Welcome to the WebJunction webinar
Bringing Web 2.0 into Academic Libraries

• If you can hear us, click the ✓ button below
• If you can’t hear us, click the ✗ button below and we will troubleshoot

• Phone access also available as alternative to VOIP
  – dial 1-866-915-8780
  – click the 📞 icon below for your unique PIN #

• For closed captioning
  – type /cc into the chat box
  – repeat the command to turn it off

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Tools You Can Use

- Select a receiver from To: list
- Enter a message in the textbox and press Enter
- Click to stop chat scrolling
- Turn on/off
- Emoticons

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Welcome to the **Bringing Web 2.0 into Academic Libraries**. We’ll begin at the top of the hour. Please indicate:

If you can hear us, click the ![checkmark](image) button below

If you *can’t* hear us, click the ![cross](image) button below and we will troubleshoot

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Today’s webinar is brought to you by:

WebJunction™
We would like to thank each of today’s participants and attendees as well as our partners and customers for making our free events possible.
WebJunction™ for Organizations:

“WebJunction has solutions for your library”

Find out more by attending our next “1st Wednesday” presentation
Today’s Presenters

Amanda Clay Powers
Assistant Professor and Virtual Reference Librarian
Mississippi State University Libraries

Ellen Hampton Filgo
E-Learning Librarian
Baylor University Libraries

Facilitated by:
Michael Porter
wj_libraryman

Produced by:
Jennifer Peterson
wj_jenpeter

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Bringing Web 2.0 into Academic Libraries

A Grassroots Approach

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Yes, 2.0 is Great

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But Why 2.0 in Academia?

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75% of our Students are on Social Networks
The fastest growing demographic includes our faculty

Demographics of Social Network Users

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>75*</td>
</tr>
<tr>
<td>25-34</td>
<td>57*</td>
</tr>
<tr>
<td>35-44</td>
<td>30*</td>
</tr>
<tr>
<td>45-54</td>
<td>19*</td>
</tr>
<tr>
<td>55-64</td>
<td>10</td>
</tr>
<tr>
<td>65+</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: Pew Internet & American Life Project Survey December 2008 Survey

We have to be where they are

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Is there a place for us? Yes!

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but...

Academic Libraries are Institutions
We move *slowly*
  **D e l i b e r a t e l y**
With due *consideration*
  And **committee work**
Within our

HIERARCHIES

**So how do we get there?**
Step #1
Find Inspiration!
Michael Stephens @ MSU

Step #2
Build a Cabal...
Our Secret Library 2.0 Group:

Dr. Deborah Lee,
Library Instruction

Pattye Archer,
Instructional Media Center

Amanda Clay Powers,
Reference Librarian

The Seeds of Change at MSU

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Start a Conference—
no, really, we did

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Institutionalizing Growth

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Find out where they are...

...and be there when they need you

What do you start with?

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Work with Systems/IT

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BUILD TRUST

Respect their Territory

Understand Their Concerns

Learn their Language
Learn from what doesn’t work

Embrace Failure

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Hand over the Tools @ MSU

- Wikis
- Blogs/RSS
- Instant Messaging
- Podcasting
- New Facebook
- Flickr
- Twitter
- Delicious
- Google Reader
- Google Docs

- Mobile Technologies
- Social Networking
  - Privacy
- Creating 2.0 Content
Welcome to our blog! Designed to supplement the information provided by the annual MegaResources School Librarian Workshops, this blog is sponsored by the Mississippi State University Libraries. We hope to provide timely information about resources, websites, and other items of interest to the library media specialists and staff who attend our workshops (and others who might be interested!) So be sure to check back often for the latest info!

Deborah Lee, MegaResources Program Coordinator

Watch Them Innovate

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We do more than webinars!

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“Our vision is to be the place where the worldwide library profession gathers to build the knowledge, skills and support we need to power vibrant, relevant libraries.”
“Our mission is to bridge the barriers to learning by providing open, affordable, online learning communities. Our members take courses, attend events, share knowledge, and network with others – all in an environment that fosters collaboration and mutual support.”
The seeds of change at Baylor

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“Library 2.0” wasn’t officially a part of my job description, but I did it anyway.
They can be found anywhere.

Find partners/allies/co-conspirators

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• It’s always a good time to start.
• Your service taking off might be on a whole different time table, though.

Timing & Critical Mass


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There always are both. Don’t beat yourself up about it.

Hits and Misses


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Good questions we’ve been asking:

- Who are the people we need to work or connect with?
- Where is the line between personal and professional use of social networks?
- How do we want to promote or display the 2.0 applications we’ve been experimenting with?

Institutionalizing Change

Picture by: http://www.flickr.com/photos/eleaf/2536358399/

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Planting the Seeds of Change

• Get Inspired
• Find Co-conspirators
• Brainstorm, Research, Find a Need
• Create a Proof of Concept
• Find a Crack in the Dam

Picture by: http://www.flickr.com/photos/chiotsrun/3323188919/

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Join the Community

- Read Innovative Blogs
- Go to Conferences
- Find the Literature – Research is out there
- Become a part of the discussion

Picture by: http://www.flickr.com/photos/richardthomas78/463172615/

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• Institutionalizing is the key
• Work within the system
  o Formal proposals
  o Committee structure
  o Find allies in the administration

Making It Work for You

Picture by: http://www.flickr.com/photos/chiotson/3254428680/

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• Keep your community in the information stream
  o Pass on Blogs, News articles, research relevant to new technologies
  o Encourage creativity with Open Lab sessions
  o Don’t pressure staff to participate
  o Listen to your colleagues and find out what they want to know
• Find ways to be value-added
• Use new tech to listen in (e.g. Twitter)
• Join online university and community groups
• Don’t stop online! Get out there with the people!
• Amanda Clay Powers
  ◦ apowers@library.msstate.edu
  ◦ Virtual Reference Librarian, Mississippi State University Libraries
  ◦ http://www.amandaclaypowers.com/
  ◦ AmandaClay

• Ellen Hampton Filgo
  ◦ Ellen_Filgo@baylor.edu
  ◦ E-Learning Librarian, Baylor University Libraries
  ◦ http://homepages.baylor.edu/ellen_filgo
  ◦ ehampton

Thank you!

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Stay Involved

On WebJunction

webjunction.org/technology/web-tools
webjunction.org/academic

BlogJunction

blog.webjunctionworks.org

Crossroads  (monthly newsletter)

webjunction.org/crossroads

Events

webjunction.org/events
“WebJunction has solutions for your library”

Find out more by attending our next “1st Wednesday” presentation
Tell us what you need, we’re here to help!

-info@webjunction.org