



# INCORPORATING AND MARKETING LIBRARY 2.0 TO LIBRARY USERS

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# Favorite Quotes



- Change is external. It will happen no matter what we choose to do. In order to keep up with change we must make a transition internally, or get left behind.

-David Lee King

# Favorite Quotes



- Mashups are like today's playgrounds. Those who start by building playgrounds today, are the ones who build the skyscrapers of tomorrow.

-Darlene Fichter

# Favorite Quotes



- Millennials will move on to non-library provided information sources and services if not readily satisfied. There is a lot at stake for the future of libraries in adapting to the kinds of information sources that Millennials prefer.

-Marshall Breeding

# Favorite Quotes



- Libraries need to facilitate learning, not just provide answers.
- Libraries' sites need to be more than websites, they need to be portals.

-Rebecca Ranallo Kahl

# Favorite Quotes



- Tolerate uncertainty – if we don't take the risk, we will not meet the challenges.

-Louise Parker Berry

# One of the most important things to remember...



- Our knowledge is of the past, but we have to make decisions based on the future.

-Peter Gisolfi



# Library 2.0

Where do we start?



These Times They Are A-Changin'

# Change Is Inevitable



- No matter how much we struggle against it...change is going to happen.
- Transition is needed in order to keep up with change.

# Change vs. Fad

So how do we know what is a true change, and what is merely a fad?

# Change versus Fad



- Look at the staying power.
- Are we on the cutting edge of this or has it been around for awhile?
- Is this change something that you can still see being used in the next couple of years?
- Look to see what other libraries are using.



# I'm Ready To Make Changes

Now What Do I Do?

# Look at Your Library Users



- What kind of users do we have?
- Are they technology driven?
- How do they want to receive information?



So Where Do We Go From Here?

# Internal Issues



- Budget
- Staff
- Time



# Incorporating Web 2.0

Making Changes to Your Library Services

# What is Web 2.0?



- First coined in 2003 by Tim O'Reilly
- Thinking of the web as interactive not static.
- A way to connect people via the web.

# So how does this translate to libraries?



- Libraries have traditionally been static places.
- Web 2.0 ideas can allow library users to actually “own” part of the library.



# New Technologies

What Are Some Technologies Libraries Are Using and What Can My Library Use?

# What are some technologies that my library can use?



- Blogs (news)
- Wikis (student/faculty/staff driven content)
- Mashups (online book displays)
- Podcasts (tutorials)
- RSS feeds (subscription services)
- Etc.

# Blogs

The screenshot shows a Mozilla Firefox browser window with the following details:

- Browser Title:** What's Happening at the Library and on the SBU Springfield Campus - Mozilla Firefox
- Address Bar:** <http://librarygirl1.blogspot.com/>
- Page Title:** What's Happening at the Library and on the SBU Springfield Campus
- Navigation:** SEARCH BLOG, FLAG BLOG, Next Blog»
- User Info:** hhenslee@sbuniv.edu | New Post | Customize | Sign Out

**Main Content:**

**MONDAY, MARCH 16, 2009**

**Staying up to date**

Well, I said that I was going to do better at keeping everyone up to date, but I haven't. Everyone should check out my blog at: <http://hollithelibrarygirl.blogspot.com/>. This blog is updated at least once a week and it allows you to see what I am currently doing in regards to new technologies in the library field. It may be a good idea to keep posted because I am hoping that you will see some of these technologies used here in the near future.

Next week is Spring Break and I am ready for the break. I will be on vacation next week and the library will have shortened hours. They will be posted on the door of the library today, but I will go ahead and post them here first.

Monday the 23rd - Closed  
Tuesday the 24th through Thursday the 26th - 8:00 a.m.-4:30 p.m.  
Friday the 27th 8:00 a.m.-12:00 p.m.

I hope that you all can make it through this week and have a great Spring Break!

**About Me**

Holli Henslee  
[View my complete profile](#)

**Blog Archive**

- ▼ 2009 (3)
  - ▼ March (1)
    - [Staying up to date](#)
  - February (2)
- 2007 (9)

# Wikis

Library 2.0 Home - Library 2.0 - Mozilla Firefox

File Edit View History Delicious Bookmarks Yahoo! Tools Help

http://hollithelibrarygirl.wetpaint.com/

Library 2.0 Home - Library 2.0 Blogger :: Edit Layout

A Wetpaint Site Signed in: hollihen (sign out) >> My Wetpaint

Library 2.0

Home | Discussions | Photos | Videos | Updates | To-Do | Droplets | Members | Invite >> My Profile | Promote | Settings

Search this site

Home

EasyEdit Edit tags Email page Add a To-Do More tools (what's this?) >> Help

## Library 2.0 Home

### The Reason For This Site

This is a site that I have created for a class project, but I hope that it turns into so much more. To my librarian friends that I have invited I hope that you all help collaborate with me on how to incorporate some Web 2.0 technologies into library services. As you all know I have been working on this concept for the past two years after attending the Computers in Libraries conference in the spring of 2007. I have put this on the back burner, but now want to bring it to the forefront in order to hopefully give students the kind of services that they are wanting.

[Remove ads - upgrade](#)  
Ads by Google

[ITT Technical Institute](#)  
Over 90 locations & online programs available.  
Request a Free Brochure.  
[www.itt-tech.edu](http://www.itt-tech.edu)

#### New Member Spotlight (?)

hamoperator  
pwalden  
nealcross  
vikjohn

[Invite others](#) to contribute to the site.

#### Recent Site Activity (?)

hollihen updated their profile page, seconds ago

Hello, my name is Holli ... [view profile](#)

Done

# Social Bookmarks

The screenshot shows a Mozilla Firefox browser window displaying the Delicious website for user 'hollithelibrarygirl'. The browser's address bar shows 'http://delicious.com/hollithelibrarygirl'. The page features a navigation menu with 'Home', 'Bookmarks', 'People', and 'Tags'. The main content area lists several bookmarks, each with a date, title, description, and a count in a blue box. The bookmarks are sorted by 'Most Recent'. On the right side, there is a 'Tags' section showing 'Top 10 Tags' and 'All Tags'.

Date	Title	Description	Count	Tags
15 JUL 09	10 Ways Universities Share Information Using Social Media	Instead of focusing their attention on promoting information to mainstream media, some university public affairs offices are using the power of social media to engage the community directly.	557	socialnetworking, web2., highered, university
08 JUN 09	Create & Print Project			cards, invitations
11 MAR 09	Publishing and Speaking - Library Success: A Best Practices Wiki		17	library, wiki, publishing
	Welcome - EBM Librarian		61	library, library2.0, ebm, wiki, medicine
24 FEB 09	Nursing Information Resources - University Libraries - Southwest Baptist University			libraries, nursing, weblinks
	Library 2.0 - This network is for Library 2.0 Stuff		1143	library, library2.0, technology, web2.0, socialnetworking, librarians, rbrown3
	Library 2.0 - 9/1/2006 - Library Journal		916	Library2.0, library, technology, web2.0
23 FEB 09	St. John's Libraries - Springfield, Missouri		2	

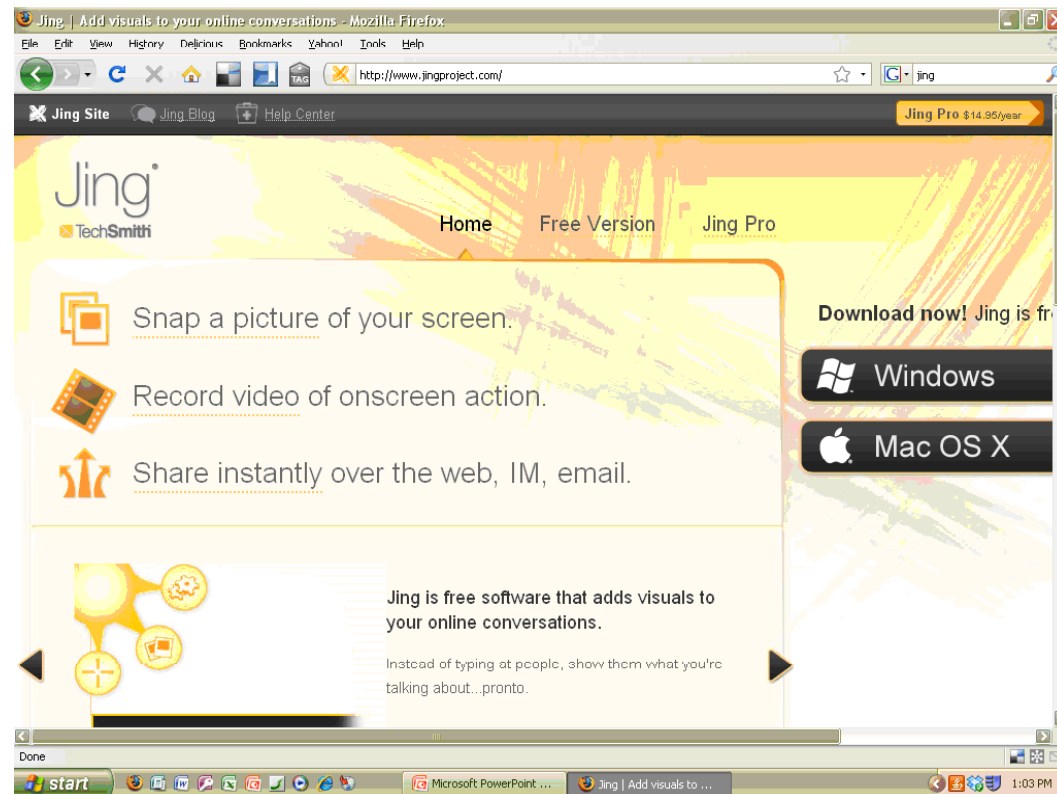
The 'Tags' section on the right lists the following top 10 tags:

- Bookmarks\_Menu: 6
- library: 3
- library2.0: 2
- wiki: 2
- web2.0: 2
- technology: 1
- medicine: 1
- invitations: 1
- socialnetworking: 1
- ebm: 1

The 'All Tags' section shows a total of 24 tags.

# Podcasts/Tutorials

- Jing - <http://www.jingproject.com>
- <http://www.screencast.com/t/1hb3llOhiH>



# RSS Feeds

The screenshot shows the iGoogle homepage in a Mozilla Firefox browser window. The browser's address bar displays <http://www.google.com/ig>. The page features a navigation bar with links for [Web](#), [Images](#), [Maps](#), [News](#), [Video](#), and [Mail](#). The user's email address, [hhslee@sbuniv.edu](mailto:hhslee@sbuniv.edu), is visible in the top right corner, along with links for [Classic Home](#), [My Account](#), and [Sign out](#).

The main content area is titled "iGoogle" and includes a search bar with "Google Search" and "I'm Feeling Lucky" buttons. Below the search bar are links for [Advanced Search](#), [Search Preferences](#), and [Language Tools](#). At the bottom of the main area, there are links for [Get artist themes](#), [Change theme from The Study](#), and [Add stuff](#).

The page is organized into several RSS feed widgets, each with a title and a list of items:

- Home**: A simple widget with a plus icon.
- Library**: A widget with a plus icon and a dropdown arrow.
- Chat**: A widget with a plus icon and a dropdown arrow, containing a search bar and the user's name [hhslee@sbuniv.edu](mailto:hhslee@sbuniv.edu).
- Chat with friends in iGoogle!**: A yellow box with a plus icon and a dropdown arrow, containing the text "Add friends now!" and "Options Add friends".
- David Lee King**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [AllHat ... no Cattle - a tweetup at SXSW](#)
  - [SXSWi2009: Video Blogging: Turning Wine into Gold](#)
  - [SXSWi2009: From Flickr and Beyond: Lessons in Community Management](#)
- Google Librarian Central**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [Endless summer](#)
  - [Our summer break](#)
  - [Creating your Custom Search Engine just got easier](#)
- Inquiring Librarian**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [Must Watch! Michael Edson: "Web Tech Guy and Angry Staff Person"](#)
  - [Google vs. Semantic Web](#)
  - [Wow.](#)
- LibrarianInBlack**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [Open Book Club](#)
  - [Money Management Sites to Fawn Over](#)
  - [Limiting a search by date](#)
- Librarians' Internet Index: New This Week**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [The Blurp](#)
  - [Tip of the Week](#)
  - [California Missions Foundation](#)
- Library Stuff**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [The WiFi is open, come on in!](#)
  - [Crying foul over Facebook](#)
  - [Tide turns against schools as foreclosures rise](#)
- Librarian's E-Library**: A widget with a plus icon and a dropdown arrow, containing a search bar with "Google Custom Search" and a "Search" button, and a link for [Create your own Custom Search Engine](#).
- LISNews - Librarian And Information Science News**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [Community Capitalism: Lessons from Kalamazoo and Beyond](#)
  - [Quiet Please on Kindle](#)
- The Shifted Librarian**: A widget with a plus icon and a dropdown arrow, containing three items:
  - [PCMA Presentation: Embracing Free Technology in a Global Recession](#)
  - [Meet Me for Tee at DGPL on March 8](#)
  - [Twitter on ALA and Some Advice](#)

The status bar at the bottom of the browser window shows "Waiting for csi.gstatic.com..." and a search bar.

# Facebook

Facebook | St. John's College of Nursing and Health Sciences at Southwest Baptist Univ - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/home.php?#/pages/Springfield-MO/St-Johns-College-of-Nursing-and-Health-Scier

Customize Links Free Hotmail Windows Marketplace Windows Media Windows

facebook Home Profile Friends Inbox Holli Kittrell Henslee Settings Logout Search

**St. John's College of Nursing and Health Sciences at Southwest Baptist Univ** Student Nurses Association meeting on Monday, October 5, at 11:30 in the Student Lounge. on Saturday

Wall Info Photos Boxes Discussions Notes >>

Write something...

Attach: Share

Suggest to Friends  
Subscribe via SMS

SJCONHS has over 700 students this semester, 54 faculty members, 10 adjunct faculty, and 11 staff members. We are a busy, happy, productive college with the best students, staff, and faculty in the world!

**Information**

Location:  
4431 S. Fremont  
Springfield, MO, 65804

Phone:  
417-820-2069

Mon - Fri:  
8:00 am - 5:00 pm

**Fans**

**Carole Eldridge** Our College Dean

**2009 Most Influential Women Honoree: Carole Compton Eldridge**  
Source: sbj.net

Sun at 4:45pm · Comment · Like · Share · Report

Tammy East Hunter likes this.

Write a comment...

**St. John's College of Nursing and Health Sciences at Southwest Baptist Univ** Keep checking out www.sjcsbu.us for updates and kudos on your classmates and faculty!

Create an Ad

**Disney World@ Marathon**

Were you hoping to participate in the sold-out Disney World@ Marathon Weekend? Now you can with Team In Training.  
Like

**Nurses Earn Up to \$50/HR**

Nurses are in demand! Become a Licensed Nurse in just 24 months. Find a program near you and chat.

Transferring data from creative.ak.fbcdn.net...


start Presentations Microsoft PowerPoint... Facebook | St. John'... 10:08 AM

# Social Networking – Is it worth it?



- Facebook
- MySpace
- Twitter
- Blogging
- Second Life

# How do I currently incorporate some of these ideas?



- Blogs – keeping the students and faculty up to date.
- Wikis – collaborating with my peers on new technologies.
- Twitter –having conversations with others in the field.
- Facebook – Socializing with coworkers and students to get new ideas, keep up-to-date on what is going on, etc.

# Some Examples



- Blog – <http://librarygirl1.blogspot.com>
- Wiki – <http://hollithelibrarygirl.wetpaint.com>
- Twitter – <http://www.twitter.com>
- RSS Feeds – <http://www.google.com/ig?t=1>



# If We Build It Will They Come?

How Can I Market These Services to Library Users?

# Now That I've Got It, What Do I Do With It?



- Context of Delivery
- Word of Mouth
- Facebook – Start a community and have “fans.”
- Twitter – Go where the students are. Let word of mouth garner followers.
- YouTube – Take videos of library tours and instruction, then tell students about it.
- Remember: There is no one right way to market library services to library users.

# What Are Our Faculty Currently Looking At?



- ❑ Electronic Textbooks
- ❑ Front end looks similar to Facebook.
- ❑ Publisher is integrating some social networking to provide information to appeal to students.

# Faculty Use



- Makes her students blog as a form of journaling.
- Uses wikis for group work.
- Gives them extra credit for creating Twitter account and following certain nursing tweets.
- Have them create webliographies.

# This faculty member's opinion:



- Librarians should teach faculty about Web 2.0 who should then take it to their students.

# What Does This Mean For Our Library?



- If we don't get on the bandwagon, we will be left behind.
- Students will look at the library as “old fashioned” unless we start integrating some new technologies into our services.
- Change is coming, and is coming fast. We need to make sure that we are moving at the same speed as the rest of the college.



# Lessons From The Trenches

What I have learned from myself and others.

# Lessons I Have Learned



- ❑ Don't try and do everything all at once.
- ❑ Just because you think it is cool, doesn't mean anyone else will.
- ❑ Step back and ask yourself why do you want to do this?
- ❑ Do I really have the time to keep up with this if I implement it?

# Lessons I Have Learned Cont'd.



- Can I get there better and faster than what I am doing now?
- Students today are more tech savvy, but they still want to be instructed.
- Let students teach you.

# Favorite Quote



- “Implement technology as a means to serve users...”

-Michael Stephens

# Bibliography



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# Special Thanks



- Jay Calder for permission to use his song “The 2<sup>nd</sup> Quadrant”. The song can be found on his album “Breakfast with Barnabas.”



Thank You!

Any questions?