

BCLA Shelflist

Winter 2007

Newsletter of the Berks County Library Association



Greetings! Here is another issue of the BCLA electronic newsletter. If you have comments, questions or problems please let us know. lpirlroth@state.pa.us or fholt@alb.edu

Winter Meeting

Happy 40th Anniversary BCLA!

Please attend the BCLA Winter Meeting and help join in the celebration of our 40th Anniversary! We will be having a luncheon, business meeting, and a presentation focusing on technology used in libraries during the inception of the Special Libraries of Berks County in 1967, and technology now used by BCLA members in 2007. Cost is \$15.00. Invitations will be forthcoming

When: Friday, March 23, 2007, 12:30pm
Where: Viva Good Life Bistro, Mediterranean Banquet Room
901 Hill Avenue and North Park Road
(Across from the VF Outlet Village)
Wyomissing PA 19610

Menu:

Garden salad

Choice of one of the following:

- 1.) Fettuccini with Marinara sauce (vegetarian friendly)
- 2.) Mediterranean Grilled Chicken Panini with French Fries
- 3.) Beef Tenderloin Tips with Burgundy Sauce and Mushrooms over Buttered Noodles, vegetable: green beans

Dessert: Haagen-Dazs Ice Cream

Drinks: Choice of Coffee, Tea, or Soft Drinks

Did you know that a current BCLA membership makes you eligible for a professional development grant?

Any BCLA member attending library-related professional development (conferences, workshops, training, etc.) or completing library science coursework may apply for a grant of a maximum of \$100 during the fiscal year. The money may be applied towards your expenses such as registration, materials, transportation, etc. Interested applicants may contact Mindy Peters, BCLA treasurer, for more information and specific guidelines. More

*information is also available from our web site:
<http://www.reading.lib.pa.us/BCLA/grants.asp>*

Confidentiality of all applicants will be respected; however when appropriate the grantee may be asked to present information gained (from coursework, continuing education, workshops) at a future BCLA meeting or write an article for the Shelflist.

Upgrade your Library! – The Fall 2006 Meeting Report

Julie Rinehart introduced our afternoon workshop speaker, Carolyn Blatchley, the Training Services Coordinator for the Cumberland County Library System, and included the words “techie extraordinaire” which is the perfect designation for our speaker.

Carolyn began her presentation by telling us that she gets to try out new tools and technologies, and then teaches them. She has created a web site/wiki for training and invites all of us to use it: <http://palascc.pbwiki.com>. (If you were fortunate to be at the meeting and are very brave, she also gave out the magic password so that we can add to the wiki.)

A large number of adults are online – up to 73% in just the last few years. Web 2.0 is collaboration and sharing, active participation. We are creating communities of common interest rather than common geography. In traditional libraries, the information flows from the library to users. With Library 2.0, information flows from users back to the library. Users can BE and DO instead of GO and GET. OCLC recently did a study in which 84% of respondents said they started with a search engine and only 1% start with libraries. Users do not trust purchased information more than free information on the ‘net. Also library users prefer self service rather than mediated help. In their eyes, libraries are about books, not information.

So where does that leave Librarian 2.0. She needs to understand web 2.0 opportunities, learning the major tools and trying to integrate both e-resources and hard copy. He is familiar with new equipment, connecting people, technology and information. She uses a traditional catalog and folksonomies in the communication method of the patron’s choice. He understands the role of blogs and deals with direct user impact. The power of Web 2.0 is based on opportunity with an open mindset and a willingness to take risks. To overcome the barriers, Librarian 2.0 uses training and new tools.

In her wiki (the Hawaiian word for “quick”), Carolyn outlines all the tools Librarian 2.0 needs for the library of today and gives many library examples.

Here are the tools for Library 2.0

Content Management Systems: blogs, web casts (podcasts), web pages and knowledge management tools

Collaboration Tools: IM, SMS, text tools, VoIP, wikis

Distributed Classification Systems (Folksonomies): tagged web sites, photos, video, books and music

Online Social Networks (Relationship Management): friend-of-a-friend tools

Discovery Tools: web sites that make recommendations based on your preferences
Catalog Enhancements: find library items easier!
Open Source Software: try out new software
Portable Applications: you can take it with you!
Virtual Worlds and Gaming
Digital Audio
Audio Books and Music: in addition to podcasts
Tools to Distribute Information to Specific Audiences
Feed Readers for Blogs and Podcasts
Communication and Learning with other Professionals

For more complete information on these new technologies, see Carolyn's wiki.

What's next for us?

1. Experience new technologies – at least two each month
2. Start reading web logs (blogs)
3. Discover a pod cast of interest to you and listen to a few consecutive episodes
4. Start your own blog (What's new at the library")
5. Train yourself, and your staff, to use an aggregator (feed reader) and use it faithfully
6. Create an emerging technology committee at your library; don't email your ideas to each other – put it in a blog or a wiki

The first thing to do is to use Carolyn's wiki to learn about these emerging technologies. Our libraries deserve to reach beyond their walls and better serve the users.

Fall Meeting Minutes Student Center, Alvernia College

Call to Order:

Fianna Holt, BCLA President, called the meeting to order at 1:10 pm in the Student Center at Alvernia College with 18 members in attendance. She introduced Dr. Martha Smith, Director of Alvernia College, who warmly welcomed us to the College's facilities.

Fianna welcomed four new members to the meeting: Helen Sheimo Flynn, Mifflin Community Library; Dr. Martha Smith, Alvernia College; Peg Henderson & Mary Haas, Robesonia Public Library.

Approval of Minutes:

A motion was made to approve the minutes of the June 2, 2006, Spring meeting by Chris Ritter and seconded by Kim Stahler. Motion carried. The Secretary will file the approved 2006 Fall Meeting minutes.

Treasurer's Report:

Mindy Peters, Treasurer, submitted the Treasurer's Report. The previous balance was \$1,612.54. For this reporting period, income amounted to \$50.00 and expenditures amounted to \$538.35. The remaining balance as of November 3, 2006 is \$1,124.19. A motion was made to approve the November 3, 2006 Treasurer's Report by Helen Sheimo Flynn and seconded by Pat Nouhra. Motion carried. The Treasurer's Report is filed with these minutes. It was reported by Mindy Peters that there are 57 total members.

Committee Reports:

None.

Unfinished Business:

None.

New Business:

None

Announcements:

Mindy Peters announced that current BCLA members are eligible for scholarships of \$100.00 maximum (or less) available for professional development and library science course work. For more information contact Mindy Peters. Applications can be found on the BCLA web site.

A "Save the Date" reminder was given for the Spring BCLA meeting. It is scheduled at Viva! Restaurant & Bar, Wyomissing, for March 23, 2007. The BCLA will be celebrating their 40th anniversary with a luncheon meeting and presentation. More information will be forthcoming.

Dr. Martha Smith announced that the Franco Library was open that afternoon and encouraged members to tour the building after the program was completed. The library remains open on Friday till 4:30 pm.

Fianna Holt encouraged members to participate and use Pennsylvania's new Ask Here PA 24/7 online help web site for reference questions when your library is closed. The site address is: askherepa.org and can be linked from your homepage.

The Friends of the Berks County Public Libraries has sponsored a display of "Library Cats of Berks County" at the Goggle Works. The display is on the third floor of the building through the month of November. An auction of many of the decorated, 12 inch, resin cats is scheduled at the Agricultural Center, in Leesport, on December 2, 2006.

Adjournment:

A motion to adjourn the meeting was made by Kim Stahler and seconded by Wendy Schmehl at 1:17 pm. Motion carried.

Meeting minutes respectfully submitted by Celia Colby, Secretary.

Presidential Musings

How can it possibly be 40 years since this group was started? Contrary to most people's thoughts, I was not at that meeting in April of 1967 when a group of 9 librarians and non-librarians began the Special Libraries of Berks County. It was the fall of 1969 when I was named Corporate Librarian at Wyomissing Corporation and was suddenly a member of this group, taking over from the research lab secretary. What an interesting time with interesting people! All of us had small specialized collections and interlibrary loan was a hit or miss affair. So it was helpful to have the periodical lists prepared by each library and to know the librarians at the other special libraries. There were no officers, just a 3-person steering committee. Companies absorbed the

costs of mailings. We met evenings, rotating locations, with exciting and innovative programs. The meeting Wyomissing Corporation hosted had to be in the corporate conference room as no one was permitted into the research building which housed the library. And I can't remember the program that night. (Author's note: in Wendy Schmehl's files, the date was January 15th, 1970 and the topic was Tricks of the Trade, volume 2.)

Things change and SLBC was no exception. Reading Public Library and the academic libraries were invited to participate quite early. However, it was seen as an important step to get all libraries in the county together so the group grew into BCLA with officers, a real treasury and much more formality. Dues were charged for the first time. The exchange of periodical lists became a union list with many formats. I remember typing punch cards for the first union list. Later it became easier but still time consuming with the advent of the mini computer and then PC's. We went from simple postcard meeting notices to a full fledged paper newsletter to an electronic format. Paper membership directories were replaced by the information on our new web site. Meetings changed from evenings to afternoons. There were even luncheons and dinners along the way with several trips and day long workshops. But the two primary reasons for the group did not change – getting to know the librarians in the county and providing educational opportunities.

The vision of those 9 founding members had long range implications. Yes I plan to be around for a while longer to see what other changes will happen in this group. It will be interesting to see what the next 40 years will bring!

[Author's note- I want to thank Wendy Schmehl, who wrote a history of this organization which was published in the Winter 2004 issue of the Shelflist, for some of the factual information in this article.]

15 minutes of Fame

Pat Brosenne

Position: Reference Librarian

Where and when born: Baltimore, Maryland. 1/31/42/ Pre Inner Harbor ;-)

First job: Clerk in small community food market.

Accomplishment I'm proudest of: Working successfully with a sixth grade class that was having academic and social difficulty.

When I have spare time, my favorite thing to do is: Gardening and working in wood shop.

Dream vacation: Eating my way slowly through Italy with my wife.

How I plan to spend my retirement: Gardening, Reading, spending time with children and grandchildren.

Favorite TV program: Imus in the Morning

All-time favorite book: A play "Aria da Capo" by Edna St. Vincent Milay

The habit I just cannot break: Interrupting my wife" But I keep trying. (to break the habit that is.)

The craziest thing I've ever done: Buying a restaurant with no experience.

Proudest moment of my life: Finishing my MLS degree.

Job I would like to have for one day: God's

People may be surprised to know that I: I used to sell cars for a living.

Berks County's biggest secret: Open space and relatively inexpensive housing.