Windows™ of Opportunity: Faculty SDI in the 21st Century

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Heather Matheson
Carleton University Library
OLA Superconference
February 2, 2007

Presentation Outline

- Situating Faculty/Librarian Collaboration
- Selective Dissemination of Information (SDI)?
- Developing Doughty: The Early Days
- Doughty: How's He Work?
- The Future of Doughty
- Questions and live demonstration

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Windows™ of Opportunity
Faculty/Librarian Collaboration

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Faculty/Librarian Collaboration

"There is an asymmetrical disconnection that exists between librarians and faculty. Although the two groups are mutually dependent, and are both necessary to the successful functioning of any academic institution…the two groups are generally separated"

Christiansen, Stombler, Thaxton (2004)

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Faculty/Librarian Collaboration

"Part of what defines librarianship is 'reaching out' to library users… faculty culture is generally more isolated and proprietary."

"…faculty still do not see librarians as experts in faculty's fields of expertise, and therefore not appropriate for consultation."

Christiansen, Stombler, Thaxton (2004)

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Faculty/Librarian Collaboration

Faculty are:

- possessive and territorial about their class time, course credits and “their” students
- inflexible
- rude, “touchy”, and generally uncooperative
- emotionally detached from the teaching role
- in a “rut” or needing “renewal” in their approaches to classroom activities

Given & Julien (2005)

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Faculty/Librarian Collaboration

Librarians feel that faculty members:

- do not understand librarians' work
- do not appreciate that librarians often cannot provide instruction on an ad-hoc basis, as students need it and wander into the library
- see library use as a set of mechanical skills, requiring only average intelligence to master
- do not respect librarians

Given & Julien (2005)

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Faculty/Librarian Collaboration

Librarians feel that faculty should:

"…know library resources, understand the structure of the library and its services, be familiar with library jargon – and be able to teach these things to their students."

"…prepare feasible assignments that develop basic library skills."

Given & Julien (2005)

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Faculty/Librarian Collaboration

Librarians see:

"…a faculty culture that privileges research, content and specialization, while undervaluing teaching, process and undergraduate students."

Hardesty (1999) as cited in Given & Julien (2005)

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Faculty/Librarian Collaboration

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Table 1
Faculty Ranking of the Importance of the Services Provided by the Liaisons

Services	Very Important (1) (%)	Important (2) (%)	Not Important (3) (%)	Number of Respondents	Rank 1 + 2
Updating faculty on the services available in the library	78.0	22.0	0	41	1
Consulting with the faculty representative to discuss strategies to support instructional needs	65.9	31.7	2.4	41	2
Ordering books or serials for faculty	90.2	7.3	2.5	41	3
Conveying faculty's opinions or suggestions about the library to the library administration	68.3	26.8	4.9	41	4
Informing faculty of changes in the library	72.5	22.5	5.0	40	5
Serving as library's resources consultants to graduate students	65.9	24.4	9.7	41	6
Providing faculty current awareness service	55.3	28.9	15.8	38	7
Demonstrating databases to faculty	41.5	41.5	17.0	41	8
Having the subject background to serve as a research consultant	51.3	30.8	17.9	39	9
Offering seminars to faculty on the library's resources	29.3	34.1	36.6	41	10
Conducting bibliographic instruction to the students	17.5	45.0	37.5	40	11

Yang, Z. Y. (2000). University faculty's perception of a library liaison program: A case study. *Journal of Academic Librarianship, 26*(2), 124-128.

Faculty/Librarian Collaboration

"What I Want In A Librarian"

- "proactivity…tempered with an acute sense of when to back off"
- clear communication
  - "inform and keep informing me about the resources in and beyond the library… despite my inherent interest in knowing about resources, I need reminding again and again and again"

Stahl, A. (1997)

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Faculty/Librarian Collaboration

A different approach:

- try to gain faculty members' trust, by expressing an understanding of their busy lives; offer to provide help with research or service work
- recognize that many faculty did not have the benefit of formal library instruction and have learned to access the world of information in ways that may appear inefficient
- treat faculty as clients of the library

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Given & Julien (2005)

Faculty/Librarian Collaboration

A different approach:

"…librarians can lay the groundwork for building engaging, productive relationships with the faculty by first connecting with them in their roles as researchers…"

Given & Julien (2005)

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Windows™ of Opportunity
Selective Dissemination of Information (SDI)

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Faculty and SDI

A short history:

- 1830s: abstracting journals
- Early 20th century: practices grow unwieldy due to tremendous growth in publication
- Computing technology provides new tools and services (sometimes called Current Awareness Services or CAS), often accompanied by a hefty price tag; medical and special libraries are early adopters

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Faculty and SDI

"Selective dissemination of information or SDI is one of my favorite buzzwords – and it's surprisingly durable. It suggests filtering, 'push' technology, high-tech and high-touch. In fact, anyone who has stopped using SDI principles as bases for reference services may be at risk of losing touch with user populations, because the 'push' is proactive."

Huwe, T. (2006)

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Faculty SDI

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Windows™ of Opportunity
Developing Doughty: The Early Days

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Developing Doughty

Survey results:

- Of faculty respondents:
  - **75%** read my *History Buff* newsletter regularly
  - **96%** wanted lists of new books received in their area of interest
  - **71%** were interested in journal tables of contents
  - **80%** wanted easy access to a request form for new books
  - many were interested in a FAQ feature

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Developing Doughty

Service should contain:

- Updated listing of new books received
- Tables of contents for relevant journals
- Updated list of new and relevant Websites
- FAQ section
- Form for purchase suggestions
- News stories (for notifications of trials, etc.)

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Developing Doughty

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Heather's train of thought:

Explore ways of delivering desired content to faculty in conjunction with Library Systems Department

- S
- FAQ section
- Form for purchase suggestions
- News stories (for notifications of trials, etc.)

Developing Doughty

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Heather's train of thought:

Explore ways of delivering desired content to faculty in ~~conjunction with Library Systems Department~~ copious free time

- ~~FAQ section~~
- Form for purchase suggestions
- News stories (for notifications of trials, etc.)

Developing Doughty

1. Inventory of skills
   - Knowledge of RSS technology
   - Expert skills using RefWorks
   - Excellent knowledge of blogging solutions
   - Some understanding of wiki use
   - Good knowledge of HTML, CSS and Web page creation

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Developing Doughty

1. Inventory of skills
   - Knowledge of RSS technology
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2. Literature Search
   - Significant discussion of library-based portals
   - Article about content management systems

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Developing Doughty

Database	LISA: Library and Information Science Abstracts
Title	***How to deliver information on current situation relating to libraries*: "*Current* Awareness Portal", a new attempt of the National Diet Library.**
Author	Takayuki*, Ueda; Kousuke, Murakami; Ichirou, Tsudzuki
Affiliation	Research Section, Library Support Division, Projects Department, Kansai-kan of the National Diet Library (8-1-3 Seikadai, Seika-cho, Soraku-gun, Kyoto 619-0287), Japan
Email Address	chojo@ndl.go.jp
Source	Journal of Information Processing and Management, vol. 49, no. 5, pp. 236-244, Aug 2006
ISSN	0021-7298
Descriptors	☐ Online *information* retrieval ☐ Online databases ☐ Full text databases ☐ *Current* awareness services ☐ Library and *information* science ☐ World Wide Web ☐ Portals ☐ National *libraries* ☐ Japan ☐ National Diet Library
	New Search Using Marked Terms: ◉ Use **AND** to narrow ○ Use **OR** to broaden Go
Abstract	National Diet Library (NDL) publishes "*Current* Awareness" and "*Current* Awareness-E" as journals *relating to libraries* and LIS (Library and *Information* Science). However, as many *libraries* have come *to* put out *information on* the Internet, we have found some challenges *to* be solved from the view point of speed, amount of *information* and operating efficiency. *To* solve these challenges, we, in charge of editing these journals, have tried *to* build our new Web site "*Current* Awareness Portal" with CMS (Contents Management Systems) and attempt a new way of providing *information relating libraries* and LIS. In this paper, we describe the summary of this attempt and some new challenges. (Author abstract)
Features	il. tbls. refs.
Language	English
Summary Language	English
Publication Year	2006

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Developing Doughty

How to deliver information on current situation relating to libraries:

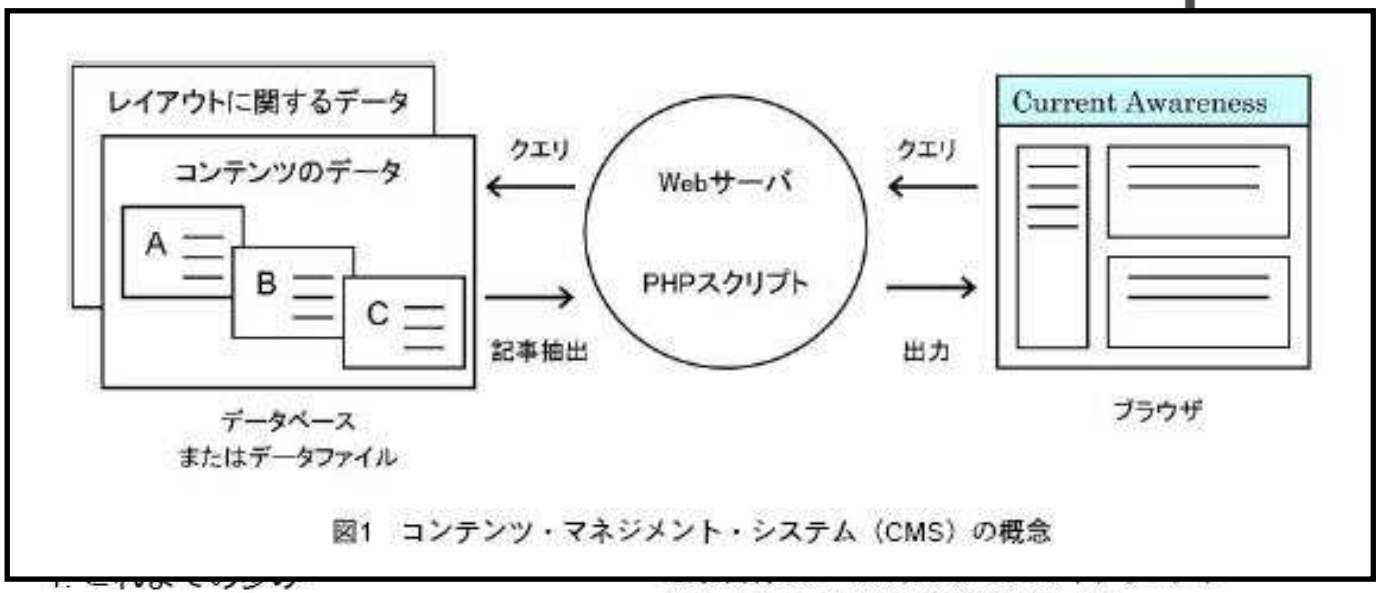

図1　コンテンツ・マネジメント・システム（CMS）の概念

ス-E』（以下，CA-E）の刊行を開始した[1]。

国立国会図書館（NDL）では，1979（昭和54）年から，国内外の最新の図書館事情を紹介する雑誌『カレントアウェアネス』（以下，CA）を刊行している。2002（平成14）年には，NDL関西館の開館に合わせ編集体制を変更し，CAの刊行頻度を月刊から季刊に変更するとともに，より速報性を重視し

この両誌は，速報することに意義があるニュースなどの情報をCA-Eで簡潔に紹介し，CAには執筆に相応の時間を要するレビュー論文を掲載するといった形で，「棲み分け」ている。CA-Eをメールマガジンの形式で刊行することによって，速報性の向上はもとより，提供する情報の量も大幅に増加

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Developing Doughty

3. Funding
   - Um…literature searches for tips?
   - Vendor trials
   - Piggybacking on existing services
   - Using open source solutions where possible
   - Professional development allowance

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Developing Doughty

3. Funding
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4. Putting it all together…

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search...

MyDoughty.net
keeping you connected

NEWSFLASH

The Library has received the go-ahead to subscribe to *Outre-Mers* beginning in January 2007. We will also be investigating the possibility of purchasing an extensive backfile, thanks to the New Book Fund. Thanks to Audra Diptee who recommended this

HOW CAN I HELP YOU TODAY?

- Home
- News
- FAQs
- Journal TOC
- New Books
- Interesting Websites
- Search Catalogue
- Order A Book

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Login

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No account yet? Register

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LATEST NEWS

- Outre-Mers
- Revue Mabillion
- Taking Research Skills Online
- New Journal Titles
- How Are You Using Electronic Articles?

POPULAR

- Library Bulletin Board in Department
- Outre-Mers
- How Are You Using Electronic Articles?
- Complete Archive of Royal Society Journals Now Available!
- My Top 5 Questions

POLLS

My favourite part of MyDoughty is...

- The news features
- The journal tables of contents
- The interesting Websites
- The new book list
- The book ordering feature
- I don't really like MyDoughty
- I love it all!

Vote | Results

WHO'S ONLINE

We have 2 guests online

Home

My Top 5 Questions

Written by Heather
Tuesday, 16 January 2007

In last year's survey, someone pointed out that it would be interesting to know what kinds of questions I hear on a regular basis and the sorts of problems students are having. This year, I tallied up the top questions so that I could include samples in my year-end issue of the newsletter. Please note: I have generalized and changed the content of many of the questions so that they are not identifiable back to individual students (or at least I hope I have!).

Last Updated (Tuesday, 30 January 2007)
Read more...

Revue Mabillion

Written by Heather
Tuesday, 30 January 2007

The library has purchased a subscription to *Revue Mabillon* beginning in January 2007. Thanks to Marc Saurette who recommended this title for purchase.

Last Updated (Tuesday, 30 January 2007)

New Journal Titles

Written by Heather
Tuesday, 30 January 2007

New journal titles of interest:
Museum and Social Issues
Outre-Mers
Revue Mabillon
Journal of Transatlantic Studies

Last Updated (Tuesday, 30 January 2007)

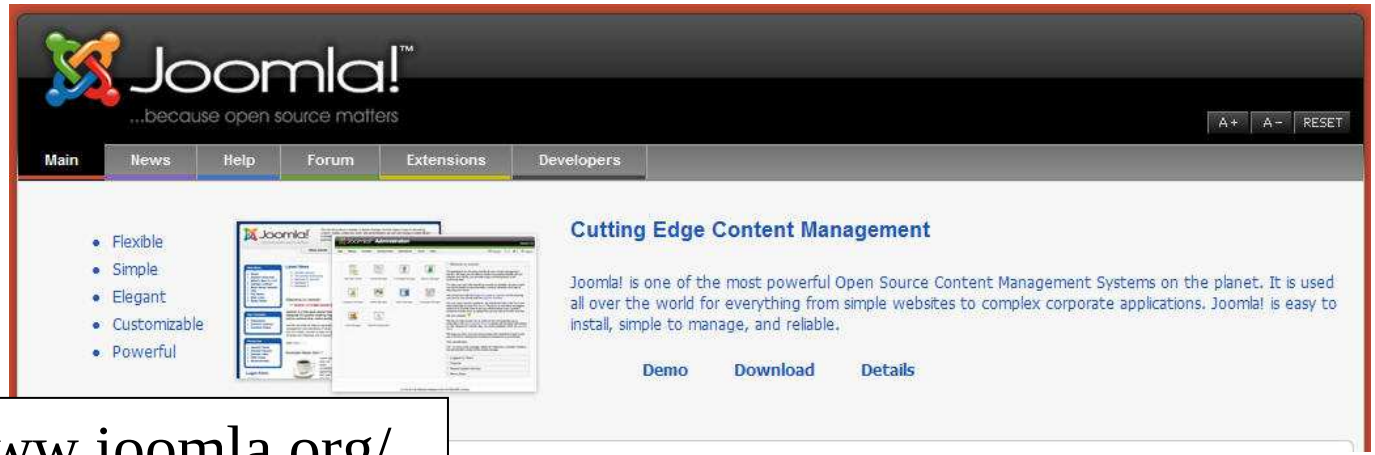
More...

- Outre-Mers

Windows™ of Opportunity
Doughty:
Under the Hood

Doughty: Under the Hood

1. Content Management System (CMS) as the framework
   - Uses the Joomla! open source CMS, basically out of the box



http://www.joomla.org/

Doughty: Under the Hood

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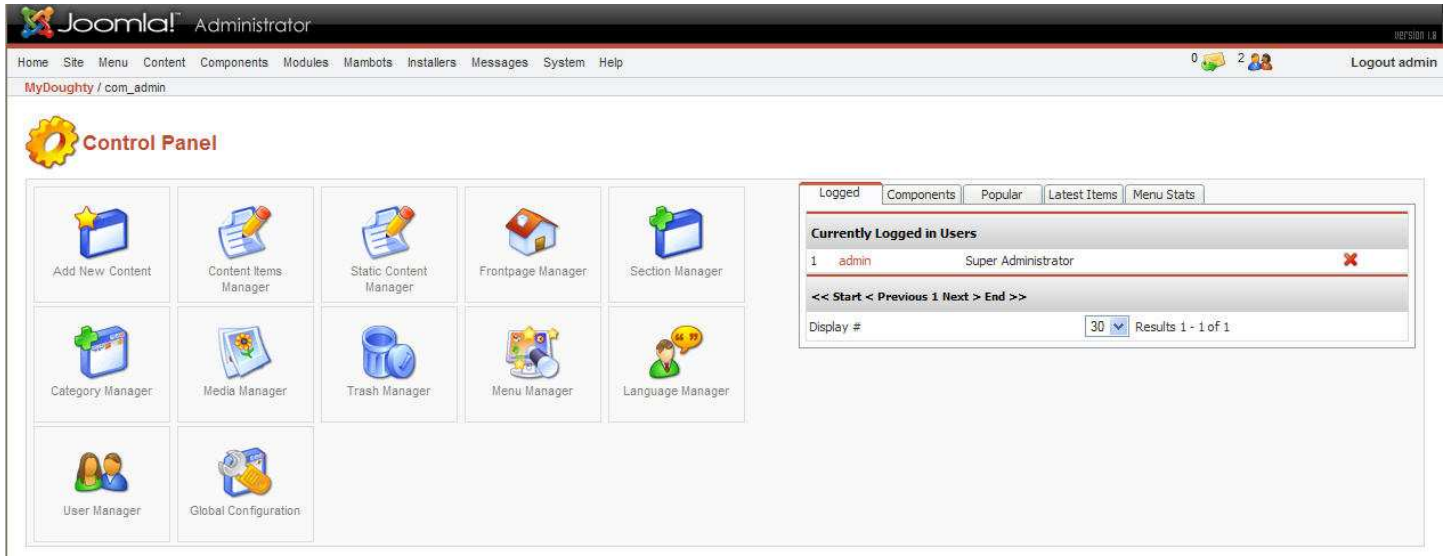

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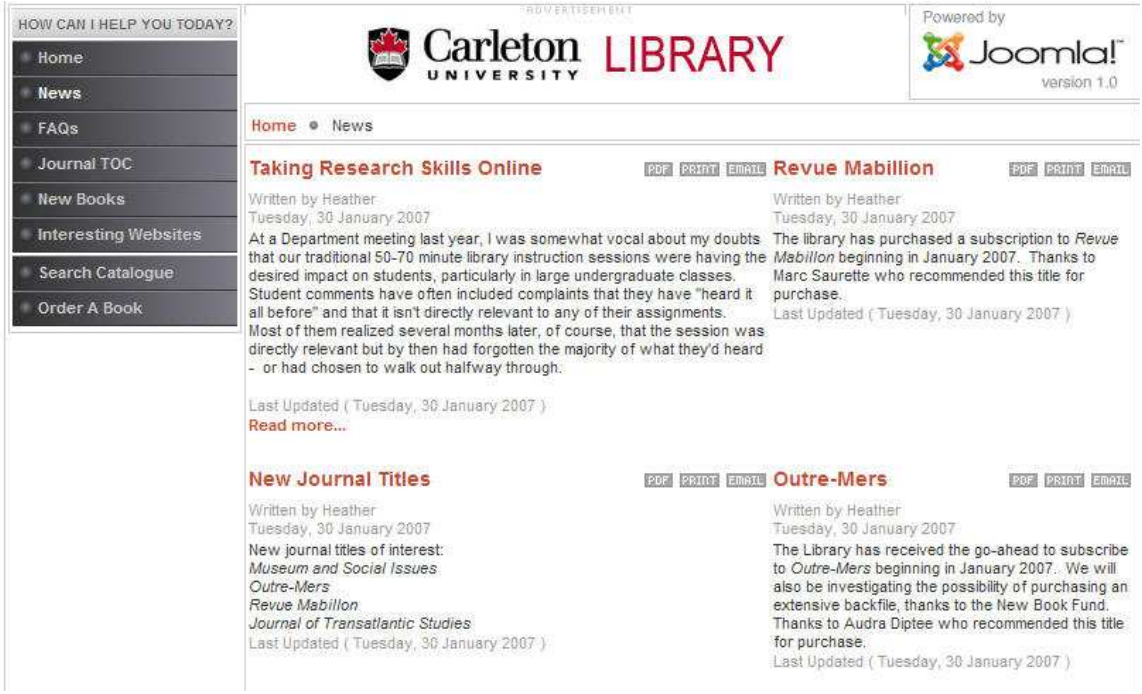
Doughty: Under the Hood

2. Weblog component supports the news, newsflash and FAQ features
   - Built-in feature of Joomla!



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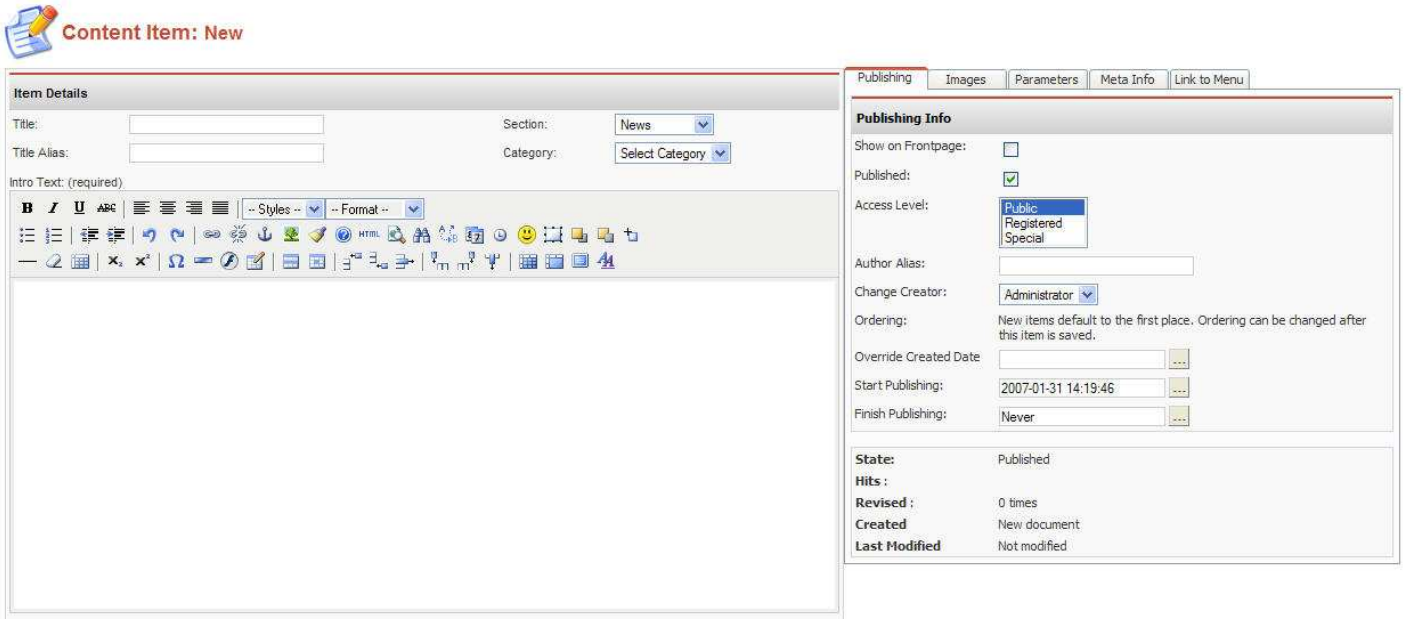

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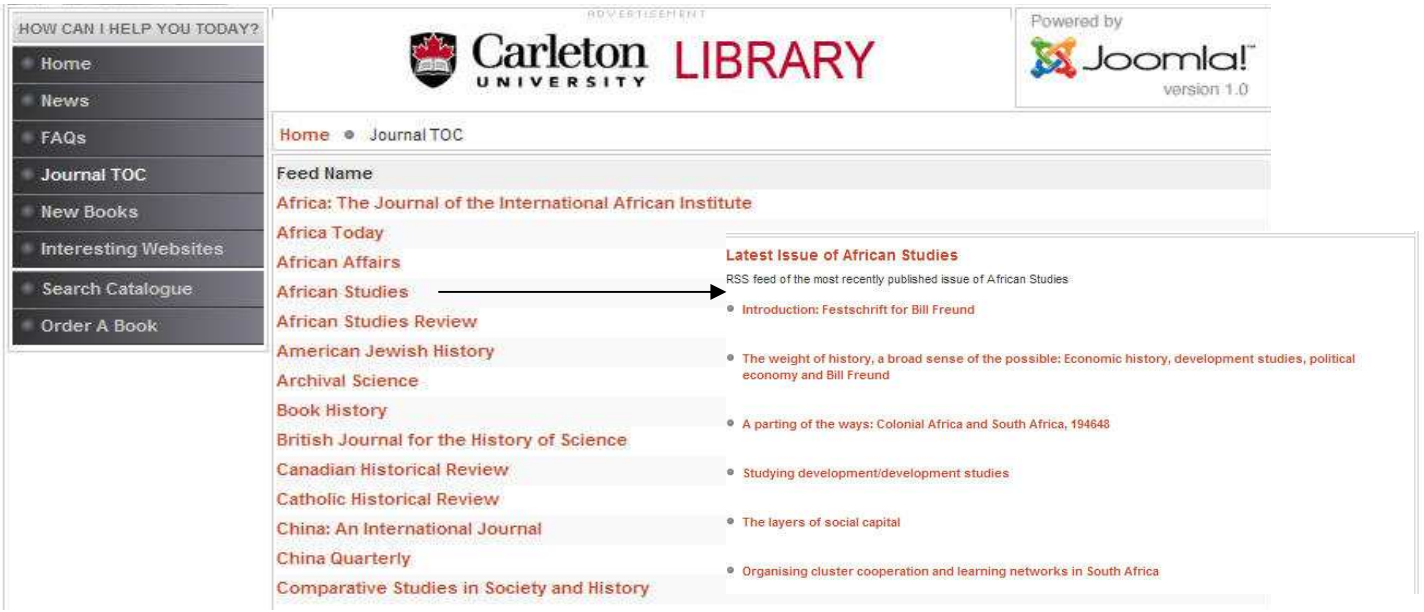
Doughty: Under the Hood

3. RSS feeds support the Journal TOC, New Books, and Interesting Websites features
   - Display of RSS feeds is a built-in feature of Joomla!



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Doughty: Under the Hood

RSS

A lightweight XML format designed for sharing headlines and other Web content.

Webreference.com

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Doughty: Under the Hood

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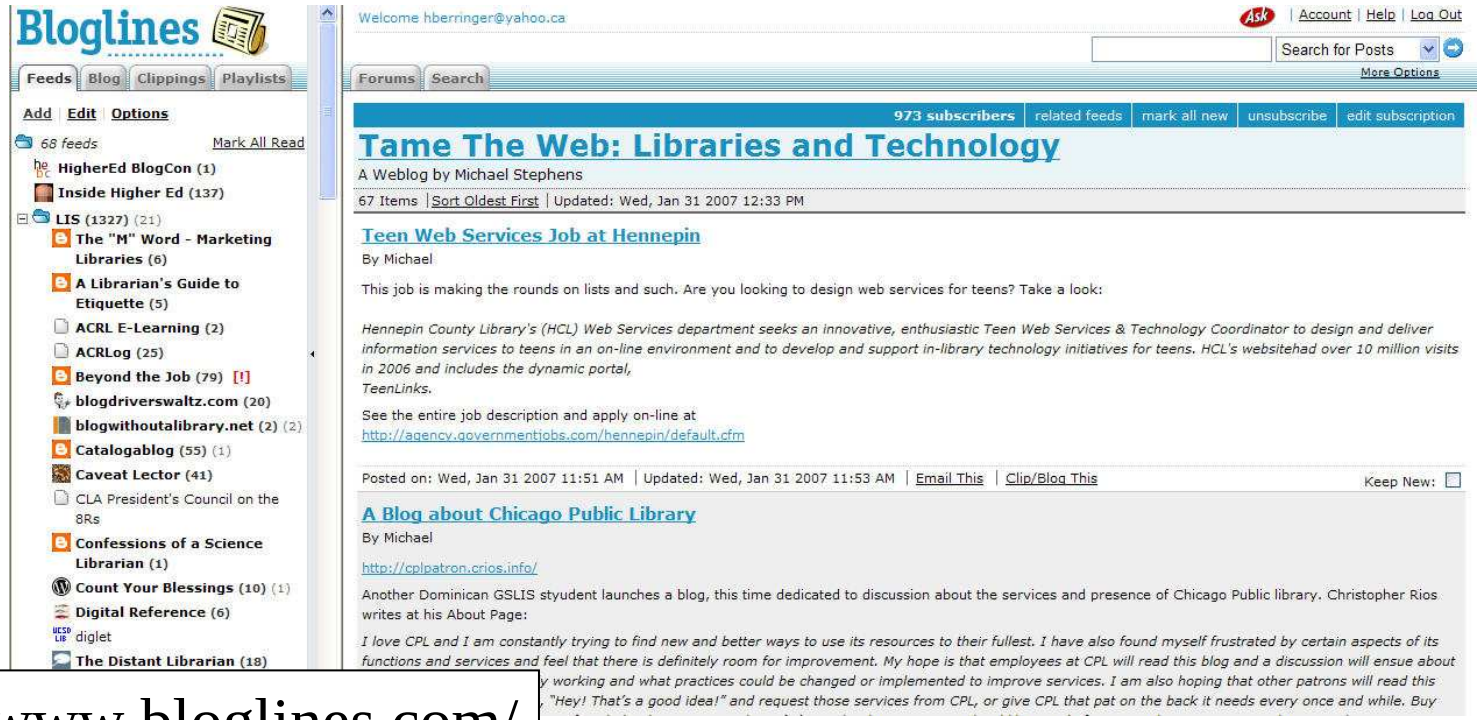
Doughty: Under the Hood



http://www.bloglines.com/

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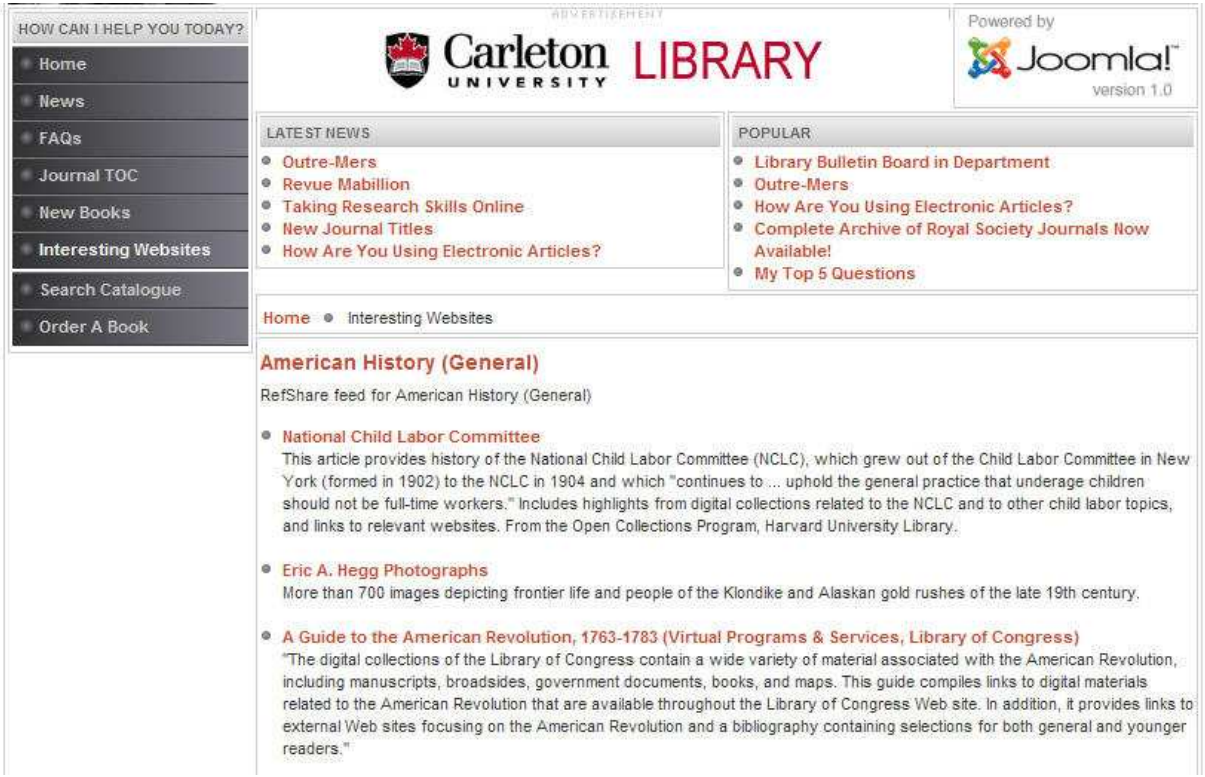
Doughty: Under the Hood

4. RefWorks & RefShare power the Interesting Websites feature



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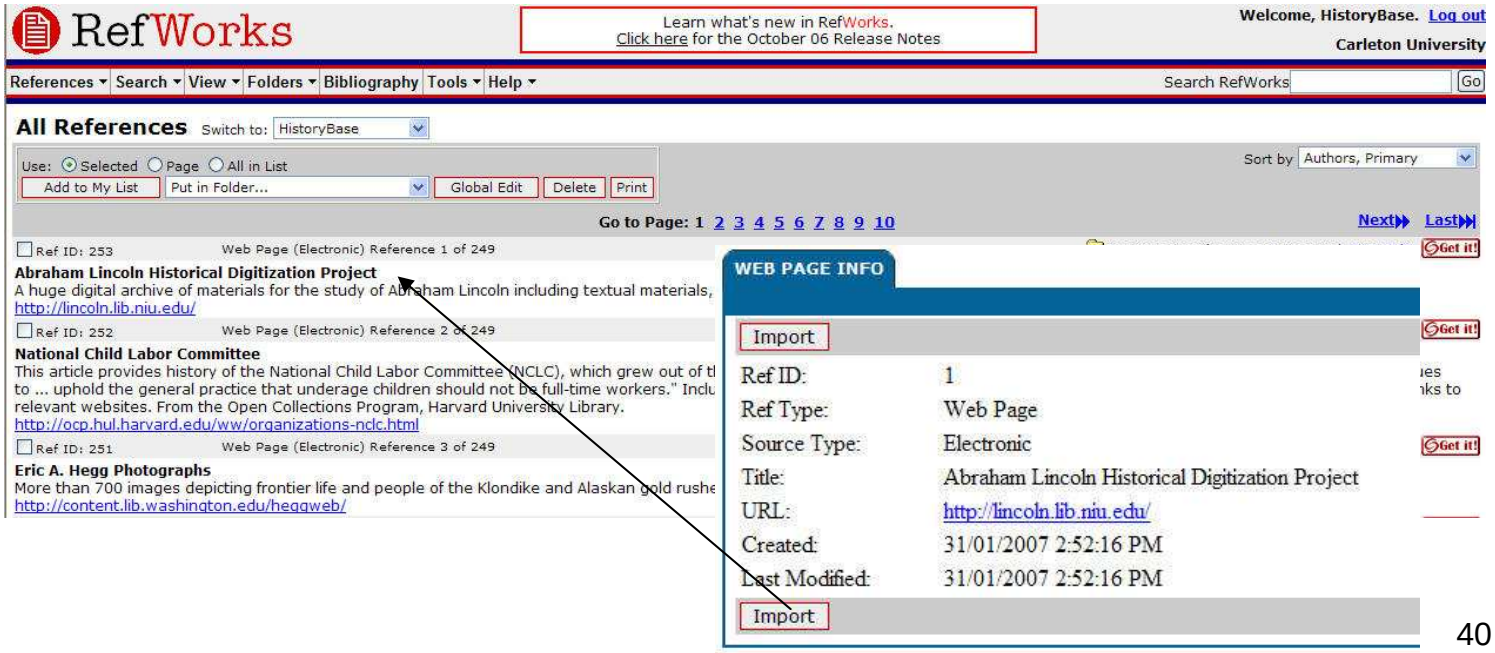
Doughty: Under the Hood

4. RefWorks & RefShare power the Interesting Websites feature
   - RefGrab-It: easily adds Websites to RefWorks



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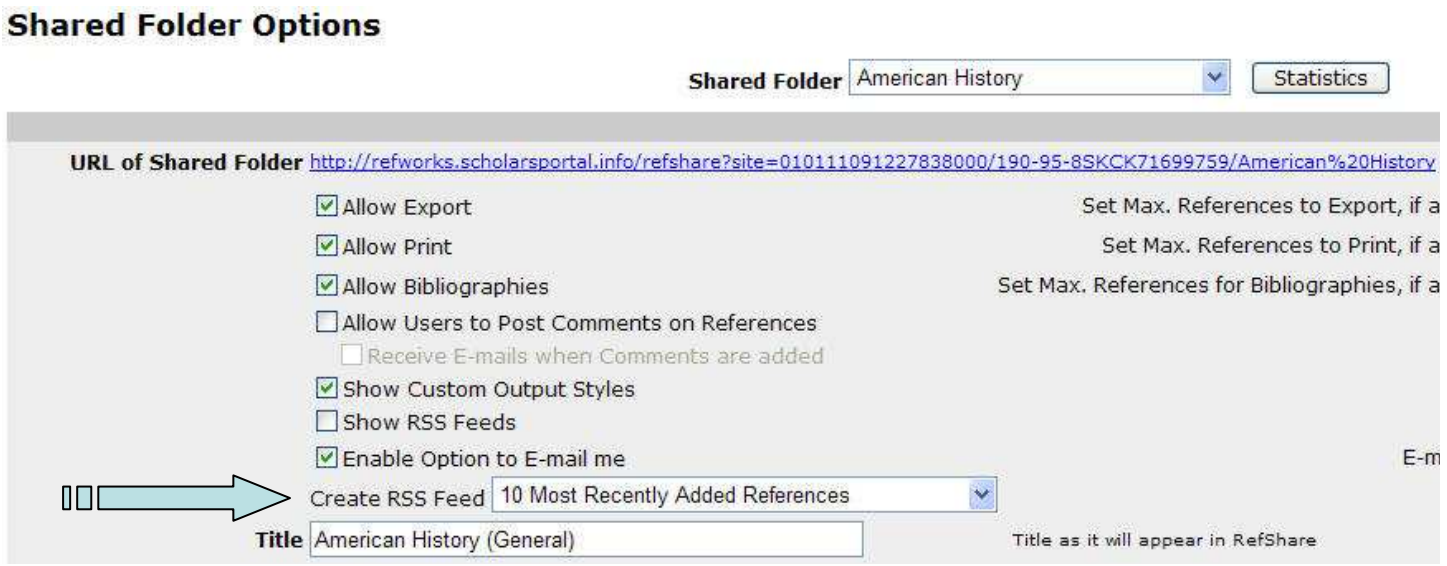
Doughty: Under the Hood

4. RefWorks & RefShare power the Interesting Websites feature
   - RefShare: generates RSS feeds



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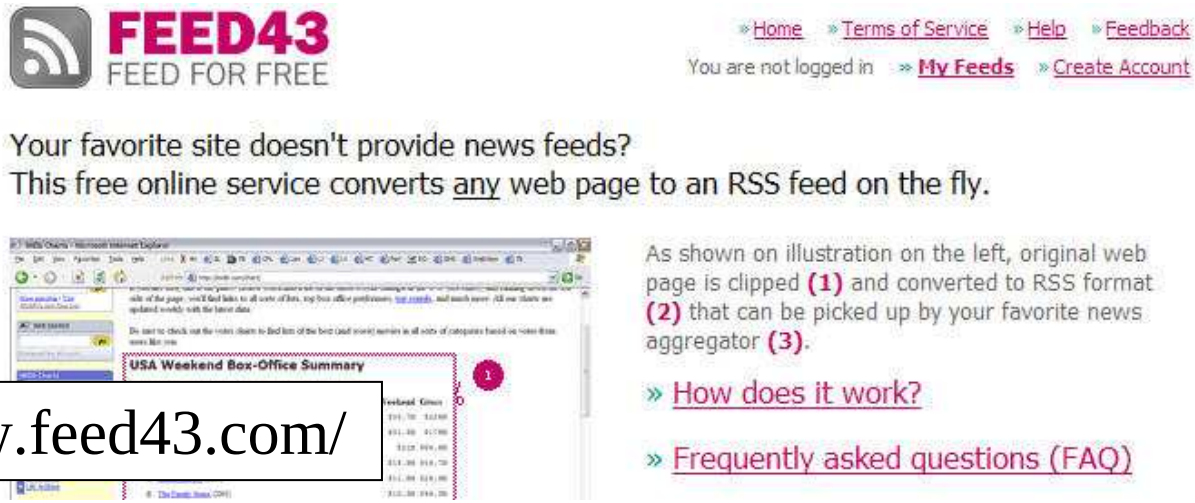
Doughty: Under the Hood

5. Feed43 supports the New Books feature
   - Hope to replace this with Millennium's RSS feed capabilities… once we get institutional access



http://www.feed43.com/

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Doughty: Under the Hood

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C: Auxiliary Sciences of History

- The archaeology of the colonized / Michael Given.
- Dictionnaire genealogique des familles Canadiennes depuis la fondation de la colonie jusqu'a nos jours / par L'Abbé Cyprien Tanguay.
- Envisioning the past : archaeology and the image /edited by Sam Smiles and Stephanie Moser.
- Greek and Roman calendars : constructions of time in the classical world /Robert Hannah.
- An illustrated short history of progress / by Ronald Wright.
- Images and artefacts of the ancient world / edited by Alan K. Bowman & Michael Brady.
- New makers of modern culture / edited by Justin Wintle.
- Studies on the personal name in later medieval England and Wales / edited by Dave Postles and Joel T. Rosenthal.
- The West's last chance : will we win the clash of civilizations? /Tony Blankley.

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Doughty: Under the Hood

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Windows™ of Opportunity
The Future of Doughty

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The Future of Doughty

I'd love to:

- provide customization at the individual user level
- take advantage of the "mass mailings" feature of Joomla!
- create tables of contents for journals that do not have RSS feeds
- integrate a Web-based chat module that would link faculty to my MSN account

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Windows™ of Opportunity
Questions and Live Demo

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