

**CCL Outlook:** Newsletter of the Council of Chief Librarians  
California Community Colleges  
v. 21 no.5 April 2011

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Hi Everyone,

For those who attended the Annual Deans and Directors meeting, I hope that you enjoyed the meeting. It was great to see so many of you (we had over 80 participants!) If you could not make it, look in *The Outlook* for the highlights summary report by Johanna Bowen.

Of course, the main event of interest at the Deans and Directors meeting was the discussion about a possible State-wide purchase of a database suite for all of us. You can check out the Power-Point presentation by Vice Chancellor Patrick Perry on the history and future of the TTIP project. Basically, Vice Chancellor Perry with support from the Telecommunications and Technology Advisory Committee (TTAC), have potentially craved out and created a \$1M fund to pay for a database suite of a general use journal database. Of course, given the uncertain State budget nothing will be settled until the budget is signed. However, if the TTIP budget stays the same, we will have a state purchased suite that hopefully will start in January 2012. There will be lots of details to work out and CCL, the CCL-EAR committee and naturally, Sarah Raley, will be involved and all of you will be kept in the loop.

Speaking of keeping everyone in the loop, before the Deans and Directors meeting, the Board met and elected Kenley Neufeld, Santa Barbara City College, as the new CCL President. Therefore, this is my last President's report. I looked back at my first Presidents report, written for the September 2006 *Outlook*, wow, 5 years ago. Together, we have solved some issues over the years while some issues (BUDGET!; TTIP DATABASES, etc) still are with us. The Board has created an immediate past president's position so, I look forward to working with Kenley and feel confident that he will move us forward.

*Jim*

## ***Your CCL Executive Board: 2010/11***

*(phone numbers and email addresses are available at the CCL Website [www.cclccc.org](http://www.cclccc.org))*

**President:** Jim Matthews (Chabot College)

### **Northern Regional Representatives:**

East Central:

Susan Walsh (Merced College)

Northeast:

Dr. Luozhu Cen (Butte College)

Northwest:

John Koetzner (Mendocino College)

San Francisco/East Bay:

Position unfilled

Southwest Bay:

Tim Karas (Mission College)

### **Southern Region Representatives:**

Desert:

Marie Mestas (San Bernardino Valley)

Los Angeles:

Choonhee Rhim (East Los Angeles)

San Diego/Imperial:

Taylor Ruhl (Imperial Valley)

Southcoast:

John Weispfenning (Santiago Canyon)

West Central:

Kenley Neufeld (Santa Barbara City College)

### **Additional Board Members:**

Executive Director: Gregg Atkins (Dixon Public Library)

CCL-EAR Chair: Glorian Sipman (MiraCosta)

CCL/CC League Library Consortium Director: Sarah Raley

Chair, Library & Resources Advisory Committee: Dan Crump (American River College)

Outlook, Website, and Directory Editor, Johanna Bowen (Retired Cabrillo Library Director)

### **Best of times, worst of times ...**

But CCL members know the value of the organization!

Has your college paid? Check the list on the CCL website. If your college has paid and your star is still "hidden," please get in touch with Gregg Atkins. Another copy of the invoice can be sent electronically if you need one. And if your college won't pay memberships this year (and some won't, we already know), please let CCL know that information.

**CCL Outlook is published five-six times per year.**

**We encourage contributions from our colleagues.**

**CCL Outlook Editor (2010/11) Johanna Bowen, Retired, Cabrillo College,  
[jobowen@cabrillo.edu](mailto:jobowen@cabrillo.edu) 831-479-8243**

**Council of Chief Librarians 925 L Street #C 110 Sacramento CA 95814**

**<http://www.cclccc.org>**

## **ANNUAL CCCCC DEANS AND DIRECTORS MEETING**

**Thursday & Friday, March 17 & 18, 2011**

### **Some highlights of the two day meeting:**

- **In his CCL update President Jim Matthews of Chabot College** described the efforts behind the planning for a “statewide buy” of a general purpose magazine database for every campus. He also introduced the incoming president of CCL Kenley Neufeld of Santa Barbara City College.
- In his LLRAC committee update the chair **Dan Crump** focused on the ongoing Annual Data Survey success this year. We had 100% participation and a final report will be presented to the July Board of Governors Meeting. He noted that the committee intends to effect the inclusion of library issues to the SP1145 Student Success Measures.
- **Sarah Raley**, Consortium Director reported on the growth of the consortium to include Arizona, Texas and Hawaiian community colleges.
- **Glorian Sipman**, chair of the EAR committee spoke at length about the status of the NetLibrary collection for this year.
- In a presentation entitled “Let’s Talk About Failure: Success Innovation Risk and Failure” **Kenley Neufeld**, Santa Barbara City College, gave a thoughtful and self-aware talk about the connection between risk taking and being innovative while acknowledging the need to embrace failure as a part of the process.
- The researcher **Char Booth** gave a preliminary presentation of findings from the [California Community College Student Library and Technology Survey](#).  
[http://www.cclccc.org/CCLsurvey\\_pilotpres\\_booth.pdf](http://www.cclccc.org/CCLsurvey_pilotpres_booth.pdf)
- In addition, by summer's end the Library & Technology Survey Working Group will provide instrument revisions and recommendations for campus sampling strategies and Fall 2011 cross-state implementation to the Executive Board.

In order to develop a longitudinal research strategy that provides actionable insight into the library and technology uses, needs, and perceptions of students across California community colleges, in coordination with the CCLCCC Executive Board, researcher Char Booth and a working group consisting of Tim Karas (chair), John Koetzner, Kenley Neufeld, and Choonhee Rhim developed, tested, and administered the Library & Technology Survey Pilot to five colleges in winter and spring of 2011. The survey consisted of 28 open-ended and

multiple-choice questions, and was deployed between February 7 and March 7 at five California Community College campuses: online at East Los Angeles College, Mendocino Community College, Merced College, and Santa Barbara City College, and in paper format in a number of classes at Mission College. The survey was promoted at each campus using different methods, from all-student emails to social media and library/learning management system links to on-campus flyering, faculty outreach, and word-of-mouth. A total of 3,168 students participated anonymously in the pilot at an 80% rate of completion, and a \$100 prize was awarded to a randomly chosen student at each campus to increase rates of return.

Participation varied widely between pilot campuses, with a majority of survey takers representing the all-student email campuses of East Los Angeles and Merced (74% combined). Preliminary findings indicate student populations positively engaged with their campus libraries and information/learning technologies, but with widely varying perceptions and digital and in-person usage levels. Respondents tended to express the desire for increased hours, staff, and resources at their campus libraries, and valued the quiet of their physical facilities as conducive to academic productivity. Participants rated their information search abilities in an open web context more highly than their library-specific research abilities, and accessed course readings using a variety of library, web, and commercial methods. They often cited technology as a positive factor in learning and collaboration, but reported challenges affording the technology necessary for academic success. Mobile/handheld tool use was widespread among survey participants, who indicated overwhelmingly positive interest in mobile library services. Among potential social media library options, respondents were most receptive to those offered via Facebook and YouTube. Open-ended comments affirmed a widespread perception of library value, as well as a positive reaction to the survey itself, which resulted in ancillary outreach/awareness effects for participating campuses.

- **Jim Matthews, Gregg Atkins, and Kenley Neufeld** facilitated a discussion entitled “Cataloging our Issues.” The topics included but were not limited to: replacement of retiring librarians, creation of a statewide science textbook collection, ed code and staffing levels for libraries, web scale discovery tools, mentoring programs, study of the differences and effectiveness of Administrator/Director model vs. Faculty Chair model of library management.
- **Patrick Perry** spoke of the 14 year history of TTIP and the successful projects within that program. He was rueful and frank at once about the

loss of the TTIP money for electronic resources that used to flow annually to the libraries. The money is gone and will not return in the same form: a check to every college for resources. CCL and TRIS have been discussing a method to get money devoted to library needs. Such funding would have to be focused on central expenditure for the common good of all campuses. [Patrick's PPT](http://www.cclccc.org/Perry-librarians_update_11.pdf) can be viewed here: [http://www.cclccc.org/Perry-librarians\\_update\\_11.pdf](http://www.cclccc.org/Perry-librarians_update_11.pdf)

- **Barry Russell CCCC** spoke of the dual challenge of identifying money and then allocating it in a fashion that sequesters the funding to a purpose which can make it safe. He was frank that the future could be disastrous for the campuses in the short and long term. He encouraged librarians to be involved in SB1143 which created a task force to study metrics related to success and completion issues.
- **Roy Tennant**, Senior Program Officer in the Research division of [OCLC](#) gave an engaging and informed overview of libraries in the networked world: the good, the bad and the ugly. He has an image of the student of the future as a continuously connected multitasking consumer of media, video, and interactive information sources. He pointed out that library vendors provide poorly dated, cludgy apps for the community. Cloud computing works best with sophisticated apps. He believes in the future of storage hubs for de-accessioned materials. He believes the focus of shared print archiving will shift to shared archiving of monograph collections. There will be an undeniable need to collaborate on a massive scale in the library world. We will have to stop paying attention to maintaining individual “back rooms” at every library.

## **DIGITAL LIBRARY INITIATIVES AT THE SRJC LIBRARIES**

**Contributed by Cherry Li-Bugg, Dean Learning Resources & Educational Technology**

In these challenging times, the faculty librarians at SRJC and I have been working collaboratively on creative, out-of-the-box solutions to continue to promote student success and add value to the institution as a whole. Even with the reduction of 1 FTE faculty librarian, we have been able to do some re-purposing of faculty librarians and staff at both the Doyle and Mahoney libraries.

As a result, Alice Virtue is now the new Electronic Services Librarian, responsible for SRJC libraries' web services, data base services and library system. Under Alice's leadership, we have been able to carry out a series of new digital initiatives and start building a non-traditionally excellent academic

library at Santa Rosa Junior College. We're pleased to share these new digital initiatives with you and welcome your comments and feedback. Please email me at [wli-bugg@santarosa.edu](mailto:wli-bugg@santarosa.edu) with any thoughts.

Also visit our website <http://www.santarosa.edu/library> for updated content and information about the SRJC libraries.

1. Mobile web site, with development of mobile interfaces for databases and subject guides in order to facilitate hand-held, remote-location research.
2. Mobile QR codes for focused information delivery, with placement in the printed Oak Leaf (SRJC student newspaper) as well as on the library website to foster library relevancy in student on-the-spot learning opportunities.
3. Smart Search Discovery Service trial, to expose students to virtually all library resources in one format-agnostic search interface—the library's "Google."
4. Advanced trial of a new suite of research databases, to reduce cost and more tightly align research resources with curriculum.
5. Weekly web features to tie high quality web-based content to current events, student assignments, and to serve as an outreach tool for instructional departments.
6. Development of augmented reality-like online displays that marry physical library books with embedded links to virtual library resources.
7. Upgrade of integrated library system on new server platform to stabilize core operations and set the stage for key developments, including as Spanish-language version of catalog, automatic new books features, etc.
8. Slideshows of art and information from library databases in conjunction with campus activities and events.
9. Collaborative bookmarking and curation of web content collection by librarians using shared bookmarking technology (Delicious Library).
10. Database research widgets embedded in class guides and subject guides to create easy opportunities for access high quality information in classroom learning contexts.
11. Faculty outreach campaigns to increase awareness to new database services, including invitational library 'salons' and other targeted efforts.

12. PDA (Professional Development Day) presentation of a series of digital trends we are seeing in learning, information seeking, and information use that can have positive influence on student retention.

13. Library guides – in particular a series of new ones to reach out to departments that have not traditionally used library services as much as other instructional areas. See for example, the new fire sciences guide or the new automotive technology guide. Both created at the request of instructors in those departments.

<http://libguides.santarosa.edu/automotive>

<http://libguides.santarosa.edu/fire>

## **LIBRARY DISCOVERY SERVICES: AN OVERVIEW**

Contributed by Sarah Raley, Consortium Director

At the recent ICOLC meeting (International Coalition of Library Consortia) four vendors presented on their discovery services. A discovery service is designed to search index metadata for a library's resources with a single simple search box interface. Using information from eJournals, newspapers, library catalogs, public domain eBooks, dissertations, videos, and many other resources, users are quickly able to find relevant information.

Many discovery services are including keyword searching, relevancy ranked search results and item recommendations. There is a lot of discussion between vendors about who has the best metadata. Publishers recognize the value of their metadata and are reluctant to provide it to competitors. A discovery service is only as good as the metadata they may access.

**Summon**, offered by Serials Solutions, was an early entry into the discovery field. First offered in August 2009, they have currently grown to serving 200 libraries as of January 2011. They state that all content is treated equally. They use constant updating to provide content currency, using a hosted service with pre-harvested content into one searchable index. To view a Summon system library interface, see

<http://www.dartmouth.edu/~library/home/find/summon/>

EBSCO has entered the market with **EDS** (EBSCO Discovery Service). They state that the results are returned by relevance, matching on subject headings, article titles, author keywords and more. They state that libraries can add resources that are not available via discovery, such as Gale and ProQuest databases. Here is a link to the interface for their service

<http://library.msstate.edu/> but you must be an authenticated user to see any results.

ExLibris **Primo** also offers a discovery service. Developed in 2006, they state they have 2143 customers in North America. You do not have to be an ExLibris customer to use **Primo**. As a content-neutral central index for scholarly materials, they include hundreds of millions of records, primarily articles and e-books, but also other materials of interest, mostly full-text but also rich metadata and brief citations. Their index is populated with a wide range of content partners from primary & secondary publishers and aggregators. Authentication can be handled on search or on delivery (library's choice). Pricing is based on FTE and documents to link to.

<http://discoverlibrary.vanderbilt.edu/>

**OCLC** calls themselves vendor neutral and strives to provide the largest amount of index metadata. They currently do not include full text in the central index but is in the process of signing agreements to include it and they have plans to begin adding it to the index during 2011. Authentication is persistent for the session and is 'just-in-time'. Their index includes journal and eBook publishers, A&I database publishers and aggregators, full-text database publishers and aggregators, open access, open archive repositories, syncs with Google mass digitization, and member libraries adding records to WorldCat. The full list of their content is available at:

<http://www.oclc.org/worldcatlocal/overview/content/dlist/default.htm> For an example, see <http://www.collegeofsanmateo.edu/library/worldcat.php>

For a more in-depth look, here is a link to an *ALA ITAL* pre-print article called **Investigations into Library Web Scale Discovery Services:**

<http://www.ala.org/ala/mgrps/divs/lita/ital/prepub/vaughan2011.pdf>

## **REPORT: CCL-EAR Committee Update**

<http://cclibraries.org/index.html>

Glorian Sipman

The CCL-EAR Committee will be meeting on Apr. 28-29 at Chabot College. Observers are welcome to attend. Please let me know if you have any concerns regarding database vendors or products, or if you would like to bring to attention of the consortium any new product or resource that may be suitable for community college libraries. My e-mail is [gsipman@miracosta.edu](mailto:gsipman@miracosta.edu) (or your contact CCL-EAR regional representative).

## **REPORT: COMMUNITY COLLEGE LIBRARY CONSORTIUM**

<http://cclibraries.org/index.html>

Sarah Raley, Director

The Consortium is offering *Easy Bib* and *Films on Demand* (the closed captioned collection only) for the first time this spring. Program announcements can be found on the consortium web site for both of these

products. Please submit your renewal and new order forms by May 13<sup>th</sup> so that orders can be placed with the vendor for access beginning July 1, 2011.

As most of you know, we have had numerous problems with the *Netlibrary* collection this year. We are still working on access issues to several titles that were included in collection 10 and the MARC records still have some problems. Instructions for requesting the records from OCLC are now posted on our consortium web site [\[http://cclibraries.org/providers/netlibrary.html\]](http://cclibraries.org/providers/netlibrary.html) on the right hand side under resources. I also have a set of generic records if you would like to have them to customize them for your library. A few of our librarians are writing instructions that will be posted on the Consortium web site on loading the records into specific ILS systems. Many thanks to Zohara Kaye (Glendale CC) for writing the documentation for loading records into Voyager. This is posted under resources at <http://cclibraries.org> . Watch for announcements when the other ILS documentation is available.

**REPORT: ACADEMIC SENATE FOR CALIFORNIA COMMUNITY COLLEGES  
(ASCCC)**

Dan Crump, American River

The Academic Senate held its Spring Plenary Session from April 14-16 in Millbrae. In addition to a variety of breakouts, the delegates also elected new officers and representatives to the Executive Committee (including two librarians---Kevin Bontenbal and Dan Crump) and adopted resolutions to guide the work of the Senate. The resolutions are available on the main page of the Senate's website at [www.asccc.org](http://www.asccc.org). Two of the resolutions might be of special interest to the library and learning resources faculty---Resolutions 10.11 and 13.02 (see text below).

<b>ASCCC Executive Committee, 2011-12</b>		
President	Michelle Pilati	Rio Hondo
Vice President	Beth Smith	Grossmont
Secretary	David Morse	Long Beach
Treasurer	Wheeler North	San Diego Miramar
Area A	Julie Bruno	Sierra
Area B	Jon Drinnon	Merritt
Area C	Lesley Kawaguchi	Santa Monica
Area D	Stephanie Dumont	Golden West
North	Dan Crump	American River
North	Dolores Davison	Foothill
South	Kevin Bontenbal	Cuesta
South	Michelle Grimes-Hillman	Mt San Antonio
At Large	Dianna Chiabotti	Napa Valley
At Large	Phil Smith	American River

*10.11 Supplemental Learning Assistance and Tutoring Center Coordinator Minimum Qualifications*

Whereas, Title 5 §53415 includes a note that allows colleges to hire supplemental learning assistance and tutoring center coordinators who do not meet minimum qualifications if the colleges do not collect apportionment for the instruction that occurs in supplemental learning labs and tutoring centers (§53415 Minimum qualifications do not apply to tutoring or learning assistance for which no apportionment is claimed);

Whereas, Supplemental learning assistance and tutoring center instructors/coordinators provide critical instruction, supervision, and training to both tutors and students within the supplemental learning assistance labs and tutoring centers, and the learning that occurs in these environments is no less significant in terms of the rigor and quality needed to ensure student success;

Whereas, During these fiscal times where enrollment is impacted statewide, colleges typically do not collect this apportionment so these faculty do not have to meet minimum qualifications; and

Whereas, Title 5 §53403 provides that “a governing board ... may continue to employ a person to teach in a discipline” after a change to the minimum qualifications, so changes to the qualifications for supplemental learning assistance and tutoring center coordinators would not affect existing employees;

Resolved, That the Academic Senate for California Community Colleges work to eliminate the provision in Title 5 that allows colleges to hire faculty as supplemental learning assistance and tutoring center coordinators when those faculty do not meet minimum qualifications for those positions.

*13.02 S11 Tutoring Centers and Supplemental Learning/Instruction*

Whereas, Resolution 10.01 F08 called for the Academic Senate to “clarify the scope and intent of the minimum qualifications for Learning Assistance and Learning Skills Coordinators or Instructors (Title 5 53415) and publish the results as soon as possible”;

Whereas, After a lengthy examination of the supplemental learning/instruction related regulations and Chancellor’s Office guidelines, it has become clear that there are a number of inconsistencies and unanswered questions with respect to what is allowed and what is practiced by local colleges regarding issues such as minimum qualifications, enrollment and apportionment methods, supervision and instruction, course linking, and grade assignment authority; and

Whereas, Because of the recent emphasis on student success and basic skills that has highlighted supplemental learning/instruction and tutoring as a means to improve student success, colleges have expanded the use of these options;

Resolved, That the Academic Senate for California Community Colleges work with the Chancellor’s Office to identify best practices for allowable

enrollment and apportionment methods, supervision and instruction, course linking, grade assignment authority, and other unanswered or unclear parameters in the areas of supplemental learning/instruction and tutoring centers.

## **DID YOUR LIBRARY PARTICIPATE IN THE ALA AND CLA SPONSORED “[SNAPSHOT DAY](#)” ACTIVITY LAST OCTOBER?**

### **SNAPSHOT: ONE DAY IN THE LIVE OF CALIFORNIA’S LIBRARIES**

<http://www.cla-net.org/displaycommon.cfm?an=1&subarticlenbr=124>

#### **On California Library Snapshot Day:**

- 1,012,563 Californians visited a library.
- Library websites were accessed 1,223,887 times.
- 770,831 items were checked out or renewed.
- Librarians answered 93,292 reference questions in person.
- Librarians answered 16,577 reference questions by telephone, email, instant message, text message, mail and more!
- 169,707 people used a library computer
- 2,170 programs were held for children, teens, adults and families. 62,354 people attended those programs.
- 26,962 people received literacy tutoring, homework help, and information literacy instruction at a library.

#### **At 28 participating California Community Colleges:**

- 107,221 people visited the library in person.
  - Library websites were accessed 21,548 times.
  - 11,151 items were checked out or renewed.
  - 3,123 reference questions were answered in person.
  - 305 reference questions were answered via other means, e.g., telephone, email, instant message, text message, mail, or the web.
  - 18,801 people used a library computer.
  - 36 programs were held for children, teens, adults, and families.
  - 1,101 people attended these programs.
  - 2,276 people received bibliographic or information literacy instruction, training in library resources, literacy tutoring, and homework help services.
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## **BITS OF INTEREST:**

**[College & Research Libraries Goes FULLY Open Access](#)** <http://crl.acrl.org>

College & Research Libraries Goes FULLY Open Access "In spite of economic uncertainty, I am pleased that ACRL has endorsed full open access in practice for its primary research journal. The intellectual value of

open access, I believe, justifies its cost. Now the content of our journal will be freely available online to all around the world. Those of us involved in the production of College & Research Libraries applaud its move to open access, but we are well aware of the financial challenges we face with our scholarly journal."

## **5 MYTHS ABOUT THE 'INFORMATION AGE by Robert Darnton**

**In an insightful article published on April 17<sup>th</sup> in *The Chronicle of Higher Education*, the author takes on the major misconceptions about the cyberspace world we inhabit. The most interesting myth was:**

***"Libraries are obsolete."*** Everywhere in the country librarians report that they have never had so many patrons. At Harvard, our reading rooms are full. The 85 branch libraries of the New York Public Library system are crammed with people. The libraries supply books, videos, and other material as always, but they also are fulfilling new functions: access to information for small businesses, help with homework and afterschool activities for children, and employment information for job seekers (the disappearance of want ads in printed newspapers makes the library's online services crucial for the unemployed). Librarians are responding to the needs of their patrons in many new ways, notably by guiding them through the wilderness of cyberspace to relevant and reliable digital material. Libraries never were warehouses of books. While continuing to provide books in the future, they will function as nerve centers for communicating digitized information at the neighborhood level as well as on college campuses."

**[http://chronicle.com/article/5-Myths-About-the-Information/127105/?sid=cc&utm\\_source=cc&utm\\_medium=en](http://chronicle.com/article/5-Myths-About-the-Information/127105/?sid=cc&utm_source=cc&utm_medium=en)**

## **Reading for Pleasure declines**

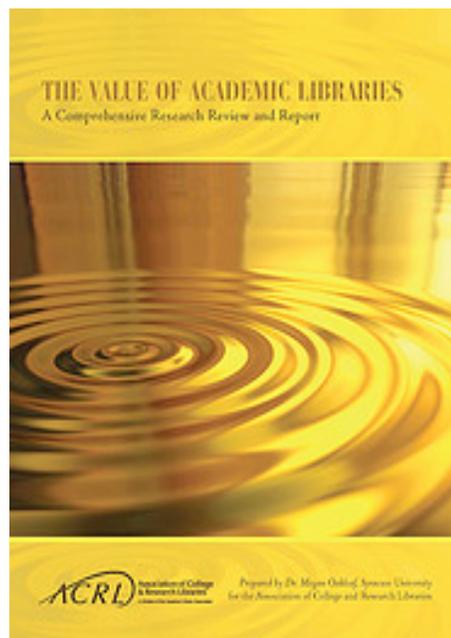
The types of information we consume have shifted in recent decades; specifically, Americans have abandoned reading in droves. The number of adults who read literature for pleasure sank below 50 percent for the first time ever in the past 10 years, with the decrease occurring most sharply among college-age adults.

## **Circulation Department at Yale Law Has New Service**

In March students were treated to a three day trial run of being able to check out a companion dog from the Circulation Services at Yale Law school. The dog was advertized as being hypoallergenic and available for half hour therapeutic sessions. <http://goo.gl/vK1JX>

## [Value of Academic Libraries Report](#)

The ACRL publication *Value of Academic Libraries: A Comprehensive Research Review and Report* is a review of the quantitative and qualitative literature, methodologies and best practices currently in place for demonstrating the value of academic libraries, developed for ACRL by [Megan Oakleaf](#) of the iSchool at Syracuse University. The primary objective of this comprehensive review is to provide academic librarians with a clearer understanding of what research about the performance of academic libraries already exists, where gaps in this research occur, and to identify the most promising best practices and measures correlated to performance.



[http://www.ala.org/ala/mgrps/divs/acrl/issues/value/val\\_report.pdf](http://www.ala.org/ala/mgrps/divs/acrl/issues/value/val_report.pdf)

## **Conferences We Didn't Have Time To Attend:**

### [ACRL 2011: Poster session and Roundtable Handouts](#)

ACRL 2011 has posted a very useful and interesting Web site for the conference. The Poster session and Roundtable event schedules have been augmented by the links to any handouts, descriptions, PDFs and PPT presentations if available. This allows one to have a bird's eye view of the conference. <http://s3.goeshow.com/acrl/national/2011/test2.cfm>

### [ACRL 2011: Conference Schedule](#)

ACRL 2011 has also provided an expanded view of the entire schedule of sessions, day by day, with added links which range from a PDF of the entire presentation in the form of a journal ready paper, to handouts and questionnaires.

[http://s3.goeshow.com/acrl/national/2011/conference\\_schedule.cfm](http://s3.goeshow.com/acrl/national/2011/conference_schedule.cfm)

It is not the same as the experience of attending the conference (you couldn't fool [foursquare](#)) but if you give it some time, you can get the

look and feel of hot topics, deep thinking, and the energy transmitted at what is arguably one of the better conferences in the field.

## **MOBAC Reference Committee Sponsored eBook Workshop: 01 21 11**

The MOBAC Wiki at [mobacref.pbworks.com](http://mobacref.pbworks.com) has a page with links to PDF's of speaker's presentation materials as well as a link to a full video of the entire workshop.

<http://mobacref.pbworks.com/w/page/36405531/eBook-workshop-presentations>

**Paul Sims -- Mountain View Public  
Ann Awakuni -- Campbell Library  
Henry Bankhead -- Los Gatos Public Library**

One interesting slide from Henry Bankhead's presentation had the following:

**Librarian's role is changing**

- **from curators of predefined collections**
- **to distributors of access, and creators of "added value" resources**
- **Librarians must "Master connection management over collection management"**

(Attribution to R. David Lankes)

## **Ebook Summit: Our Ebook Challenge -- Nov. 1, 2010**

The staff at Library Journal has prepared an overview of the one day online meeting which digests the event into "**11 Top Takeaways from the LJ/SLJ Virtual Ebook Summit**" available at:

[http://www.libraryjournal.com/lj/home/887220264/ebook\\_summit\\_our\\_ebook\\_challenge.html.csp](http://www.libraryjournal.com/lj/home/887220264/ebook_summit_our_ebook_challenge.html.csp)

## Tech News:

### SPECIAL INTEREST SEARCH ALTERNATIVES TO GOOGLE

Adapted from [lifehacker.com](http://lifehacker.com)

1. **DuckDuckGo:** Totally Anonymous Searching  
Startup search engine DuckDuckGo (DDG for short) spells it out, right on their front page: "We don't track you!" And they're serious about that. Their privacy policy is an explainer and affirmation of user rights, written in plain English. The privacy settings allow you to get granular about what other sites see when you arrive from DDG. <http://duckduckgo.com>
2. **Blekkko:** Debris-Free Results and very specific terms. Blekko narrows down your search terms and filters out a lot of ad-filled results. Search on a "hot" topic, like travel, product reviews, or song lyrics, and Blekko automatically filters out sites designed to capture traffic without providing substantive information. Search in the health field, and the results are narrowed down to a set of about 75 sites that Blekko's editors trust. <http://blekko.com>
3. **Wolfram Alpha:** Data, Statistics, Research and original results. Wolfram Alpha quietly does some pretty amazing things with the unique data sets it examines. It puts together singular charts showing statistics and comparisons. WA provides sources for its conclusions. <http://wolframalpha.com>

### Filter Google Search Results by Reading Level

Google has moved its READING LEVEL filter from the Advanced Search options into the main, left-side Search Options sidebar. After initiating a search, select "More search tools" and click on Reading level a top level analysis of the distribution of results over three reading levels: basic, intermediate or advanced. Every result is subsequently labeled with its level.

### The World's Most Blocked Websites

**OpenDNS**, one of the most popular DNS services on the Internet, is frequently used by parents and organizations to block websites that they think are inappropriate for children or may hamper productivity at the workplace. OpenDNS, which claims to handle DNS requests for 1% of Internet users worldwide, has released a report detailing a list of top 10 websites that are most frequently blocked by home users and business users.

The list includes social sites (Facebook, MySpace, Twitter) and adult websites (Redtube, Pornhub and Playboy) as usual but the presence of two

major advertising networks on that list suggests people do have their share of privacy concerns.

Here's the complete list of frequently blocked sites from OpenDNS.

Percentages indicate the proportion of OpenDNS networks using blacklisting that reference a given site.

1. Facebook.com —14.2%
2. MySpace.com — 9.9%
3. YouTube.com — 8.1%
4. Doubleclick.net — 6.4%
5. Twitter.com — 2.3%
6. Ad.yieldmanager.com — 1.9%
7. Redtube.com —1.4%
8. Limewire.com — 1.3%
9. Pornhub.com —1.2%
- 10.Playboy.com — 1.2%

## **HOW MOBILE DEVICES ARE CHANGING COMMUNITY INFORMATION ENVIRONMENTS**

(PEW RESEARCH CENTER) MARCH 14, 2011

**“Local news is going mobile. Nearly half of all American adults (47%) report that they get at least some local news and information on their cellphone or tablet computer.**

The information they seek out on mobile platforms is practical and real time: 42% of mobile device owners report getting weather updates and 37% get material about restaurants or other local businesses on their phones or tablets. Fewer get news about local traffic and transportation, general news alerts or other local topics.

<http://pewinternet.org/~media/Files/Reports/2011/PIP-Local%20mobile%20survey.pdf>

## **PERCEPTIONS 2010: AN INTERNATIONAL SURVEY OF LIBRARY AUTOMATION**

by Marshall Breeding

Marshall Breeding has posted the results the fourth annual survey of data collected on how libraries rate their current integrated library system, the company involved, and the quality of customer support. The survey also aims to gather data regarding attitudes regarding interest levels in open source ILS products. [Perceptions 2010: an international survey of library automation](#) gives the general conclusions and presents all the statistical results derived from the

survey. As usual, some of the most interesting and valuable information lies in the comments offered by responders.

## **The LISNews Blogs To Read in 2011**

[http://lisnews.org/lisnews\\_blogs\\_read\\_2011](http://lisnews.org/lisnews_blogs_read_2011)

Each year this list attempts to point out a group of librarians whose writing helps increase our understanding of the profession and its place in our rapidly changing world. Again this year we tried to choose 10 writers who cover very different aspects of our profession, 10 sites that inform, educate and maybe amuse. The lists from [2006](#), [2007](#), [2008](#), [2009](#) and [2010](#). See also: [How The List Is Made](#) and [Why This List Matters](#).

1. [All These Birds With Teeth](#) [Feed]
2. [Forgotten Bookmarks](#) [Feed]
3. [Hack Library School.](#) [Feed]
4. [InkDroid](#) [Feed]
5. [The LSW Friendfeed Room](#) [Feed]
6. [Musings about librarianship](#) [Feed]
7. [Pegasus Librarian](#) [Feed]
8. [SearchReSearch](#) [Feed]
9. [Screwy Decimal](#) [Feed]
10. [The Undergraduate Science Librarian](#) [Feed]

