



Library Info Alert



An IRC Publication
February/March 2010
Issue 2

Library Info Alert focuses on recent developments in the field of library science and information management in the United States. The Library Info Alert contains summaries of recent articles from leading library-related periodicals and recommended Internet sites. Our goal is to help the growing number of Greek librarians to maintain their libraries as centers for information and lifelong learning in the electronic environment of the 21st century.

1. 10 Technology Ideas Your Library Can Implement Next Week

By Elyssa Kroski

(*American Libraries*, March 2010, pg. 30)

New social media websites such as Facebook and Twitter enable librarians to converse, communicate, and collaborate with patrons as never before, because they are increasingly a part of people's everyday lives. A brochure that describes your library with a few pictures is great, but a video tour that people can watch on your website or blog is immeasurably better. Here are 10 ideas you can use to start creating, collaborating, connecting, and communicating through cutting-edge tools and techniques. *Elyssa Kroski is an information services technologist at Barnard College as well as a writer, educator, international conference speaker, blogger (iLibrarian), and Library Journal columnist.*

2. A Wide Range of Approaches

By David Shumaker

(*Information Outlook*, January/February 2010, pg. 2)

If you're not already delivering embedded services, chances are you're thinking about it. And with good reason - librarians in universities, corporations, government agencies and nonprofits from Boston to Brisbane have adopted the embedded knowledge services model and are employing it to raise their profile by expanding their contributions to organizational goals. *David Shumaker is clinical associate professor at the School*

of Library and Information Science at the Catholic University of America in Washington, D. C.

3. Celebrating Women's History Month @ Your Library

By Kay Ann Cassell, Kathleen Weibel

(*American Libraries*, March 2010, pg. 38)

National Women's History Month (NWHM) offers libraries a familiar framework for programming and for updating your website, displays, and exhibits. This article focuses on celebrations that take place in public libraries, since the greatest variety of women's history programming in libraries takes place there. *Kay Ann Cassell is director of the WILIS program in the Department of Library and Information Science at Rutgers University in New Brunswick, New Jersey. Kathleen Weibel is a retired librarian with experience in public libraries and a history of activism regarding feminist issues.*

4. LIBRARY 101: Why, How, and Lessons Learned

By Michael Porter, David Lee King

(*Computers in Libraries*, March 2010, pg. 35)

Have library basics changed? With the advent of technology, Michael Porter (communications manager at WebJunction.org) and David Lee King (digital branch and services manager at the Topeka & Shawnee County Public Library) sing out, yes! In fact, in the summer of 2009, Michael and David

started working on a multifaceted project - the Library 101 Project (found at www.libraryman.com/library101). What is Library 101? It is a project that challenges librarians to revise the paradigm of "basic" library services in order to remain relevant in our technology-driven world.

5. Jack of All Trades Readers' Advisory: How to Learn a Little About a Lot

By Rebecca Vnuk
(*Public Libraries*, January/February 2010, p. 34)

When it comes to the study of readers' advisory, there is plenty of sage advice out there on the theory of helping someone find a book. It's important to get to know what your reader is in the mood for. Try to understand what your reader is looking for by asking questions regarding what they've read recently, what they enjoy or don't enjoy in their books, what are some of their favorite books and authors? All readers' advisors should be aware of different appeal factors and what they mean: mood/tone, language, story, character, and so on. *Rebecca Vnuk is the author of Read On... Women's Fiction and Women's Fiction Authors: A Research Guide.*

6. The Day Search Stood Still

By Will Sexton
(*Computers in Libraries*, January/February 2010, pg. 6)

As researchers enter the formative stages of a research inquiry, the library will rise out of the mists to appear as a go-to resource; second, they will take the trouble to find our websites; third, they're willing to invest time learning to use our localized discovery interfaces. Distribution or diffusion is the basic pattern, but the way to cultivate it is to develop a unified

Application Programming Interface (API) for discovering and accessing library content and returning it as RSS and Atom. *Will Sexton is an applications analyst at Duke University Libraries, where his main concerns are support for digital collections, archival finding aids, and metadata databases.*

7. Openness and the Library Experience

By Stephen Abram
(*Information Outlook*, January/February 2010, pg. 53)

As librarianship evolves, we will see an even greater emergence of librarians who practice independently from libraries, collections, and other librarians. This will occur more quickly in communities like those in which SLA members work. As more content goes online, the gatekeeper role of librarians will decline in importance and be superseded by shoulder-to-shoulder work with key users and management and by the introduction of products and services that enhance the strategic use of knowledge within the environment. *Stephen Abram is vice president of strategic partnerships and markets with Gale Cengage. He is an SLA Fellow and past president of SLA, the Canadian Library Association, and the Ontario Library Association.*

NOTE: Library Info Alert is available to subscribers only. You may contact us through telephone, fax or e-mail to order full text of articles. The requested material will be distributed to you as soon as possible. Please send your comments and remarks to the American Embassy Homepage at AthensIRC@state.gov

**For information on the U.S. Embassy in Athens, please visit The American Embassy Homepage at <http://athens.usembassy.gov>
Also please visit <http://www.mosaiko.gr> and <http://www.amcorners.gr>**

**U.S. Information Resource Center, 91 Vas. Sophias Avenue, 101 60 Athens, Greece
Telephone: (210) 720-2888, Fax: (210) 720-2859
E-mail: AthensIRC@state.gov**
