



Reaffirming Our Mission As Educators: Librarians As Teachers And Trainers.

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Inherently Educational

Historically libraries have been recognized as institutions that support learning and scholarship. Librarians, academic, public and special, have traditionally identified themselves as contributing to the process of discovery and learning. Librarians know, and studies (Buttlar and Garcha; Cardina and Wicks) have substantiated, the vast changes that have occurred in librarians' working environments in the past fifteen years as the result of technological innovation. This session will focus on how these changes have affected the role of librarian as educator.



Public Libraries

“That the public library is a part of the educational system should never be lost sight of in the work of establishing it, or in its management.”

John Cotton Dana
A Library Primer
1900



Academic Libraries



“The library is the heart of the university.”



*Charles William Eliot
President, Harvard University
1869-1909*



School Libraries

“What a school thinks about its library is a measure of what it thinks about education.”

Harold Howe II

U.S. Commissioner of Education

1965-1968



Corporate Libraries

“It is essential that organizations recognize information as an asset....”

Butler Group 2004



Educational Activities

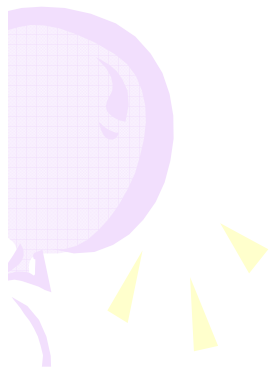
- Collection development
- Cataloging
- Reference
- Programming
- Teaching & training



Collection Development



Selecting material to meet needs of
the user community.





Cataloging

Organizing collections of materials for
easy access.



Reference

- Reference interview
- Answering questions
- Point of use instruction



Educational Programming

- Children's programs
 - Public lectures
 - Displays
 - Civic forums
 - Films series
 - Book clubs
 - Literacy
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Teaching

- Orientation
- Formal, credit courses
- Course related/integrated instruction
- Hands-on active learning
- Tutorials
- Pathfinders and bibliographies
- Point of use instruction
- Reference interview



Research Findings Reference

Most commonly performed tasks

- Face-to-face reference
- Print collection development
- Bibliographic instruction
- Attending meetings



Changes to the Profession: Reference

- Overall number of duties has increased
- More electronic sources and reference tools used
- E-mail and Internet based reference services are growing
- Electronic collection development is increasing
- Managerial duties are increasing
- Designing Web pages



Changes to the Profession: Reference

- Expanding teaching role
- Information literacy is replacing BI
- Evolving role at the reference desk
 - Decline in ready reference questions
 - Reference exchange increasingly involves point of use instruction or training
 - Teaching/training computer skills
- Job satisfaction remains high


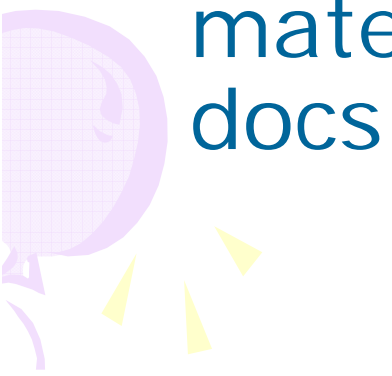


Research Findings Cataloging

- Most commonly performed tasks
 - Catalog and classify collections of materials
 - Authority work
 - Managerial duties



Changes to the Profession Cataloging

- Overall number of duties has increased
 - Automation has increased productivity
 - Copy cataloging by support staff or outsourcing
 - Cataloging of more specialized materials including maps, av, gov docs, digital and Internet sources
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A decorative graphic on the left side of the slide features three balloons in light green, light blue, and light purple. Each balloon is connected to a thin, wavy streamer that extends downwards. Small yellow triangular flags are attached to the streamers. The overall style is clean and modern.

Changes to the Profession Cataloging

- Web page design
- Selecting and implementing new electronic products
- Managing digital collections (ETDs)
- Increased management functions
- Blurring of technical/public service roles



Change: Our Users

- Self-service and self-sufficiency are the new paradigms
- Increased expectation for electronic access
- Desire for simpler, more effective search interface (speed and flexibility)



Change: Assessment

- Moving from an input/output based measurement system to an outcome/impact-based system (qualitative measures)
- Accreditation requirements
- Government funding agencies
- Public perception
- Corporate value



Change: IT

- Continuously improving search algorithms
- Paired with quality content
- Networked society
- Visual society



New Trends

- Knowledge creation/management
- Speedy access
- Convergence
 - Information literacy
 - Technological literacy
 - Support for formal education
- Learning/information commons
- Marketing is for everyone now
- User preference for self sufficiency and simplicity



Academic Libraries: K-12 and Higher Education

- Funding
- Accountability
- Competitiveness
- Marketing





Public Libraries

- Basic literacy
- Business and career information
- Community commons
- Consumer information
- Cultural awareness
- Current topics and titles
- Formal learning support
- General information
- Government information
- Information literacy
- Lifelong learning
- Local history and genealogy




Corporate Libraries

- Virtual library
 - Knowledge management
 - Digitizing and tracking internal documents
 - Intellectual property management
 - Portal creation
 - Software and other technology solutions
 - User self sufficiency
 - Training/teaching
 - Software solutions
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Continuous Change: Are We Ready?

- Technical skills
 - Content area knowledge
 - Research techniques
 - Strategic planning/thinking
 - Selective adaptation
 - Relinquishing traditional tasks
 - New relationships with our community – emphasis shifting to users
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