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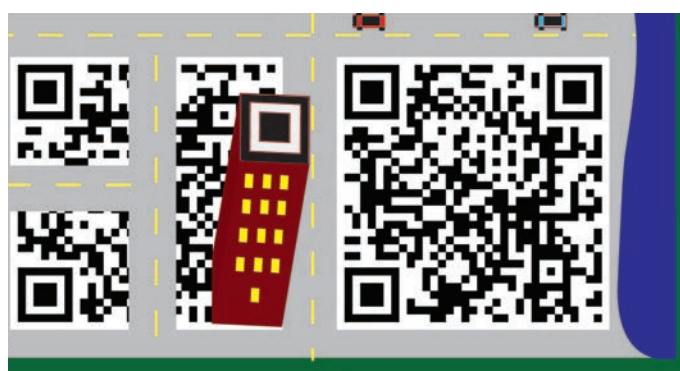
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PAR MARYSE LAFLAMME

Les codes QR sont de plus en plus populaires. Maryse Laflamme vous explique ce qu'ils sont, leur utilité et les exemples utilisés à la Bibliothèque Morisset de l'université d'Ottawa.



Winter 2012

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On the cover: Miss Mary J. L. Black, librarian at the Fort William (Thunder Bay) Public Library, 1909-1937, and first president of the Ontario Library Association. Story page 10.

Cover Photo created by Brian Pudden, OLA.

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Access is the official magazine of the Ontario Library Association, published quarterly for members as a continuing education service to keep them informed of its activities and of events, trends, and issues affecting the association as well as libraries all across Ontario and beyond. The magazine is a forum for discussion, a place for news, and a source of ideas for the development and improvement of librarianship in the province.

ISSN 1201-0472



from the editor

Welcome to the fall issue of **Access**.

During his tenure as Editor-in-Chief Wayne Jones has transformed *Access* into a leading professional magazine that is both visually appealing and content rich. I want to congratulate him on a tremendous achievement but I do wish he hadn't set the bar so high. My objectives as the new Editor-in-Chief are to build on the strong foundation Wayne has established and to expand the magazine into some new territory.

Working with the *Access* Editorial Board and the OLA Board of Directors, we are planning feature articles from commentators within the library community as well as the observations of those from different sectors. The quality writing will be augmented with enhanced visuals (photographs and illustrations) and links to online content that complements the print issue. Look for new columns, new features, and as always, interesting and challenging perspectives. Most importantly, all our efforts will continue to make *Access* relevant to all OLA members.

A priority this year is to extend *Access* to the web. Working with the new OLA website infrastructure, *Access* online will add a more timely, participatory element and expand the types of content we can include. Look for integration with social media, video content, audio interviews, breaking news, broader coverage of local events and celebrations, and extended coverage of feature articles. *Access* online will be unique as well as a bridge from the print edition.

In future issues, I hope to use this editorial space for true editorials. These will focus on pressing issues within libraries, librarianship, and the information professions. I hope these contributions will be engaging, insightful, and perhaps a bit controversial.

The winter issue you have in your hand illustrates the range and diversity of ideas and concerns that engage OLA members. From QR and VR to serving the underserved and assisting in strengthening governance, the insights here are both practical



By **Michael Ridley**

and forward thinking. We can learn from other provinces ("What Your Patron Reads") and challenge ourselves from the international perspective ("A Library in the Land of the Thunder Dragon"). And we can celebrate the often unsung leaders (Mary Black in "Thunder Bay Public Library – 100 Years Later") that move our libraries forward. This issue is filled with stories from the field, helpful guidance, personal journeys, and quiet inspiration.

I look forward to working with our talented contributors. I also encourage you to participate by suggesting ideas or submitting a contribution yourself. This is your magazine. Contact me at mridley@AccessOLA.com or follow me on Twitter @AccessOLA and engage me in discussion.

.....
Michael Ridley, the Editor-in-Chief of Access, is the former Chief Information Office and Chief Librarian at the University of Guelph and is currently on sabbatical. mridley@accessola.com



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- **Canadian Parliamentary Guide:** private and political careers of elected members, complete list of constituencies and representatives
- **Canadian Environmental Resource Guide:** products/services/areas of expertise, working languages, domestic markets, type of ownership, revenue sources
- **Financial Services:** type of ownership, number of employees, branches, year founded, assets, revenue, ticker symbol
- **Libraries Canada:** staffing, special collections, services, year founded, national library symbol, regional system

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LIBRARY NEWS, PROGRAMS,
AND RECOGNITION

Ottawa Mural: What a Library Is ...

A stunning mural – one created by teens with the guidance of Ottawa artist Nicole Bélanger – now graces an exterior wall at Ottawa Public Library's North Gloucester branch. Titled "Our Stories, Our Treasures @ the Library," its symbols illustrate what a library is in the lives of its clients. Some ideas include: a library is open to all thoughts, ideas, and innovation; a library is for all generations at all seasons of their lives; a library is a place where a mind opens up to the world, where one is permitted to dream. The colourful hands in the mural represent the many cultures that make up a community; the hands are depicted in positions that show the possibility of reaching out to one another. Funding for the mural was provided by Paint It Up!, an anti-graffiti program working to redirect creative energies – encouraging youth to create art that has positive value.



Oh, Those Brainy Librarians ...

The Toronto Desk Set held its annual Pub Quiz this year at the Artful Dodger on Isabella Street. Equipped with pens, paper, and brilliant librarian minds, each team of librarians tackled challenging trivia questions related to history, food, and of course, librarianship.



Flash Mobs and Culture Days

The Innisfil Public Library took a unique approach in celebrating this year's Canada-wide Culture Days. The library developed a Living Cultural Trail that included a variety of performances at various locations. The headlining event was a surprise flash mob performance by more than 70 dancers at Innisfil's Lakeshore Branch, featuring Miss Jennie's Performing Arts Studio, parents, and library staff. Catching library customers by surprise, the flash mob created an energetic and vibrant atmosphere in the library. It promoted the library's role embracing arts and culture, and brought the community together. After all, we are more than just books!



TPL's New Digital Archive

The new Digital Archive at the Toronto Public Library (torontopubliclibrary.ca/digital-archive) offers free access to thousands of rare historical pictures, maps, manuscripts, ephemera, and digitized books from the library's Special Collections. Most are in the public domain, and can be viewed online or downloaded.

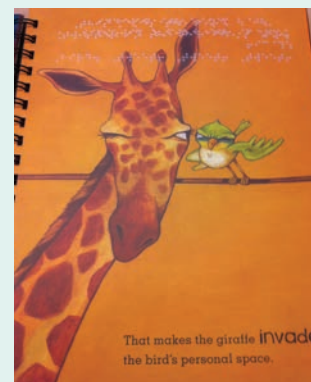
A recruitment poster for "Soldiers of the Soil," boys 15-19 years old who worked on farms during the summer months, as part of the war effort. Published by the Canada Food Board, 1914.



Print Alternatives for the Forest of Reading

The CNIB Library is providing access to many books in OLA's Forest of Reading programs in audio, braille, and printbraille (picture books with braille added). Young readers who are blind, partially sighted, or have a learning or physical disability that prevents them from reading print will be able to participate. This year the CNIB has increased the number of titles available in braille, in response to requests from teachers and parents. Forest of Reading books are available to CNIB clients and public library users with print disabilities through the CNIB Library's Partners Program. For more information: cnib.ca/librarypartners.

Pictured is the printbraille version of Blue Spruce nominee Giraffe and Bird by Rebecca Bender. Braille is embossed on clear plastic sheets that are inserted between the print pages. This format can be enjoyed by both sighted, blind, or partially sighted readers.



A Night in the Library



During Ontario Public Library Week, some very lucky stuffed animals spent the night at the King City Branch of the King Township Public Library. Young children arrived for a teddy bear-themed storytime, then left their stuffed friends to spend the night at a Teddy Bear Sleepover. The kids came back the next day to pick up their friends and to find out what they did overnight.

Teddy adventures included checking out books, answering library phones, reading the newspaper, listening to music, playing on the computer, hiding in the stacks, and enjoying wild elevator rides.

LIBRARY COACHING

The new Book-a-Tech-Coach program at Oakville Public Library provides one-on-one coaching on numerous topics, including how to search the internet, use social media tools, and download audio and ebooks. Volunteer coaches meet with their students for hour-long sessions. There is always a waiting list and lots of positive feedback for this proven, popular program.



Borrow a Kobo

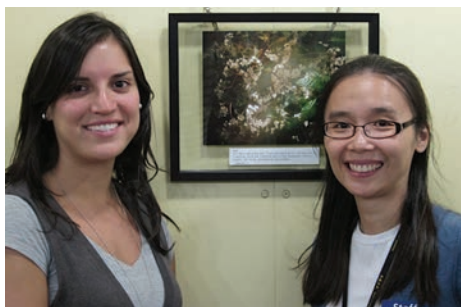
During Ontario Public Library Week, the County of Brant Public Library launched its Borrow an eReader program. Thanks to the generous support of the Ministry of Tourism and Culture's Capacity Building Grant, 25 brand new Kobo Touch Edition eReaders were added to the library's collections, each one pre-loaded with 28 bestsellers, as well as hundreds of classic titles. The response was amazing – all the Kobos went out on the first day of the launch and client feedback has been overwhelmingly positive.



Photo Credit: CNET Australia, <http://www.cnet.com.au/kobo-e-reader-339303273.htm>



Elgin County Culture: Bonnie Burnard, Giller Prize-winning author of *A Good House*, appeared at the Aylmer Old Town Hall Theatre on September 30 for a special engagement hosted by the Elgin County Library to celebrate Culture Days. Bonnie Burnard (left) is interviewed by Sandi Lopenon, Elgin County Library Coordinator.



Art therapist Maryolga Gonzales (left) and Yorkville Branch head Elsa Ngan with a piece included in the art exhibit.

A Dream Realized

Toronto's Yorkville Branch head Elsa Ngan connected with Yonge Street Mission art therapist Maryolga Gonzales back in 2010. They both wanted to create a safe and friendly place in which homeless youth could express themselves through art. Their dream was realized in October 2011 when a Yorkville art gallery offered to host a homeless youth art exhibit. The exhibit's launch took place October 5 at the Yorkville Branch. Each piece contained messages of the artists' struggles. Case in point: Ngan had a chance to meet Mandy, one of the artists whose work was on display. Mandy told Ngan her piece expressed a time when she did not have to worry about finding a place to sleep, or searching for food to eat. Mandy, now engaged, has been moving forward in her life.



Library (Inter)

Activity: The Terrace Bay Public Library has purchased two interactive wall panels for the children's section of their new library. The purchase was made possible through a generous donation by the Annabella Zawada Medicine Professional Corporation. Pictured is Ahmed Mercan, 4, enjoying one of the interactive panels.

BECOMING A TRUE LEARNING COMMONS

Last summer the library of David and Mary Thomson Collegiate Institute in Scarborough received a facelift in order to become a true learning commons. Changing the location of the computers to open up space, designating two interactive whiteboards in two distinct teaching areas, and investing in perimeter shelving have all made the library a flexible, student-centred learning commons. Probably the biggest hit, however, has been the library's new "nodes" (pictured) – brightly coloured chairs with work surfaces that are mobile and flexible, and can be arranged in many different configurations. According to library staff, "students love them!"



THE COMMUNITY CROWDED IN!

The community crowded into Clarington Public Library to celebrate Canadian Library Month and Ontario Public Library Week. Young adults and the young at heart created a full-house for author Kelley Armstrong's visit to the CPL Newcastle Branch. Armstrong read from *The Gathering*, distributed swag, and entertained eager fans by answering questions about her characters, plot lines, and exciting future projects. Illustrator Bill Slavin demonstrated his illustrative talents to more than 100 children at the CPL Bowmanville Branch. Both creators are in the running for 2012 OLA Forest of Reading Awards.



OLA's Strategic Priorities Update 2011/12

OLA has four strategic priorities as developed by members - each year we identify a specific set of projects and issues to focus on:

Growing career paths and potential:

Our goal is that those involved in Ontario's library and information sectors look first to OLA for progressive professional development, and learning experiences, Ontario-based conferences and networking opportunities.

Our focus this year is to:

- Develop partnerships in programming to extend our reach across the province and to cultivate new relationships and partnerships with other compatible sectors.
- Develop a longer-term plan for the Education Institute including a learning management system, and a comprehensive single gateway to educational programming available from OLA.
- Evaluate and develop a plan for OLA's involvement in The Partnership Certification Program.

Collaborating to extend libraries strategic voice:

Our goal is that Ontarians view libraries as essential contributors that benefit their communities, education, and lives.

- The OLA Advocacy Committee is determining advocacy priorities in conjunction with the membership. Our goals are to proactively and collaboratively identify and respond to issues that are important to libraries. As part of this we will be exploring a media awareness campaign to showcase the value of libraries and the people who work in them.
- With OLA's new technology infrastructure, a targeted media/news alert service will be planned for members based upon their preferences.

Transforming ideas into solutions:

Our goal is to foster innovative thinking throughout the library sector and to see this thinking translated into solutions that keep library services growing and meaningful within the changing Ontario environment.

- How can OLA help members think innovatively about programs and new projects that, in turn benefit Ontarians? The OLA Board is exploring techniques and incentives to promote innovation.

Strengthening our organization:

Our goal is that OLA has the near-term and long-term strengths in terms of people, finances, business model and infrastructure to fulfill our mission and realize our vision.

- OLA and its divisions will build and strengthen cross-divisional ideas, projects and communication.
- OLA will transform its web presence in two ways: Fall 2011 we will unveil the new look and feel for the web site; Spring 2012 we will implement an online membership engagement strategy that will enable our members to build and manage their own profiles and access OLA programs and services seamlessly.

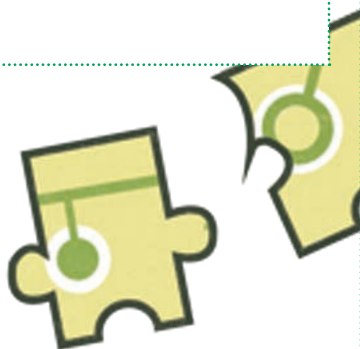




Forest of Reading®

The Forest® Spreads Across Ontario!

Schools and public libraries have begun to deliver the 2012 suite of forest reading categories for young readers in Kindergarten to Grade 12. Due to popular demand, OLA, in partnership with Authors at Harbourfront and S & B Books, has a goal to expand the festival celebrations across the province. In addition to the two-day Festival of Trees celebration at Harbourfront May 15 – 16, 2012, a Silver Birch® and Red Maple™ celebration will be held in Ottawa at Carleton University May 17, and a Blue Spruce celebration in Thunder Bay, Canadian Lakehead Exhibition, May 18. Visit our website for ticket details.



New to OLA

This past fall, Carla Wintersgill joined OLA as Marketing & Communications Co-ordinator; Melissa Gifkins joined as Membership Assistant. To contact staff or to find out more about what is happening around the office, check out olastaff.tumblr.com/

New Member Benefits

OLA Members can take advantage of newly negotiated car rental, Delta Hotels and Wireless offers offered through The Partnership: Canada's national network of provincial and territorial library associations. Visit www.thepartnership.ca for more details!

Looking Good!

Have you noticed the change to OLA's site? As part of our new Information Technology plan, we migrated to a new OLA website. Thanks to the OLA board, council and committee members who participated in an intensive consultation last August to help develop navigation and appearance. It is a work in progress and we welcome feedback towards continual improvement.

Meet Ontario's Leaders

The October 6, 2011 election prompted the creation of a new Ontario cabinet of ministers – the following are the ministers responsible for the portfolios that include our various library sectors:

Ministry of Tourism and Culture (public libraries):

The Hon. Michael Chan (re-appointed to this ministry)



Ministry of Education (school libraries), Minister of Women's Issues:

The Hon. Laurel Broten



Ministry of Training, Colleges, and Universities (academic libraries)

The Hon. Glen Murray



Super Conference - Enjoy It Year Round!

Now you can have your cake and eat it too! In the past, many conference delegates have remarked on the number of sessions in each time slot they would like to attend and how hard it is to make choices. Now there is a solution! Pay only an additional \$30 when you pre-register for Super Conference. You will have access to the 2012 Virtual Experience Portal for a full year. This year's highlights include: Interviews with authors and key speakers; clips from plenary and spotlight speakers; speakers' corner with conference delegates; full video and resources of key workshops.

Bring the conference back to your workplace or participate in sessions that you couldn't attend! Think of the possibilities!



THUNDER BAY PUBLIC LIBRARY 100 Years Later ...

By Jesse Roberts and Ruth Hamlin-Douglas



Miss Mary J.L. Black

The Brodie Resource Library of the Fort William Public Library (now the Thunder Bay Public Library) opened its doors to the public on April 29, 1912. This free public library was one of 125 Carnegie libraries across Canada. Born in 1885 as the C.P.R. Employees' Library, it was attached to the bathing room of the West Fort William roundhouse. By 1909 it had become the Fort William Public Library and welcomed Miss Mary J. L. Black as librarian – a position she held until 1937.

The library was constructed with a \$50,000 grant from the Carnegie Foundation. Designed by architects Hood and Scott, the library was built in accordance with standard Carnegie requirements (such as a central entrance, tiled mosaic floors, and interior columns). The ornamental details included in the building's design are of particular interest. Stained glass windows were installed on three sides of the exterior and portray notable authors, from Dante to Tolstoy. Further, "Public Library" is inscribed in the parapet with ornamental scrolls surrounding it. As T. Morris Longstreth writes in *The Lake Superior Country*: "The bright symbols of intelligence and taste shone everywhere." Significant renovations were completed in 1956, which included the addition of a new wing on the south side of the building to house a growing collection. By 1980, large-scale restorations were underway to return the interior space to a semblance of its original glory.

The reputation garnered by the Fort William Public Library was in large part earned by the skill and dedication of Miss Black, who believed the key to a successful library was its ability to provide the best possible service to its patrons. Without any formal training or education in the field, she quickly became a respected leader in librarianship. She integrated the library into the community through membership in all manner of local groups and societies. The majority of available information about Miss Black pertains to her professional and community pursuits, as opposed to any personal revelations. She became the first female president of the Ontario Library Association in 1917 and published many articles, speeches, and commentaries on the state of Ontario public libraries at the time. With a strong focus on service, Miss Black sent the first mobile library collection into "New Ontario" in order to provide personal service to those in remote communities.

The building has a varied history under the guidance and after the retirement of Miss Black. When the Spanish flu epidemic struck in 1918, rooms of the library were converted into an emergency hospital for overflow of patients. Miss Black was

AY RARY



keenly interested in the artistic community of northwestern Ontario, and developed a collection of art that could be borrowed by patrons of the library. In 1940, the ground floor of the library was offered to billet men recently enlisted in the Lake Superior Regiment. The Thunder Bay Historical Museum resided in the library for almost 30 years before moving into a separate building nearby. The library also hosted an office of the National Film Board from 1947 to 1967.

The Mary J. L. Black Branch Library was opened in October 1938 in honour of FWPL's first librarian. Sadly, Miss Black had passed away the year prior to its opening; however her spirit was alive and well in a much-loved community branch. Both libraries became part of the Thunder Bay Public Library in 1970, following the amalgamation of Fort William and Port Arthur. The history of these libraries continues to shape the way in which TBPL serves the city of Thunder Bay and teaches the importance of adapting to the new while respecting the traditional. Having recently celebrated the grand opening of the new Mary J. L. Black Branch Library, it is inspiring to see a brand new facility that would make Miss Black proud.

.....
Jesse Roberts is the Head of Reference Services at the Thunder Bay Public Library. She has been an OLA member since 2007. Ruth Hamlin-Douglas is the Adult Services Librarian at the Thunder Bay Public Library.



Here, There, and Everywhere

Virtual Reference in Ontario

Ask Ontario



Ask Ontario (askON) is a VR collaborative of Ontario's public and college libraries. It is an instant-messaging-based chat service available in both French and English, available through partner library websites.



The askON service focuses on developing lifelong digital literacy and research skills, building relationships with and between libraries, creating opportunities for personal and professional development, and giving Ontarians better information than they can find on their own with access to resources to which they are entitled.

What was once thought of as the product – delivering information to people – has

become much more. It now includes the development of a successful internship program, engaging new communities with an alternative channel of access to their libraries, and providing learning opportunities for both askON staff and its interns.

Since 2008, askON has answered more than 74,000 questions. It currently partners with 20 public libraries and 12 colleges which contribute to a self-funded service partnership model in which libraries contribute staffing and funding based on population served. The model is governed by two advisory boards and a steering committee. askON looks forward to welcoming new partners in 2012.

By Jan Dawson & Klara Maidenber

Virtual reference (VR) is a service that enables library staff to provide information and research support online, through chat. Over the past 10 years, as a result of broader technology trends in libraries, VR has evolved from an experimental venture into a core service that is viewed and staffed as an e-parallel to the reference desk. The interactions that take place in VR also parallel those that happen at the reference desk; similar questions are asked, and a reference interview is often carried out. A high level of professional skill is required to communicate effectively in this medium.

Among patrons VR is a popular choice, preferred by those who are accustomed to text-based communication, those who are off-site, or those who face accessibility challenges. Contemporary technical tools available for VR delivery are highly sophisticated. Service hours can be extensive as result of collaborations among staff from multiple libraries. Interns are often needed to staff chat queues.

In this article, we will describe two such collaborative services operating in Ontario: Ask Ontario and Ask a Librarian.



everywhere

Ask a Librarian

This year, the Ontario Council of University Libraries (OCUL) established Ask a Librarian, a VR collaboration for Ontario's university libraries. In September, the service successfully launched on nine campuses: Guelph, Guelph-Humber, Lakehead, Ryerson, York, Toronto - St. George, Toronto - Mississauga, Toronto - Scarborough, and Windsor. The project is another addition to the array of successful consortial projects based out of Scholars Portal, such as RACER, Scholars Portal journals and e-books, SFX, and others. Now that the implementation phase has concluded, OCUL has turned its attention to expanding the service to additional libraries in 2012.

The Ask a Librarian project is coordinated by the Scholars Portal operations team and members from participating libraries. It aims not only to deliver world-class research support, but also to educate researchers about the wide array of services and resources available at their university libraries. Each week, members



of a 200-strong team of library staff and interns provide academic research assistance while strengthening both the information literacy skills of users and the bonds between member libraries. To enhance discovery of the service, the operations team is exploring ways to integrate the service into course management software, library research guides, and other online learning resources at Ontario universities.

Staying Ahead

As a computer-based, synchronous communication method, virtual reference is subject to rapidly changing trends in web and information technology. To maintain its appeal for library patrons, a VR service must keep pace with developments in online communications. To accomplish this, both Ask Ontario and Ask a Librarian operational teams keep a close eye on emerging technologies and have plans to explore mobile- and SMS-based service delivery, to investigate new chat platforms, and to enhance the collaborative tools available to staff in the coming year.

Thinking about joining Ask Ontario or Ask a Librarian?

The Return on Investment (ROI) for libraries:

- Extended service hours in return for a small staffing contribution
- Service channel for times when the library or reference desk is closed
- Staff training on technical aspects of VR and best practices of reference service delivery
- Engagement of online communities and new generations of library users
- Vehicle of library promotion and outreach
- Transferable technology and online support tools for staff
- Intern support for hard-to-staff hours

.....
Jan Dawson is Project Manager for askON and has been with the service since 2008. Her interests lie in VR, emerging technologies, digital services, and online community management. Learn about joining askON at askon.ca/libraryinfo.html or email jdawson@knowledgeontario.ca.

Klara Maidenberg is Virtual Reference Services Librarian at OCUL Scholars Portal. Her work in virtual reference is enhanced by previous experience in research and reference services, information literacy instruction, and staff development. You can learn more about the Ask a Librarian service by visiting spotdocs.scholarsportal.info/display/sp/Ask or writing to klara.maidenberg@utoronto.ca.



Governance 101

Board Development: Raising the Bar

By Jane Hilton

Boom!

Just when you think you've learned what it takes to govern a library, you find out that the learning curve continues to climb and there's more required of a board member than merely understanding the role and attending the meetings. While there are some who believe that leadership is an innate trait, there are others who will argue that leadership is acquired by learning and developed over time. There can be no question that ongoing investment into board development will lead to excellence in governance.

Why Is Board Development Important?

First, let's distinguish between initial board orientation and ongoing board education. Orientation is an activity intended to give the board member a basic working knowledge of the library they will oversee. Generally, this session focuses on background information about the specific library system which could include the history, services offered, vision and mission, successes and issues, bylaws, policies, and procedures. Board education, on the other hand, is comprised of the activities intended to raise the quality of the board's performance to a new level.

It is part of the board's governance responsibility to ensure there are supports to allow board members to maximize their contribution and develop to their full leadership potential. Given the increased scrutiny of all organizations these days, it just makes good sense to ensure that education and real-time learning is integrated into board work. To be as effective as possible, boards should embrace the "continuous learning" philosophy that is prevalent in the library world ... not to mention that these activities can increase the interest of the board member and prevent them from becoming "board stiff!"

Where to Begin?

Rather than haphazardly implementing activities that may or may not be relevant to board members, the Ontario Library Boards' Association's Leadership by Design program has tools available that can assist with determining where the knowledge gaps on the board exist. The Leadership Development Toolkit (accessola.com/olba) is a three-part exercise available online to identify the leadership and governance knowledge gaps of the board which can then be used as the basis for an education program where it is needed the most.



All board members complete seven worksheets that focus on the different components of governance:

- Board organization
- Board performance
- Planning
- Library management
- Stewardship
- Community development
- Accountability

The results are tabulated and from this a “knowledge gaps profile” for the board will emerge. Board education and development opportunities specifically tailored to the board can then be identified for each of the seven areas of responsibility on the Leadership Development Blueprint.

Alternately, if a more unstructured and informal approach is preferred, the board can brainstorm to determine the contents of its own development program. At a board meeting, members identify what information they feel they lack and/or what they don’t understand well enough to make informed decisions. This information can then be used to form a theme for an educational session.

What Are Board Development Activities?

Board development and ongoing education do not have to be costly or resource intensive. They can be facilitated through a number of activities, such as:

1. Developing information sessions at the beginning of a board meeting on operations (e.g., invite a staff member to give a presentation) or broader related issues.
2. Dedicating time in board meetings to discussing an article that all board members read in advance of the meeting.
3. Reading information materials, publications (e.g., *InsideOLBA*), and articles on library news.
4. Accessing audio conferences or webinars.
5. Networking with other boards in person or electronically (e.g., listserve olba-l@accessola.com) as a way to solve a problem, increase knowledge, and/or gain a fresh perspective.
6. Attending the Southern Ontario Library Service Trustee Council meetings at other libraries held twice a year throughout southern and eastern Ontario.
7. Attending annual conferences such as Super Conference in February, Canada’s largest library education event, which includes sessions for board members and runs for four days – or the Ontario Library Services North conference held in the fall.
8. Evaluating the Board’s performance for compliance with library policies and to measure the success of their annual plan.

Great governance doesn’t happen by chance and whether a person has been a board member for a week or an entire term, there is always room to grow. The goal is to keep learning for there is never a point where you have it all figured out and you know everything there is to know about governance. Developing a board development plan ensures that the board is a value-added asset with the intellectual capital to rise to the challenge of these rapidly changing times. Through ongoing education the board can excel at library governance and successfully design its library’s future.

Jane Hilton is currently a board member of the Whitby Public Library and Past President of the Ontario Library Boards' Association. jhilton@idirect.ca



Affichez-vous des cc (Quick Response) QR à votre bibliothèque

Depuis le printemps 2011, la Bibliothèque de l'Université d'Ottawa s'y intéresse et a intégré des codes QR dans ses activités de marketing. Comme toute nouvelle tendance, il vaut la peine de s'y intéresser. La bonne chose avec les codes QR est que c'est gratuit, tout comme Twitter, Facebook, les blogues, etc. Il faut simplement prendre le temps de les découvrir et de bien évaluer quelle est la meilleure façon de les utiliser.

Il est évident qu'il faut faire des recherches sur le sujet et en apprendre plus. C'est ce qui a été fait à la Bibliothèque. Par la suite, il faut partager ces renseignements avec les collègues de travail et cibler des endroits où ces codes peuvent être affichés.

Pour revenir brièvement sur les codes QR, ce sont des codes-barres bidimensionnels qui permettent l'utilisation de la caméra d'un téléphone intelligent pour lire le contenu. Le code QR a été créé par l'entreprise japonaise Denso-Wave en 1994 pour tracer les pièces de voiture dans les usines Toyota. Les codes QR vous permettent de créer des liens vers un document, un site Web, un message texte, une vidéo, etc. Tout ce que vous avez besoin c'est d'un téléphone intelligent, d'avoir accès à Internet, d'une application pour capturer le code et le tour est joué!

Qu'est-ce qu'il faut pour en créer? À quel endroit devons-nous les afficher? Quelle application peut lire les codes? Est-il possible d'obtenir des statistiques d'utilisation? Quel contenu doit être lié aux codes QR? Ce sont toutes des questions que nous nous sommes posées.

Il existe une panoplie de générateur de codes QR. Ceux préconisés à la Bibliothèque sont présentement Bitly et Snap.vu. Les codes QR sont intégrés aux affiches contenant les coordonnées des bibliothécaires. Ils sont aussi utilisés pour les



odes que?

Par Maryse Laflamme

affiches des heures d'ouverture ainsi que pour inviter les gens à nous visiter. La Bibliothèque de gestion ainsi que le Centre d'information géographique, statistique et gouvernementale (GSG) ont accepté d'être les cobayes pour l'intégration des codes QR. Nous voulions obtenir des statistiques d'utilisation et c'est pour cette raison que des sites Web tels que Bitly et Snap. vu ont été choisis. Il est possible de connaître le nombre de fois que le URL ou le code QR a été capturé.

D'autres exemples de codes QR sont affichés dans la section des périodiques et journaux et donnent accès aux sites Web de ces documents. Il y a aussi des codes qui mettent en évidence des bases de données. Des projets futurs tels que la création des codes QR pour une visite guidée grâce à un tour audio sont en développement. Nous désirons aussi intégrer les codes sur le rayonnage pour diriger les gens vers les guides de recherche.

En bref, les codes QR offrent le moyen d'accéder à l'information d'une façon différente. Il ne reste qu'à évaluer sa pertinence dans la prochaine année. Qui sait ce qui se passera?

Maryse Laflamme a obtenu, en 2003, une maîtrise en bibliothéconomie et sciences de l'information option gestion stratégique de l'information de l'Université de Montréal. Elle a travaillé au Centre de recherche d'Investissement Québec et a été Superviseure et Agente de recherche d'information du Centre de documentation d'Info Entrepreneurs. Elle a aussi occupé le poste de Chef de la Bibliothèque de gestion de l'Université d'Ottawa de 2006 à 2010. Elle occupe maintenant le poste de Chef, Services de référence de la Bibliothèque Morisset à l'Université d'Ottawa depuis 2010.





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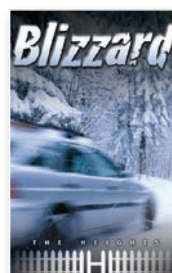
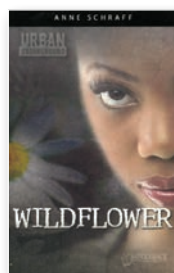
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MAO AND ME

ACADEMIC LIBRARIES IN CHINA

By Michael Ridley

“It is much better to study in the library than attend classes.”

So says Chairman Mao and who am I to disagree? But I will. In the spring 2011 a group of university librarians from across Canada undertook a two-week study tour of Chinese academic libraries. As a member of that tour, I was privileged to visit 12 universities in Hong Kong, Shanghai, and Beijing. We toured libraries, met with library staff (and some faculty and students), discussed important issues, and enjoyed exceptional hospitality. And we all left with bundle of contradictions to deal with.

As a young man Mao Zedong worked as an assistant librarian at Peking University. Li Dazhao was the Head Librarian at the time and Mao's future father-in-law; Li later went on to co-found the Communist Party of China. Apparently the slogan “librarians rule!” was never more true. Mao attempted to discuss political issues with the faculty but they snubbed him. Fast forward to 1949 (and again to the Cultural Revolution in 1966) and Mao gets his revenge.

To be serious, while I doubt libraries significantly influenced Mao's political thought, there is no question that libraries are central to China's current drive for academic and research preeminence.

So what did we learn? Mostly we took away the simple but profound recognition that we have more similarities than differences.

China has a very deliberate and well-funded strategy to develop the leading researchers and academics in almost every field. The previous emphasis on quantity (enough spaces for students) has clearly moved to a focus on quality (being the

best in the world). In support of this, new research libraries are popping up everywhere, and they are amazing facilities (frankly, well beyond what we are building in Canada). The collections are good (and in some cases exceptional) and the staff are dedicated (if less well trained than desired). Libraries are leading the universities in assessing the quality of research and in helping faculty (and graduate students) find new opportunities and challenges. The emphasis on reputation and international success is obvious everywhere.

All good stuff. So why did I disagree with Mao?

For all the obvious advances and innovations, the learning approaches reflected in the libraries look backwards not forwards. The Chinese educational traditions of solitary, individual study still clearly shape the libraries. Many of the incredible facilities we saw were filled with individuals, heads down, engaged in individual study. The collaborative, social learning spaces that dominate North American libraries and encourage a dynamic interchange of ideas were largely absent. Mao lauded the value of solitary study and that legacy persists. It is a problem Chinese librarians and educators are trying to address. Despite resistance from faculty (and even students), these emerging libraries are beginning to influence attitudes towards collaborative study and interdisciplinary research. It may be a long road.

As impressed as we were with the libraries and the universities we visited, there was no way to avoid the political realities of modern China and the dilemma this caused. For example, in some places the university librarian was a



Shanghai Jiao Tong University Library (photo courtesy of Richard Dumont)

political appointee of the Communist Party. At one library, the “Secretary to the Communist Party of China” was a member of the management team and had responsibility for human resources. And, of course, the Great Firewall of China is very real. Twitter, YouTube, Facebook, Ustream were all blocked; Gmail was slowed and sometimes blocked. Various news sites came and went. Although apparently www.uoguelph.ca was not a threat to national security: I could always get to the University of Guelph website.

While none of this merry band of librarians (we did enjoy ourselves after all) had any illusions about the political context of our visit, we also saw wonderful opportunities to learn, share, and build bridges. The academic communities of Canada and China are increasingly intertwined and we need to advance that meeting of minds. As the Chinese say, “a journey of a thousand miles begins with a single step.”

Michael Ridley recently stepped down as the Chief Information Officer (CIO) and Chief Librarian at the University of Guelph. He is currently on sabbatical.

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | |
|---|-------|----------|---------|----------|----------|--------------|---------------|------------------|--------------|--------------------|---------------------|----------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| 1 | PR no | Type | Content | In House | External | Last updated | First Started | Next Review date | Library Lead | Start the process: | Send to Steering by | Final Due date | Availability | 2010 - notes about use | 2011 notes about use |
| 2 | p2 | brochure | Faculty | | X | May/10 | JuW07 | Mar/11 | DW | 1-Mar | 1-Jun | 1-Jul | 1-Aug | 225 left over from last year, so only ordered 200 in 2010 - use new ones first! 8 to New Faculty Event (Sept.) 30 to Annual Teaching Day pkg (Sept) 20? Faculty Breakfast (Jan) | changes seen in 2011 for early teaching day |
| | | | | | | | | | | | | | | ordered 350 brochures - 200 for new faculty | |

The matrix makes it possible to track not only library-produced information but every publication around campus that mentions the library. By regularly monitoring these publications, we can ensure that library information is up-to-date and accurate.

Communications

By Greg Sennema and Deborah Wills

| O | P | Q | R | S |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------|-------------|
| | Notes about process for production and distribution | #s | On hand | Cost (2008) |
| s sent to Public Affairs June 2, r early Sept. 21/7: asked if we ave earlier (for New Faculty tion (Aug. 16, 2011 and for g day Aug. 30). Printed 100 | Public Affairs for design then distribute as needed at various events. And upload new e- version to this page. http://library.wlu.ca/faculty | 500 | | \$591 |
| March (Brochure now ed by P114, March 2011) | http://library.wlu.ca/undergra | 0 | | |

We use separate rows for each item (e.g., P1, P2 for print), while the columns help us track information consistently. For example, we track when, where, how, and by whom the item was produced, how many copies were made, how many are left, and perhaps most importantly, when we will need to think about this publication again. The “start the process” field helps us generate monthly to-do lists.

The contact and annual budget sheets are self-explanatory, although it is worth mentioning that detailed notes can help us decide how money is spent the following year. For example, here is what we have for the library’s undergraduate brochures: “200 handed out at Get Involved Fair. 100 used for part time student welcome packages (fall). 150 used for part time students welcome packages (winter and spring/summer 2011). Had to reprint 300 in-house on colour printer.”

And finally, the worksheets that describe the library’s specific communication “products” help the committee understand and track the usefulness and impact of different products at

different events. We can judge where we should put our efforts from year to year as we work to raise the profile of the library with all our users.

Our accountability matrix helps us not only track campus events, but also stay on top of all our communication efforts. And most importantly, when we aren’t juggling a mass of details in our heads, we’re free to do the creative and important work of marketing our library.

.....
Greg Sennema is Associate University Librarian and Deborah Wills is Head of Reference at Wilfrid Laurier University. The authors would like to acknowledge Carol Stephenson for the initial matrix framework. gsennema@wlu.ca, dwills@wlu.ca

random library generator

MEET ONE OF
OLA'S 5,000
MEMBERS

Mark Mueller is the subject librarian for education at Tyndale University College & Seminary in Toronto. I spoke with him by phone last summer. He started to tell me about his work at the library but we quickly went off course (my fault) with his opening sentence.

Please tell me about your current job.

I'm responsible for the collection development of the curriculum resource centre and education materials for the general collection, including about 150 puppets. I also teach information literacy and library research skills, both online and in the classroom. My favourite part of the job is helping the library patrons at the reference desk.

PUPPETS!?

Yes, and it's quite a challenge to organize and store them so they don't get dusty and stinky. We put them in plastic bags and then into Tupperware bins. They're organized by Library of Congress, but fortunately, I don't have to do that part.

How big are they?

All sizes. Extra large, large, medium, and small. From little plushies to life size... well, the size of a human arm.

So the teachers use them?

Yes. They use them for things like story time and anti-bullying programs.

How did you find this job?

[Sound of door opening. Mark excuses himself for a moment].

Sorry, we had a free lunch today and they're coming around to collect the plates. How did I find out about this job? Well, I was lucky. This job came up shortly after I graduated from the MLIS program at the University of Western Ontario in 2007. I started here in January 2008. I have some background in education... I was an academic counsellor in a private school.

I was also a logistics coordinator for a courier company that specialized in serving clients in the biofarm business. We shipped very unusual things, like live organs and blood for transfusions and clinical trials. Not your everyday things. There was a research component to this job that involved finding out the different regulations for exporting different goods to different countries. For example, you can ship blood to the United States with a pro-forma invoice more or less stating "blood for clinical trials worth less than \$20." But for places like Cochabamba, Bolivia... where, for some reason, we shipped a lot of blood samples... it was a whole different ballgame. I really enjoyed the research aspect of this job and I enjoyed working with clients, so my career counsellor suggested librarianship. I

An interview with random OLA member #10: **Mark Mueller**



Mark Mueller

By **Robin** Bergart

Image credit: M. J. D'Elia



investigated librarianship as a possible career choice, and the more I found out about the profession, the more I wanted to do it. I'm very happy I made this choice.

Wow. Who would have guessed where life leads? So has there been anything particularly surprising about your work as a librarian?

I think what surprised me most was working with manipulatives and realia. I thought the collection would be only books and digital resources.

The funny thing is, I took a cataloguing course at Western and the instructor taught us about how to catalogue realia, but she admitted that very few of us would ever need to know this in our work so we shouldn't worry if we didn't really get it. So I spent that class catching up on my homework from another course. Eight months later when I was interviewing for my job they were giving me a tour and I see 200 puppets and lots of board games and attribute blocks – all the things the instructor said I wouldn't have to deal with, and I thought, "What have I got myself into?"

I'm also surprised that I enjoy children's literature as much as I do. I hadn't picked up a kids' novel since grade school. When I started reading some of the titles from the Forest of Reading Awards, I thought, "Wow! These books are really good." One title that really impressed me was *Thirteen Reasons Why*, a book by Jay Asher about teen bullying and suicide.

Can you tell me about something you know a lot about, and something you'd really still like to learn?

I could say I know quite a bit about church history. I did a double major in English and Religious Studies. I'm not an expert but I probably know more than the average person. It's a bit of a passion. I'm interested in the ancient period from the New Testament to Late Antiquity.

Do you read Greek?

No, that's probably one of the things I'd like to know more about: Greek and other ancient languages.

What was a highlight of the past summer for you?

Actually, I had a really interesting experience this year. I was invited to St. Sabbas the Sanctified, a Bulgarian monastery in Harper Woods, Michigan, to help them organize their library. The abbot asked me to set up an electronic catalogue system, which I did, and I developed training materials so the monks could do their own copy cataloguing.

Was this a silent monastery?

Yes, very, very silent. I could talk, but there were times I was expected to be silent. But there's not much to talk about when you're cataloguing anyway.

I spent one month there and it challenged my notions of librarianship in two ways. First, it was a non-circulating library for the monks' use only. Second, I learned that not everyone wants a collection development policy. The monks are very attached to their books and while I was able to discard some Harlequin romance novels that had somehow squeezed into

the collection, the abbot did not want me to get rid of a travel guide to Armenia published in the 1960s. He said people do pilgrimages to Bulgaria and it could still come in handy. Who was I to dispute that? It was his library.

On the other hand, this experience affirmed for me some core principles of librarianship. When the abbot asked me what makes a good library, I told him it's a collection that serves a defined user group and meets the needs of that user group.

Sorry, I can't think of a good segue for this question, but could you tell me about a time you felt most creative?

I often feel creative when I'm cooking. I try to go by the recipe but I'm often adding more ingredients. I made a potato salad recently from an American recipe site. When I was doing the shopping, I saw some pumpkin seeds and some dill and thought that would go well in the recipe. It was my first time making potato salad and it was excellent. The people I had for dinner said so.

Who was your favourite teacher?

Mr. Stewart, my Grade 12 English teacher at Kipling Collegiate. He turned me on to literature when we did a unit on rebellion. It was the first unit in high school that really resonated with me. After I did my independent study project, he said it was really good and told me I should read *Catcher in the Rye*. It was the first time a teacher gave me a book that resonated with me so much that it inspired me to want to read more.

What is your favourite geographical landscape?

Forests! I'm an avid hiker. I've hiked all over, including Algonquin, the Bruce Trail, and the Niagara Region. Next weekend I'm going to the Darien Lakes State Park, about a half hour outside of Buffalo, New York, with a librarian friend of mine.

What is your earliest memory of a major news event?

There are so many. But the one I remember most clearly was in 1984 when a 10-year old girl wrote a letter to Mikhail Gorbachev expressing her concern that the world would end due to nuclear annihilation. I was also 10 at the time. Gorbachev was very moved by this and invited her to Russia for a visit.

Sorry, still not coming up with a segue here, so could you tell me about an assumption upon which you live your life?

I believe we're all curious and compassionate creatures. I try to see that and live by that assumption every day.

Can you give us a teaser about the next OLA member you've picked to be interviewed for this column?

Stephanie Orfano is a librarian at UOIT (University of Ontario Institute of Technology) whom I met through a colleague of mine. She struck me as a young and energetic librarian who has a lot to offer the profession.

.....
Robin Bergart is a User Experience Librarian, University of Guelph Library. rbergart@uoguelph.ca

readers' advisory



PROMOTING ENJOYMENT
AND PASSION FOR THE
WORLD OF BOOKS

Visual Merchandising:

By Alexandra Yarrow and Lora Baiocco



Dynamic Displays and Print Tools that

POP

One thing you should know about us right from the start: in addition to being big readers, we are big eaters. Recently, one of our favourite restaurants in Montreal closed. We mourned its untimely demise, but we were also not really surprised: the food was divine, but the tablecloths were plastic and the flowers were fake. We wouldn't have gone there on a romantic date, and neither would anyone else, we imagine. It reminded us of some libraries, and here comes the tough love, readers ... To what extent does this description fit your library: the collection may be good, but it's not a place you would be caught dead hanging out?

RIGHT: Idea Store, Whitechapel, London, England.

Many library mission statements include the word "inspiration." In the library, our services and collections jostle for people's attention in an often less-than-inspiring way. The library space says something about what we perceive to be the community's heart: their needs, their tastes, their dreams. The more appealing the library is, the more likely people are to stay; we want them to stay, but we don't always make it easy.

One of the most rewarding ways to encourage our communities to engage in the life of the library is through readers' advisory. Well-designed and attractively marketed readers' advisory tools can revive the library and inspire our visitors. We are not designers, but we can create simple, consistent, and compelling messages by following some general guidelines.

Let's bust the myth that "some people just have an eye for these things." Here are five concrete tips that can help you build an excellent visual marketing plan for your library.

1. **Be in the space:** Hang out in your own readers' advisory areas, and try to see the space with fresh eyes. First impressions of a space are made quickly and are difficult to change.
 - a) Are you trying to engage the right people, with the right message, in the right place?
 - b) Clear the clutter! Weed your collections regularly; get rid of superfluous signage; take those flyers off the windows!
 - c) Make the space fluid by using elements that can move or be removed. This will invite visitors in and give them a degree of ownership over their experiences.



d) Incorporate inspiration into the space – windows, public art, easy chairs, or a fireplace.



ABOVE: Inspiration at Cumberland Branch, Ottawa Public Library

2. **Stay on message:** Ensure that there are common elements, a cohesive brand identity, in all communications. Create a shared style guide and include the following:

- Standard fonts for signage and print tools
- Where to find the library's official logos
- A checklist of vitals and how they should appear: library address, email, phone numbers, website, social media accounts, date of creation
- Commonly used phrases
- Sources for fresh images: instead of using clip art images that everyone has seen a million times, why not direct staff to Flickr to find Creative Commons licensed photos, or (this is best) take your own photo.

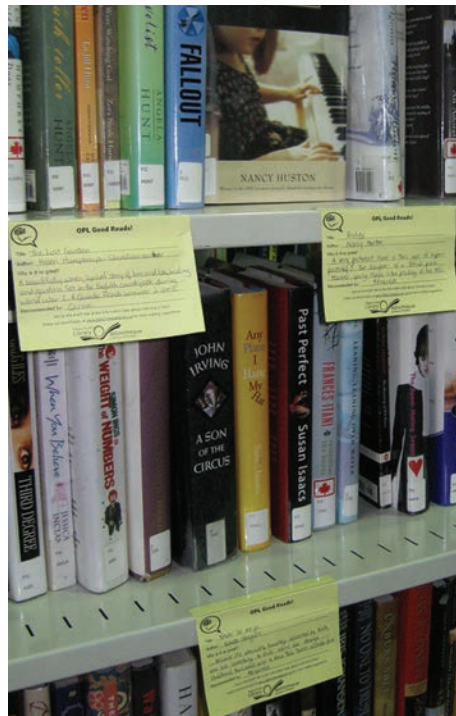
3. **Make displays manageable:**

- Clearly define tasks for staff creating displays
- Create a sustainable rotation schedule for keeping things fresh without stressing out staff
- Don't underestimate quick and dirty merchandising, eg. by cover colour



LEFT: Feeling blue at Rideau Branch, Ottawa Public Library.

- Identify how and when props should be used. Props should add another layer of meaning to the display. Think quality not quantity
- Pair a mini-display with another promotional tool, such as a shelf-talker, for an in-the-stacks conversation starter.



LEFT: The shelves speak at Rideau Branch, Ottawa Public Library.

4. **Measure and report (successes and failures):** This will help you hone your skills and express value to stakeholders. You want to know if your work pays off, right?

- Keep track of the number of displays in the library, the frequency at which they are changed, the

number of books added

- Include these stats in your regular reporting
- Words count. Even if you can't count items, reports from the desk staff on comments from the public are valuable for what they can teach you about your work and for keeping all staff invested in the displays and promotion of your library
- Look for new ideas in comments or questions from the public.

5. **Take risks and give staff the room to take risks:** Don't be afraid to try something new. Visual marketing, as an indirect tool to engage with the community, gives us a chance to be a little bit edgy in a way we are often reluctant to be in other library settings. We love our profession because our colleagues are hard-working critical thinkers who are passionately engaged in the reading lives of their communities, and they understand how to gracefully balance that sometimes with a creative, playful touch.

BELOW: Freedom to Read Week display at Rideau Branch, Ottawa Public Library.



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high 5

PROJECTS, DATABASES, AND
TOOLS FOR OPEN RESEARCH

American presidential libraries date back to 1939. The first was built to house the voluminous records of Franklin D. Roosevelt, whose power, celebrity, and ego were such that on a trip to Egypt during World War II, he remarked that his desire to be remembered was colossal. FDR envisioned a tourist-friendly history museum and library, hoping that the facility would draw an “appalling” number of visitors. He was the first president to design his own memorial library, but he set a precedent. Today there are 13 presidential libraries administered by the National Archives and Records Administration, physically scattered around the US. For those who can’t travel to the libraries, their websites are sources of rich historical information, containing digitized records of personal, classified, and official public records. And for library budgets not able to support costly commercial packages of digitized historical US material, these websites are very reasonable alternatives.

These are five highlights from the US Presidential library collections:

1 HOOVER

The published writings of Herbert Hoover, Selected oral histories, his daily calendar (1917-1964), the papers and photos of Hoover and his wife, Lou, are all available. ecommcode2.com/hover/research

The site offers an article search engine containing citations to published scholarly articles (based on the archival holdings of the Herbert Hoover Presidential Library) as well as Rose Wilder Lane’s (Hoover’s first biographer) papers and files.

2 FDR

Digitized records: Documents, Photographs, Audio-visual materials. fdrlibrary.marist.edu/archives

The digitized historical materials available at this site include 8,000 FDR items collected by FDR’s secretary, Grace Tully; 6,500 files that FDR kept in the White House safe; 1,000 documents regarding US-Vatican relations during WWII; 2,500 documents regarding US-German relations during WWII; and over 3,000 British diplomatic files from the 1930s and 1940s, among others. There are digitized photographs, as well as audio clips of speeches.





By Jennifer Dekker

Presidential Library Collections

3

HARRY S. TRUMAN

Library & Museum

trumanlibrary.org

The Truman library site contains extensive thematic collections of materials (e.g., “Cold War,” “Decision to drop the atomic bomb,” “Recognition of the State of Israel”). Each section groups together resources related to the theme, including textual documents, oral history transcripts, photographs, and teaching plans. There is also an impressive collection of political cartoons.

BILL CLINTON

4

Digital Library

clintonlibrary.gov/digital-library.html

Among the many fascinating documents digitized by the Clinton library is the first ever presidential website. In fact, here you will find White House websites from version 1 (1995) to version 5 (2001). The archived sites include documents, press orders, briefings, radio addresses, and other White House publications. The President’s and First Lady’s daily schedules, photo galleries, counsel files, the Administration’s history, and many other documents are also found here.

5

RICHARD NIXON

nixonlibrary.gov

The Nixon presidential library site contains some real gems. Among them is a collection of documents about Richard Nixon meeting Elvis Presley, the Watergate tapes and transcripts, a photo exhibit of gifts received at the White House during Nixon’s presidency (including two giant pandas from China), a photograph collection, and many now-declassified office files.

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A Library in the Land of the Thunder Dragon

By Ariel Lebowitz

Dear Readers,

Please forgive me as I hijack *The World Outside* column. I am hoping to take advantage of my role as co-editor of this column to share with you some of my experiences as I embark on a new library adventure in the world outside Ontario. I also hope to get feedback and advice from the readers of *Access*.

I have just started a new position with the Royal Society for Protection of Nature (RSPN), an environmental NGO in Thimphu, Bhutan. My job for the next year will be to build an environmental resource centre (library) from scratch.

Most people react to this news with a mixture of excitement and concern – and the first question is always: “Now where is that exactly?” The Kingdom of Bhutan, known locally as Druk Yul, which can be translated as the Land of the Thunder Dragon, is a small Buddhist kingdom in the Himalayas nestled between China and India. In 2008, it transitioned from an absolute monarchy to a constitutional democracy and is led by the world’s youngest king. It is very remote and is quite difficult to enter. All tourists must have their itineraries approved and are charged a substantial daily visitors fee. It can also be difficult to obtain a work visa. I feel honoured to be able to explore this beautiful country from the inside.

International librarianship has been a passion of mine throughout the course of my career. It led me to working in India and the Netherlands, to attending and planning international conferences, to leading CLA interest groups, and of course, to being the co-editor of this column. For the past six years, I worked for the Library of Parliament in Ottawa where I was

fortunate to have the most engaged, dedicated, and intelligent colleagues, librarians and non-librarians, from whom I learned about libraries, client services, commitment, management, and life. However, when I saw the posting on the IFLA listserv for this volunteer position in Bhutan, I could not resist the opportunity to follow my passion.

I applied for the position in January 2011 and landed in Bhutan mid-September. As I write this, I have been in Bhutan for two weeks and I am just starting to get my feet under me – at an elevation of 8,000 feet it is harder than it sounds. When I arrived, I had no idea what to expect. I knew the organization was moving into its own building and there was going to be a dedicated space for the Library. I knew that I would be the only person with any library experience at RSPN and that there were high expectations of what I would be able to accomplish in the course of the year. I knew I was in for a challenge.

As it turns out, the building is not yet complete. Though everyone here is discouraged by how long the building process is taking, I am secretly thrilled that I really get to start at the beginning. Hopefully by the time this issue goes to print, I will be in the new Environmental Resource Centre (ERC).

So far, we have one shipment of books, an arrangement with EBSCO for access to electronic journals, and new furniture and computers in storage. My first priority is to get to know Bhutan, its people, and its culture, so that I can determine the best way to serve the clients. Next, I will work on the strategic plan.

I welcome all advice and suggestions from you. Please contact me through my blog or by email.

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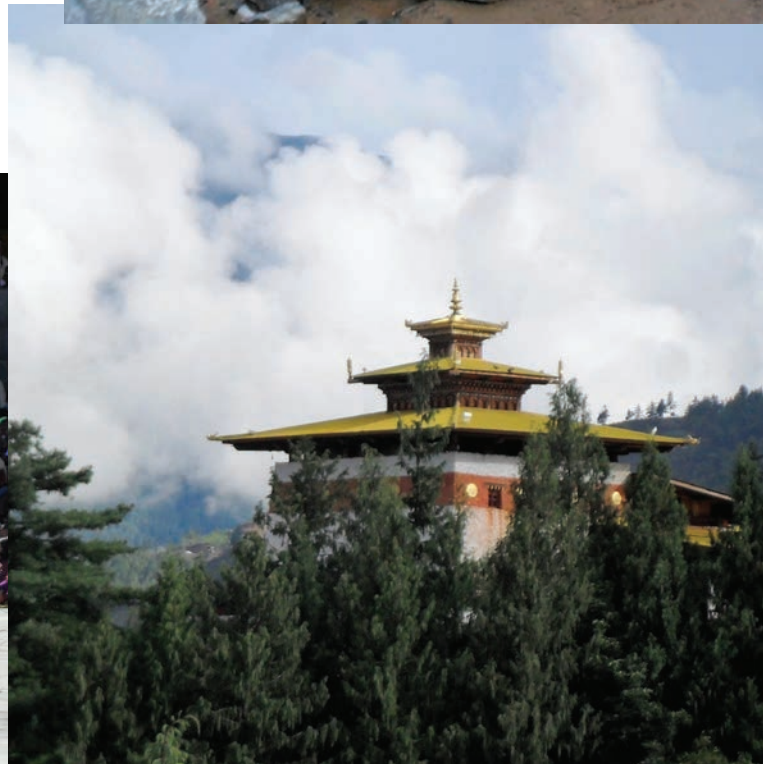
For more information:

My blog about the Library: fqob.wordpress.com/erc

Bhutan: www.bhutan.gov.bt/government/index_new.php

RSPN: rspnbhutan.org

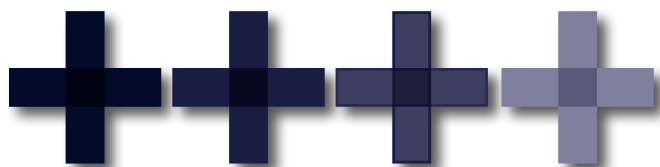
To become a member of RSPN: rspnbhutan.org/be-a-member



WHAT YOUR PATIENT READS

INSIGHT INTO THE DEVELOPMENT OF A SERVICE FOR FAMILY PHYSICIANS

By Margaret Quirie



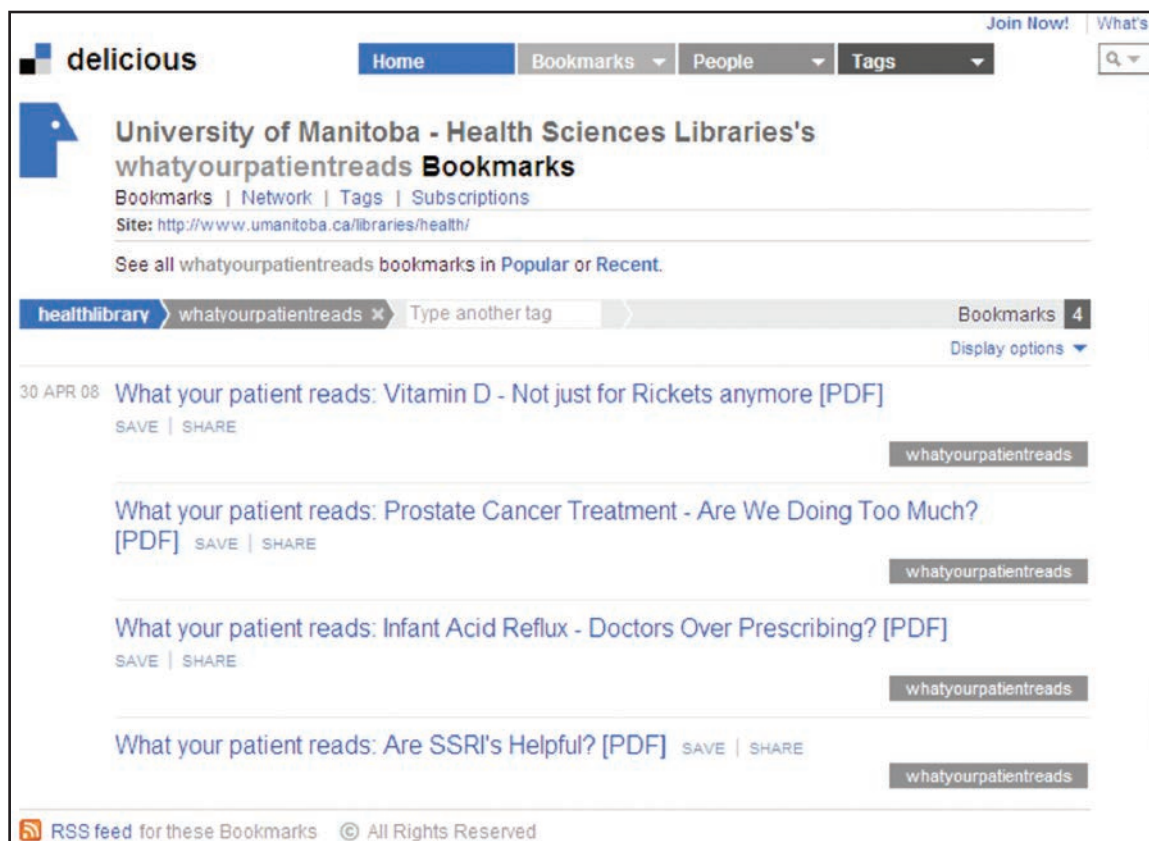
Three hospital librarians at the University of Manitoba's Libraries, Christine Shaw-Daigle (St. Boniface Hospital), Lori Giles-Smith (Grace Hospital), and Melissa Raynard (Concordia Hospital), are responsible for an innovative service developed for Family Physicians called What Your Patient Reads.

Found on the University of Manitoba Libraries website and on Delicious, What Your Patient Reads provides a summary of the news story, and the key points of the referenced research and related literature in a succinct format that allows physicians and other librarians to keep abreast of health stories in the media and the medical science behind those stories.

This service originally began back in November 2007, covering reports that prostate cancer was overdiagnosed and overtreated. Since then, there has been a new topic almost monthly covering many different media stories. What Your Patient Reads was inspired by a combination of the desire to produce a value-added service that targeted family physicians and the reality that physicians often came to the library looking for research studies that were mentioned in newspaper articles they had read. From the library's perspective it was sometimes difficult to track the media story and the underlying research article because the media seldom gave full citations to the original research. In addition, the library wanted to place the new research into the context of the body of literature on the topic by providing additional references.

While there is no set publication schedule, there is also no shortage of health-related media reporting these days. Each report requires coordination between the three experienced hospital librarians. One person will summarize the news story, while another pulls out the key points from the underlying research article, and the third librarian finds related literature. Responsibilities are rotated to keep it interesting for the librarians and everyone monitors the newspapers using RSS feeds and websites to come up with topics.

Topics are selected by scanning media available in Winnipeg (*Winnipeg Free Press*, *National Post*, *Globe and Mail*, *CTV*, and *CBC*) looking for stories that report on research involving an intervention, a change in medical practice, or new information about a controversial issue. Selected stories must have a broader public interest and the possibility of triggering a patient to ask their physician a related question. Previous reports on topics such as calcium supplements, whether



drinking while pregnant is harmful, and Vitamin D benefits indicate this service has been successful in selecting their topics.

Positive, informal feedback from health professionals and other hospital librarians has been very encouraging. Physicians have connected with some of the stories and health librarians have incorporated the service into their own services. What Your Patient Reads can be redistributed or printed as long as it is not modified, the University of Manitoba Libraries are acknowledged, and the University of Manitoba logo is retained. You can also use RSS feeds to keep abreast of the next report.

Not surprisingly, the topic that produced the most interest as far as requested articles or informal comments was on the new CCVI treatment for MS. Other popular topics included the issue on antibiotics for irritable bowel syndrome and the report about calcium supplements and cardiac risk. Christine, Lori, and Melissa have started to see a trend that the most popular What Your Patient Reads topics are stories related to medicine and the elderly.

Librarians will appreciate the amount of work to produce such reports and even more the fact that someone is willing to freely share the fruits of their labours with their colleagues across the country. Take a look there might be a topic that you would like to discuss with your family physician.

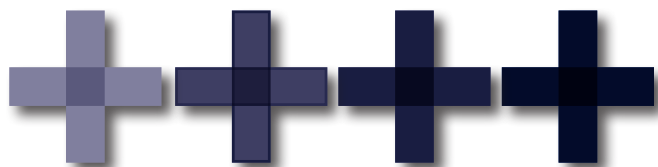
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Margaret Quirie is President of the Ontario Health Libraries Association, and Director of Library Services and Telecommunications at the Ottawa Hospital.

MORE INFO

You'll find *What Your Patient Reads* on the following two websites:

University of Manitoba Libraries: myuminfo.umanitoba.ca/index.asp?sec=1599

Delicious:
delicious.com/healthlibrary/whatyourpatientreads







especially
for LTs

NOTES FROM AND FOR
LIBRARY TECHNICIANS

TOP 10 TIPS FOR THE VERY SMALL LIBRARY

By Donna Brown and Maggie Weaver



In the many years that we've worked in and with very small libraries, we've found the following to be the most useful skills that we didn't learn in college or university.

First, tips about understanding yourself and your environment:

Tip 1: Learn about your organization's organization.

Especially the informal organization, the way "things get done around here." This will save you time, not just in getting things done, and in getting people to do things for you, but also in not spending effort fighting battles that can't be won.

Tip 2: Do a SWOT analysis of the environment.

Strengths and weaknesses relate to the internal situation – things you can do something about. Examples of strengths might be your reputation as reliable and approachable, and a collection that is focused and well organized. Weaknesses might be outdated skills, or a client-unfriendly arrangement of materials.

Opportunities and threats relate to the external environment, and can only be planned for. Opportunities might be a new client group, a new service, or the interest in information that the internet has triggered. Threats might be funding cuts, or the internet – yes, sometimes threat and opportunity are two sides of the same coin. Basically you're looking at ways to apply your strengths to take advantage of opportunities.

In a very small library there's always too much for one person to do, and a pull between administrivia and doing the "professional" work, so the next tips relate to focusing your efforts.

Tip 3: Profile your library services.

Which ones coast along without much prodding? Look for ways to tweak processes (to make them less time-consuming). Which ones are rarely used? Drop them. Which ones are new and have greatest future potential? Put more effort here.



Tip 4: Segment your market.

Of course, you don't treat customers differently, but segmenting helps get more mileage for your effort. For example, the "my library" pages on the website or intranet will reflect heavy users' needs, or those of distance users; the cheat-sheets on database searching will be targeted to infrequent users of those services. Different needs are met by different competitors; for example, television is the competition for customers who read for entertainment, but the internet is the competition for seekers of information. So your marketing message will be different for the different segments.

Now some tips about marketing.

Tip 5: Marketing is what keeps us in business.

If we don't market ourselves, our customers will forget our value, or even that we exist at all. We don't have much time to spend on marketing, which is why we first focus our services, and then concentrate on target market segments. Put simply, marketing comprises

- Product – what service can I create to meet customer needs?
- Price and place – under what conditions can I deliver that service?
- Promotion – how do I and my market communicate?
- People – who is involved in the service?
- Processes – how can I improve service delivery?

Tip 6: Market to your boss or key stakeholder.

Generally speaking, stakeholders will expect value and competence from you, but these are both difficult to demonstrate. So learn to "talk the talk" that stakeholders use, and then talk to them – about recent innovations, about customer feedback, about your contribution to organizational goals. Promote yourself. Don't be afraid to speak up and get credit for the hard work you do. Ensure that the right people know how you are contributing to the success of the organization.

Tip 7: Network.

Network within the library community, to share advice, ideas, and materials, and also to find training opportunities to improve your skills. Also, get on your organization's grapevine, to increase and broaden your contacts. Identify "key influencers," who may not be library users, and communicate to them as much as you do to your boss and your customers.

Tip 8: Manage your time well.

The more you focus on your key services (see Tip 3) and your target customers (Tip 4), the easier time management will be. On a daily basis it's important to prioritize the tasks for that day, keeping in mind the opportunities you've identified, and the services and customers you've chosen to focus on. Lots of books and workshops here, so we won't do more than say it's like dieting – it's not the diet that makes the difference, but sticking to it.

Tip 9: Ask.

Don't be afraid to ask for help if you feel overwhelmed. Think of ways that collaboration with others will leverage your efforts.

Tip 10: Maintain a positive attitude.

This one is so important! Even if the situation looks bleak, try to find the positive in it. Negativity only sparks further negativity. This attitude will also help you adjust to change.

And finally, a bonus tip for surviving the workload in the very small library is creative thinking – think about ways to make your work more fun and varied. Enjoy yourself!

Donna Brown is the External Communications Coordinator for the OALT/ABO and a Library Technician with the Health Science Library, Northern Ontario School of Medicine, Thunder Bay. donna.brown@nosm.ca Maggie Weaver has worked in many small libraries, and is a freelance information professional in a company of one. mweaver@iecanada.com

LIS scholars at work

RESEARCH FOR
PRACTICE

Understanding Immigrant Through Their Reading

By Keren Dali

In libraries, they are known as landed immigrants seeking citizenship classes or career-related guides; as newcomers looking for community information; as ESL (English-as-a-Second-Language) learners; as users with special language needs; as borrowers of books in languages other than English. It seems that we know a great deal about them: their needs, their goals, their difficulties ... but do we know enough? What do we know about them as readers? For instance, do we know how they manage to keep reading for leisure, despite the transitional state of their lives, the unimaginable demand of resettlement, and the culture shock induced by the encounter with the new country?

Over the last decade, I have been researching reading in immigration, mostly focusing on Russian-speaking avid readers residing in the Greater Toronto Area (GTA). I have investigated the effects of immigration on reading practices: types of reading materials and criteria for reading selection; the ways of finding out about and gaining access to new titles. I have also examined the role of leisure reading in the process of acculturation of immigrant readers in Canada: coping with culture shock and learning about a new country; improving English and re-establishing personal identity in immigration; re-evaluating national heritage and sharing the immigration experience of others.

Some of my findings suggest that immigrant readers treat books read for pleasure as friends: they expect books to speak the language they understand and to evoke a desired emotional response. This may explain why immigrant readers prefer reading for pleasure in their mother tongue. That is not to say that they necessarily choose books written by their ex-compatriots. As my research discovers, readers' choices are very international, with a substantial number of titles originally written in English. From a practical standpoint, this



Immigrant Readers Reading Practices

highlights how important it is for librarians to be aware of good translations of originally English-language titles into the languages of immigrant communities. From a more general standpoint, this indicates that immigrant and English-speaking readerships stand closer to one another than it may seem. The similarity of reading interests, not always obvious and frequently underestimated, should be capitalized upon and turned into a powerful instrument of cultural integration of immigrant readers into the Canadian readership.

To date, I have focused on one immigrant readership, but in the future, I hope to expand my work on reading and immigration by studying a few other immigrant groups in the GTA. The future study will examine pre-immigration library usage and reading practices, post-immigration changes in leisure reading, and the perceptions of the library held by immigrant readers. In other words, it will first investigate the origin and history of readers and then look at their current library experiences, with the ultimate goal to inform readers' advisory services in public libraries. I hope that my work will foster a better understanding of immigrant readers in the complex context of their lives.

To Read More

Keren Dali, "The Psychosocial Portrait of Immigration through the Medium of Reading': Leisure Reading and Its Role in the Lives of Russian-Speaking Immigrants in Toronto" (Ph.D. diss., University of Toronto, 2010).

Keren Dali, "Readers' Advisory Interactions with Immigrant Readers," *New Library World* 111, no. 5/6 (2010): 213–22.

Keren Dali, "Readers' Advisory in Public Libraries and Translated Fiction," *The Reference Librarian* 51, no. 3 (2010): 175–88.

.....
Keren Dali is Assistant Professor at the Faculty of Information, University of Toronto. She teaches courses on reading theories and international perspectives, readers' advisory, international information and culture, and the foundations of LIS. keren.dali@utoronto.ca

the next generation

STUDENTS LOOK AT THE LIBRARY
AND INFORMATION COMMUNITY
WITH FRESH EYES

Sometimes Clichéd

Frequently, when people speak of their career and how they got there, there's usually a thematic undercurrent of inevitability – that it was somehow “destiny” that got them there. I try to avoid mining such clichéd tropes, since they often speak to a certain rhetorical laziness and lack of imagination. On the other hand, sometimes they ring true.



Tropes Really Do Ring True

By Stephen Spong

My path into librarianship was anything but linear, and was not part of some grand plan that was executed with cunning precision. Instead, it represents a number of coincidences that coalesced into what I hope will be a long, happy, and prosperous career in a field that I have come to love.

After completing my undergraduate degree in history at the University of Toronto, I indulged in some laziness and lack of imagination and entered law school at York University's Osgoode Hall. The assumption, of course, was that I would follow law school up with articling and a career as a lawyer. However, something rapidly became clear – the legal profession was not something with which I felt a particular kinship. Actual law itself was not the issue, as I was (and remain) extremely interested in much of the minutiae of law and its inherent complexity, especially foreign, international, and comparative law, which I took as a curricular stream. No, this was not the issue. The issue for me was really in the practice of law.

Many lawyers have dismissed the negative perception of the profession as being in a race to the bottom, with the work-life balance being increasingly weighted to the “work” part of the equation, as being precisely that – a perception. However, in my discussions with classmates, lawyers, articling students, and other members of the profession, it became very clear that the stereotype of a system that was akin to the meat grinder of the Monty Python cartoons – fully formed people being dropped in and coming out as ground meat – bore a resemblance to fact. While I initially adopted a cavalier “I can do that” attitude, by third year I realized that while I could do it, it would likely come with a sacrifice to my personal happiness, and that was not a sacrifice that I was prepared to make. With this realization came another – what now?

What were the viable alternatives? While I did not want to practise, I also did not want to turn my back on a field which still held interest and in which I had devoted three years and more tuition than I care to admit. The realization of librarianship was very much a silver lining to a dark cloud. The York University

TA strike of 2008-09 caused a disruption in the school year and meant that I was forced to study over the December holidays at the University of Toronto's Robarts Library. When taking a break and trying not to think about how depressing a situation it was, I found myself reading a display about the Faculty of Information's 80th anniversary. Slowly things snapped into place – librarianship! And they have legal librarians! Maybe I can have my proverbial cake and eat it too! The more I read, the more fantastic a fit it appeared to be.

The rest happened quickly. I applied to the new Masters of Information program which was to start in September of 2009, and was accepted. I have taken to the profession very well, as it is an enormously exciting and revolutionary time to be involved in librarianship. Unlike the prospect of becoming a lawyer, the prospect of becoming a librarian is one that seems to be filled with promise and the opportunity to be engaged with issues that have tendrils that extend through society. To be sure, there are challenges as well, but they are ones that demand innovation, collaboration, and dynamic thought and actions. Confronting these challenges will be exciting, and I feel privileged to have followed a path that may have had a sprinkling of destiny on it.

Stephen Spong is a recent graduate from the University of Toronto's iSchool. He has spent the past academic year working as a student reference assistant at Osgoode Hall Law School Library, where he counts himself fortunate to be able to reconnect with his alma mater on a less stressful level. He has also done internships at the University of Chicago D'Angelo Law Library and the Harvard University Law School Library.



the last word

LIBRARIES WITHOUT LIBRARIANS?

By Edward Rail

The concept of public libraries is undoubtedly changing; gone are the days when the public library was seen as a quiet place filled with books. Libraries have essentially evolved into a hub for the community. They not only have old-fashioned books, but computers, wireless internet access, and an endless array of programming. With all the current changes to public libraries and the call for smaller budgets, it ultimately raises the question of whether public libraries really need to employ Masters-degree librarians who come with significant salaries. Let's take a closer look at some of the key services that public libraries offer.

Did I Say Programs?

Programs, programs, and more programs. You cannot enter a public library without seeing some sort of sign for some sort of upcoming program. It ranges from computer classes to story times to movies to gaming and so on. Surely there is no need to have a librarian deliver or even plan these programs. In fact, many times it is an outside group or performer who is hired to run such a thing. And let's not be overly confident, as we are well aware that a trained library assistant can deliver and plan these programs just as well as we could!

Collection Development

But wait, librarians are needed to maintain an authentic and well-rounded collection, right? I'm not so sure. It is a known fact that the budget for collections continues to decrease drastically over the years, causing many libraries to outsource their collection selection to vendors who automatically ship the latest and most popular titles to the branch. Isn't this why someone invented computers anyway? Clearly, there is really no need to have a librarian sit and look through thousands of titles when a vendor can do it much quicker and cheaper.

May I Help You?

So this brings us to the symbol of librarianship: the reference desk. Certainly we need librarians to work there, otherwise how could one expect to find what they want without a librarian! Well, two words come to mind: "library" and "catalogue"! In the 21st century we can safely assume that just about everyone knows how to use a computer and Google, and the library catalogue is not much different. It goes like this: Type in what you are looking for, press search, and up pops the list of resources the library has! Certainly you don't need someone with a Masters degree to do that. And if you're lucky, it might even spellcheck for you!

More Bang for Your Buck

OK, so our Masters degree can't be a complete waste of time, can it? A librarian has to at least be the one best suited to deal with the administrative aspects of a public library. I'm talking about everything from writing schedules to organizing staff to maintaining budgets and library advocacy. Although it is true that a librarian will be able to bring the most real perspective to the table when they are advocating for the library, all those other tasks sound eerily similar to those things I learnt in my business undergrad. Perhaps someone who studied business administration would actually be better equipped to manage the limited resources in order to get the most value.

So where does this leave us? It is evident that the question of whether public libraries truly need librarians is not an easy one to answer. But what I do know is that librarians (and ultimately those in charge of setting the curriculum for the MLIS programs) need to realize that the role of public libraries has already changed, and so librarians need to re-invent themselves – not only to be relevant to the public library, but to catch up.

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Edward Rail is a librarian who wonders why there is such disconnect between what he learnt in library school and the real world of public libraries.



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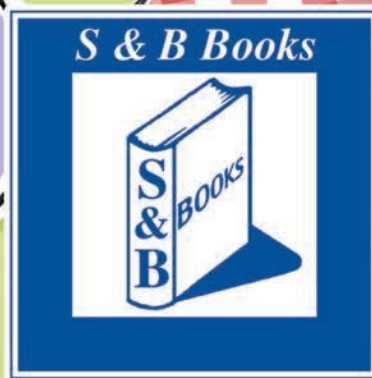
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