

Reaching Students Outside of Traditional Library Instruction: Creating Online Tutorials to Reach a New Generation of Information Users

Cindy Craig and Curt Friebs, Wichita State University Libraries

Students at a midsized urban university find themselves increasingly searching for new ways to learn library resources. As resources are increasingly available online, the need for other options outside of traditional classroom instruction becomes apparent. In addition, time constraints are often placed on face to face library instruction. One solution is to create online tutorials for students, faculty, and community users. This presentation will focus on ways to use technology to assist library users with accessing library resources in a digital environment.

Take Your Online Services to the Next Level: Audio, Video, and More!

Michelle Jeske, Denver Public Library

Are you living in a text world? Interested in joining the rest of the online world with audio and video on your library's web site? Come find out how libraries big and small are adding podcasts and videocasts, downloadable audiobooks and movies, YouTube videos, Flash animation and more to their sites to make them engaging and interactive. Learn how to make your site more than just the written word. After the presentation, participants will understand the benefits of adding audio and video to their online presence, be able to identify new ways to add audio and video to their web sites, and see how other libraries are using audio and video to enliven their online spaces.

SFX Usability Testing at ASU

Tammy Allgood and Jenna Amani, Arizona State University

Arizona State University implemented SFX OpenURL resolver in August 2005. The response was mostly positive, as it allowed quick and easy access to full-text articles through the library's subscription databases. However, staff noted user confusion with the SFX interface. Fortunately the interface is customizable and a group of library staff was charged with updating it based on user response. Specifically, The SFX User Interface working group was charged with answering the following questions:

- Are users able to make use of SFX's interconnection of resources?
- Which, if any, specific features of the user interface present barriers to the software's use?
- Is the user interface too complex? Too simple?
- How can the usability of the SFX user interface be improved?

The working group designed user testing, conducted focus groups, and examined statistics in order to answer these questions, and produce recommendations for changes in the SFX user interface.

Converting Technophobes into Technophiles: Empowering Reluctant Library Staff

Nina McHale, Auraria Library, Denver, CO

When introducing and implementing new technologies, or even merely updating existing library systems, library systems personnel in all types of libraries may meet with resistance from library staff. This presentation will explore the roots of this resistance; stress the importance of working with library staff to overcome reluctance to technological change, and offer strategies and tips for converting technophobes to technophiles. Some reasons for staff resistance to technological change include: disrupted workflow and lost work; fear of the unknown; and fear of failure. Strategies for empowering technophobic staff include: improved communication about technology; employing effective change management techniques; and increasing internal training opportunities. Library staff in all departments of any library must work together to

implement new technologies so that libraries remain relevant to an increasingly technology-savvy patron base.

Adventures in Digitization: A new librarian shares five hard-earned tips to avoid project management pitfalls

Cory Lampert University of Nevada Libraries, Las Vegas

Many institutions are feeling pressure to embark on digitization projects to provide greater access and visibility to their unique materials. Digitization initiatives have numerous benefits, but they can also drain staff time and resources if they are not planned and prioritized well. As new librarians are hired into increasingly technical entry-level positions, they are often expected to contribute to or lead digitization projects requiring a diverse skill set. Learn five key tips to help recent grads and new digital project managers to avoid pitfalls. Topics will include: the importance of the planning process, involving key people at the right time, never underestimating the challenges of metadata, learning to love the tools at hand (the CONTENTdm digital media management system will be discussed), and successfully launching a completed project.

Bright Ideas or Squeaky Wheels: Defining a model for R&D resource allocation

Jennifer S. Kutzik and Don Albrecht, Colorado State University Libraries

Does your boss return from conferences lauding new technology ideas (some with nebulous value to your organization) that he/she wants you to implement immediately? Do you have "squeaky wheels" that are constantly e mailing new technology ideas for you to research? Do you suspect that staff returns from conferences without sharing technology ideas that could be of value? Colorado State University Libraries is in the process of developing a protocol that filters out unsuitable technology ideas while capturing useful ideas that might otherwise be overlooked. We will report on our literature search, peer institution surveys and working models.

Using the Access Grid Videoconferencing System for Collaboration and Training: An Experiment with Distributed Personal Interface Grids (PIGs)

Sharon Dennis, Midcontinental Region of the National Library of Networks of Medicine (NN/LM)

The MidContinental Region (MCR) of the National Network of Libraries of Medicine (NN/LM) at the Spencer S. Eccles Health Sciences Library, University of Utah, offers its members an opportunity to collaborate and participate in training sessions through interactive videoconferencing. Lower end videoconferencing systems such as Festoon offered an opportunity for small groups to collaborate. However, in order to accommodate higher quality videoconference sessions with much larger groups at any number of remote sites, the MCR set up an Internet 2 Access Grid (AG) at the Eccles Library. In order to allow member sites to participate in Access Grid videoconferences, the MCR purchased equipment for three member institutions to set up a Personal Interface Grid (PIG), which can be purchased for under \$1500 and managed by librarians or IT personnel at the library. The AG and PIGs can be used for distributed meetings, collaborations, and training. Multiple participants located at multiple sites can see and hear each other almost as if they were in the same room. The success and challenges of setting up the equipment and holding the event will be reported.

MySpace or Facebook – The Social Networking Faceoff: What’s Right for Your Library?

Beth Evans, Brooklyn College Library

Shannon Kealey, New York University’s Bobst Library

Myspace.com and Facebook.com present ready-made platforms for libraries interested in reaching their users where they already are spending their time online. Many libraries have already established a presence for themselves on either or both of these social network sites and are using them to broadcast information to groups of interested users, connect with and offer support to individual users, and establish a refreshing, new image of how a library operates and what a library has to offer. Beth Evans (Brooklyn College Library, City University of New York) and Shannon Kealey (Coles Science Center, NYU Bobst Library) have established successful profiles for their institutions on Myspace and Facebook, respectively. Their goal in their presentation is to:

- Demonstrate some the features of each tool that make it ideal for doing outreach, and accepting input, from users in the online community,
- Discuss the successes and challenges of using each of these tools at the two institutions,
- Help participants recognize which tool would better serve the needs of a particular type of institution, and
- Consider what the future may bring for institutions once they have established a presence for themselves in these online environments.