

## Monday 31<sup>st</sup> October

WS00

RAPHAEL, Molly

### **EMPOWERING VOICES: COMMUNITIES SPEAK OUT FOR LIBRARIES**

Join American Library Association President Molly Raphael to learn about ALA's new advocacy initiative, *Empowering Voices: Communities Speak Out for Libraries*. Learn how to build on current advocacy efforts and focus on empowering community members from all types of libraries to raise their voices in support of libraries. You will emerge from this session with an understanding of:

- the power of story, when library users tell about the transformational power of libraries;
- strategies for assessing your community's needs; and
- how to engage a strong network of advocates.

## **WS01**

**BAIGENT, Robert**<sup>1</sup>; Morgan, Anne<sup>1</sup>; Oldham, Lisa<sup>1</sup>

<sup>1</sup>*National Library of New Zealand Te Puna Mātauranga O Aotearoa, Auckland, New Zealand*

### **THE FEARLESS LIBRARIAN: LESSONS THAT CAN BE LEARNED FROM THE VIRTUAL LIBRARIAN**

This workshop will examine lessons that can be learned from the virtual librarian. Through dramatic recreations we will experience real life AnyQuestions interactions – and explore how, in the absence of library as place, the virtual librarian has learned to be “fearless” in their dealings with students. This is a space where the power is traditionally seen to lie with the students, yet AnyQuestions continues to thrive, why? What are the learnings for librarians in general, do we respond differently in the virtual environment than we would in a face-to-face situation – and if so, why?

## **WS02**

**BANKS, Paula**<sup>1</sup>

<sup>1</sup>*EPIC, Wellington, New Zealand*

### **EPIC IDEAS FOR PROMOTING PASSIONATE USE OF YOUR ELECTRONIC RESOURCE COLLECTIONS**

Are you looking for new and interesting ways to promote the use of electronic resources to your library staff and customers? Are you looking for some good, practical advice on how you can improve access to all the powerful content that is available within your electronic resource collections? If so, then this EPIC conference session is for you! EPIC would like to provide you with assistance to make the content in these collections more visible and accessible, and to help you encourage people to become passionate users of your collections. EPIC has asked our electronic resource vendors for their best ideas to help libraries promote and increase the use of electronic resources. The EPIC Manager, Paula Banks will introduce representatives from Alexander Street Press, EBSCO, Encyclopaedia Britannica, Gale Cengage, Oxford University Press and ProQuest. Each of them will do a short presentation on the secrets of promoting their e-resources. You'll go away with tonnes of ideas, resources and support for promoting the passionate use of your electronic resource collections.

### WS03

**BEATTIE, Annette**, Anderson, Brian, Weddell, Mary, Clague, Leslie, Bradley, Heather, Mann, Sandra, Greene, Sandy

*Porirua City Libraries, Wellington Institute of Technology (Weltec), Kapiti Coast District Libraries, Whitireia Community Polytechnic, Hutt City Libraries, Masterton District Libraries*

### SMART MOTIVATION

The Sharing and Managing a Region Together (SMART) shared services collaboration of two tertiary and four public libraries in the Greater Wellington region was established on the firm belief that libraries in our region had to determine their own destiny in the face of tough economic times, speedy technology changes, local government amalgamations and tertiary sector pressures. In the 18 months SMART has been operating, the passion to make the libraries in our region the absolute best they can be is unwavering. An active sharing of expertise, experience, political and business acumen have seen SMART make significant progress in a short time. From gaining Chief Executive commitment to pushing the boundaries of how public libraries, tertiary libraries and territorial local authorities can operate while maintaining autonomy, SMART is a voice that is being heard and working to politically influence our region's future library services to our customers. This 60 minute panel session will be an opportunity to hear what SMART has achieved so far, what we are currently working on and how we're going about it.

### WS04

**BUSBY, Christine**<sup>1</sup>

<sup>1</sup> *New Zealand Parliamentary Library, Wellington, New Zealand*

### SOCIAL MEDIA FOR SPECIAL LIBRARIANS

This workshop is designed to engage special librarians in conversations about social media. Whilst there are a number of public libraries using social media, and information is available on using social media as a marketing tool, special libraries have different perspectives and requirements in the use of social media. This workshop will allow librarians to talk with each other and share their knowledge and passion on the issue.

It is important for special librarians to have a voice and be heard by their clients, the wider library community and the public, to raise awareness of the issues facing special libraries. Even if a library chooses not to have a social media presence, they can observe what is going on in the world using social media as one of their tools. Knowledge can lead to the power to assist our clients better. Social media is now a legitimate source for gaining knowledge about the library world and as a tool in supporting clients. Special librarians can also use social media to support and interact on the purpose of their own organisation, whether it is a charitable organisation fundraising, or a scientific institution announcing a success. Social media provides a voice for smaller organisations who may not know where to start with the

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mainstream media, or a more personable voice for larger organisations with an established reputation.

There will be a short introduction to social media and special libraries by Christine Busby, before moving into small groups, of four to six people for a group discussion. There will be eight groups, each with a different conversation starter, and participants will be offered the opportunity to engage in four groups for ten minutes each. One person will present the scenario or issue. This is similar to the concept of social media – receiving information from a number of people and sharing knowledge.

Some of these issues include using social media as a research tool, the risks around communicating with the public from within an organisation, privacy, communicating with colleagues and use of social media sites at work. The power of social media in times of change, and social media as a news source will also be discussed.

This will be based on a popular SLIS meeting that was held in Wellington in 2010. I wish to share the experience with a wider range of special librarians, and take into account the rapidly changing world of social media, as the issues have changed. As information professionals, we need to stay ahead of the game to be prepared for future clients who will be digital natives. Our future clients will expect librarians to be where they are – both physically, and in the online world.

## WS05

**JURY, Rukuwai**<sup>1</sup>; Morehu, Anahera<sup>2</sup>

<sup>1</sup> Ngāti Kahungunu, Ngapuhi, Tuhoe, Aotearoa

<sup>2</sup> Ngapuhi, Ngāti Whātua, Te Rarawa, Ngāti Kahu, Aotearoa

## KEI Ā WAI? | WHO HAS...

You walk into a library looking for information, as you look around at your fellow patrons and the staff it suddenly dawns on you that you're a one of a kind... Ever wondered where Māori are in your library? Why are Māori graduates in library studies not applying for careers in your library?

All organisations and institutions who provide access to information and resources have worked toward drawing Māori into libraries for many years, some more successfully than others. Many public libraries have utilised the Te Ara Tika series of reports to great advantage and now successfully engage with their Maori community. Although this has impacted positively in terms of patronage, this has not been the case in attracting more Maori into the space or workplace.

The purpose of this workshop is to share and discuss our ideas, success and failures, and to engage in an attempt to find actions and implementations which we can adapt and utilise within our own organisation.

## WS06

### **BUILDING A STRONGER PROFESSION – IS THE LIBRARY AND INFORMATION SERVICES PROFESSION DYING OR A PROFESSION WHICH REMAINS RELEVANT AND IS WORTH STRENGTHENING?**

Workshop by LIANZA Council

LIANZA Council received a paper proposing a strategy to market the library and information profession in March 2009 from a LIANZA working group chaired by Jane Arlidge and Rosemary Nicholls. Recently at our 2011 Council strategic planning meeting, we revisited the paper and we decided that the new approach should be Building a Stronger Profession, rather than marketing the profession. The proposed strategy has informed LIANZA's thinking and its determination to ensure that progress is made. We will have a chance to get together and workshop actions that will enable us to build on the foundations already laid and strengthen our profession for the future.

LIANZA Council received a paper proposing a strategy to market the library and information profession in March 2009 from a LIANZA working group chaired by Jane Arlidge and Rosemary Nicholls. Recently at our 2011 Council strategic planning meeting, we revisited the paper and we decided that the new approach should be Building a Stronger Profession, rather than marketing the profession. The proposed strategy has informed LIANZA's thinking and its determination to ensure that progress is made. We will have a chance to get together and workshop actions that will enable us to build on the foundations already laid and strengthen our profession for the future.

#### **Keynote 4**

**GREEN**, Andrew

*National Library of Wales*

#### **NOTES FROM A SMALL COUNTRY**

Wales is both a very old country – its native language predates English by centuries – and a very young one: its first democratic Assembly is only 11 years old. What stories can it tell about knowledge and imagination that would interest New Zealand librarians?

Shortage of material resources, geographical isolation but proximity to a large neighbour, two languages and cultures, political and social distinctiveness: all these have played their part in forming Wales's knowledge landscape. Pride in the past and in the Welsh language, and current 'nation forming', have heightened the importance and political profile of Welsh histories and cultures as they appear in the documentary record. We tend increasingly to treat this record as a single resource – print, archive and artefact in combination. Digital/online is proving a key tool in overcoming geographical barriers, in reaching out to new audiences, in Wales and overseas, in involving citizens and children in reinterpreting and responding to resources, and in transforming the resources themselves to encourage new uses. In a time of public scarcity our challenge is to improve the efficacy of our

information services, often through Assembly government action, but without losing the loyalty of place that is so strong a feature of Wales and without losing sight of the democratic principle of equal and unrestricted access to knowledge.

These and other issues will be explored, through the particular lens of the National Library of Wales, which, as a 'multi-institution' (at once a library, archive, moving image collection, art gallery and digital store) is at the heart of the Welsh landscape of knowledge.

## **P01**

withdrawn

## **P02**

**HERIVEL, Jan; Gonzalez, Michael**

### **LEADING FROM ANY POSITION? IMPLEMENTING A LEADERSHIP STRATEGY AT UWS LIBRARY**

The University sector in Australia will experience dramatic change over the next five years. Uncapping of funded student loads, a focus on under-privileged students and increased accountability will significantly impact the way libraries operate and maintain relevance in a competitive environment. Additionally, the tertiary sector, including Libraries, has an ageing staff demographic with many employees retiring in the next five years. It is imperative to not only capture corporate knowledge, but continue to develop flexible and capable staff. Recognising the challenges ahead, The University of Western Sydney (UWS) Library has responded by implementing a strategy to encourage sound leadership practices to prepare and inspire staff to lead in the Library of the future.

UWS is unique, spanning a geographic footprint the size of the Netherlands. With over 39,000 students it is the main higher education institution for students in the region. UWS Library itself is also unique, offering diverse collections through seven full service libraries employing over 120 staff. It is important to prepare staff at all levels for change and to excel in an environment of growth and development.

The Library Leadership Model has been developed to promote leadership across the organisation by inspiring individuals to find the leader in themselves. The spearhead leadership group, comprising staff from varying levels, strongly felt that effective leadership was reliant on the philosophy of leading from every position as reflected in the model. Leadership at UWS Library is identified across four tiers, with each consisting of a number of characteristics, behaviours and attributes. The foundation tier focuses on individual attributes which are then built on at the team, departmental and organisational levels. Developing the model was challenging for all involved. Group members struggled with the concept of leadership and how it might be defined in a tangible and practical manner within the UWS Library context. This process involved significant reflection, resulting at times in frustration and doubt as members questioned their roles and contribution to the organisation.

Twelve months on, the UWS Library Leadership Model may be seen as unique as our institution and reflective of who we are and where we want to be. This paper outlines the process used to develop the model, issues encountered along the way and how they were addressed and/or overcome.

### **P03**

**HOEPPNER, Kristina**

*Catalyst IT, Wellington, New Zealand*

## **VISION FOR AN EDUCATIONAL RESOURCES REPOSITORY**

What teaching materials can we use when we have lost everything? This was a questions with which teachers in Christchurch were confronted after the devastating earthquake in February 2011. School had to go on, the students wanted to learn, and needed to prepare for exams. However – with what? A standards-based curriculum requires certain things to be studied by the students. As other teachers around the country also teach the same curriculum, the idea was born to help teachers in Christchurch by setting up a digital repository with New Zealand-specific teaching resources.

This repository has an easy interface for contributing teachers to submit resources and to add metadata information. The search allows teachers looking for resources to find and download them. Resources are everything from simple text documents to entire collections of documents, images, video and so on for one teaching standard to URLs where other resources are located. Thus, linking to already existing online repositories like WikiEducator becomes easy. Furthermore, freely digitally available primary texts can also be made accessible.

In this presentation we will outline the vision for the Educational Resources Repository (<http://resources.school.nz>), illustrate the reasons why it was set up instead of using one of the existing web sites, and discuss its potential for sharing any resources that go beyond teaching material for the school community.

### **P04**

**BUSBY, Christine<sup>1</sup>, Fraser, Moira<sup>1</sup>, Becker, Ross<sup>2</sup>**

<sup>1</sup> *Parliamentary Library of New Zealand, Wellington, New Zealand.*

<sup>2</sup> *Documentary photographer, Wellington, New Zealand.*

## **THE STORY OF WELLINGTON SPECIAL LIBRARIES**

There are over one hundred special libraries in Wellington, each with an individual story and voice to be heard.

This project will create a new way for specialist libraries to have a voice and be heard in the organisations they work within, in the library world, and more widely amongst anyone who is interested anywhere in the world. The multi-media resource the project will create will

allow people all over the world to understand the unique and vibrant specialist library community in Wellington. Librarians will talk on video at their library, telling us what they're passionate about, the power that their library has within their organisation or client group. They will share stories about the experiences their library has provided them with, and their views on the future expectations of their specialist library in ten years time. They will talk about getting power and influence in these austere economic times, and what they see the role of the information professional as being now and in the future.

While this will be an ongoing project, averaging at one library visit per week, the oral presentation at LIANZA will show some snippets of videos and present the similarities and differences that we find from talking to the librarians. These are expected to include the range of specialist libraries in Wellington from large ones to small ones, from for—profit libraries to libraries within charitable organisations, from humanities libraries to technical information centres. It is many years since the last Directory of Special Libraries and Information Centres was published – this resource will be a 21st century take on solving the problem of describing and understanding the work that is done in specialist libraries. We will also talk about the process of the project, and the hopes we have for the uses of the resource in the future.

A website will be created to ensure that people from around the country, and the world can view blog posts about each visit, comment on them, as well as viewing the videos and searching for relevant facts about each library.

## **P05**

**SULLIVAN, John**

<sup>1</sup>*Leader, Curatorial Services, Alexander Turnbull Library*

### **NEW ZEALAND HERITAGE – ANY TIME, ANY PLACE – ONLINE**

The Alexander Turnbull Library (ATL) is New Zealand's premier heritage library. Between 2010 and 2012, the National Library building is being renovated and many collections are unavailable to researchers. To address this situation, the ATL has undertaken several major digitisation and access projects, designed to make collections more accessible to all New Zealanders. These projects include:

- Pictures OnLine: a mass digitisation project to provide access to 200,000 selected images from the Library's Photographic Archive
- Papers Past: an update on the latest titles and features of this popular site
- National Library Beta: a new discovery tool providing a single search point across a range of National Library collections, including the National Library catalogue, Tapuhi (the ATL collection management system); FindNZ Articles and more.

John Sullivan, Curatorial Services Leader will describe the resources available online for your clients, and provide an overview of plans for continued development.

## **P06**

**BARKER, Rose** <sup>ALIANZA</sup>

Recipient of the Edith Jessie Carnell Scholarship 2010, Team Leader, Wellington City Libraries, Wellington, New Zealand

### **WHAT IS OFFERED BY THE NEWEST AND MOST RENOWNED CHILDREN'S AND YOUTH LIBRARY SERVICES FROM AROUND THE WORLD?**

The scholarship Rose was awarded was established as a result of a bequest in the will of Mr. Archibald George William Dunningham, named in honour of Edith Jessie Carnell. Edith Jessie Carnell was a British Librarian who worked in New Zealand between 1939-1944 as liaison between the NZ Library Association and the Country Library Service. The scholarship is for the purpose of attending conferences, workshops or paying for travel related to library work.

Rose Barker is a Team Leader at Wellington City Libraries (WCL) where she manages three Branch libraries and has responsibility for the Children and Youth Services Portfolios. This is one of her passions and she is always looking to develop and grow the services provided by WCL. It was her team that developed the WCL "Baby Rock n Rhyme" CD to go along with the sessions run at the libraries, as well as a CD collection of short fiction from Wellington authors called "Whispers in the Wind". She was also behind the development of the teen event "Amazing Race around Wellington". After its inaugural event run by the library it was taken up as an event by Wellington City Council as a great way to promote Wellington. With her interest in children and youth services in mind she applied to travel around the world to look at new children and youth libraries, and libraries that have been recognized as great providers of children's and youth services.

She will present the findings of her journey around the world. She has stopped to visit libraries in Singapore, Dubai, Munich, Milan, Copenhagen, Aarhus, Amsterdam, London, Toronto, Atlanta and South Indianapolis. Rose has photographed libraries and interviewed librarians. She brings a wealth of information about how these libraries work and why they work well for children and young people. She plans to run an inspirational session to present her work to interested librarians. It will highlight the new ideas and great environments that are now being offered around the world for children and teens. It will provide plenty of thought provoking material for librarians to reflect on and possibly to make use of to improve and upgrade their children and youth services. She will share her passion and ignite the passion of those attending.

P07

LANG, Lucy; Mercer, Louise

Victoria University of Wellington, Wellington, New Zealand

## USING INFLUENCE AND POWER TO BUILD A GOOD CUSTOMER RELATIONSHIP

It is now recognized that the ability to produce good customer experiences is something that is expected as well as needed of any organization – thinking that you are doing it already is not enough. Now more than ever, consumers have choices. This is just as true for the library sector as it is for any other kind of organization or company, particularly considering the exponential growth of the internet and social media, and increasing numbers of resources available online. What customers want from libraries is changing. If we want to retain our customers, we need to make sure that every interaction with them is a positive one (Choy, 2010).

We know that in most relationships both sides are not equal, generally one will have more power than the other. Where does power rest in the relationship between libraries and their customers, and how is it used? Is it one sided and static? Is it fluid, fluctuating from one side to another? Does it matter? In fact, who are our customers? Who do *you* think your customers are?

In this paper we use a mixed methods approach to investigate these ideas: by reflecting on existing research both internal and external to the library sector; by gathering evidence from people working in libraries, both directly customer facing and traditional back room roles, on our perceptions of who our customers are and who has the influence in the relationships; and finally by determining ‘what is power’ in a customer relationship.

Drawing on the information gathered and identifying themes and links between them, we will identify practical ways libraries can enhance their customers’ experiences; help library staff to develop ways to both influence their customers and empower them; and gain some understanding on what power each of us have in an exchange between ourselves and our customers – so we can tap into that power.

Having the ability and confidence to help every customer is a powerful position to be in (Goleski, 1995). We aim to use this presentation to help all attendees become empowered to achieving this goal.

### References:

Choy, F. C. (2010). From library stacks to library-in-a-pocket: Will users be around? *Library Management*, 32(1/2), 62-72.

Goleski, E. (1995). Learning to say "yes": A customer service program for library staff. *Library and Administration Management*, 9(4), 211-215.

**P08**

**LAHATTE**, Louise<sup>1</sup>; **HAINES**, Corin<sup>2</sup>; **TAYLOR**, Jane<sup>3</sup>

<sup>1</sup>*Auckland Libraries, Auckland, New Zealand*

<sup>2</sup>*Auckland Libraries, Auckland, New Zealand*

<sup>3</sup>*Auckland Libraries, Auckland, New Zealand*

## **ONE CITY, AUCKLAND LIBRARIES. THE STORY SO FAR – MYCARD PROJECT AND LOGISTICS**

Auckland Libraries is the newest and largest public library in Australasia. Planning for this new system took over a year. During 2010, as part of the local government reorganisation in Auckland, Libraries for a Greater Auckland Region (eLGAR) embarked on the MyCard project. This project sought to put in place systems and processes that allowed customers to request, borrow and return collection items from and to any of the 55 library sites within the new Auckland Council. So what happens when overnight your library system increases in size to 55 sites, your customers take full and unadulterated pleasure in 'the borrow anywhere, return anywhere' access now available to them, and you have Auckland's infamous traffic congestion to deal with? This presentation will outline the challenges, successes and lessons from the MyCard project itself and resulting Logistics challenges since 1 Nov 2010.