

Status Line

Calendar of Events

Brown Bag:

Fill Your Library Toolbox

March 25, 2008

Online Webinar

Details Forthcoming

Getting Started with Preservation:

Planning a Practical Program

April 1, 2008

Nylink Offices, Albany, NY

<http://nylink.org/events/prac_pres08.cfm>

RSS, Feed Readers and del.icio.us. Social Bookmarking

April 15, 2008

Long Island University, Brooklyn, NY

<http://nylink.org/events/polly_rss08.cfm>

Blogs and Flickr Photo Sharing

April 22, 2008

Siena College, Loudonville, NY

<http://nylink.org/events/polly_blogs08.cfm>

Web 2.0 and Library 2.0 Overview

April 24, 2008

RRLC, Rochester, NY

<http://nylink.org/events/polly_overview08.cfm>

Nylink Annual Meeting

Hold the Date: May 5-6, 2008

Gideon Putnam Resort, Saratoga Springs, NY

Collections Care

May 13, 2008

Nylink Offices, Albany, NY

<<http://nylink.org/events/care08.cfm>>

Preservation Holdings Maintenance

June 10, 2008

Nylink Offices, Albany, NY

<<http://nylink.org/events/holdings08.cfm>>

Zen and the Art of Local Holdings Maintenance: A Summit

June 17, 2008

Holiday Inn, Saratoga Springs, NY

<<http://nylink.org/events/zen08.cfm>>

Visit our web site <<http://nylink.org>> for current information.

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ISSN# 1072-3404

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Upcoming Nylink Training Calendar for March-April 2008

Visit our web site <<http://nylink.org>> for up-to-date information, course descriptions, directions and online registration. **Classes are currently scheduled through June 2008.**

March 2008

Day	Class	Time	Location
26	How to Create and Manage Digital Collections Using CONTENTdm	9:30a.m.-4:30p.m.	RRLC
27	OCLC WorldCat Resource Sharing Basics	10a.m.-4p.m.	RRLC
27	OCLC FirstSearch: Eureka to FirstSearch	9:30a.m.-12:30p.m.	WNYLRC

April 2008

Day	Class	Time	Location
2	Local Holdings Maintenance on the OCLC Connexion Browser	9:30a.m.-3p.m.	Farmingdale
7	Bare Bones Photoshop for Digital Projects	1-2:30p.m.	Webinar
11	CONTENTdm: Refresher	10-11a.m.	Webinar
14	Social Networking Tools and Community Development	1-2:30p.m.	Webinar
16	Metadata: The Basics	10a.m.-4p.m.	RRLC
17	How to Create and Manage Digital Collections Using CONTENTdm	9:30a.m.-4:30p.m.	NNYLN
17	Cataloging With the OCLC Connexion Client	10a.m.-3p.m.	RRLC
21	Exploring XML Part 1	1-2:30p.m.	Webinar (2 days)
25	Cataloging With the OCLC Connexion Client	11a.m.-4p.m.	NYPL
25	Exploring XML Part 2	10-11a.m.	Webinar (2 days)
29	How to Create and Manage Digital Collections Using CONTENTdm	9:30a.m.-4:30p.m.	LIU Brooklyn

What's Up on the Web?

With the new year still fresh, this is a particularly fitting time for thinking about how to keep our libraries vital in the months and years ahead. According to Steven J. Bell, Associate University Librarian for Research and Instructional Services at Temple University Libraries in Philadelphia, accomplishing this goal is all about enhancing the user's experience. He discusses this within the context of "design thinking" which he promotes as a mindset for approaching any efforts to improve library services. Bell asserts that libraries should adopt the process that design professionals (architects, designers of manufactured products, etc.) use when undertaking a new project. "Design thinking" starts by carefully examining a need from the user's point of view. For example, in the area of technology, Bell advises libraries considering a hot new gadget or resource to first clearly identify the problem or need that the item addresses.

To learn more about "design thinking," go to Steven Bell's web site at <http://stevenbell.info/design.htm>. From this page, you can link to an overview of the design approach and its benefits in Bell's "Design Thinking" article, published in the January/February 2008 issue of *American Libraries* and posted with permission at Bell's site. For quick introductions to applying the design process in libraries, Bell also offers two online videos (5 minutes and 9 minutes in length).

To see and hear Steven Bell discuss his ideas, you can view a webcast of his keynote speech at the Library Association of the City University of New York's LACUNY 2007 Institute, held May 18, 2007. Entitled "Reversing the Technology Ratchet: Using Design Thinking to Align Hi-Tech and Hi-Touch," the presentation can be accessed from conference host Baruch College's Digital Media Library at <http://www.baruch.cuny.edu/dml/engine.php?action=viewAsset&mediaIndex=738>. (Note: Apple Inc.'s free QuickTime media player is required to view the webcast.) Bell's PowerPoint presentation is available at <http://lacuny.cuny.edu/institute/2007/presentations/bell.pps> and a handout of resources can be obtained at <http://stevenbell.info/pdfs/LACUNYhandout.pdf>.

Intrigued to keep learning about "design thinking"? Steven Bell and colleagues in the library field offer a relatively new blog, Designing Better Libraries <http://dbl.lishost.org/blog/> that keeps the discussion going about applying the design process and user-centered approaches to library services. The site also serves as a point of referral to other good resources. For example, check out the Putting People First blog <http://www.experientia.com/blog/>, a fascinating site for learning about creating user experiences in a variety of endeavors, from art and architecture to education and research to marketing and technology, and social issues. In the "About" section of the site, Putting People First is described as a "non-commercial experience design gateway," offered by the Italy-based design company Experientia, as a "public service to all those interested in the broader field of experience design and user-centred design."

Another interesting site is Idea Sandbox <http://www.idea-sandbox.com/> from the Seattle-based international marketing firm by the same name. The site offers a blog, a free newsletter (*Sand for Your Inbox*), and lists of resources including books, articles, web sites, and tools. The September 2007 issue of *Sand for Your Inbox* offers a method for analyzing a problem that employs the metaphors of walls (problems), bricks (contributing factors), and cathedrals (the larger issues). Take a look at http://www.idea-sandbox.com/inbox_sand/sept_07.html.

In the "Creative Resources" section, Idea Sandbox links to the Library Marketing-Thinking Outside the Book blog <http://librarymarketing.blogspot.com/> by Jill Stover, Undergraduate Services Coordinator at the James Branch Cabell Library of Virginia Commonwealth University in Richmond. In a January 15, 2008 posting, she points to the Metropolitan Museum of Art's use of blog bars as an innovative example of enhancing the user experience. The Met has set up computer terminals (a blog bar) in the exhibition galleries for the "blog.mode: addressing fashion" exhibit where visitors can immediately post their reactions online. Read more about this fashion exhibit (offered through April 13, 2008) on the museum's "Special Exhibitions" page at <http://www.metmuseum.org/special/index.asp> and link to the blog at <http://blog.metmuseum.org/blogmode/>.

Lots of resources and ideas to keep us creative and innovative in our libraries!

Ann Gunning, Member Services Librarian, Nylink

