has been approved by all the major players, IM has long been problematic to libraries... but newer IM products can help resolve these dilemmas.” (2).


Instant Messaging (IM) vs. Chat Software
• What’s the difference?
  o Chat Software: fee-based, usually only used in businesses and libraries (usually part of a consortium to reduce cost) also referred to as “virtual reference” or “chat reference.”
  o IM: FREE to libraries and patrons, more often used by people in their daily lives, generally not platform dependent (1), more compatible in a Web 2.0 environment
• A recent trend in reference service seems to be a move from use of chat reference software to use of IM (2).


Instant Messaging vs. SMS
• SMS = Short Message Service
• In other words, SMS = text messaging
• Some main differences:
  o Instant Messaging uses a PC to communicate while SMS uses a cell phone
  o SMS has a 140 character limit

Instant Messaging Options
• AIM - America Online’s Instant Messenger [http://www.aim.com]
• Windows Live - Microsoft’s Instant Messenger [http://download.live.com/?sku=messenger]
• Yahoo Messenger [http://messenger.yahoo.com/]
• GTalk - Google’s Instant Messenger [http://www.google.com/talk/]
• ...and we’ve barely scratched the surface!

**Free Aggregators**

- Pidgin [http://www.pidgin.im/]
  - AIM, Yahoo, MSN, G-Talk, Myspace
- Trillian Astra [http://www.trillian.im/]
  - All the above, plus Facebook, Twitter, and Skype
- Meebo [http://www.meebo.com]
  - Like the above, but completely web-based
  - No downloads needed!
- Digsby [http://www.digsby.com]
  - Compatible with different platforms (Mac and PC)
  - Website includes a video tutorial to help get you started

**Option 1 - BRONZE**

- Trillian is the best example of this
- The integration of one of the four aggregators at your library
- Choose the aggregator of your choice
- Download is free
- Register accounts through AIM, MSN, Yahoo, Gmail, Facebook, etc.

**Upside**

- FREE!
- Minimum technical expertise required
- More aggregators are making themselves Web 2.0 compatible
- Can chat with different patrons via one interface
- Aggregators pose no problems for SMS
- SMS is available through AIM and Google!
  - Example: Users send message to 265010 and enter the text of the library’s AIM address and then the question

**Downside**

- Sometimes difficult for patron buy-in
- Requires more work on the part of the patron
- Might not want the library as their “buddy”
- Low visibility
• Each aggregator has its own learning curve
• Updates, new downloads and regular maintenance required
• Little to no tech support from the software manufacturers
• Difficult to manage long buddy lists, there may be limits on number of buddies

Option 2 - SILVER
• Add a widget to your aggregator
  o An internet based chat window that allows patrons to chat instantly via the library's web page
• Types of widgets
  o Embedded – within the web page, most suitable for “Ask a Librarian” sites
  o Pop-up – external from the web page
  o Follow-Me – floating chat window can be dragged around and resized while staying part of the larger page
• Widgets that have been used in libraries
  o MeeboMe
  o Digsby
  o Plugoo (works with Trillian)

Upside
• No extra IM software downloads required, for you or your patrons (just log in to the aggregator and you’re ready)
• High visibility
• No need to juggle between two chat programs
• Customizable
• Transcripts possible

Downside
• Most widgets require flash software, not feasible for rural library users
• Accessing chat transcripts can be tricky
• Chat box text is often small and hard to read
• Embedded widgets make for “wandering patrons” – patrons follow a link and chat is dropped
• Requires a lot more technical expertise, and a basic knowledge of web design and code
• Resistant to firewalls, appears “offline”
  o Digsby works better than Plugoo and Meebo in this regard
  o Former Just Ask page: http://www.infoway.org/reference/justaskold.asp
**Option 3 - GOLD**

- **LibraryH3lp**: a useful aggregator/widget alternative
  - Created by Pam and Eric Sessoms
  - Great alternative for a multi-branch or multi-library system
  - XMPP add-ons through Pidgin or Meebo
    - Translation: much better widgets — allows to monitor two different computers to monitor (java based not flash)
- How to initiate: [http://libraryh3lp.com/admin](http://libraryh3lp.com/admin) → Register

**UPSIDE**
- Designed by a librarian, for libraries
- Can monitor IM from two computers at once!
- Excellent tech support
  - [http://groups.google.com/group/libraryh3lp](http://groups.google.com/group/libraryh3lp)
- More widget options make for reduced issues
- SMS gateway — make sure all gateway usernames are lower case
- Does statistics/charts and easily accessible transcripts for you
- For more info: [http://libraryh3lp.com/docs/h3lp](http://libraryh3lp.com/docs/h3lp)

**DOWNSIDE**
- It isn’t free, but the fee is nominal
- Works better with Mozilla Firefox than Internet Explorer
- You are required to type http:// to enable patrons to access hyperlinks
- Away mode issues
- Relatively new service, still expanding
- Requires a significant knowledge of Web 2.0 technology and web design to get started

**Option 3A – GOLD PLUS**

- If you would like commercial training and support: RefChatter from Altrarama is a rebranded
- LibraryH3lp
- Different pricing structure
- Webchat client only: external clients (like Pidgin) are not supported
- For more info: [http://www.altarama.com/page/Is-It-Right-for-Me.aspx](http://www.altarama.com/page/Is-It-Right-for-Me.aspx)

**Implementation**

- Select 2-3 IM possibilities for staff to test
- Establish methods and criteria to orient staff
- Choose IM program based on staff recommendations and how well it fits your library
- Here is what we did:
  - Showed staff how to use chat programs of choice
  - Chat etiquette
- Designed a questionnaire for them to fill out with their feedback—what they liked, didn't like, etc
- Write a policy to regulate patron use
  - Here's ours: http://www.infoway.org/policies/instantmessaging.asp
  - You can supplement this with pre-written responses to patron FAQ's and responses to inappropriate inquiries
- Make it known to your patrons! Promote!
  - Provide incentives for staff from all departments to help promote the service
  - Don't refer to your service as “chat” – Patrons mistakenly assume this means “chat room” (1)

Summary

- Instant messaging is a supplement to reference service, not a replacement
- The properties of IM programs are similar, but they appear different
- Instant messaging is customizable
  - Are you a Gold, Silver, or Bronze?
- Be sure that staff are on board and are aware of the service
- Assess the effectiveness of your IM service
- Have fun and feel free to experiment!

Links for IM in Libraries

- Lib Success Wiki on Online Reference:
  http://www.libsuccess.org/index.php?title=Online_Reference Note: This site hasn’t been updated recently
- More information on Trillian Astra: http://forums.ceruleanstudios.com/
- More information on different types of widgets: http://libraryh3lp.com/docs/which-widget.html
  http://www.meebo.com/meebome
- Comparison of Plugoo and Meebo:
  http://widget.digsby.com/
- More on Libraryh3lp: http://libraryh3lp.com/docs/h3lp
  http://code.google.com/p/libraryh3lp/wiki/ScreenCasts
Session 8 – Funding for Broadband: Indiana Connectivity
February 10, 2010 | 12:30 – 1:30 PM

Moderators

- Wendy Knapp, Professional Development Office, Indiana State Library
  wknapp@library.in.gov
  Wendy Knapp oversees the Professional Development Office at the Indiana State Library, the office which is dedicated to the advancement of librarianship in the state of Indiana. She also teaches Computer Based Information Tools at the Indiana University School of Library & Information Science in Indianapolis. She worked in both academic and public libraries before coming to the Indiana State Library. Knapp received her Master’s in Library Science in 2002 from the Indiana University School of Library and Information Science, Indianapolis.

- Mary Alice Ball, Chair of the ALA Office for Information Technology Policy, Telecomm Subcommittee maryaliceball@yahoo.com
  Mary Alice Ball spent 5 years as an assistant professor at the Indiana University School of Library & Information Science in Indianapolis, where she taught library systems, online searching, intellectual freedom, and information policy. Her research interests include broadband deployment, the impact of emerging technologies on student learning, and service learning. She has worked with information technology at Loyola University Chicago, NOTIS Systems (Northwestern University), the University of Michigan, and the Research Libraries Group, as well as in the dotcom and publishing worlds. Ball obtained her Ph.D. in Higher Education Administration with a minor in M.I.S. from the University of Arizona.

Attendees: 232

Agenda

- Need for broadband
- Funding and aggregation
- Indiana research
- Role of the library in society
- Federal broadband initiatives
- Broadband Technology Opportunities Program (BTOP) & Broadband Initiatives Program (BIP)

Think of all the ways public libraries and their patrons use the Internet

- Computer training
- Career or employment counseling
- Small business counseling
- Others?
Libraries need reliable broadband
- Scholarly research
- Anecdotal articles and reports
- ALA's Libraries Connect Communities (pdf)
- Public Library Funding and Technology Access Study (McClure & Bertot)

The Case in Indiana
- Previous aggregation attempt
- More efficiency & cost effectiveness needed
- Public Library Internet Consortium (PLIC)
  - Structure
    - Opt-in
    - Single Internet Service Provider
    - E-rate optional
    - Stable fees – Lowered costs
    - Guaranteed connection speeds
    - Added technical & consulting support
  - Cost & Challenges
    - Leadership need – E-Rate expert for statewide service
    - Additional hoops
    - Vendor chances
    - Shrinking budgets
    - Greater needs
    - Defining Broadband

Role of Library in Society
- Successfully Networked Public Library – Bertot, McClure, Jaeger, and Ryan
- Network Infrastructure (Networked services include the equipment)
- Virtual Branch – More than just a website
- Community engagement

National Broadband Plan
- FCC: 768 Kbps ALA: 1.5 Mbps
- National focus for services in:
  - Education
  - Healthcare
  - Energy independence
  - Job creation and economic growth
- Reduce redundancy
- Formal report to Congress: March 17, 2010

Broadband Technology Opportunities Program (BTOP) & Broadband Initiatives Program (BIP)
• Department of Agriculture’s Rural Utility Service (RUS) BIP - $2.5 billion
• Department of Commerce’s National Telecommunications Information Administration (NTIA) BTOP - $4.7 billion
• One-time funding (not for operations)
• Categories
  o Broadband infrastructure
  o Public Computing Centers
  o Sustainable Broadband Adoption

**BTOP Round 2 ($2.6 billion) – Fact Sheet PDF**
• Comprehensive Community Infrastructure
  o $2.35 billion
• Public Computing Centers
  o $150 million
• Sustainable Broadband Adoption
  o $100 million
• Favor Community Anchor Institutions
  o Libraries, Schools, Community colleges
  o Hospitals, Public Safety, Community Support

**BIP Round 2 ($2.105 billion) – Application Guide PDF**
• Specially designated funding
  o Last Mile projects: $1.7 Billion
    • 75% grant & 25% loan
• Middle Mile projects: $300 Million
  o 75% grant & 25% loan
• Satellite projects: $100 Million
  o 100% grant
• Rural Library Broadband: $5 Million
  o 100% grant
  o Separate Regional Library Broadband grants (???)

**ALA Resources**
• Know Your Stimulus – [www.ala.org/knowyourstimulus/](http://www.ala.org/knowyourstimulus/)
• Webinar series:
  o January 22: Round Two: Get Connected
  o February 5: BTOP & BIP: How to Connect
  o Sometime shortly after February 15 (Feb 19th?)
Session 9 – Library Grants 101
February 10, 2010 | 2:00 – 3:00 PM

Presenter: Stephanie Gerding | http://stephaniegerding.com | stephaniegerding@gmail.com
Stephanie Gerding is a nationally known library consultant, trainer, and author on grants, training, and technology topics. Stephanie has written over 20 published articles and co-authored two books on library grants, and has been on all sides of the grant process as a grant writer, reviewer, and coordinator. She is co-author of the Library Grants Blog (http://librarygrants.blogspot.com).

Attendees: 203

Agenda
• Overview of the grant process cycle
• Where to locate grant opportunities
• Success stories
• 10 tips for success
What Makes a Good Project?
- Matches funder's interests and priorities
- Demonstrates strong need
- Offers something new, innovative or creative
- Offers a model that can be replicated
- Has tangible outcomes or products
- Has a reasonable budget and timeline
- Includes community partners
- Has an evaluation plan that measures progress
- OUTCOMES: Causes a change in behavior, attitude, skill, life condition or knowledge in the people it serves

Creating and Submitting the Winning Grant Proposal
- Common Grant Components
  - Cover Letter, Title Sheet, Table of Contents
  - Proposal Abstract/Summary
  - Organizational Overview
  - Statement of Needs/Justification
  - Project Description
  - Timeline/Activities
  - Budget Request
  - Evaluation Process
  - Appendix
- Telling the Story
- Evaluation

Library Grant Resources
1. Government Grant Sources
2. Private Grant Sources
3. Sources for Government and Private Grants
4. Newsletters, Bulletins, and Alert Services
5. More about Grants and Fundraising
Session 10 – Helping Washington Libraries in Hard Times
February 10, 2010 | 3:00 – 4:00 PM

Moderators

• Jennifer Fenton, CE/Training Coordinator, Washington State Library
  Jennifer Fenton is the CE/Training Coordinator at the Washington State Library and has worked in libraries for over 20 years. Jennifer enjoys helping library staff in Washington find free and inexpensive training opportunities during these economic down times. In addition, Jennifer plans and coordinates various trainings for library staff to enhance services to library customers.

• Kirsten Furl, Digital Projects Librarian, Washington State Library
  Kirsten Furl is a digital projects librarian at the Washington State Library. She works on Washington Rural Heritage, a state-wide initiative that allows small and rural libraries to build online collections of their historic materials. She started at the state library scanning and cataloging the scrapbooks of Emma Smith DeVoe, one of the state's first champions of women’s suffrage. Kirsten graduated in 2008 with a master's degree in Library and Information Science from the University of North Texas.

• Ahniwa Ferrari, Online Resources Consultant, Washington State Library
  Ahniwa Ferrari is the Online Resources Consultant at the Washington State Library and has worked in libraries since 2002. Ahniwa coordinates Ask-WA, Washington’s statewide virtual reference cooperative, organizes statewide database trials, and is the primary architect and curator of Washington’s Hard Times Resource Guide. Ahniwa was an ALA Emerging Leader in 2009 and is excited about the future of the library profession.

Attendees: 190

Agenda

• A call for help: State Librarian attended Director’s meeting and heard the need
• Ask: Library Development staff put out an email with link to a survey about needs
• Listen: Review and compile feedback
• What are other States doing?
  o MAINE: “Maine Answers Tough Times”
    • http://www.maine.gov/msl/services/toughtimes.shtml
  o NEW JERSEY: “Get Help from the New Jersey State Library”
    • http://gethelp.njlibraries.org/
  o NORTH CAROLINA: “JobSearch Help Desk”; training workshops
    • http://jobsearchtoolkit.pbworks.com/
  o KING COUNTY, WA: “Look to your Library”
    • http://www.kcls.org/looktoyourlibrary/

Lessons Learned
• Step 1: Start discussion on WebJunction
  o Lesson learned: busy librarians aren’t necessarily quick to volunteer time and information. We got lots of views to the site, but only ONE comment
• Step 2: Compile resources on wiki
  o Lesson learned: same as above. What was supposed to be a community discussion ended up being entirely supported by WSL staff.
• Step 3: Design site, get approval
  o Lesson learned: if working with a department other than your own for site creation, don’t expect them to be on your timeline.
• Ongoing: We blogged, added to our WebJunction page, and emailed updates about funding opportunities, free trainings, and helpful online resources.


**What else?**
• Hard Times Database Trials
  o Database Trials for 2 months so that libraries could try out new databases to help job seekers and others
• Hard Times Trainings
  o Trainings offered to library staff in Washington that related to helping patrons during the economic downturn
• Hard Times Grant Cycle
  o Offered Competitive Hard Times Grant opportunity to Washington libraries
• Gates Grant for “Renew Washington”
  o Bill & Melinda Gates Foundation offered to match the funding to provide additional grants for public libraries
• Peer Learning to support “Renew Washington” (part of Gates Grant)
  o Combination of LSTA targeted competitive grants (Hard Times) and Gates Foundation grant (Renew Washington)
  o WSL awarded a total of $644,000 to 17 public libraries and 3 academic libraries as part of the Renew Washington Grant Cycle