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Summer is my favorite season. Barbecues, beer, bare feet, the beach, bikinis, sun-bleached hair … what’s not to like? This summer is the first in recent memory that our Chapter has sponsored an event—about 15 members made it out to Golden Gate Park for our picnic August 4 (see pictures on page 17).

At SLA’s Annual Meeting in Denver we were joined by about a hundred of our friends and colleagues at the West Coast Reception. What a party! The venue was beautiful—I was particularly enamored of the opera and theater costumes displayed on the walls and the “starry night” ceiling effects. I enjoyed schmoozing with members of other West Coast chapters and many guests went home with raffle prizes. President-Elect Barbara Janis deserves a gold medal for her organizational efforts. Special thanks to our sponsors for the event: IEEE; Prous Science; GenomeQuest; Newsgator; InMagic; San José State University School of Library & Information Science; Thomson Scientific-Dialog; EBSCO Information Services; and UCLA’s Department of Information Studies.

The conference program began with inspiration—a speech by former U.S. Vice President and current global warming evangelist Al Gore. Our own Mimi Calter won a chance to meet Mr. Gore at a special reception before his talk, and her story is on page 14. The week ended with entertainment by “Dilbert” cartoonist Scott Adams. One of the things I especially enjoyed about Adams’ presentation was the question and answer session—everyone asked funny questions! My face hurt from laughing so hard. In between there was a plethora of networking opportunities and rich learning experiences. I heard about innovative mashups and remixes of government information; learned how newsrooms are using social networking sites to find witnesses and story leads; explored the science of superheroes; and got a preview of the newest technology in a session called “60 Gadgets in 60 Minutes.”

Our own Rochelle Richardson participated in a Pharmaceutical Division program on embedded librarians in health sciences contexts. She is replacing Camille Reynolds as Assistant Director of Programs. Rochelle has been a member of our Chapter since 2004, and she wrote Bayline’s Mosaic column from 2004 to 2006. On behalf of the Executive Board and Advisory Council, I’d like to welcome her onboard and thank her for stepping up to serve!

Thanks also to the Nominating Committee, chaired by Jaye Lapachet, who went above and beyond the call of duty this year. Turn to page 16 for the slate of candidates who have agreed to run for 2008 Chapter offices. They deserve congratulations and thanks for their willingness to commit to terms of 2 to 3 years to keep our Chapter functioning.

—Eris Weaver
Special Libraries Association
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Editor’s Notes
I may be a young and new librarian, but I’m old school when it comes to technology. For instance, we’re talking about changing Bayline into a web-based format—perhaps even a blog like the San Andreas Chapter’s. Well, I like a nice, printable format because I rarely read things on the screen and I like to take them with me. But the debate continues... If anyone has a strong opinion one way or the other, let a Chapter board member know. Speaking of Bayline, I’m stepping down as editor at the end of the year. So if you’re interested in taking over—and possibly leading the change—please contact us.

Another technological trend that has passed me by is the online world called Second Life. I decided to educate myself and asked Jeremy W. Kemp, who oversees the San José State University School of Library and Information Science’s virtual campus, to explain what it is and how it’s being used in library school. His story is on page 4.

As Ruth Pennington Paget explains in her latest Global Librarian column, librarians need to be ahead of the curve. She makes a strong case on page 8 for innovation by library and information professionals.

Dan Holmes adds to his case for implementing a library and information system in his third Ramblings Along the Information Trail column. This time, on page 12, he covers the reasons why systems fail and what the costs can be.

Librarians come across golden nuggets of information all the time, but Mimi Calter got a special surprise at SLA Annual: She got to meet Al Gore at an invitation-only reception prior to his keynote speech. Mimi shares the details of her conference experience on page 14.

We’ve got plenty of other nuggets in this issue of Bayline, including pictures from our summer picnic (page 17), candidates for our 2008 executive offices (page 16), information about our upcoming Wikipedia program (page 20), and, of course, a roundup of member news in Mosaic (page 18), thanks to Rebecca Kozak.
Second Life: Some love it. Some hate it. But no one ignores it...

By Jeremy W. Kemp
Assistant Director, Second Life campus
San José State University, School of Library and Information Science

Lately, it seems you cannot open a magazine, read a journal, or attend a conference about librarianship without running into the virtual world known as Second Life. I should know— I’m speaking twice a month on the topic, writing book chapters, and building an island presence for the world’s largest MLS program. I’m a big fan, but I also hear the rumblings of dissent. What is the deal with Second Life?


Librarians and information science professionals disagree on every detail about the platform. Dire opponents thrash it for its myriad weaknesses. Avid aficionados prop it up for its unique strengths. One thing we all seem to agree on: Second Life is an issue worthy of discussion. It gets you riled up. It makes your blood boil or your endorphins flood. It angers, enthralls, miffs, and delights. In this highly affective community setting, librarians and information science practitioners have an immediate, visceral reaction to the “tools.” They love it or they hate it.

On the con side of the debate, dystopian critics sneer “the library profession has suffered a botched lobotomy,” that porn and gambling debauch the setting and librarians are too busy with serving patrons in their “first life.” Or even more colorfully, that it is “a time-sucking black hole.”

Enthusiasts on the pro side push onward with campus plans, helpdesks, and experiments in web-based interoperability. Major universities are providing attractive and engaging metaphors and extending their mission into the synthetic world, to paraphrase Ohio University’s wiki. And Digital Library Federation sees it as “a revolutionary breakthrough for digital libraries as they seek more powerful and flexible ways for scholars and people to use information.”

No one is ambivalent … period. Or, more aptly: Exclamation point!

So much emotion brews up from this phenomenon, one can’t help but see this as a “disruptive innovation” over the traditional web—understand it or risk irrelevancy. This 3D reformation of the flat Internet has a gut-level impact on all who experience it and will impact your professional life sooner or later.

**Background**

Entering Second Life (being born) begins very similarly to signing up for an online game such as World of Warcraft, Everquest, etc. Players use avatars to navigate decorated spaces and interact with objects in the environment and with each other. There is an economy and there are possessions, vehicles, buildings, and social groups who text chat with each other.

*From the Hallways* continues on next page
But if you stay “in-world” long enough to engage with peers and create content, you realize that the similarities with fantasy fighting games are totally superficial. “Second life is not a game” is the mantra spoken by people who are committed to using the environment for manipulating information, building new user interfaces, and exploring the more sophisticated data aspects of this immersive 3D operating system. This epiphany comes to some people who have a blast plugging their avatars into the grid. For others, the feeling of being surrounded by the messy mind candy of strangers creates a queasy disequilibrium.

What we have here is the de facto standard for 3D interactivity—fully connected with the web and usefully employed in a wide variety of information-rich venues.

**SJSU SLIS in Second Life**

San José State University School of Library & Information Science entered Second Life in the summer of 2006. Our Associate Director, Linda Main, secured a George Soros grant to purchase an entire island of 16 acres. This is the equivalent of leasing a web server. For the next six months, the island was closed to public access as graduate students in research sections built structures including classrooms and campus buildings. We also worked to create examples of interactive information science exhibits.

Director Ken Haycock took the island public in February 2007, with a campus opening in April. Our first cohort of students entered the world in late June for a 10-week course on virtual worlds. As I write this, we are just completing the term and results are very interesting.

The summer cohort was extremely sophisticated in their use the technology. Many had experience with 3D gaming engines such as Everquest. Most were masters of the Web 2.0 toolset. Bloggers, wiki editors, and scripters rounded out the group.

Some students’ first experience entering the environment was trying. Graphics card requirements are very stringent, the keyboard interface for moving and constructing 3D items is complex, and the Wild West aspect of this environment can be awkward. But after a week adjusting, students took to the environment well and became productive. Some kept close to campus while others ventured out into the unruly corners of the “Metaverse.”

The class was divided into project work, service learning, and reflective writing. Focusing on project-based learning, the three projects formed the bulk of the learning. Working in teams, project groups of 3 to 5 students joined together and perform tasks inside Second Life and on the web. Generally, students arranged themselves to include at least one member with technical skills sufficient enough to build 3D objects within Second Life.

We also worked on service learning projects serving the surrounding community. San José State University’s island sits in a hub of Library and Information Science organizations. Neighbors include Stanford University, Cleveland public libraries, McMaster University Library, and Alliance Library System. Students also worked on campus development projects. I asked students to spend time...
writing tutorials, making videos, and constructing 3D models on campus.

I asked students to reflect on their learning for each project, with blogging and messages on the web forum. As a teacher and instructional developer, I think it is very important that the class not be limited to this platform. This isn’t a “Second Life U.” I encourage students to broaden their view beyond SL and explore other virtual worlds such as There.com and Active Worlds.

I’m expanding the course for fall with lessons learned from this summer. The up-front resources will be meater to ensure a smooth “birth” into the system. The first few weeks will be more concretely structured with specific tasks and recipes for skill building. SJSU is also incorporating a program for peer mentors with help from summer students.

The new web

Second Life is unique in that it allows for web database connectivity directly to server scripts such as PHP. That means programs on web servers connect in with e-mail, http, and xml-rpc exchanges to control 3D objects and spit out text inside. This data-interchange feature makes SL a first-in-class virtual environment for developing meaningful information appliances.

SJSU is home to the Sloodle experiment—combining the affective qualities of Second Life with the structured learning tools of Moodle. The Eduserv foundation in Great Britain is contributing $150,000 in grant funding for 2007 and SJSU is partnering with Paisley University in Glasgow, Scotland, to develop applications and infrastructure. Open source tools should become available in time for the fall semester. Students may conduct chat sessions between the web and Second Life, blog, drop 3D objects for grading on the web, and keep in touch with classmates using special communication gadgets.

Second Life launches a new paradigm in immersive information exchange. It maps 2D web resources onto a highly engaging 3D interface. Give it a try! You will love it ... or hate it. (Hopefully love it.) But you most definitely won’t ignore it once you see it.

Expect 3D apps like this on your PC desktop within 5 years. For evidence, just watch this screenshot comparison of 3D features in Microsoft Vista and Linux Ubuntu.

Expect impassioned reactions from colleagues, bosses, your spouse, etc.

Expect requests of background information on this phenom before you can say, “What’s YOUR Second Life name?”

Jeremy W. Kemp, M.Ed, M.S.J., teaches online at San José State University using Second Life. He maintains the official wiki for educators using the Second Life immersive environment. His instructional technology project connecting Moodle and Second Life has attracted thousands of participants from around the world. He is a doctoral student at Fielding Graduate University in Santa Barbara working on educational and social issues in immersive environments. Kemp has master’s degrees from Stanford and Northwestern University and has been awarded Picture of the Day twice on Wikipedia.com. On Second Life, he is known as “Jeremy Kabumpo.”
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In the global economy, librarians must innovate—not just educate

By Ruth Pennington Paget

American libraries in the 21st century must innovate new customer-oriented services that will allow library customers to connect with the knowledge needed to thrive in the global economy. Globalization has created the library management context where libraries must perform like professional services firms, such as McKinsey & Company, and multinational accounting firms in order to leverage their intellectual capital on behalf of their customers.

How Did Globalization Come About?

Thomas Friedman describes how globalization has created the pressure to innovate as well as economize in his book *The World is Flat* when he quotes Nandan Nilekani, CEO of Infosys Technology:

"... Hundreds of millions of dollars were invested in putting broadband connectivity around the world, undersea cables, all those things. ... Computers became cheaper and dispersed all over the world, and there was an explosion of software—e-mail, search engines like Google, and propriety software that can chop up any piece of work and send one part to Boston, one part to Bangalore, and one part to Beijing ... [They] created a platform where intellectual capital could be delivered anywhere." (p. 6-7)

American industry and its workers no longer dominate the world in this new paradigm with a level playing ground, or flat one, Friedman writes. American industry’s transition to the global era has witnessed outsourcing of jobs and the creation of others in new industries.

What Can Be Outsourced?

Another businessman, Rajesh Rao, the marketing manager of Global Edge, recounts in Friedman’s book that whatever can be digitized will be outsourced due to price and higher productivity yields. Friedman writes that outsourcing has already affected industries and work as diverse as tax preparation, fast food orders, personal assistants, Reuters reporting, call centers, and financial public relations and back office operations. Library managers work in an increasingly digitized field and may contemplate outsourcing positions as well in order to do more with less, so they can commit resources to those services that are customer-oriented.

Globalization has made it necessary for library management to conduct service audits to determine what customer-oriented services are, according to Robert Johnston and Douglas Bate, authors of *The Power of Strategy Innovation: A New Way of Linking Creativity and Strategic Planning to Discover Great Business Opportunities*. Customer-oriented services allow the library to focus on its core function of connecting customers with the information they need to develop knowledge, whether it be for tasks such as creating competitive edge in the global economy or accessing genealogical records overseas. Library managers must now invest in the technology needed to create innovative ways of developing customer-oriented services. To free up resources for this activity, library managers could outsource activities such as cataloging, digital reference, front-desk reference calls, and purchasing decisions.

What’s Left After Outsourcing?

With functions such as these outsourced, library management could focus on innovating value-added services for customers. Friedman likens a process such as this to outsourcing the vanilla ice cream in a sundae, so that managers can focus on creating the chocolate sauce and the cherry on top, the value-added customer services. One service that libraries could leverage is their intellectual capital in knowing how to deal with technology. “[L]ibrary functions are progressively integrating with the primary processes they are serving,” Bas Savenjie noted in his online paper "Organizing Library Innovation."

How Can Libraries Thrive Today?

Regardless of the services customers will need, they will want “quick, customized solutions to their problems, and smart companies are reinventing themselves to meet their demands,” notes management consultant Tom Peters in *The Tom Peters Seminar: Crazy Times Call for Crazy..."* Global Librarian continues on next page
Global Librarian continues...

Organizations. According to Stephen Diorio in Beyond e: 12 Ways Technology is Transforming Sales and Marketing Strategy, reinvention occurs at a hyper-accelerated pace today because rapid technological innovation creates new channels of accessing products and services.

University of California – San Diego scientist Mark Ellisman comments on this acceleration of technology in his Fall 2005 article in Issues in Science and Technology:

One of the most stunning aspects of the information technology (IT) revolution has been the speed at which specialized, high performance tools and capabilities originally developed for specific research communities evolve into products, services, and infrastructure used more broadly by scientists and engineers, and even by the mass public. (¶1)

Ellisman goes on to note that “the relentless progress of it [makes] it easier and more affordable to share research data, tools, and computing power.” These technological advances are changing science research from a “physical to a virtual research community.”

The virtual research community Ellisman writes about reflects the expanding role of collaborative teams in the global economy. Tom Peters says collaborative teams self-organize within companies to create institutional knowledge or capital, just as McKinsey & Company does in The Tom Peters Seminar. If one of the team players leaves, the institution still maintains the intellectual capital. Those who excel at transmitting knowledge to others succeed in organizations with collaborative teams. Librarians, whose business it is to share knowledge, stand to profit if management can make the public and employees aware of this key role that libraries play in transmitting knowledge in the global economy.

Creating institutional knowledge that benefits library customers requires librarians to work with collaborative teams as in professional service firms. These firms collect their institutional knowledge using technology that allows for input from employees located around the world. Peters emphasizes in The Pursuit of Wow! Every Person’s Guide to Topsy-Turvy Times that the job of collaborative teams is to “[k]eep topping oneself.” Librarians now compete for the time of our customers and must learn to innovate services before other industries do. Netflix, for example, discovered how to profit

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Global Librarian continues...

from the hassles of renting movies. What if someone were to discover how to ship books cheaply with self-mailers and no due dates? Anything that would make it easier to use library services and decrease the demands on our customers’ time will maintain current customers and perhaps win new ones.

How Can Libraries Innovate New Services?

Creating the environment for employees to innovate services requires several things. Peters writes in The Tom Peters Seminar that “[t]he way you win, especially if you come from a high-wage nation like ours (and would like to keep those high wages), is to acquire new skills constantly.” He says lifelong learning is the basis for creating advantage in the knowledge-based economy.

In The Power of Strategy Innovation, Johnston and Bate describe a program that will assist in teaching the creative process, but they leave out the important step of incubation. Their process, combined with the daily writing and exercises advocated in The Artist’s Way at Work by Mark Bryan and Julia Cameron, would do much to stimulate the creative process needed to discover new business ideas. Bryan and Cameron’s approach has the added benefit of making people write better, which helps in the transmission of ideas.

The new management paradigm requires that you understand new trends to “skate where the puck is going,” as hockey all-time scorer Wayne Gretzky says. Peters recommends reading computer magazines so you at least know what can be done with technology even if you are not a technology expert. James Belasco and Ralph Stayer go even further than this. As noted in their book Flight of the Buffalo: Soaring to Excellence, Learning to Let Employees Lead, they require all employees to review the press for trends that will affect the business. Employees share their findings with their teams and eventually with the CEO.

Every employee in the new management context of the global area should be given a green highlighter (representing the color of money for U.S. citizens) and asked to read the press on a daily basis. With this highlighter and various periodicals in hand, they should ask themselves, How can my library create new services to generate funds with this news? Employees also must ask themselves, How can my library’s resources be diminished by this news?

Innovating services in this way would allow libraries to effectively compete in the global economy and could help libraries advocate for the funds they need to thrive by serving the needs of customers in the 21st century.

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Implementing a library or information management system

Editor’s Note: This is the third article in a series on justifying, designing, and implementing a library and information management system in an organization. This article covers why information systems fail, examples of the costs of an inadequate system, and introduces an approach to designing and developing an information management system.

Part 3: Why Information Systems Fail and the Costs of an Inadequate System

By Daniel O. Holmes, MLIS, MA
Librarian and Geographer
Great Circle Information Services

Why Information Systems Fail

As librarians too often experience, many companies and institutions neglect to provide adequate support for there to be a functional library or an effective information management system. The lack of support for a library and information management system includes: insufficient professional and clerical staffing, lack of information management protocols, failure to enforce protocol use, inadequate infrastructure, insufficient budget, superseding priorities, and poor or no staff training. The situation often derives from the fact that the library or information management system is a low priority for management.

Even when given the library and information responsibilities, staff may sense management’s priorities to be different and, as a consequence, neglect the library. This results in a broken system, which can be so deficient as to be dysfunctional, and so dysfunctional as to discourage continued support. It is analogous to under-funding any institution or service—it’s inability to serve its very purposes dooms it to failure.

Library or information management systems also fail because the system being attempted simply does not meet the needs of the organization. The needs, which should be carefully determined, include: access, ease of use, hardware and software compatibility, content, workflow functions, speed, costs, staffing, etc. Attempting to implement a Cadillac system where a Chevy will do, requiring expensive licensing, calling for time-consuming staff training, and not considering cost-recovery or demonstrating a reasonable return on investment means that the system is more likely to fail.

To have a successful information management system, its components and user groups also need to be considered individually as well as how they integrate into the organization as a whole. For example, one part of an information management system may be a web site for customers. While the Internet is a superb vehicle for providing information to individual potential or actual customers, and for taking orders, a poorly designed, inadequately supported, or inadequately marketed web site may accomplish just the opposite and can readily lose customers. Frequently, even web sites of major corporations do not provide the responses promised on their web pages. This is inexcusable and harmful to the company.

Similarly, problems with functionality can doom a system. A comprehensive catalog or set of databases of company information that is awkward or confusing for staff to use may be deemed a failure. Proper functions need to be defined from the outset.

Costs of an Inadequate Library or Information Management System

Even if systems are not a total failure, organizations of all types pay dearly for having an inadequate system for managing their documents and information.

Primarily, it is the day-to-day limitations connected with not having sufficient information readily accessible that causes the real inefficiency in an organization. For example, without ready access to past work, redesigning and reproducing materials is redundant. Similarly, basing decisions on inaccurate or insufficient information that has become lost can create a liability. Other cases include failing to provide the means to leverage off prior studies for solutions to problems, as well as lacking
readily available business statistics, or having to re-create literature searches. The frustration that comes from hunting for materials that cannot be readily found, or are inadequately labeled or misfiled, is immeasurable. This situation inevitably affects morale.

In one example of inefficiency, the author called to the attention of a public agency the fact that the bathymetric survey they were all set to fund (surveying the water depth in a part of San Francisco Bay) had already been done 15 times! In another case, the staff of a consulting company, which was conducting an environmental assessment of a site, was unaware that 3 years before their own company had done a study of an adjacent hazardous waste site. The consequence of this oversight was a direct cost to the company, which amounted to 3 years of profit that was paid to settle the cleanup lawsuit. Sudden unanticipated events such as a lawsuit may require access to older materials that were put away haphazardly and thus cost a great deal to retrace the work in order to locate, organize, and analyze. One company spent tens of thousands of dollars resurrecting the information on an old project that had been poorly archived. Some of these materials were simply lost, incurring a heightened liability related to their content. A well-designed information management system would have avoided these problems.

**Conclusion**

In this and the two prior articles in this series, we have examined the value of implementing a library or information management system, the types of changes that affect developing a system, why such systems fail, and some of the costs of having an inadequate system.

Exactly what nature of solution is attempted as a system has a large bearing on the likelihood of success, as well as on the perception of our profession. Therefore, it is paramount to develop a holistic concept of the needs and functions that could, should, and must be met by an implemented system. One proven approach is through the use of a needs assessment followed by development of functional specifications.

The next article will begin to explain the steps appropriate to developing a successful library or information management system. Developing a needs assessment is key to understanding the information assets utilized and desired, the workflow and work products of users and informational professionals, the levels of technology that are feasible, and other important variables that establish the context for system development. The needs assessment then leads smoothly into developing a set of functional specifications, which explain what has to be accomplished without exactly explaining how it will be achieved.

Subsequent articles will then present: designing and prototyping a system; implementation; and the need for, and the method of, demonstrating a return on investment (ROI) in justifying a library or a information management system.

Dan Holmes (dholmes@sierranevada.org) is owner of Great Circle Information Services, which provides library and environmental consulting. His services include library needs assessment, library systems planning, and implementation. With 18 years in academia and 15 years as a consultant involved with environmental consulting firms, solving their library and document management needs is a passion. He extends special thanks to Terry Richards for her insights and editing.
STRIKING GOLD AT SLA ANNUAL (OR HOW I MET AL GORE)

By Mimi Calter
SLA-SF Director of Programs

After several years away, I was excited to be once again attending the SLA national conference. When the exhibit floor opened on Sunday, I hit the floor running; it was a great opportunity to meet up with colleagues and to see the latest products and services from vendors. I picked up a lot of information, along with a few trinkets, and, of course, I dropped my business card into many a raffle bowl.

After a few hours, I was beat, and decided to return to my hotel for a break before the opening keynote. But rest was not in the cards. A block from the hotel, my cell phone rang. It was one of my colleagues, telling me to “get my buns back to the exhibit floor” to claim my prize—I’d been selected to attend a private reception with our keynote speaker, Al Gore! I turned around and made my way back through the conference center (easier said than done—that place is huge!).

SAI Global had indeed selected me to join them at the private reception, which was held just prior to Mr. Gore’s keynote speech. The reception was attended by SLA leadership and board members, as well as representatives of major conference sponsors, which meant that in addition to shaking hands with Al Gore, I had the opportunity to chat with Rebecca Vargha, Janice Lachance, and Pam Rollo. I didn’t get to chat for long, as the reception lasted only 30 minutes, but it was a memorable event just the same.

The remainder of the conference was just as exciting and educational, if much less dramatic. I attended sessions discussing the latest developments in taxonomies, ebooks, institutional repositories, federated search, and more. A session on the use of D-SPACE in a corporate environment has been particularly helpful to me in my work here at home, and the session on social networking has helped me stay in touch with several new contacts. With so much going on, I never did find time for that afternoon nap—a sign of a good conference!

SLA offers a la carte and free courses

The Professional Improvement Libraries (under Self-Paced Training at SLA’s Click U) now feature individually priced courses. Each course from the Leadership & Management, Personal Development, or Organizational & Professional Improvement Libraries is $12 for 30-day access. For only $8, members can access Office Applications courses for 30 days.

This will allow members to tailor their individual professional development needs. Members can still sign up for 6-month and 1-year subscriptions if that suits their needs better.

SLA also offers a free Course of the Month.
REFERENCE LIBRARIAN

By Diane T Sands

Oakland Museum of California
CANDIDATES FOR 2008 SLA-SF CHAPTER EXECUTIVE BOARD OFFICES

President Elect – Sandy Malloy

Sandy Malloy has been a Senior Information Specialist at Business Wire, a wire service for disseminating news releases, since 1989. She has been a medical librarian, public librarian, academic librarian, information broker, and sales representative since receiving her MLS in 1976 (!)! Her favorite job was the one that combined her interest in animals with her interest in medicine, and that was a temporary stint at the Medical and Veterinary Medical Library at UC Davis. She also enjoyed providing database training, a skill that took her to Venezuela and Mexico. But most of her career has involved online searching of primarily news and business databases.

Sandy has been the Tour Coordinator for the SF chapter of SLA for the past couple of years and has been a chapter member since around 1985. She lives in Oakland with her husband Bill and two troublemaking cats (which is redundant). She’s an avid Oakland A’s fan and volunteers at the Oakland Zoo. If all goes well, she’ll be embarking on her dream trip, a safari to Kenya, this September.

Treasurer – Mimi Calter

Mimi’s work at Stanford University Libraries is largely focused on copyright issues, and she is just wrapping up a project that involved creation of a database of copyright renewals for US books published between 1923 and 1963. If you don’t know why those dates are important, you need to look at her web site. She also manages the intellectual property of William Saroyan, which is held by Stanford. In 2008, Stanford will celebrate the Saroyan Centennial and award the William Saroyan International Prize for Writing. Mimi’s other library interests include adapting the catalog for Web 2.0, and libraries in Second Life.

Mimi was President of Drexel University’s student SLA Chapter in 1997 and has served as the San Francisco Bay Region Chapter’s Hospitality Chair, Assistant Director of Programs, and Director of Programs.

Mimi, who lives in the Marina district of San Francisco, is also an avid birder. Her hobby has taken her to Belize, the Dry Tortugas, and Southeastern Arizona, as well as exciting Brownsville, Texas. And yes, she did stay up until midnight to buy the new Harry Potter book.

Assistant Director of Programs – Cynthia Berglez

Cynthia is a second-generation Northern Californian who lives in San Francisco with her husband and their cat. She’s currently looking for a position in a special library (business, law, etc.). She graduated from SJSU with a MLIS degree last year and spent 12 years in the Silicon Valley as an international transportation professional.

Cynthia says she’s drawn to the intersection of business and information management on several levels, from copyright law to corporate oral history projects. Her particular area of interest lies in the promotion of libraries and information centers, through marketing the profession and the benefits libraries and librarians can provide to communities and organizations of all types.

Her most recent project was for a mid-sized law firm, where she began by transferring the 1,000-record catalog from InMagic to Liberty3, cataloging as necessary, and ended 6 months later as the vacation substitute librarian. Other past projects include cataloging for an elementary school, program support in the library of the Exploratorium Science Museum, and volunteering in the children’s room at SFPL.

Last year she worked with the SLA Awards Committee to redefine how awards are given within the organization.
SLA-SF Summer Picnic

August 4, 2007, at Golden Gate Park’s Speedway Meadow in San Francisco

About 15 people braved the chill in Golden Gate Park for SLA-SF’s Summer Picnic. They dined on barbecue skewers, played a couple of challenging games of croquet, and enjoyed the company of fellow information professionals and a couple of furry friends.

For more information on the SF Bay Region Chapter’s events, visit http://www.sla.org/chapter/csfo/calendar/calendar.html.
MOSAIC: WHAT’S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak

Former Mosaic columnist now assisting with Chapter programs

Rochelle M. Richardson recently took over as Assistant Director of Programs for Camille Reynolds, who needs time to focus on her new family member. Rochelle lives in El Cerrito and currently works as an independent information consultant specializing in pharmaceutical and biotech regulatory research. She previously contributed to the San Francisco chapter by compiling this very column and is looking forward to her new role in the Programs committee. Her e-mail address is richardson.rochelle@gmail.com.

Update from former SF Bay Region Chapter president

Angie Brunton, former president of SF chapter of SLA (1985-86), has retired from the State of California after 35 years. Angie’s last position was senior librarian at Sonoma Developmental Center. At the moment, she says she is doing “nothing,” but will probably get bored with that soon. Angie does, however, still travel to mystery conventions and sing with Sweet Adelines. Contact her at abrunton@sonic.net.

Another past Chapter president is running for director of SLA

A very brief job description for director includes serving a 3-year term by leading, advising, and supporting the activities of the Special Libraries Association and acting as a role model, change agent, and professional exemplar. A full description can be found at: http://www.sla.org/content/SLA/governance/bodsection/descriptions.cfm#dir.

The slate of candidates is located at http://www.sla.org/content/SLA/governance/bodsection/bodcandidates/07candidates/index.cfm. A transcript of each candidate’s speech from the annual conference in Denver, as well as audio and video formats, should be available by the end of July.

Deb says she experienced the annual conference in a whole new way as a candidate. Lots of people to meet, photo shoots, giving a speech, and shaking LOTS of hands! It was great and something she’ll not forget.

The election will take place electronically in September, and she hopes that members of the San Francisco Chapter will vote for her. Her e-mail address is dhunt@exploratorium.edu.

Member still working in radio library/archives

Adi Gevins (adi@well.com) has been the Director of Research for the DNAFiles radio documentary project for several years. The last series was broadcast on NPR and community radio stations across the country, and was honored by the Peabody Award (often called the “Academy Award of broadcast media”) and many other national awards.

The Third Edition of the DNAFiles is coming in Fall 2007. The DNAFiles is a project of SoundVision productions in Berkeley.

Adi has also continued with the Pacifica Radio Archives (PRA) in Los Angeles, as the Archives Consultant and the coordinator of the Pacifica Radio Archives Preservation and Access Project. PRA houses important programs broadcast by Pacifica radio stations KPFK (Los Angeles), WBAI (NYC), WPFW (Washington, DC), and KPFT (Houston). Grants from the GRAMMY Foundation and the National Endowment for the Arts and donations from listeners to Pacifica radio stations have

Mosaic continues on next page
Mosaic continues...

enabled preservation of and access to hundreds of hours of historically and artistically significant tapes of programs, including rare interviews with John Coltrane and John Cage, new reports from demonstrations outside the 1968 Democratic National Foundation in Chicago, documentation of the Women’s Movement, Gay Rights Movement, the Black Panther Party, the Civil Rights Movement, the Beat poets, original radio drama, and much more. Please check out the audio and transcripts at http://www.pacificaradioarchives.org.

Chris Orr quits her day job

Chris’ last day as Studio Archivist at Landor Associates (a strategic branding and creative design services firm) was July 13. After a bit of a summer respite, she will explore new job opportunities—and finally have time to test out a wiki for the Chapter’s procedures manuals. She can be reached by e-mail at christineorr@mindspring.com.

Holly Riccio is running for AALL office

Holly is running to become an executive board member of the American Association of Law Libraries (AALL). The slate was announced in early June and the election will take place this November. Holly, currently Library/Calendar manager at O’Melveny & Myers in San Francisco, has been a law librarian since graduating library school at the University of Michigan in 1994. She started as a reference librarian at a bar association library in New York City, and then worked as a reference librarian at Hughes Hubbard & Reed LLP, before moving back to San Francisco (where she was born and raised) in 1997. She can be contacted at HRiccio@OMM.com.

Where in the world is Cindy Hill? (And where is SunLibrary?)

Yes, the rumor is true, Cindy is no longer at Sun Microsystems, as she was part of Sun’s recent layoffs. No, the rumor is not true that SunLibrary has been closed. SunLibrary was renamed Digital Libraries and Research when it reached the SunLibrary team’s goal of becoming 100 percent digital in March. There is still a team of four managing the digital content and providing research services to Sun worldwide. Christy Confetti Higgins and Scott Brown (both SLA members of the Rocky Mountain Chapter) and Robin Yarmovsky and Ginny Carlson are the small and mighty force leading the information services. During Cindy’s “between jobs” time, she is enjoying the Bay Area’s wonderful spring and summer activities (lots of hiking, bicycling, gardening, etc.) and is working on some consulting projects. She looks forward to seeing members at the local meetings. Feel free to write at cindy@cindyvhill.com.

Vacation news from the Mosaic columnist

During my 3-week vacation in the magnificent northwest, I missed an opportunity to interview for a library job; however, I was nominated vice-chair of the advisory board of the Bay Area Library and Information System, which I have accepted.

While I was away, I visited two libraries. In Seattle, I stopped by the new central library (http://www.spl.org) on 4th Avenue for a few minutes. I was distracted, though, because I “lost” my husband at Pike’s Place Market, so I can’t say much about my impressions of the library, other than it is modern and large. (We were reunited at our motel an hour later.) I’m hoping to visit the library again next year during SLA’s Annual Conference, set for June 15-18, 2008.

While cruising up the Inside Passage, our ship stopped at Juneau, Alaska’s capital. Instead of going up the Tram, I decided to visit the public library. Juneau’s downtown branch is on the top floor of a parking garage, and as I ascended in the elevator, I was expecting the door to open onto an unremarkable facility.

Instead, I was greeted by a stunning photo display in the entryway that serves as a pictorial welcome to Alaska and the capital. Then I was delighted by the library’s amazing view of the scenic waterfront area, the inviting seating placed near windows, and a clever architectural feature, a slanted glass wall defining the children’s area. Another cool feature is that the library’s Internet computers are recessed into the desktops, providing a measure of privacy. As I waited to use the Internet, I noticed that the books nearby were about Alaska, and I passed the time reading about its Russian history.

My lasting impression of this library was the truly smart use of the space, making it a destination for residents and visitors alike.

If you find an interesting library in your travels, be sure to send an e-mail to me at rkozaklewis@yahoo.com so you can share your discovery with us. Since returning home, I learned that two library school friends now have LIS jobs. Back to the job hunt!
SLA – SAN FRANCISCO BAY REGION CHAPTER PROGRAMMING EVENT

“WIKIPEDIA: PAST, PRESENT, AND FUTURE”

Date: Thursday, September 6, 2007
Location: The Faculty Club, UC Berkeley, California

Agenda: 5:30-6:30 p.m. Social Hour/No-host bar
6:30-7:30 p.m. Dinner
7:30-8:30 p.m. Program

There are some two million articles in the English-language version of Wikipedia, and six million in all languages combined, making Wikipedia the single largest reference work of all time. Online, open source, free, and created by volunteers, Wikipedia is an instance of international collaboration unlike anything seen before, and it’s been produced from scratch in under a decade. Wikipedia has changed the landscape of online information, become a powerful tool for researchers, and has challenged notions of authority, the role of experts, and what an encyclopedia means.

Are Wikipedia articles trustworthy? Who actually writes them? Why does Wikipedia come up so often in web searches? How can you evaluate articles? Who is responsible for the site? And why should librarians care about it? Phoebe Ayers will address these questions and more in this overview of the Wikipedia phenomenon.

Ayers is an engineering reference librarian at UC Davis and a long-time Wikipedian. Her latest project is helping to organize Wikimania, the third annual international Wikimedia projects conference taking place August 2007 in Taipei, Taiwan.

**MENU CHOICES:** Vegetarian phyllo pastry with mushrooms and goat cheese OR chicken with rosemary and mushrooms

**COST:** Members $30; guests/non-members $35; students, retirees, unemployed $15; program only $5

**Registration must be received by Wednesday, August 29, 2007**

Register using SLA-SF’s PayPal online form or the mail-in form below.

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An Opportunity to Grow Professionally?

Get involved! Join a Chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment will bring you satisfaction with new learning experiences and valuable professional contacts and best of all, new friends. In addition to helping to insure that chapter functions and activities are carried out, you will have the opportunity to interact with colleagues and develop professional skills.

Go to http://www.sla.org/chapter/csfo/volunteer2000.html, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See

Please select your area interest(s) and fill in your contact information:

___ . . . . Academic Relations Coordinates Bay Area student activities and mentoring
___ . . . . . . . . Archives Maintains historically important Chapter documents
___ . . . . . . . . . Bayline Contributes or edits articles for the chapter newsletter
___ . . . . . Consultation Coordinates outreach and pro bono consultations
___ . . . . . . Directory Publishes the Directory
___ . . . . . . . . Finance Prepares Chapter annual budget and mid-year reports
___ . . . . . . . . Government Relations Monitors and reports on relevant legislation
___ . . . . . . . . . . Hospitality Selects locations and arranges dinner meetings
___ . . . . . . . . Jobline Updates online Jobline listings
___ . . . . . . . . Mailing Coordinates Chapter mailings
___ . . . . . . Networking Information liaison with other organizations
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Hardy.Rosemary@epa.gov

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### Events

To list an event, e-mail Mimi Calter at:
mcalter@stanford.edu

Telephone: 650.725.5813

Calendar events are updated bi-weekly on the SLA-SF Web site:
http://www.sla.org/chapter/csfo/csfo.html