“Structural change” and librarianship

By Jeffrey Stanton, Associate Dean for Research and Doctoral Programs, School of Information Studies, Syracuse University, Syracuse, NY, USA

Recent headlines across the US attribute high unemployment rates to “structural changes” in our economy. What are these structural changes and how will they impact librarianship over the years to come? Structural change results from a mismatch between what people can do, given their experience and education, and what hiring organizations actually need. This explains why we can simultaneously have high unemployment and firms that have great difficulty filling positions with qualified workers. Consider, for example, the many US factory workers who can’t find jobs while thousands of positions in healthcare and other professions remain open.

In other words, librarians may have to overcome a “branding” problem to flourish in this emerging marketplace of information jobs.

So where does librarianship fit within this structural puzzle? The US Bureau of Labor Statistics predicts that between now and 2018 the demand for librarians will be “average,” at best. The number of publicly funded library positions will continue to shrink, due to increased Internet services and declining government budgets, although this trend may be offset by more private-sector employment of librarians.

This gloomy picture underestimates the capabilities of librarians to respond creatively and proactively to structural change. As businesses, universities, schools and healthcare providers come to depend more heavily on the free and ready flow of information, many skills that librarians possess will be in high demand. Conducting reliable research, pinpointing the best search terms, effectively organizing information, integrating disparate sources of information, judging the credibility of various data sources, and dozens of related skills will be highly valued by hiring organizations.
App concepts from Ke Khoon Low and Andrea Szwajcer take top prizes in Apps for Library Idea Challenge

In the June issue of the Library Connect Newsletter, we invited librarians and information professionals to participate in the Apps for Library Idea Challenge 2011. We received 41 app ideas from 14 countries. The international competition invited participants to propose solutions to the challenges that they and their users face in the search and discovery process. The winners, announced in November at the 2011 Charleston Conference in Charleston, SC, are librarians Ke Khoon Low, National University of Singapore, and Andrea Szwajcer, University of Manitoba, Canada.

An international panel of judges selected 10 app concepts as finalists. The community was invited to comment on the finalists and vote for their favorite idea. Two grand-prize winners were selected—one by the panel of judges and one by community vote:

**Judge’s Choice Grand Prize:** Journals/Conferences @ Your Fingertips
Low’s app would identify the top 20 journal or conference titles relating to the user’s search results, ranked by number of relevant articles, and deliver RSS feeds with table of contents for these journals.

**Community Choice Grand Prize:** JTOCs 2 Go
Szwajcer’s app would enable users to customize a journal table of contents notification service with full-text viewing and sharing of articles in a clean, easy-to-read format.

Szwajcer describes discovering the challenge in a serendipitous way via a banner in Scopus. “My colleagues and I had been wrestling with the issue of JTOCS delivery. At the time I saw the banner, the issue was top of mind so I threw it into the ring. My colleagues and I now wait with anticipation for the development of this app!”

Low’s inspiration came from her personal experience of conducting research, writing a thesis for her Master of Science in Information Studies, and publishing in a journal. “I have realized the importance of having as much aid as possible through the use of the customizable features of relevant databases while conducting literature review, and keeping abreast of current research trends and news,” says Low.

Elsevier will collaborate with the idea creators to develop the two winning app concepts for inclusion in SciVerse Applications. Additionally, each grand-prize winner will receive €750 (approximately US $1,000). For more information on the winning ideas and the eight finalists, please visit the Challenge website. LC

- www.appsforlibrary.com
- www.info.sciverse.com/sciverse-applications

Jeffrey Stanton, << page 1

There is one small catch. People from other professions who have also developed a few of these skills will be competing for the hearts and minds of hiring managers. These managers may have traditional, stereotyped views of librarians that inhibit our competitiveness. In other words, librarians may have to overcome a “branding” problem to flourish in this emerging marketplace of information jobs. This is why, in the book Information Nation, my coauthors and I advocate for the term “information professional.”

Information professionals may or may not work in a traditional library—but they possess values that librarians hold dear: the importance of information access, respect for intellectual property rights, a user-centric orientation, and intellectual freedom. The information professional is a problem-solver who thrives in a large range of settings, who embraces the effective use of information technology, and who collaborates with others to create value from information. This idea of creating value from information aptly encapsulates the structural change that future librarians must undertake. From the time of the Library of Alexandria, astute people have recognized the library as a significant public good. It still is. Yet in the increasingly complex and contentious world we inhabit, this alone is not sufficient justification for the existence of librarians. In addition, the world needs contemporary information professionals who will create value in many spheres of human endeavor. Creating value in healthcare through the organization and dissemination of evidence-based practices, creating value in business through the management and maintenance of decision making data, and creating value in education through the establishment of flexible learning repositories—are these just the tip of the iceberg of areas where information professionals can prosper.

Our students learn that creating value through the organization and management of information is not simply a noble profession—it is a job that is both demanding and in demand. At Syracuse University’s School of Information Studies (and comparable schools across the US and internationally), we train new librarians and retrain experienced librarians. While remaining attentive to the values and traditions of the profession, we also emphasize in our coursework, certificate programs, and experiential learning the critical importance of solving meaningful problems. Students may begin our program imagining themselves working in a library, without fully understanding what that work entails. Within the first few days of learning, they realize that becoming an information professional means collaboratively tackling problems that will help people. Our students learn that creating value through the organization and management of information is not simply a noble profession—it is a job that is both demanding and in demand. LC

jmstanto@syr.edu
A recent Australian study identified the skills and knowledge that library and information professionals require in the Web 2.0 world. Funded by the Australian Learning and Teaching Council, the study involved 81 librarians participating in a series of focus groups. The study concluded that a so-called “Librarian 2.0” needs a complex mix of transferable skills, including teamwork, communication, business skills, lifelong learning and personal traits such as creativity, flexibility, adaptability and persistence. However, the study’s most interesting finding is that concepts like Web 2.0, Library 2.0 and Librarian 2.0 are “a watershed” for the Australian profession.

Participants in almost all of the focus groups said they are seeing and experiencing a cultural change in the profession. Librarian 2.0 requires a “different mindset or attitude.” It is “challenging our mental models” and forcing us to think about and perceive our profession differently. Librarian 2.0 is an attitudinal shift for the Australian library and information science (LIS) profession. Interestingly, this shift also means that not everyone in the profession is ready to be, or wants to be, involved. As one participant noted, “If you want to do a job, you have to change your mindset. Otherwise in five years’ time you won’t have a job.”

The real changes of Web 2.0 are not in how Australian LIS professionals now design and deliver services and resources, or what new skills and knowledge they must possess, but in how they view themselves.

The results of this study suggest that what it means to be an LIS professional in Australia is changing. The Levels of Perspective model by Daniel Kim (1996) helps us consider this point. Kim articulated five levels of perspectives from which to study a system (see Figure 1). He points out that the further one moves from specific events toward mental models or vision, the more leverage one has. According to Kim, leverage refers to small, well focused actions that can produce significant lasting change. Leverage to alter a system can occur at any level, but a key principle of systems thinking is that intervening at the higher levels (mental models or vision) is more likely to increase influence over future outcomes. A system is defined as “a perceived whole whose elements ‘hang together’ because they continually affect each other over time and operate toward a common purpose.”

Assuming that the Australian LIS profession can be considered as a type of “system” (as it is under management expert Peter Senge’s 1994 definition), it could be argued that the Australian LIS profession has focused its time, energies and attention on the lower levels of Kim’s model (i.e., events, patterns, and systematic structures). Indeed, one participant noted, “We are very good at creating systems and processes” and that we “need to move away from this.” The findings of this study suggest that we are witnessing a reawakening of the Australian LIS profession as it begins to move toward the higher levels of Kim’s model (i.e., mental models). The study proposes that the Australian LIS profession is reconceptualizing itself in light of the emerging Web 2.0 world and beyond. We are identifying and exploring new mental models of what it means to be an LIS professional in the 21st century.

References
The new role of librarians at Chiba University’s Academic Link

By Hiroya Takeuchi, University Librarian, Director of Academic Link Center, and Professor of Library and Information Science, Faculty of Letters, Chiba University, Chiba, Japan

In April 2011 Chiba University launched Academic Link, a new concept that aims to promote students’ active learning. The university library is spearheading the institution’s educational reform with this challenging and ambitious educational concept. The goal of Academic Link is to foster information and learning skills, which would facilitate students’ lifelong learning to meet the demands of the evolving knowledge-based society. The hub of this scheme, the Academic Link Center, is composed of staff from the university’s library, Information and Communication Technologies (ICT) Center and the Center for General Education. This mix of staff reflects the three major elements essential for educational reform: the provision of direct involvement in learning and education.

We believe that librarians should move toward an active role in education and learning, and that this is one way — and perhaps the only way — to establish a solid professional foundation for librarianship in Japan.

Academic Link is notable because librarians are expected to play a prominent role — not the conventional role of collecting, organizing, storing and providing materials, but a new one directly connected to learning and education. The majority of university librarians in the United States are professional subject librarians holding faculty status; no one questions their direct involvement in learning and education. However, in Japan, where librarianship is considered clerical work, this is a huge challenge. Librarians in Japanese university libraries have implemented information literacy programs, but in many cases, they have stayed within the areas of traditional bibliographic instruction and have not always stepped into the core areas of learning and education.

What is the new role of librarians in Academic Link? Librarians will consult with students as they write reports, coordinate learning support and information literacy programs, train student assistants for learning support, and investigate the copyright clearance for educational usage of copyrighted materials. These activities are still fragmentary and need to be integrated into the core competencies of librarianship, hopefully through Academic Link activities. We believe that librarians should move toward an active role in education and learning, and that this is one way — and perhaps the only way — to establish a solid professional foundation for librarianship in Japan.

Retooling library staff to take on the future, where a state of flux is the new normal

By Rudy Leon, Technology Training Librarian, University of Illinois Urbana-Champaign, Urbana-Champaign, IL, USA

Before getting my MLS, I studied religion. I was interested in origin stories, and in understanding how people built their worlds and interacted with them via religion. In teaching, critical thinking was always the lesson. Understanding the fabric we are embedded in is the key to moving forward. There are many parallels between how I approached the study of religion and how I approach learning in libraries.

Libraries have to change to serve the changing needs of our users; that means changing staff skill sets just as much as it means changing services to meet how students learn and faculty teach.

I am the Technology Training Librarian at the University of Illinois at Urbana-Champaign. I’ve been in this position for six months; before that I was the Learning Commons Librarian for over two years. Neither of these positions existed 10 years ago.

In myriad ways these positions are the same, with different audiences. In the Learning Commons, I developed programs and services that optimized learning, and delivered them in student-friendly ways. I focused on identifying unfilled technology needs, and building programmatic solutions to fill them. As technology trainer, my audience has shifted from undergraduate students to library staff. I still identify gaps in current offerings and skills, prioritize outreach, and identify my users’ needs and communications preferences. I am still designing programs with built-in affordances toward learning and preparing learners for filling their own future needs.

In both cases, the job is about preparing the designated audience to take on the future. The ways we will work, learn, and consume and produce information/data/knowledge are rapidly changing, and this state of flux is the new normal. Libraries have to change to serve the changing needs of our users; that means changing staff skill sets just as much as it means changing services to meet how students learn and faculty teach.

Preparing for the future is about being aware of current skills gaps, and being open to what might be possible. I take a big-picture approach, and view the library as an organism with interdependent parts. I create opportunities for both oblique and direct learning. I am comfortable with change and ambiguity, and I keep all of that within the scope of an idiosyncratic but clearly articulated purpose.

Rudy Leon

rudyleon@illinois.edu

LIBER, the Association of European Research Libraries, has formulated a strategic plan describing its main goals for the years 2010-2012. Among its plans, LIBER is instituting an ambitious international development program for its members. To fulfill this goal, the Steering Committee on Organisation and Human Resources and, in particular, the Leadership Working Group, has developed a high-level seminar in three stages to prepare the next generation of senior leaders in European research libraries.

A leadership shortage

Our profession faces a shortage of people willing and ready to take leading positions in the research libraries of tomorrow. Therefore, the LIBER leadership program aims to work with people who are already in senior management positions and wish to enhance their leadership qualities and take on higher-level responsibilities within a few years. Various countries already have leadership development programs for recently appointed library directors. But as the skills needed to lead libraries change, so will the type of directors needed. In general, libraries will forsake the traditional profile in favor of more internationally oriented directors. Although training of directors and mobility of staff across Europe are critically important, LIBER believes the primary focus should be on a leadership development program for people at the second tier who are willing and capable of becoming library directors in a few years.

The program framework

LIBER decided not to replicate what already exists in individual member countries. LIBER’s intention was to develop something different, but complementary, to the programs of the Tilburg Innovation Centre for Electronic Resources (Ticer) and the like. Since LIBER is an association of European research libraries, it is particularly well placed to offer a mix of courses and practical experience with experienced research library directors. And because quality is much more important than quantity, LIBER has launched an ambitious international leadership development program featuring a combination of high-level workshops and training with individual mentors. The initial cohort consists of 16 participants.

The seminar program will last two years and is divided into three parts:

- To begin, a two-day session took place in June 2011 before LIBER’s annual conference in Barcelona. During the session, participants completed a Myers-Briggs test (personality inventory), and four high-level guest speakers covered subjects including what makes a good leader, know yourself, know your direction, and take others with you.
- Subsequently, participants will be mentored for a year. This mentorship will be based on a clear contract among the course director, the participating librarian, the librarian’s director, and LIBER. The librarian does a placement of one to two weeks in the mentor’s library, shadowing the mentor and having discussions with the mentor about the way he or she works. In addition, there will be opportunities for continued communication throughout the year.
- The program will culminate in a two-day seminar in 2012 before LIBER’s annual conference in Tartu, Estonia, with courses and the opportunity to share experiences.

Plans are in place to begin selecting candidates for the next two-year program, starting in Munich in June 2013.

Julien Roche, Chair of the LIBER Steering Committee on Organisation and Human Resources/Director of the Libraries of the University of Lille 1 - Science and Technology, Villeneuve d’Ascq, France

Faster access to research via article-based publishing

Do you and your library users access journals or articles online? Most likely the individual and citable article is the desired end product. In 2010, Elsevier introduced article-based publishing to get the final article with full citation details (volume, issue, page range) into circulation an average of seven weeks quicker.

Now article-based publishing allows for multiple volumes of a journal in a given year to be filled with articles simultaneously. This provides additional flexibility for inserting special issues without delaying other issues in progress. Librarians may notice a change in the catalogue to accommodate this flexibility with multiple volumes. For example, you may receive 12 complete volumes, appearing monthly, instead of one volume with 12 issues spread out over the year.

This change in the publication schedule (and possibly frequency) will not influence pricing or the number of articles you will be receiving. Visit the website listed below for more information on article-based publishing.

Julien Roche
julien.roche@univ-lille1.fr
www.libereurope.eu/committee/organisation

www.elsevier.com/abp
Elsevier today is synonymous with leading edge science, technology and medical publications. This quest for quality recalls the original Elzevier publishing house, which operated from 1580 to 1712. The House of Elzevier published groundbreaking work from contemporary scholars including Descartes, Huygens and Galileo.

With respect for what has gone before, today’s Elsevier curates a collection of more than 2,000 of these historic volumes. Now an online short title scholarly catalogue has been created with the expertise of curatorial consultant and digital librarian Donna Sy.

As a librarian within the Information Services department, I serve as liaison to the Economics and Public Policy departments and schools. In some ways my duties remain the same as those of my predecessors: outreach and assisting students and staff. But a librarian today needs to be familiar with all the different ways to communicate with users and keep up to date with information and emerging technologies.

Though I am not a coder, I believe that because librarians deal with information, there is no getting away from the use of information technology. I currently run many of the library’s social media channels, including Facebook and Twitter, and I lead a team offering chat support to users via LibraryH3lp. In fact many students I encounter prefer to communicate with me and garner library news via Facebook and chat. I have had to learn how to conduct reference interviews and information literacy sessions across such diverse channels.

Despite launching our chat service as a pilot program in August 2010, queries to chat immediately constituted 30-40 percent of transactions sent to our main e-mail help account. The library Facebook page we launched in February 2011 received 1,000 “likes” in one month, and by August 2011, views of Facebook posts made up 15 percent of all our library page views. We are now experimenting with using Web conferencing software such as WebEx to conduct classes. A recent WebEx class on using EndNote attracted more than 240 sign-ups. Librarians at my institution are also trained to use SpringShare’s LibGuides and LibAnswers platforms to create guides and FAQs to provide digital extensions of ourselves.

Besides serving individual users, I have also served on various committees, including LibQUAL+, library portal redesign, and Web Scale Discovery teams, which involves looking at things on a higher level, studying user behavior, and adapting new technologies on a library-wide level to keep pace with new user habits and behavior. Some of the skills I have needed to develop include usability testing, Web analytics, and Web 2.0 skills such as the use of RSS and social media. I anticipate that knowledge of data curation, open access repositories and cited reference will become increasingly important.

Keeping up with all these diverse areas is not easy, of course, and leaves less time available for previously existing services. It helps that we are constantly reconsidering the way we do things, altering or even abandoning practices and services. Sharing among staff via e-mails, internal blogs and wikis helps us learn together without reinventing the wheel. LC

Aaron Tay, Librarian, National University of Singapore, Singapore

Quick Click

Peek into the past:
Browse the Elsevier Heritage Collection’s online catalogue

Elsevier today is synonymous with leading edge science, technology and medical publications. This quest for quality recalls the original Elzevier publishing house, which operated from 1580 to 1712. The House of Elzevier published groundbreaking work from contemporary scholars including Descartes, Huygens and Galileo.

With respect for what has gone before, today’s Elsevier curates a collection of more than 2,000 of these historic volumes. Now an online short title scholarly catalogue has been created with the expertise of curatorial consultant and digital librarian Donna Sy.

Nearly 2,000 documentary photographs accompany the online catalogue, illustrating the beauty and fine craftsmanship of many of the book bindings in the collection.

We invite today’s librarians to peek at the past via this online access. Planning a visit to Amsterdam? Scholars may e-mail in advance to arrange an in-person visit at Elsevier headquarters. LC

Aaron Tay

Quick Click

 peek into the past: Browse the Elsevier Heritage Collection’s online catalogue

Elsevier today is synonymous with leading edge science, technology and medical publications. This quest for quality recalls the original Elzevier publishing house, which operated from 1580 to 1712. The House of Elzevier published groundbreaking work from contemporary scholars including Descartes, Huygens and Galileo.

With respect for what has gone before, today’s Elsevier curates a collection of more than 2,000 of these historic volumes. Now an online short title scholarly catalogue has been created with the expertise of curatorial consultant and digital librarian Donna Sy.

Nearly 2,000 documentary photographs accompany the online catalogue, illustrating the beauty and fine craftsmanship of many of the book bindings in the collection.

We invite today’s librarians to peek at the past via this online access. Planning a visit to Amsterdam? Scholars may e-mail in advance to arrange an in-person visit at Elsevier headquarters. LC

Aaron Tay

Quick Click

peek into the past: Browse the Elsevier Heritage Collection’s online catalogue

Elsevier today is synonymous with leading edge science, technology and medical publications. This quest for quality recalls the original Elzevier publishing house, which operated from 1580 to 1712. The House of Elzevier published groundbreaking work from contemporary scholars including Descartes, Huygens and Galileo.

With respect for what has gone before, today’s Elsevier curates a collection of more than 2,000 of these historic volumes. Now an online short title scholarly catalogue has been created with the expertise of curatorial consultant and digital librarian Donna Sy.

Nearly 2,000 documentary photographs accompany the online catalogue, illustrating the beauty and fine craftsmanship of many of the book bindings in the collection.

We invite today’s librarians to peek at the past via this online access. Planning a visit to Amsterdam? Scholars may e-mail in advance to arrange an in-person visit at Elsevier headquarters. LC

Aaron Tay

Quick Click

Peek into the past: Browse the Elsevier Heritage Collection’s online catalogue

Elsevier today is synonymous with leading edge science, technology and medical publications. This quest for quality recalls the original Elzevier publishing house, which operated from 1580 to 1712. The House of Elzevier published groundbreaking work from contemporary scholars including Descartes, Huygens and Galileo.

With respect for what has gone before, today’s Elsevier curates a collection of more than 2,000 of these historic volumes. Now an online short title scholarly catalogue has been created with the expertise of curatorial consultant and digital librarian Donna Sy.

Nearly 2,000 documentary photographs accompany the online catalogue, illustrating the beauty and fine craftsmanship of many of the book bindings in the collection.

We invite today’s librarians to peek at the past via this online access. Planning a visit to Amsterdam? Scholars may e-mail in advance to arrange an in-person visit at Elsevier headquarters. LC

Aaron Tay
Librarians are engaging in new roles, such as helping to improve the discoverability and raise the impact of their researchers’ academic publications.

Throughout my more than 30-year career as a university librarian, I have witnessed how our activities and learnings have changed. Many of our goals remain the same: to promote reading, knowledge and technical organization of library resources. However, the ways of doing things have changed and some new goals have been introduced. Tasks have increased, becoming more technical and specialized, and it’s essential that we incorporate new knowledge to keep up-to-date as we serve the university community.

Three significant points related to these recent changes that I have experienced in my work, especially over the past three years, include:

- Promotion, evaluation and marketing of our academic publications on the Internet, i.e., academic search engine optimization (SEO)
- Development and creation of semantic content for Web 3.0
- Application of social media tools in Web 2.0

### Academic SEO

Researchers may think that publishing an academic work is enough and not consider its discoverability and the effect of discoverability on its impact. Librarians understand the problems of scientific information retrieval, as well as the importance of indexes and keywords. We know well the impact measurements of scientific quality, and the requirements that publications must fulfill to appear in the rankings.

We understand the importance of a proper scientific identity on the Internet — signature standardization in scientific papers is essential to avoid name errors in academic databases. The same holds true for having the correct institutional affiliation. Any researcher or scientific institution with different identities in such databases may have trouble when measuring their impact. Researchers’ rankings may fall if their publications are split among different profiles.

We train graduate students on the structure of scientific articles. I explain what parts these articles must have, including the characteristics of their titles and abstracts. I stress the importance of keywords, the need for a digital object identifier (DOI), and how to do proper bibliographic citations. These formal guidelines will help them compose successful papers.

The librarian’s point of view is often much less specialized and local than the researcher’s so we can guide them in the global scientific scene.

In university libraries, we know how assessment tools are applied to each field of research, such as humanities, engineering, science and biomedicine. And there may be regional requirements as well. For example, Spanish agencies for research evaluation have different criteria for each subject area.

We can help our researchers’ scientific publications toward the most suitable titles for them using tools like JCR (Journal Citation Reports) and SJR (Scientific Journal Rankings), or specific local portals like DICE in Spain. In many cases we promote open access, which helps spread scientific information via the Internet, we review metadata, and we explain how to properly use Creative Commons licenses.

Some of us may also work with very sophisticated quality analysis tools, such as SciVal Spotlight and SciVal Strata, and we are able to evaluate scientific trends. In my reports about the quality of our research, I point out which researchers are on top, which ones may get there according to the scientific market trends, and in which areas we are in decline.

This information can help redirect funding and research work.

Sometimes I suggest potential collaborators, international institutions and groups that are publishing on issues similar to those of a working group, and which have a better ranking in the market. People or institutions involved are not always known to the researchers; the researchers may be new to the field or their focus may limit their knowledge of other important areas that may be related to their work. The librarian’s point of view is often much less specialized and local than the researcher’s so we can guide them in the global scientific scene.

On the Internet, academic promotion relies on a good understanding of the academic standards of “quality” as described above. To assist researchers in widening the impact of their work, librarians must be well versed in information diffusion and SEO techniques adapted specifically to academic writing: website structure, accurate titles, descriptions and keywords, h1 and h2 headings for the section titles, promotion through tweets, social networks for scientists and collaborative tools.

### Semantic content for Web 3.0

The ability to formally describe and label any document is something essential for any librarian — it is one of the first tasks we carry out. Years ago, we followed cataloging and systematic classifications rules, and then MARC electronic formats for bibliographic databases. Consequently, working with metadata is second nature for librarians with cataloging experience.

The Semantic Web, Web 3.0, seems perfectly designed for our profession: the creation of metadata for scientific articles through DOIs, Open Journal Systems (OJS) development for academic journals, and metadata for open access archives.

### Application of social media tools

Academic librarians stay connected to the society they serve and disseminate their resources via the Internet.
How “muggles” can enrich the library team

Donna Carroll, Academic Services Development Manager, University of Warwick Library, Coventry, UK

The University of Warwick is one of the UK’s leading universities, ranked seventh overall in the last national assessment of researchers. The university library has been developing innovative ways to meet the needs of this community of researchers, as well as the needs of its students and teaching faculty.

My role as the Academic Services Development Manager at the University of Warwick Library, UK, was created in October 2009. It was intended to:

- Support service development through evidence-based research and projects in line with library strategy
- Coordinate the production of e-learning packages, integration of Web 2.0 tools (including social media and networking applications), learning guides and online tutorials for our Academic Services division
- Assist in promoting our division’s activities and services, including developing a Web presence
- Generate and analyze user feedback, statistics and data to ensure our developments are well informed, evaluated, documented and needs-focused

The post also involves supporting some of our Academic Support librarians’ more traditional activities. Integral to the role are the following skills:

- Project management: I enable effective coordination of wide-ranging projects involving various team members with diverse skill sets.
- Research skills: Much of my work involves investigating developments in new technologies and methodologies within the library world, as well as the teaching and learning sector more generally. We’re also involved in investigating our local environment to ensure a needs-driven provision of services.
- Understanding of the university community: Our library is working hard to offer segmented provisions targeted toward particular sectors of the university community, specifically undergraduates, researchers and teaching staff.

My background allows me to meet these challenges. I hold a doctorate in physics, providing me with research and statistical analysis skills, as well as good integration and an empathy with our university’s research community. I was also a lecturer, which gave me a sound pedagogical knowledge. I’ve found this important when supporting new approaches to skills training and when working with colleagues who are developing university learning environments. Those environments include:

- Research Exchange: This is an imaginative and technology-rich facility where research staff and students can study and cross-pollinate with others.
- Learning Grid: Open 24/7, this innovative space supports independent and group learning.
- Teaching Grid: This offers collaborative support and experimental teaching spaces for all teaching staff.

I’m grateful that the forward-thinking nature of our university library has allowed me to make a contribution to this field. Traditionally trained library staff and we “muggles” (please forgive the Harry Potter reference) can complement each other’s skills sets to offer an even more enhanced and broad-ranging library service to today’s academic community.

Donna.Carroll@warwick.ac.uk
www.go.warwick.ac.uk/library

M. Luisa Álvarez-de-Toledo, << page 7

social network 2.0 has been a challenge. This is not about devoting many hours of our work to the Internet, but it is necessary to keep up with the tools and resources of social networks, to take part in them strategically, to know how to communicate the essential ideas, and to maintain a consistent and regular presence. For example, we are promoting library applications for mobile phones that deliver news, renewals and notices, and offering mobile access to databases and e-books.

With all these activities, academic librarians, especially those who work with bibliographic information, have a vast world of new applications at their disposal. The exciting results of implementing these applications can significantly benefit their institutions.

toledomi@uniovi.es
The new roles of medical libraries and librarians in the Eastern Mediterranean Region: Opportunities and challenges

Hatem Nour El-Din H. Mohamed, Technical Officer, Library and Health Literature Services, World Health Organization, Regional Office for the Eastern Mediterranean, Cairo, Egypt

Without a doubt, the relationship between health librarians and their users has dramatically changed due to the rapid spread of Internet use and the incredible progress of digital communications across the world. Therefore, the roles of medical librarians and libraries have changed to meet the new opportunities and challenges for accessing and utilizing health knowledge in this digital world.

The World Health Organization, Regional Office for the Eastern Mediterranean (WHO/EMRO) is making serious efforts to support the availability and accessibility of electronic health information resources in the region and from outside, e.g., WHO Index Medicus for Eastern Mediterranean Region (IMEMR). This access is essential to attaining the goal of health for all, and will help bridge the knowledge gap in developing countries. Consequently, the new role of libraries and librarians in the region may include:

- Managing electronic information resources rather than managing physical collections. This requires continuous scanning of the horizon not only for the most appropriate and relevant resources but also the most cost-effective arrangements.
- Converting the library into a knowledge center to manage the different types of knowledge within expertise databases, institutional databases, and regional documentation databases to support learning and research at the national, regional and international level.
- Managing networks of knowledge resources and centers and acting as a hub to support access to and use of knowledge.
- Collaborating with universities and research centers to support knowledge translation and to provide evidence for policy and action through systematic and in-depth research.
- Supporting staff training to build capacity in searching for and managing information resources.
- Strengthening the role of end users in ensuring the sustainability of the virtual library as an essential part of the virtual community.

Hatem Nour El-Din H. Mohamed

With many of their library buildings under repair, Haitian students can now access Research4Life resources via a new digital library

Nine of the 11 libraries of the State University of Haiti in Port-au-Prince were seriously damaged during the January 12, 2011 earthquake and remain inaccessible. However, as of September the university’s 15,000 students, researchers and professors can now access resources via an academic digital library sponsored by Bibliothèques Sans Frontières (Libraries Without Borders), in collaboration with the State University of Haiti and with the financial support of the Louis D. Foundation/Institut de France.

This new 100 square meter building, located in the center of the city within the Science Department, was constructed to withstand both seismic and cyclonic activities. The first Digital Library of the State University of Haiti consists of 60 computers equipped with broadband Internet access to millions of online academic resources (books, periodicals, newspapers, etc.).

Many of the digital resources are available through Research4Life, a public-private partnership working to achieve the UN’s Millennium Development Goals by providing the developing world access to critical scientific research.

Announced that it is contributing an additional 950 electronic books to Research4Life. “Health practitioners and researchers in developing countries will benefit greatly from this increased ebooks offering,” said Kimberly Parker, HINARI Program Manager at the WHO. “We greatly appreciate the efforts made by Research4Life partners to continuously improve and update their content offering to those who need it most.”

The University of French West Indies and Guiana and 20 online editors’ partners are also providing access to resources at the new digital library. The library will also support documentary research trainings as well as the development of new technologies of information and communication within the university.

Haitian students can now access Research4Life resources via a new digital library

With many of their library buildings under repair, Haitian students can now access Research4Life resources via a new digital library

Nine of the 11 libraries of the State University of Haiti in Port-au-Prince were seriously damaged during the January 12, 2011 earthquake and remain inaccessible. However, as of September the university’s 15,000 students, researchers and professors can now access resources via an academic digital library sponsored by Bibliothèques Sans Frontières (Libraries Without Borders), in collaboration with the State University of Haiti and with the financial support of the Louis D. Foundation/Institut de France.

This new 100 square meter building, located in the center of the city within the Science Department, was constructed to withstand both seismic and cyclonic activities. The first Digital Library of the State University of Haiti consists of 60 computers equipped with broadband Internet access to millions of online academic resources (books, periodicals, newspapers, etc.).

Many of the digital resources are available through Research4Life, a public-private partnership working to achieve the UN’s Millennium Development Goals by providing the developing world access to critical scientific research.

Announced that it is contributing an additional 950 electronic books to Research4Life. “Health practitioners and researchers in developing countries will benefit greatly from this increased ebooks offering,” said Kimberly Parker, HINARI Program Manager at the WHO. “We greatly appreciate the efforts made by Research4Life partners to continuously improve and update their content offering to those who need it most.”

The University of French West Indies and Guiana and 20 online editors’ partners are also providing access to resources at the new digital library. The library will also support documentary research trainings as well as the development of new technologies of information and communication within the university.
Librarians learning together in eBook knowledge exchange

By Lionel New, Customer Development Manager – Southeast Asia, Elsevier, Singapore

When it comes to exploring new terrain, it always helps to gather insight from others facing the same kind of decisions. Currently, librarians are examining eBooks: the international trends, business models, and their own role in implementing eBooks at their libraries.

On October 4-5 in Bangkok, Elsevier hosted more than 20 librarians and library directors from Australia, Brunei, China, India, Malaysia, Singapore and Thailand. During the “Understanding the eBooks Phenomenon” forum, they were able to discuss the current and future state of eBooks, exchange experiences and build networks for future collaborations.

The program included several librarian-led sessions on eBooks:

- Strategies — Greg Anderson, University of Newcastle
- FAQ and overview — Aaron Tay and Cheng Ean Aun, National University of Singapore
- Library activities — Watinee Khemakarothai, Kasetsart University
- Collections — Amir Hussain Md. Ishak, Universiti Putra Malaysia

Attendees found the event to be informative and productive. “An inspiring discovery event for a regional niche of warm fellow librarians that shared openly their insights with respect to their eBooks collection development and users’ reading trends,” commented Lin Lin Tey, Principal Librarian, National University of Singapore Libraries. For presentations from the eBook forum, visit: http://asia.elsevier.com/eBooks2011bkk. LC

Digital libraries: Tendencies and perspectives in Uruguay

By Ana Luisa Maia, Customer Development Manager – Latin America, Elsevier, Rio de Janeiro, Brazil

In a national gathering, more than 70 librarians and National Agency for Innovation and Research (ANII) representatives met to gain new insights into Uruguay’s current digital libraries landscape and its vision for the future. With the support of ANII, Elsevier hosted “Digital Libraries: Tendencies and Perspectives,” a Library Connect event, in Montevideo on September 1.

Presenter Isabel Maturana Salas, head of the Library Automation System at the Universidad de Chile, spoke to the audience about the university’s new digital library and its role in facilitating access to information. Fernando Amestoy, the CEO of ANII, also reflected on access, elaborating on a strategy for the dissemination and social appropriation of Timbó Portal, a national inter-institutional multidisciplinary online library network. Other topics included bibliometric indicators and Elsevier’s Article of the Future project, a redesigned article page with easy access to external links, contextual information, enriched content and content-based apps.

Presentations from the event are available in Spanish on Elsevier’s Latin America website at: http://bit.ly/nlgio7. LC

Spanish and Italian titles now available on SciVerse ScienceDirect

Broadening the reach of knowledge-seeking activities and tools often comes via new technologies to increase speed and access. It also comes from opening up new sources of content in terms of language and origin.

Librarians and their user communities now have access to two additional local language collections within SciVerse ScienceDirect: the Spanish Language EMC Collection (15 titles) and Italian Language EMC Collection (14 titles). These publications provide world-class coverage of a range of clinical and surgical specialties. The collections give Spanish- and Italian-speaking researchers convenient access to high-quality medical information in their own language.

Along with the Elsevier Masson French Medical titles and Elsevier Doyma Spanish Medical Collection, these collections form part of a wider commitment to local language content on SciVerse ScienceDirect. LC

www.ScienceDirect.com
www.info.sciverse.com/sciencedirect/content/journals/EMC
Ways to Use Journal Articles Published by Elsevier: A Practical Guide
Library Connect Pamphlet #4, 4th edition

Are you on the receiving end of queries from faculty authors on how they can reuse their published works? And would you find it handy to have a point of reference in answering these queries and guiding authors on correct usage?

The Library Connect program has recently updated the popular pamphlet, Ways to Use Journal Articles Published by Elsevier: A Practical Guide. The new edition is available online and you can request print copies by e-mailing libraryconnect@elsevier.com.

The pamphlet is divided into three main sections:

- How authors can reuse their own articles published by Elsevier
- How persons affiliated with institutes with SciVerse ScienceDirect subscriptions can use articles from subscribed content
- How anyone can use articles published by Elsevier

Topics covered include general and commercial use of articles, coursepacks, interlibrary loan, and much more. LC

(Note: A high-resolution PDF is also available upon request. E-mail libraryconnect@elsevier.com.)

Charting a Course for a Successful Research Career

Librarians are credited with helping their various user communities work smarter, not harder. Arguably one of the groups that could benefit the most from that guidance is the early career researcher who faces incredible competition, especially for job and funding opportunities.

Elsevier's newly revised Charting a Course for a Successful Research Career is a crash course on how to plan a research career. Written by 30-year research veteran Professor Alan Johnson, this free mentoring booklet — used as a resource in many workshops around the world — provides a detailed map of the important milestones that young researchers should reach along the path to a successful research career.

The booklet helps them learn to make informed decisions, define goals and measure success.

It covers a wide range of topics: planning a career, preparing a grant funding application, selecting a research discipline, supervising and mentoring. It also discusses the importance of getting recognized for research work, how to publish and where to publish.

What's more, the booklet is translated into 10 languages: Arabic, Simplified Chinese, French, German, Italian, Japanese, Korean, Brazilian Portuguese, Russian and Spanish. LC


How to Get Published
A Guide to Publishing in Scholarly Journals

Part of mentoring junior faculty includes guiding them on the publication process. In many cases, this guidance is provided by a liaison or subject area librarian. These librarians may find the How to Get Published booklet useful in their efforts. It covers 12 key topics within journal publishing.

1. Why publish with Elsevier?
2. How to write a scientific article
3. Language editing and quality
4. Choosing the right journal, article formatting and cover letter
5. Elsevier Editorial System (EES) and peer review
6. After your article has been accepted
7. Authors' rights and responsibilities
8. Ethics and plagiarism
9. Open access
11. Impact Factors and other quality measures
12. Helpful websites

Access the booklet online or request print copies by e-mailing Gwen van der Heide (g.heide@elsevier.com). LC


In August, the How to Get Published booklet was distributed to more than 1,200 researchers in India at a series of Publishing Connect seminars. Attendees at Pondicherry University, Pondicherry; Vellore Institute of Technology, Vellore, Tamil Nadu; and Bhabha Atomic Research Centre, Mumbai, attended the highly interactive sessions to learn how to make their publishing output.

In two of the three locations, the Library and Information Divisions were responsible for organizing the sessions. Dr. Samyuktha Ravi, University Librarian, Pondicherry University, commented on the benefits of reaching out to faculty and scholars to enlighten them on emerging trends in publishing. LC

http://bit.ly/mDjCqD
Choose your channel

Library Connect offers social options to stay informed

Like our librarian readers around the world, Library Connect has become a bit more “social” as of late. If you haven’t done so yet, you can join our online community in a variety of ways and let us — and other fellow information professionals — know what successes you’ve had or challenges you’d like help solving in your library.

- Tweet with us on Twitter @library_connect (www.twitter.com/library_connect). Each day, we check what you have to say, respond to posts, and retweet links to articles, blogs, videos and other content that matters to our 2,000+ followers.
- Like our Facebook page (www.facebook.com/libraryconnect). Share content, vote in our polls, watch videos, comment on postings and engage with more than 1,500 of your colleagues.
- Connect via the blog (http://libraryconnect.blogspot.com). Author a guest blog, provide feedback, and send to others. The blog features a little bit of everything, from the issues covered in the Library Connect Newsletter to library conferences happening all around the globe. You can also subscribe to the blog via an RSS feed. If you are interested in authoring a guest blog, please e-mail our social media manager, Joe Walsh. LC

j.walsh@elsevier.com

SUBSCRIBE | To subscribe to this free newsletter’s print and/or electronic version, e-mail libraryconnect@elsevier.com, or sign up at www.elsevier.com/libraryconnect.

UPDATE YOUR DETAILS | To change your subscription details, e-mail libraryconnect@elsevier.com or fax this page and a note to +1.619.699.6310.

REQUEST COPIES | Would you like extra copies of the newsletter for use in an LIS class? E-mail libraryconnect@elsevier.com.

UPCOMING EVENTS | Visit www.elsevier.com/librarians/events for a list of major librarian conferences and exhibitions featuring Elsevier booths or speakers.