Information Outlook, September 1999

Special Libraries Association

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**Taking Charge of Your Professional Life:**
**A Special Librarians Guide to Greater Work Satisfaction**

To avoid being held captive by work lives which hold little satisfaction for them, professionals—particularly those in the burgeoning area of information technology and management—need to occasionally and purposefully reassess not only the work they do, but how they feel about it. LeAne Rutherford offers a self-assessment tool that will help you decide your preferences.

**Cataloging as a Customer Service:**
**Applying Knowledge to Technology Tools**

It has become a common mistake to think since we have keyword search capabilities cataloging and authority control have lost their former value. Yuri Konovalov explains why this is not the case and why information professionals need to apply their knowledge to these new technologies.

**Spotlight on SLA Members: An Interview with Paul O'Pecko,**
**Librarian at the Mystic Seaport G.W. Blunt White Library**

The third of our interviews with SLA members focuses on Paul O'Pecko, the librarians at the Mystic Seaport G.W. Blunt White Library. Our thanks to Paul for sharing with us the unique collections in his library.
SLA: PUTTING KNOWLEDGE TO WORK®

Are you staying on top of the latest in knowledge management practices? Take advantage of these SLA KM tools.

KM Event

Mark your calendar for
SLA’s 2000 Winter Education Conference
January 23–25, 2000
St. Louis, MO

Next year’s Winter Education Conference will incorporate a knowledge management theme into this annual three-day event. The program will be designed to help you develop professional and personal competencies and the technological expertise to become actively involved in knowledge management initiatives.

Course topics will cover such areas as:

• competitive intelligence and the application of knowledge
• knowledge portals
• knowledge capital
• team effectiveness

Highlights include the Ron Coplen Leadership Address, the Tech Fair, the Strategic Technology Alliance Series, and many networking opportunities.

For more information, contact the Professional Development department at 1-202-939-3679, or send e-mail to profdev@sla.org

KM Publication

Knowledge Management: A Competitive Asset
ISBN 0-87111-480-1
(1997 State-of-the-Art Institute compendium)

Explore knowledge management as it relates to the role information professionals play in this business trend. Topics include the concept of knowledge management, the tools and techniques you can use to improve your organization’s management of knowledge assets, real-world examples of organizations successfully managing their knowledge assets, and key issues to consider when implementing a knowledge management program.

To order, contact the Publications department at 1-202-939-3673, or send e-mail to books@sla.org, or visit the Virtual Bookstore at www.slapublishing.org. Price: $40.00 nonmembers, $32.00 SLA members.

KM Videotape

Getting Out of the Box:
The Knowledge Management Opportunity
ISBN 0-87111-474-7 (VHS)
ISBN 0-87111-489-5 (PAL)

Make change work for you. This video delivers insights and practical tips on the emerging knowledge management phenomenon, its strategic importance, and how you can position yourself to play a key role.

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Value Has Many Faces: Communication is Key

Increasing the value of information professionals in general, but individual information professionals in particular, is my goal for the coming year. During my speech at the SLA Annual Business Meeting in Minneapolis in June, “V=7C: The Search for a Compelling Value Proposition,” (visit http://www.sla.org for the complete text) I asked every member of SLA to take personal responsibility for creating a campaign to sell their value. I will focus on the “7Cs” in these columns throughout the year.

COMMUNICATION is the pivotal one. Referring to SLA’s document “Competencies for Special Librarians in the 21st Century” I said, “A public statement of our competencies, and our adherence to them, will not alone, ensure that the world understands the value of special librarians . . . Competencies, without COMMUNICATION, do not have an impact.”

A panel discussion at the American Association of Law Libraries (AALL) Annual Conference in Washington, DC, in July, focused on attorney and law firm management’s expectations for law librarians. “We don’t understand your skills, what you do, and how . . . You are not visible to me,” one panelist said. An attorney concurred, saying, “We don’t know what we should expect—what value you bring to the table. You have a selling job.”

The briefing paper “Skills for Knowledge Management” was prepared by TFPL Ltd., for The Library and Information Commission in Britain. One purpose was to “gain an understanding of KM and the roles, skills, and competencies needed in these environments and assess the implications for the library and information profession if its members are to play a full part in KM.” [http://www.lic.gov.uk/publications/executivesummaries/kmskills.html] A generalized list of common features of those who are moving into KM roles is followed by a disturbing observation. “The LIS profession appears to have had little impact on KM organisations. Whilst it is true that a few ‘mature’ KM environments are actively integrating LIS skills into their KM teams, many are late in discovering that these skills exist. And it is sobering to note that some organisations see a limited involvement for LIS professionals . . .”

Lawyers don’t know what skills we have. KM environments are just beginning to discover that our skills exist. Who is at fault here? Is it the responsibility of management to discover what we do? The “if you build it, they will come” mantra may work in a “Field of Dreams”, but in the everyday field of dried cornhusks and mud, that is an unrealistic attitude. Effective, constant communication is required.

The TFPL study emphasizes communication: “verbal, written, and presentation skills are required in order to influence, persuade, negotiate, and share knowledge.” Influence. Persuade. Negotiate. Share knowledge. All of these elements of communication will be required as you create and sell a compelling proposition for your value. An additional communication skill is active listening. Don’t tell people about the competencies you have mastered and services you provide. Listen while they tell you what they do, what they need, what they are concerned about. Then deliver something unexpected, based on what you have heard. Communicating doesn’t mean simply creating reports. A periodic report is only the beginning. Couch it in “their” language, not yours. Hand deliver it, don’t put it in interoffice mail. Sharpen written skills, but also make a conscious effort to be visible. Verbal skills are not just about speaking well. They include organizing thoughts in order to present your case briefly, to the point, and in memorable concepts appropriate to the audience. Not unlike an advertising campaign.

Effective communication doesn’t mean MORE, but more targeted. It encompasses listening, speaking, writing, presenting, negotiating, persuading, and being visible and passionate. To be successful, a communications project must be a conscious part of your daily routine. “I don’t have time,” is not an allowable excuse. If it is important to your survival and elevation in the organization, you will find a way to make time. Why not?

Susan S. DiMattia
President, SLA
Moon Featured in CIO Enterprise Magazine

Mary "Dottie" Moon of United Technologies in East Hartford, Connecticut, was featured in the July 15, 1999, issue of CIO Enterprise Magazine which focused on how companies are turning competitive intelligence (CI) into a strategic weapon in order to gain market knowledge. The article featured experts from across the country describing the techniques that their companies are employing in CI and the range of questions CI can help answer. Moon, the leader of a special CI unit in her company, spoke on the global aspect of CI, which involves keeping a watchful eye on megatrends that can affect all the business units. She also explained intelligence gathering techniques that may support acquisition strategies. The article is available on the CIO web site at: www.cio.com/archiveenterprise/071599_c1_content.html. Moon is currently serving on the Special Libraries Association Board of Directors. She is also an active member of the Connecticut Valley Chapter, as well as the Business and Finance, Library Management, and Engineering Divisions.

McPhail Completes Fulbright Scholarship

Martha McPhail, catalog librarian at San Diego State University, San Diego, California, recently completed a Fulbright Scholarship at a special historical library in El Salvador, this past June. McPhail was featured in the Making News section of Information Outlook, this past May for presenting the Spanish-language version of Competencies for Special Libraries in the 21st Century to the health science librarians of El Salvador in March and during "Library Week" in May. She also consulted at several special libraries and made presentations on the Internet, OCLC, and cataloging. McPhail is an active member of the San Diego Chapter, as well as the Social Science and Museum, Arts & Humanities Divisions.

Information Specialists for the 21st Century

Ruth Arnold, SLA's research director, will be a speaker at the German-Dutch University Conference "Information Specialists for the 21st Century." The meeting will be held October 14-15, 1999 in Hanover, Germany. The topic of the talk is the Special Library Competency's Survey/Library and Information Studies Programs Survey. The program of the conference is available at http://Conference99.h-f-hannover.de/.

Lettis Promoted to Principal

Lucy Lettis was recently promoted to Principal at Arthur Andersen effective September 1. Lettis is the first information professional to rise to the Principal level in Arthur Andersen's eighty-six year history. This is a significant accomplishment for Lettis as well as for the profession as a whole. It is proof that information professionals can rise to the highest levels of recognition and be affirmed as key players in their respective companies if they "live" certain competencies and reach for opportunities to integrate themselves with all aspects of the organizations they serve. Look for an interview with Lettis in an upcoming issue of Information Outlook®.
Learn about new and evolving technologies, and gain insights into the implications of these technologies for libraries, content management, information services, and knowledge management.

Learning Outcomes:

**AFTER PARTICIPATING IN THIS EVENT PARTICIPANTS WILL UNDERSTAND:**
- the types of new information technologies on the market and under development
- implications of these technologies for library and information services and processes
- how some of these technologies are being used in libraries and information services operations
- the importance of monitoring other types of technologies and industries to predict new directions within information services

Questions: contact the Professional Development department at 1-202-939-3679, send e-mail to profdev@sla.org, or visit our web site at http://www.sla.org/professional/sota.html.

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**San Diego Chapter Honors Knobloch**

The San Diego Chapter recently awarded its newly established President’s Award to Patricia Knobloch for her contributions as student liaison chair during the past two years. The award is given in recognition for notable or important contributions made to the chapter or the association, which have enhanced or furthered its goals and objectives. During the past two years, Knobloch established a strong relationship with the California State University-San Jose’s School of Library and Information Science at Fullerton, developing a special outreach program for new students, establishing a student scholarship and creating “Libraries on Parade,” which allows students to interact with librarians in different library settings.

**Biomedical and Life Sciences Division Announces Awards**

The Biomedical and Life Sciences Division (BIO) presented its 1999 Distinguished Member Award to Eleanor A. MacLean in recognition of her exceptional contributions to the profession, the division, and her colleagues. An SLA member since 1974, she has been very active in the association, serving in numerous capacities, as well as chairing the BIO division. In 1998, MacLean was honored as an SLA Fellow. Naomi C. Broering was presented the first Winifred Sewell Prize for Innovation in Information Technologies in Biomedical and Life Sciences Librarianship. The award was given in recognition for her two decades of innovative leadership in developing and applying new technologies, educating others, and promoting emerging technologies within libraries and to patrons in biomedical information centers. Both awards were presented during the BIO annual business meeting this past June in Minneapolis, MN.

**Information Technology Division Presents Awards**

The Information Technology division presented its annual Distinguished Member Award to Greig Aspnes, former SLA president and one of the division’s earliest chairs. Aspnes has been a member of the association since 1943. The ITE Division also presented the first annual Joe Ann Clifton Student Award to Susan Johnson from the University of Hawaii at Manoa for her presentation on “Using Information Technology for Improving Collection Management.” The award was named in honor of Clifton, who served as SLA President and ITE Division Chair. In her passing, her son Randy Clifton presented the award on her behalf. Both awards were presented at the ITE luncheon in Minneapolis, MN, this past June.
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At Land O’Lakes, special librarians maintain all kinds of information on the company’s competitors. And they share this critical competitive intelligence with their fellow employees. How? With Inmagic’s flexible, easy-to-use Web publishing solutions. Now, Marketing, Sales, and all other departments can view the information available on competing food and agricultural companies from anywhere at any time via the company’s intranet. Talk about competitive advantage! Discover how our solutions can keep your organization’s competitive edge. Test drive our own competitive intelligence application at www.inmagic.com/prod_demos.htm.

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SLA Executive Director David R. Bender recently celebrated his twentieth anniversary as executive director of the association. During his tenure, SLA has grown from a small national organization into an international association, incorporating the latest technological innovations in the information profession field and developing professional competencies for use as an industry standard. SLA's Board of Directors held a reception in his honor during 90th Annual Conference held in Minneapolis, MN, this past June. One-hundred professional and personal friends attended the celebration. Bender was presented with a memory book incorporating photographs of the past twenty years. Bender was hired at the Annual Conference in 1979 which was held in Hawaii. One of the Board members from 1979, Mary Lee Tsuflis, now lives in Hawaii. Since she could not attend the celebration, she sent the lei in honor of his twentieth anniversary. Pictured with Dr. Bender is Richard Green, executive director of association sales for the Marriott. Marriott graciously sponsored the event.

Dialog Joins SLA's President's Circle

SLA has announced that the Dialog Corporation is a new member of the prestigious President's Circle for the 1999 Annual Campaign. SLA President's Circle members are recognized for contributing at least $10,000 to the association in a single year. Dialog was recognized as a President's Circle contributor at the SLA Annual Conference in Minneapolis, MN, this past June.

Web Content Focus of Bender's Article

SLA Executive Director David R. Bender wrote an article published in the July 16-22, 1999, issue of the Washington (DC) Business Journal titled "Well-Done Web Sites Need Effective Info, Too." The article focuses on worldwide companies investing time and money into technologies such as flashy databases, intranets, or web sites without properly investing in the development of information content. Bender goes on to suggest that a number of companies have recognized the importance of content management by involving librarians to improve the content or information flow in order to enhance the IT tools within their company. The article was originally published in the San Jose Business Journal during the week of May 31, 1999. The article is available on the San Jose Business Journal web site at: www.amcity.com/sanjose/stories/1999/05-31/small66.html?h=DalidjBender.

Survey Reveals Growth Opportunities

According to a survey recently released by SLA in cooperation with the Association of Library and Information Science Educators (ALISE) and the Medical Library Association (MLA), Master's level university programs teaching library and information science have an opportunity to expand their curricula into information

Global 2000, the worldwide conference on special librarianship sponsored by SLA, will be held October 16-19, 2000, at the Metropole Hotel in Brighton, England. The theme of the conference, Information Age: Challenges & Opportunities, is designed to support and encourage participants from around the world to interact, network, and discuss timely and broad reaching issues affecting information professionals on a global perspective. Global 2000 is being held in cooperation with a number of other international organizations. The conference will feature keynote speakers discussing current issues, educational sessions conducted on related topical issues, and a Contributed Papers Session. Some suggested broad topic areas for the Contributed Papers Session include information commerce, copyright, networking, and technology. A limited number of contributed papers will be accepted for presentation at Global 2000. Individuals living and working outside of North America are particularly encouraged to apply. Guidelines and deadlines for the papers are available at: www.slaglobal2000.org or via SLA's Fax on Demand system by dialing 1-888-411-2856 (toll free number) and entering document number 502, the pound key and a return fax number, including area code. If you are calling internationally, contact SLA's concierge, Helen Ortega, via phone (1-202-939-3660). Please include document number 502, as well as a return fax number.

Objectives of Global 2000

- To cooperatively seek solutions to common problems
- To expand networking opportunities
- To provide a learning environment that is open and non-threatening
- To establish a global alert system among participants that will build and strengthen SLA's international presence

Global 2000 is open to any and all interested individuals from around the world. An exhibit hall with international vendors will be onsite for an estimated 1,000 information professionals representing all levels of the information community. The cost of a full registration is $525.00 U.S., which includes courses, breaks, and several meal functions. Registration does not include hotel accommodations. See the Frequently Ask Question section of the Global 2000 web site for projected hotel and airfares from major international cities to London. For continuing information regarding Global 2000, visit the web site at: www.slaglobal2000.org
technologies and government information policies. The basis of the survey was two studies conducted separately by SLA (Competencies for Special Libraries of the 21st Century) and MLA (Platform for Change). The poll of deans and administrators of library and information science programs around the globe disclosed that of all the courses (1,909 total) taught by libraries in the area of library and information science at accredited programs in Canada and the United States, eighteen percent are devoted to the study of information systems and technology. Of the 350 information systems and technology courses offered, only thirteen percent are a part of the core curricula. The survey also shows that ten percent of all courses cover information policy. The Executive Summary and the Final Report are available on the SLA web site at: www.sla.org/professional/comp.html.

SLA Awards
Goldspiel Grant to Turner and Hudon
SLA has awarded the 1999 Steven I. Goldspiel Memorial Research Grant to Dr. James M. Turner and Dr. Michèle Hudon for their proposal titled, “Organizing Moving Image Collections for the Digital Era.” The project will attempt to reach an understanding of the organization of existing vocabulary-management tools used in special libraries with moving image collections, by identifying and studying patterns with a view toward building a uniform vocabulary available for broad use by librarians who manage collections of moving images. Turner and Hudon are professors in the École de bibliothéconomie et des sciences de l’information at the Université de Montréal.

Call for Nominations:
SLA 2001 Election

The Nominating Committee for SLA’s 2001 election needs your help in locating ten worthy candidates, ready and willing to lead the Association through the beginning of the 21st Century. We are five committee members. But between us we cannot possibly know every potentially worthy candidate in an association of SLA’s size. That’s why you are so important to the process.

Please let us know which of your colleagues are ready and willing to serve in any one of the following capacities: President-Elect, Chapter Cabinet Chair-Elect, Division Cabinet Chair-Elect or Director (we need a total of four candidates for Director). The slate will contain the names of two candidates for each position except Director, which will have four candidates as two Directors are elected each year. For more information on the nominating process and position descriptions please go to the SLA web site at: http://www.sla.org/assoc/board/index.html.

Think about what qualities and experiences make this person ideal for the position you are nominating them for. What are their views on our profession and how would they represent us? What positions has the person filled that indicate he or she would be suitable for this position? What did they accomplish; did they fulfill their obligations with flair; enthusiasm and on time? Do they have ideas and the know-how to implement them? Has the person ever served on a board or a committee for another organization besides SLA—it’s all valuable experience. Go ahead—nominate yourself if you believe that you match the criteria for success in one of these positions.

Please include with your nominations the nominee’s name, affiliation, phone number and the position for which you are nominating her or him. Please also include any of the following information to which you have access: prior positions this person has held at the Chapter, Division or Association level; the length of SLA service and answers to any of the questions posed above. If you are not sure about the SLA positions held, do not be concerned—it is all in a database at headquarters.

It will help the committee if you can also tell us in what capacity you have served alongside this person or know this person and thus can personally speak to her or his effectiveness.

Send your nominations by Monday, December 6, 1999 to:
Lois Weinstein
Executive Director
The Medical Library Center of New York
5 East 102nd Street - 7th floor
New York, NY 10029
Tel: 212-427-1630 Fax: 212-860-3496
E-mail: mlcny@metgate.metro.org

Or phone/e-mail any member of the committee (also by December 6)
Name Phone E-Mail
Margaret Huntz 1-317-337-3517 mhentz@dowagro.com
Sylvia James 011-44-1444-452871 5385418@mcmail.com
Dee Magnoni 1-503-725-4124 magroni@lib.pdx.edu
Betty Eddison 1-781-938-4442 ebeddison@aol.com
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Innovations from a Distance: SLA’s Top-Notch Educational Programs

On June 30, SLA’s Professional Development department launched its newest distance learning program. The debut of the Real-Time Desktop Courses, sponsored by the West Group, was well received. These exciting new instructor-led, real-time courses closely mimic in-person programs, but allow the student to participate from their desktop. The instructor teaches through audio-conferencing along with handouts and web-based visuals as learning aides.

The first Real-Time Desktop Course, titled Hot Trends to Energize Library Service Delivery, was designed to address new technological innovations. Steve Arnold, president, Arnold IT provided an overview of this hot topic. Arnold then provided a “helicopter” view of five hot technologies: XML, Linux, portals, new interfaces, and new searching systems to retrieve information (text and non-text). This insightful session demonstrated to participants where these innovations may lead. The presentation illustrated that, in the last six to nine months, new computing architecture has enabled a range of new user friendly applications and tools. These promise to revolutionize the delivery of library services in the next millennium.

Upcoming Real-Time Desktop Courses

It’s not too late to register for upcoming Real-Time Desktop Courses. The Impact of Recent Changes to U.S. Copyright Law, will be presented by Laura N. Gasaway, director of the law library and professor of law, University of North Carolina-Chapel Hill. This program will focus on significant amendments to the U.S. copyright law that affect libraries in a number of important ways. This course will also focus on the Digital Millennium Copyright Act and the Copyright Term Extension Act and examine the changes in library practices mandated by these amendments. Participants will review pending legislation relative to databases as well. This program will be presented on September 21, 1999, from 10:00 A.M. - 11:30 A.M. EDT and will be repeated on September 23, 1999, from 2:00 P.M. - 3:30 P.M. EDT.

Do you find yourself becoming a Sherlock Holmes, ferreting out information on people, places, and companies? If you do, then Sherlocking the Net, is the course for you! The Internet is a plethora of information, but many information professionals are unsure what is valid and what is out-of-date. Determining when to subscribe to an Internet service or when to pay-per-visit, has also become confusing for many information professionals. Moreover, it is increasingly difficult to ascertain if free sites offer authentic information and also to verify their sources. This course, presented by Linda Will, research center director, Greenbery Traurig Law Firm, will address these issues and assist information professionals to efficiently and effectively use the Internet to find valuable information. This program will be presented on December 7, 1999, from 2:00 P.M. - 3:30 P.M. EST. It will be presented again on December 9, 1999, from 10:00 A.M. - 11:30 A.M. EST.

Self-Paced Online Courses

In addition to our new Real-Time Desktop Courses, SLA continues to offer twelve Self-Paced Online Courses. These courses can be completed independently and are intended for those students interested in learning at their own pace. Currently, the Self-Paced Online Courses cover a variety of subject areas, including marketing library services, cataloging, time management, library budgeting, legal research, and subject indexing.

Don’t miss your chance to participate in our Real-Time Desktop or Self-Paced Online Courses. Detailed information on the courses and registration forms are available on the SLA web site http://www.sla.org/professional/disindex.html.
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Budgeting Process in Full-Swing

The association is currently in full-swing with the budgeting process for FY 2000. The FY 2000 budgeting process, which is quite complex actually began last winter when staff developed program philosophies and financial assumptions for the Board of Directors to review at the 1999 Winter Meeting. Ongoing input from the leadership and membership via strategic plans, surveys, board actions, and unit reports lead to the development of the 2000 Association Program Plan.

The plan is developed each spring by staff and is submitted to the Board of Directors for approval in June. The plan details the activities of each program within the association. Once the plan is approved by the Board of Directors in June, the annual budget is developed by staff in July and August. Requests for funding are also solicited at this time from the association units. A budget request form is sent July 1 to the presidents, chairs, and treasurers of each unit. The units then have the opportunity to request funds in excess of the annual dues allotment. Each request received is incorporated by staff into the draft budget to be reviewed by the Finance Committee for conformance to the association's funding guidelines.

A draft budget is submitted to the Finance Committee in September. The Finance Committee reviews the budget for viability within a certain economic framework and makes its recommendation to the full Board of Directors. The draft budget is then submitted to the Board of Directors for final approval in October. The budget is implemented by staff throughout the next fiscal year. The budget is monitored continually through the monthly financial statements, variance analyses, and trend reports. Further, through the independent annual audit, the fulfillment of the budget objectives is examined and reviewed.

The annual budget is also used as a long-term planning tool. Using the current budget as a base, the staff and leaders are able to identify trends through a five-year historical analysis; five-year financial projections based on economic indicators and strategic objectives; and cost-per-member statistics based on current levels of service.

For more information, contact Richard Wallace, SLA Treasurer (rewallace@astate.com).
Future Waves: Digital Genres and the Virtual Office

On the last afternoon of the conference, over seventy people went to hear recent SLA Steven I. Goldspiel Memorial Research grant award recipients, Andrew Dillon and Claire R. McInerney, speak on the results from their respective studies, "Understanding Users in Digital Environments: A Longitudinal Study of Genre Information in Information Work" and "Providing Data, Information, and Knowledge to the Virtual Office."

Dillon, an expert in Human-Computer Interaction (HCI) at Indiana University, talked about his use of student focus groups to test their expectations of digitized information. He explained that in psychological terms, genre is a natural occurrence that enables our cognitive system to form patterns for automatic recognition. An example of an information genre is a newspaper, which is traditionally paper-based. The paper-based conventions, when they are digitized, will hopefully provide some familiarity to the user in order to quickly leverage their comprehension levels. Using web forms of newspapers as a genre, Dillon decided to track users' abilities to search and recall specific items from what they had read. The data revealed that students took about six tries in order to remember which sections they clicked or what search words to use to obtain the information. Information professionals and vendors as providers and evaluators of content, will need to pay close attention to these user expectations in order to make their own web pages have a comfortable "look and feel." Dillon will continue the research and plans to present his final results at the SLA conference next year in Philadelphia.

Dillon’s discourse dove-tailed nicely into McInerney's presentation, who is a professor at the University of Oklahoma. Her study, subsequently published as a book by SLA (see the SLA Virtual Bookstore at www.slapublishing.org), entailed how information professionals are providing information to remote knowledge workers, and the workers' satisfaction of information services provided. McInerney surveyed telecommuters, information center directors, information systems managers, and their supervisors within five large corporations. She first shared some interesting demographics about the remote users: average time in the company was 6.7 years; 35 percent listed their primary office location as the client site; 69 percent were men; and the mean distance from corporate offices was 381 miles. In addition, they tend to work an average of 48.12 hours per week; their extra “on the job” hours (especially for short timelines) were mainly between 5:00 P.M. and midnight. Survey participants reported that when they needed to make special information requests after non-traditional hours, service was not as readily available, although one corporate library routinely stays open until 9:00 P.M. and on Saturday to provide service worldwide. The turnaround time might be as long as one to two work days, and telecommuters do not wish to wait. To this attendee, the data illustrated the irony of the 24/7 service intranets are supposed to supply; while workers can work around the clock, problems with the intranet can only be addressed during the regular workday at headquarters. Consequently, McInerney noted that remote workers want more training on how to use information resources themselves. They received some training on how to access the system and retrieve information; however, 85 percent of those surveyed felt most of their training came by “word of mouth” from their colleagues. Many of these telecommuters were not aware that corporate library staff actually created the pages on their intranets; one remote user in particular thought it was developed solely by the IS department. Some corporate librarians are also taking leading roles in the company's knowledge management systems, but employees may not be aware of this changing role of the librarian. McInerney surmised that in collaboration with IS departments, information specialists may need to assert or have their work acknowledged on company intranets. Overall, most of the information services provided aligned with telecommuters' expectations. McInerney's presentation can be found at http://faculty-staff.ou.edu/M/Claire.R.McInerney-1/Sla99/.

The program piqued the interest of the attendees; it clearly demonstrated the need of special librarians to have studies that will support their work in the practical use of innovative technology and the provision of content. The Goldspiel award, which offers a stipend of up to $20,000, provides practitioners and academics an avenue to pursue research that can be applied broadly, yet meet the information priorities of SLA members. The deadline for 2000 proposal applications is February 28, 2000. More information about the Goldspiel award can be located at http://www.sla.org/research/goldfund/.

Reported by Rebecca A. Smith, assistant professor, West Campus Library, Texas A&M University, College Station, TX, and 1996-98 member of the SLA Research Committee. She can be reached at rebecca-smith@tamu.edu. For more information, contact Ruth Arnold, Ph.D. (ruth@sla.org).
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To avoid being held captive by work lives which hold little satisfaction for them, professionals—particularly those in the burgeoning area of information technology and management—need to occasionally and purposefully reassess not only the work they do, but how they feel about it. Most professionals have more choice about what they do and when than, in the frantic course of events, they remember. In their professional lives, many “field what is hit their way” instead of “going to bat” on things that are both productive and satisfying. When stressed by the increasing demands of their jobs, they need to ask if these demands are simply add-ons to an already full agenda, if they are gratifying, and if they are necessary for the successful execution of their work. If so, are they best done by them and in the assumed fashion?

Assumptions can be the enemies of responsible professionals. Often they create self-imposed expectations about their work. It is possible that they have not been explicitly charged with many of the duties they perform. It is also possible that they have not looked closely at what their job really entails. Ralph Waldo Emerson was right when he questioned the value of the unexamined life. Furthermore, he would have been especially disapproving of the unexamined work life.

Focusing specifically on special librarians, this article looks first at the general, national employment environment, offers a self-assessment tool to help special librarians identify their preferences, and makes suggestions of ways to assess and adapt their professional lives.

Market

Briefly, the employment environment is very friendly for information managers and the information-fluent in this Information Age. If, for example, after examining their jobs, these professionals determine they are insupportable, they do have the option of changing employment. An aging population and the lowest unemployment in twenty years point to an employees’ market. In addition, with new electronic communication on the web, a job

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search has become easier, faster, and broader. For instance, the Department of Labor Employment and Training Administration at www.doleta.gov provides vast quantities of information in its America’s job bank, talent bank and labor market information system. Particularly considering the special skills of special librarians, predictive data on which fields are open and inviting are readily accessed as well as encouraging. *Occupational Outlook Quarterly*, for example, predicts that data base administrators, computer support specialists, and all other computer scientists are occupations that have fast growth, high earnings, and low unemployment. The projected employment growth between now and 2006 will be 249 thousand plus for these occupational categories. (There was no specific category for librarians.) These clues point to the fact that special librarians need not feel imprisoned by their current work affiliation. They are in better positions than most to leave a working situation which leaves them not wanting to go to work on Monday mornings.

Companies are changing in response to this scenario as well. According to Hall’s and Mirvis’ incisive article in the *Journal of Vocational Behavior*, “The New Career Contract: Developing the Whole Person at Midlife and Beyond,” (1995, Volume 47) companies must be responsive to both the market and to their own organizational behaviors. While they are reengineeering and responding to their universe, they will also invest in developing seasoned employees who with their clear sense of personal direction, are aware of the system as a whole. Robert Kegan, author of *In Over Our Heads: The Mental Demands of Modern Life*, asserts that corporate America backs the concept of “helping people be more effective at work,” but lacks an understanding of the “hidden curriculum of working.” What he calls for is a new “threshold of consciousness” (164).

These employees who “uncubby” and cross that “threshold of consciousness” are the ones who do not wear blinders to what’s happening in all segments of their organizations. They also need a strong sense of self-identity and autonomy to meet the duo challenges of change and complexity. In a profession which is being dramatically altered by technology, it is crucial to be an architectural ally in the remolding of a learning organization. Consequently, it is in the best interest of companies of the future to foster self-analysis vis-à-vis work satisfaction.

**Myth**

To function professionally within this framework and to serve the needs of both institution and self, professionals have to fend for themselves by creating what has been called a “protean career.” To understand the term “protean” necessitates recalling the myth of Proteus. The son of Poseidon, he was able to foresee the future and change his shape to avoid capture. A protean career is created by looking to the future, appraising the situation, and then reforming or recreating self.

The future holds further blurring and blending of personal and professional lives, changing rhythms of work caused by computers, and increasing need for adaptability. By reflecting on the following, professionals can keep life and work in better balance, dictate the tempo and beat of their jobs, and achieve the kind of metacognition that couples adaptability with satisfaction:

- what they enjoy about their jobs
- what they dislike
- what needs to be built on or intensified
- what can be passed along or discarded
- what skills or capabilities need to be augmented.

In other words, they need some prompts to bring their unconscious to the forefront and start to consciously explore alternative ways of being while on the job.

The self-assessment tool (figure A) promotes such reflection. This tool was created for participants at a session on “Myth, Market, and Metamorphosis: Career Change” at the June 1999 SLA Annual Conference in Minneapolis, Minnesota. It is based on “Competencies for Special Librarians of the
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Figure A

Rough and Ready: Self-Assessment Quiz for Special Librarians

For each question below, please select the one area which you like the best. Write an L beside it. Then select the one area you dislike most. Write a D beside it.

1. a. Identifying the information needs of my constituency
   b. Communicating importance of information service to managers
   c. Developing specific information products and services aligned with the strategic directions of the organization
   d. Selecting search and metasearch engines and using at least three proficiently

2. a. Providing instruction to end users
   b. Understanding the link between organizational mission and its link to information agencies
   c. Applying appropriate methods for finding, selecting, and organizing print and electronic media
   d. Identifying potential technology and tools to add value to the information center

3. a. Customizing answers to specific questions about popular databases
   b. Developing ideal information services for strategic direction of organization
   c. Evaluating outcomes of information use
   d. Having comprehensive knowledge about and expertise in using at least eight databases

4. a. Juggling multiple client projects
   b. Having specialized subject knowledge appropriate to the business of organization or client
   c. Being familiar with at least three subject areas: publications, ratings, tools
   d. Adding value to raw data through appropriate filtering, synthesis, packaging, and presentation format

5. a. Finding desktop solutions for clients
   b. Consulting with senior management team on matters of information service
   c. Understanding of loan networks, retrieval services, information contractors
   d. Knowing and applying pricing information when selecting appropriate resources

21st Century and an article by Lucy Letts in the January 1999 issue of Information Outlook, “Be Proactive: Communicate Your Worth to Management.”

When you take this quiz, try not to be irritated by being asked to make forced choices. It should be understood that this is an arbitrary imposition to force you to respond to your work.

When you have finished making your choices, total the a’s, b’s, c’s, and d’s for the two categories: like and dislike. The twenty competencies enumerated by the quiz roughly fall into four categories: working with end-users, technology, methods or strategies, and organizational management. Although individuals may have widely distributed responses in which no category is dominant, they may also find a cluster providing them with information about their preferences.

The A responses all deal with working with patrons, clients, and end-users. The B responses correlate with management and organizational operations. C items are primarily concerned with strategies and methods for solving information problems and filling information needs. D responses lean toward technology itself.

If no trend in your responses appears, each of the twenty items, in and of itself, should trigger some visceral reaction which could provide clues to the quiz taker about what to approach and what to avoid at work when possible.

Metamorphosis

In addition to the “Rough and Ready Self-Assessment” tool, other paths can be taken toward self-awareness and metamorphosis.

Reframe and Reform: Imagine that you are hiring someone to take your position. Write a job description for yourself. Seen in this light, how would you mentally reframe (or reform) your work? Has the position changed from when you first took it? Is it time to refocus on the core elements of the job?

Reevaluate: Inspect each facet of this job description. Are there items that are truly not your responsibility? To whom do they belong? Where did the procedures originate? Everyone knows the story of the family who routinely cut the end off the Thanksgiving ham before baking it. Finally,
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a newcomer to the family asked why. No one seemed to know until the grandmother spoke up, “Because my mother didn’t have a big enough pan.” How much of what you do is “grandmothered in?” Reevaluation is particularly important today. For example, computers now allow us to make exceptions as the self-reinforcement cycle, and the reverse, proves a different deployment of our time.

When special librarians at the conference session on this topic were asked what they valued most, they thought of it as “flexibility,” “creativity,” and the opportunity to do a quality job.” These responses provide a fresh perspective on the role of the librarian.

Other means of renewal lie in revitalizing and rejuvenating with continuous learning. Be an autodidactic employee and feed the need to keep learning.

Realignment: Work priorities may need to be rethought. What do you tackle first when you start the day? The special librarians at the session on this topic almost to a person said that they opened their e-mail first. When asked if this was the best use of their productive morning hours, they indicated it perhaps was not. In fact, it made them feel fragmented and hurried. Instead, they could have made an appointment with themselves to work first on something substantive and satisfying before being captured by the urgency of the day’s e-mail.

Reflect: Interacting with people plays an important part in our work lives. How do you best operate with others? Are you most comfortable and effective as a singles or doubles player, a team member, a captain, a coach, a manager, a cheerleader, or a spectator? Are you playing the right “position” with people? Reflect on that question and act accordingly.

Review Yourself. Most career counselors recommend periodic self-review: occupational daydreams, preferred activities, competencies, and self-concept. We change, we grow, we mature, we experience and so imperceptibly. We are so close to ourselves that we are altered without much awareness of that alteration. The secret is in making self-appraisal regular—like an annual physical. Pick a date—your birthday or a holiday—and enter it as a commitment in your daily planner. Then keep the appointment and set some goals for yourself, remembering to focus on the positive rather than the prohibitive. For example, today I will list two projects which would make my work more creative. This week I will identify and telephone three of my “nutritious” colleagues for conversation that stimulates, refreshes, and “feeds” me. This month I will contact another special librarian in another organizational setting and compare working scenarios.

Resources: Fine resources exist to help us to learn more about who we are today in the work world. For example, the Myers-Briggs Type Indicator, the Strong-Campbell Interest Inventory, and the KOLB Learning Style Inventory are all useful in spotting preferences. Do you know, for instance, if you enter a new learning situation from the concretely experiential, hands-on point in the learning cycle or from the theoretical and abstract side? The Kolb Learning Style Inventory can quickly tell you which is as well as other fascinating facts about you. In addition to these resources, free services can be accessed on the web (e.g., careergate@MSN.com). As an example, typing in “career counseling” will yield a rich array of personality surveys and career talk sites. Reframe, reenvision, reevaluate, recycle, reflect, renew, and realign are all parts of a reality check which will help you assess your professional life and in-load greater personal satisfaction. No one knows what you do as well as you do. And, no one knows how you feel about what you do except you. It is up to you, then, to look over your work life, make changes, and take charge. That way lies satisfaction.
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At the end of the nineteenth century, the librarian's role in the society was mostly educational. At the end of the twentieth century, it is no longer a lofty mission of enlightenment. Librarianship has become a professional information service. If this is true regarding any library, it is even more obvious regarding a special library. Reference librarians have always been somewhat service oriented, but what does it mean to catalogers?

In the past, our users had to come to the library first and then they searched for certain books in the catalog or browsed shelves. Today they do the opposite—they search the online catalog first or browse our online shelflist and then come to the library (or order materials electronically). It goes without saying that the quality of their search results will greatly depend on the quality of our online catalog and authority file. Our customers do not have to come to the library anymore. Sometimes they contact us by e-mail or by telephone, but in many cases they rely entirely on their computers and all that they need to do regarding any library service is to fill out our online order form.

It has become a common mistake to think since we have keyword search capabilities, cataloging and authority control have lost their former value. We would say the opposite:

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The significance of both—cataloging and authority control—has tremendously increased in the online environment. As for subject cataloging, many people believe that keyword searches have made it totally unnecessary. Those may happen to be the same people who are very upset when they get thousands of hits searching for "mercury." Computers do not know whether to search for a metal, a Greek deity, a car, a planet, or Queen's soloist. Computers do not know that the "iron curtain" may have nothing to do with metallurgy (or theater). They are excellent tools, but nothing more than tools. Subject headings need to be knowledgeably designed and carefully applied by professional catalogers in order to help our customers improve both precision and recall of their searches.

When our users search for a certain subject manually, they perceive "United States, USA, U.S.A., United States of America, U.S., etc. as the same subject without special instructions. Our clients will forgive us (with a smile or without) even for the "United States." Our machines, however, require a well-developed syntetic structure built into the software in order to retrieve all relevant documents on a certain subject. They will not smile at "United States"—they just will not retrieve the document that may be of interest to the searcher. The worst possible result of our work is a situation when our customers cannot find in our catalog any information about library materials which our library has on its shelves. The importance of controlled vocabulary and well-developed authority files is evident. As for descriptive cataloging, AACR (Anglo-American Cataloging Rules) and MARC (Machine Readable-Cataloging) standards do not help our customers directly, but standardized description is necessary for our machines. Our clients sometimes trust their computers more than the person on the other end of the telephone line.

A big corporation usually has many libraries scattered all over the world. Contemporary means of telecommunication make it possible for all those libraries to have a unified online catalog that consolidates bibliographic information about all library materials regardless of language, type of library, and library location. It is needless to say that standardized bibliographic description and subject authority control in such environment are among the most exciting and challenging tasks for library professionals. OCLC's (Online Computer Library Center) WorldCat and LC's (Library of Congress) online Authority File are the most impressive and absolutely indispensable tools for catalogers, but each local library within the corporation also has specific requirements for cataloging. Library materials in special libraries are often so specialized, they require a lot of expensive original cataloging. However, certain documents in special libraries have only temporary value and have to be disposed or destroyed after a short period of time.

Apparently, it does not make financial sense to create full MARC records for such items. Other items—for example, expensive market research reports—deserve extensive indexing with dozens of subject terms. Special libraries need customized cataloging to meet specific cataloging requirements of various units, sometimes as different as legal and medical libraries. Cataloging policy in a corporate library should be very flexible and open to change. This flexibility extended beyond certain limits, however, may lead to "bibliographic chaos" (Michael Gorman). The volume of the record may be different but not the standards of bibliographic description. Customized cataloging requires a very fragile balance between flexible cataloging policy and standard cataloging rules.

Cataloging as a customer service may be also understood as cataloging with the end-user in mind. When selecting subject headings and call numbers, catalogers should constantly keep in mind the specific needs of the library clientele and searching habits of the library's customers. We should constantly remember that our customers' search results will depend on what we put into the system as much as on their searching skills. One spelling mistake may cause more than one unsuccessful search. A lot of our clients start their search with very broad search terms. On the other hand, a very specific search may not produce any results. Being too specific may affect recall, being too general will affect precision. If we add a subject heading "polymers" to a book about star-shaped polymers, this book will be lost among thousands of books on polymers of different types. If we do not add a subject heading "branched polymers" to a
book about star-shaped polymers, our recall will be minimal and many items relevant to our customers will not be retrieved. The art of customized subject cataloging is in ability to predict our customers' most probable search terms and to make a reasonable choice between general and specific subject headings.

One of the problems of a common corporate library catalog is that it has to be not only united but also unified. Application of AACR to bibliographic description of items held in Europe or Asia may cause a negative reaction. This is mainly a problem of library management. Complete unification of cataloging records produced in different countries in accordance with different standards of bibliographic description is an expensive and labor consuming project, but before all organizational and financial problems are solved, catalogers in all corporate library units worldwide can come to an agreement regarding at least one field of a full MARC record. Since the official language of all affiliations of American companies abroad is English, using LCSH (Library of Congress Subject Headings) seems to be natural and beneficial for all our clients. Adding LC subject headings to foreign language records will improve our customers' access to foreign language materials which otherwise are lost for people who cannot read in these languages. Many local divisions in corporate libraries use their own lists of indexing terms or subject headings. These homemade lists of terms rarely have elaborated syndetic structure, the latter is one of the greatest advantages of LC Authority File. A system of UF, USE, BT, NT, RT, SA, etc. references, as they are defined in LCSH and reflected in USMARC Authority records help our customers find the item they are looking for even if they do not know authorized terms for a particular subject. Using LCSH also makes conversion to a different automation system smooth and easy. Locally produced lists of indexing terms have that advantage, however, they are usually more specific than LCSH and may include unofficial scientific jargon and non-standard abbreviations. If we constantly keep in mind the needs of our clientele, we have to find a reasonable balance between the standards of LCSH and flexibility of locally produced lists of indexing terms.

The best possible result of our work seems to be a situation when our customers can easily find their needles in the haystack of our collection. The next step is to make available to our customers even those materials which we do not have in our collection. Catalogers usually know how to use OCLC or other impressive bibliographic utilities and how to search numerous online library catalogs available through the Internet. These qualifications of cataloging librarians can be successfully used for Document Delivery and Acquisitions, whenever bibliographic verification is necessary. Another exciting direction of catalogers' professional development is customized selection and cataloging of the most stable resources available through the Internet. A traditional image of a cataloger as a person sitting in a far, dusty corner of the library labyrinth and putting down the full-text of *War and Peace* onto a standard bibliographic card is going away to the past. Our customers' needs and service orientation of contemporary library work will lead to better use of catalogers' diverse professional qualifications and higher appreciation of their "background" work.
From A-Z.

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Mystic Seaport, the Museum of America and the Sea, is located in Mystic, Connecticut, just off Route 95 and approximately two hours from both New York City and Boston. Since the Museum first opened in 1929, Mystic Seaport has sought to reconnect the American people with their maritime heritage. The Museum's collections cover topics such as maritime commerce and industry, ship and boat building, recreational boating, fishing, historic preservation, gardening, architecture, meteorology, marine sciences, maritime literature, art, music, culture, political thought, foodways, navigation, and immigration. We use these materials to create exhibitions, educational programs, publications, videos, and computer multimedia productions; and to offer both the scholarly community and the general public a multitude of opportunities to undertake their own explorations of the subject of America and the Sea. The museum sits on nearly forty acres of land along the Mystic River which leads directly to the Atlantic Ocean. The museum's collections include such things as the last wooden whaleship in existence, built in 1841; nearly 500 boats, the largest collection of its type in the world; over a million feet of videotape; nearly 1.5 million photographs; over sixty historic buildings and, of course, the library's collection.

Background

Our collection is particularly strong on nineteenth and early twentieth century shipping matters, so we receive requests from genealogists looking for the ship that brought their ancestor to this country; from archeologists trying to identify a shipwreck that they've discovered...
The right knowledge can give you a competitive advantage when doing business globally. Now you can tap into that knowledge with eiu.com—comprehensive and timely business intelligence from the Economist Intelligence Unit. Create and customise your own knowledge system for as many as 195 countries by choosing from the various options listed above. You pick the countries, industries, topics and publications. We deliver the knowledge and in-depth analysis that will help you make the best business decisions faster than ever. And eiu.com now includes The Economist, The Journal of Commerce and other publications from the Economist Group. For more information, please call Albert Capozzelli on (1-212) 554-0639, (1-800) 938-4685 or e-mail albertcapozzelli@eiu.com. A 30-day free trial is available to qualified institutions. For further details, visit www.eiu.com
Information Outlook: What is the mission and role of your library?

Paul O'Pecko: The G.W. Blunt White Library is one department within the bigger entity that is Mystic Seaport Museum, Inc. The museum's mission is to create a broad, public understanding of the relationship of America and the sea. The library's mission, in support of the museum, is to collect, preserve, and make materials available to staff, our resident students, and anyone with a general interest in maritime history.

IO: Who are your patrons?

PO: As our mission statement points out, we serve the museum staff (which includes, during the peak season, 500 regular staff and as many volunteer staff); resident students (we act as classroom and research facility for two unique maritime studies programs, one undergraduate and one graduate); and anyone with a general interest in maritime studies, whether they are genealogists, academics, artists, craftsmen, or enthusiasts.

IO: Can you give an example of a typical request?

PO: One of the most typical requests we receive concerns ship genealogy, or the birth, death, and identification of particular ships. Our collection is particularly strong on nineteenth and early twentieth century shipping matters, so we receive requests from genealogists looking for the ship that brought their ancestor to this country; from archaeologists trying to identify a shipwreck that they've discovered or from art dealers or buyers trying to determine the exact ship that appears in a painting that interests them.

IO: What is the most interesting request you ever received?

PO: In my time here I've written to more than 6,000 people, and responded in person and via phone to countless more, so choosing one is very difficult. We get questions on anchors, boats, motors, flags, boatbuilding, navies, artists, archeological digs, explorers, food, music, geography, and hundreds of other topics. One researcher that visits us occasionally studies penguins in the Antarctic. She and her husband take their children on a sailboat each summer and sail from their home in the Falkland Islands to study and photograph penguins in their natural habitat. On one of her visits here she found a sailor's journal from the early 1800's that described the flora and fauna of a particular island in the Falklands. Apparently there is no such description in print anywhere, so she plans on publishing a paper on it. Another frequent visitor uses our chart and pilot guide collection to plan her sea kayaking trips into such territories as Baffin Bay and Greenland. The inquiries that we receive that would be most recognizable to the general public have to do with the AMISTAD, a schooner made famous by Steven Spielberg in his movie of the same name. It's a fascinating story about which I've answered questions on a regular basis since I arrived here in 1984, and about which my predecessors answered questions for a couple decades before that.

IO: Are requests time sensitive?

PO: Many of the internal requests we receive are indeed time sensitive as they are needed by staff for upcoming exhibits or to answer questions staff get from visitors in the galleries. Our professors and students require immediate attention for classes, tests, papers, etc. Externally, we get many requests from the media that always seem to be urgent. We answer a lot of general inquiries through the mail and ask the initiator to be patient and allow four to six weeks for reply.

IO: Do you do research for the Mystic Seaport Museum? If so, what kind?

PO: I joined the staff of Mystic Seaport as the readers' services librarian and performed a lot of the general research and reference work for staff needs. Currently, as director of the library, my research efforts seem to be geared more towards the needs of running the collection, e.g., bibliographic, systems and equipment research, and the like.

IO: What is exciting about working at the Mystic Seaport Museum? What is a typical day like for you? What kinds of current trends do you need to stay abreast of?

PO: The library at Mystic Seaport is an unusual special library in that we are a real hybrid of many types of libraries. We are an institutional library whose main thrust is serving our staff. However, we also act as an academic library to serve our undergraduate and graduate programs. Add our research library element, and the fact that we function in some ways as a public library, serving anyone who wishes to enter our doorway, and we have a unique situation in which to work. Also, our collections are not something you'll find in any other library. The founders of the museum had enough foresight seventy years ago to begin collecting materials related to the history of ships and shipping that give us one of the strongest collections of its type in the world. Because we are part of a non-profit corporation, we need to be creative in finding funds for projects that we want to do above and beyond our "normal" duties, especially when it comes to promoting the collections. We are very involved in trying to give as much access to our collections as possible, so we try to keep up to date on digital technology. Preservation and access are the two main areas where we feel scanning and web technology can best benefit us. We recently received one of six National Digital Library Competition awards given out by the Library of Congress and Ameritech. Our project, "Maritime Westward Expansion", will deliver images of documents relating to such things as the California Gold Rush to thousands of users with access through the Library of Congress web site as well as our own.

IO: How much time do you spend reading newspapers or doing other kinds of current research?

PO: Most of the newspapers that we read were published over a hundred years ago, although we do keep up with current news especially in areas that pertain to our undergraduate population. Their courses include maritime history, marine biology, marine policy, and literature of the sea. Mystic Seaport is called "The Museum of America and the Sea," so we try to keep current on anything happening in the maritime environment from oil spills like the
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IO: To whom do you report in the hierarchy at the Mystic Seaport Museum?

PO: My immediate superior is the vice president of curatorial and education. She reports directly to our president.

IO: What kind of budget do you control?

PO: Because all of our physical plant expenses fall under an operating budget other than the library’s, our budget is relatively small for a library of our size. Our budget mainly consists of salaries, supplies, purchases of monographs, periodicals and manuscripts, and other assorted necessities. While our budget for purchases of books, periodicals, and manuscripts is not as large as it could be, we are supplemented by grants, endowments, and gifts. Nearly half of the books and manuscripts we take in come from individual gifts. People with journals, letters, logbooks, or old books pertaining to life on the sea often give their personal collections to us because they know we will care for them and make them accessible to people for study.

IO: What are your financial priorities? Do you spend more money on electronic resources than print resources? Why?

PO: We still concentrate mostly on print resources mainly because of the subject matter. Most of what is being published in our fields of interest (except for the marine sciences) is still only being published in paper. It will be great once they begin going to electronic format because many of the titles we receive are not indexed anywhere, making comprehensive literature searches difficult at best.

IO: What is the nature of your relationship with vendors? Have they tailored services to meet your needs? What challenges have you had to face in getting research systems in place?

PO: Our main business concern among vendors is with the provider of our library information management system, Voyager. Voyager, produced by Endeavor Information Systems, has been in place here for two years and has lived up to our expectations. It is an extremely flexible system that will be able to keep up with our changing needs. Being a non-profit was the major obstacle in purchasing the system, because the cost was prohibitive for us without outside help. We were able to obtain funding for the purchase of the system, the hardware to go with it, and the ethernet cabling of our building from the Gladys Brooks Foundation in New York whose purpose is “to provide for the intellectual, moral and physical welfare of the people of this country by establishing and supporting non-profit libraries, educational institutions, hospitals and clinics.” Our friends group, the Fellows of the G.W. Blunt White Library, provided the funding for the retrospective conversion of our imprints catalog, allowing us to get up and running in a relatively short amount of time. We are still converting our manuscript records, but hope to receive additional funding to help us move forward with that project.

IO: What is the size of your library? Have you been downsized/up-sized/remained the same?

PO: Our library was built in 1965 to house a collection that has grown much faster than the planners anticipated. In our 11,000 square feet (plus some additional space in another building) we house about 75,000 books; a million pieces of manuscript material, 1,500 logbooks and journals from mostly nineteenth century ships; 900 periodical titles; over 600 oral history tapes; 10,000 maps and nautical charts; and 100,000 sheets of ships plans.

IO: How do you get involved in international affairs? Do you do international research?

PO: We did a survey a few years back in which we found that over ten percent of the library’s requests came from an international audience, with a bulk of the questions coming from England, France, Germany, and Australia. As I mentioned before, we have one of the most encompassing collections of its kind in the world, and people interested in the history of things maritime seem to make their way here one way or another. Our Ships Plans division sells plans of boats and ships, basically at cost, to a wide range of researchers and enthusiasts all over the world. Many of the plans sold are of vessels that we have in our collection, such as the CHARLES W. MORGAN, our wooden sailing whaling ship, built in 1841. Model makers and artists utilize these particular plans to a great degree. However, we have plans of all kinds of boats and yachts representing hundreds of designers, and many people buy plans from us if they want to build a boat or restore a yacht that they have purchased.
the Museum (including the library) establish a logical information management system. One of our goals is to allow a researcher to enter our system and do a single search across all collecting division databases to retrieve a coordinated result set. There are over a dozen sites in the museum that house such information and finding a COMPLETE answer to a query can often be an arduous task. The main problem we faced in making this a workable project was the lack of communication and trust among collecting areas. We needed to allay fears that we were going to impose a library system on our curatorial departments, but at the same time let it be known that our library records could not be swallowed by a museum collections information management system. Representatives from many areas meet on a weekly basis to ensure that we are moving in the right direction. Understanding the needs of each group and incorporating those needs into the final product has driven us to become better managers of people as well as information. If you visit Mystic Seaport’s web page at www.mysticseaport.org and look at the “Collections and Research” link, you will find a section on “Mystic Seaport in the Information Age” which goes into much greater detail about this subject.

**IO:** How much time or how much involvement do you have with the museum’s web site? How is the information on the site coordinated, kept up to date, and where does it come from?

**PO:** Each department within the museum is responsible for the content that goes into our web pages. Currently the site is overseen by the museum’s IS department, but editing and maintaining the web site will probably become the responsibility of an independent division in the near future. I am currently a member of the Museum’s Web Committee which is establishing more defined goals and protocols that have not existed to this point. While our site is very informative, we feel it can be greatly improved. The library’s pages can also be accessed through the “Collections and Research” link.

**IO:** Are queries from your web site directed to the library staff? What kinds of questions do you typically get from the web site?

**PO:** Many of the questions that come into the site are directed to the library. If, however, the questions deal with such things as visiting the museum, etc., they are routed to the appropriate department. The library handles mainly research and reference questions.

**IO:** Do you get involved in training library patrons on library services? The Internet? How does your staff get involved?

**PO:** While we do not train patrons on internet use, we do walk them through procedures involving our OPACs and the internet links they can make from them. Museum staff receive computer/applications/internet training from our Information Services department. In addition to the information that users are able to garner from the brochures that we produce listing our services, we do both group and individual tours of the library as needed to familiarize our users with our layout and procedures. Also, the museum has a weekly newsletter that goes to all staff. We are able to update staff and students via this newsletter or at anytime using our institutional e-mail, which reaches most individuals and all departments.

**JO:** How do you market your library? Do you print publications, brochures, internal newsletters? What has been a successful marketing tactic for you? Why?

**PO:** We market ourselves in a number of ways, including the printing of brochures about our collections and services. We have two friends of the library groups that help us raise money and awareness and sponsor a number of prizes. We have a prize article competition each year that is worth $1,000 to the winner. Sponsored by the Fellows of the G.W. Blunt White Library, the winning article in the field of maritime history is published in the museum’s quarterly publication, the Log of Mystic Seaport. The Fellows also sponsor a $500 award for ongoing research in the field of maritime history. Our combined membership for our Friends and Fellows groups stands at about seventy-five with annual dues ranging from $20, $35, or $125 depending on category to $2,500 for a life membership. Compared to the museum’s 25,000 annual members this may seem a pittance, but these are people that are primarily interested in, and very devoted to, the library. I think the tactic that has worked best for us has been to overcome the typical stereotypes people associate with libraries. We have made great strides in making the library a welcoming place to enter and use.

**IO:** Tell us about a recent project you’ve completed? What challenges did you encounter? What advice could you offer to readers who were to undertake a similar project?

**PO:** It seems that a lot of recent projects that have required a good chunk of time have been grant related. I work closely with people in the Museum’s Development department to identify granting sources and then to develop applications for grants. We have been fortunate to receive a number of interesting grants recently. I think this is because of a number of reasons: the scope and unique quality of our library collections; the willingness of our Development department to take the time to work with the library; a very capable and passionate library staff and the fact that we have spent a lot of time promoting and understanding what is in our collections. We received a Maritime Heritage grant from the National Parks Service to develop a web-accessible database of information about all ships registered in Connecticut between 1789 and 1939. The WPA did a project in the late 1930’s and early 1940’s transcribing information about nearly 15,000 Connecticut vessels from original records. Our library ended up with the transcriptions years ago and now we are attempting to make the material available to as many people as possible. Connecticut’s records were one of the few sets that were transcribed but never published, so this is a project that will be very valuable to historians that have been unable to access this information in the past.

Working on a project like this stresses for me the necessity to be able to work as a team; to be able to identify the critical staff to become team members; to be enthusiastic about your collections and to be as communicative and cooperative as possible with the people that can help make it happen for you.
80: What future projects are coming up in which you are directly involved?

PO: Over twenty years ago the museum purchased an old mill building with over 100,000 square feet under one roof. The past couple years have been spent renovating a section of the building to house the American Maritime Education and Research Center. All the research collections, e.g., photographs, film, paintings, objects, etc., will be housed in this area. The library will become a component of this center in the near future, so we have begun planning the layout of the new facility and I expect that once we get started in earnest I will be spending the vast majority of my time working on the details of the new library.

10: How do you feel about the word librarian? Do you think SLA’s name accurately reflects the membership?

PO: Unlike a lot of other special libraries, where the librarians’ entire duties have become those of information managers or brokers, I consider myself a librarian. While I do manage information to a certain extent, I spend more time managing the actual collection and the environment in which it lives. While the term librarian may connote a negative image to some, I’m proud to say that that is what I am and what I intend to call myself as long as I perform the duties of a librarian. My alma mater is no longer called a library school, but a college of information science. I understand that the profession needs to progress and to attract new blood and in the current atmosphere in which everyone is becoming computer savvy, it makes more sense to project a new image with new terminology describing what many members now do. So maybe the name does need to change to accurately reflect what the majority of the association perceives itself as being.

10: As an active SLA member, how has the association helped you advance your career?

PO: The association has helped me keep abreast of current trends which has allowed me to communicate effectively with my superiors about avenues that we should consider pursuing. No institution can expect to advance in today’s world if it remains static, so knowing what is going on in the wider world is a prerequisite for change and advancement, and SLA helps to provide that knowledge.

10: Where do you think SLA should be heading in the future?

PO: I think that SLA has its feet planted firmly on the ground. Mentoring and distance learning programs for people just entering the field could add to a collective knowledge that seems to be currently lacking. So many people are so interested in the technological aspects of the profession that they tend not to be versed in the human and bibliographic portions of it as well. Teaching the reasons for why our profession exists, and giving entrants a firm grounding in the basics will not only help those individual but the organization that is fortunate enough to employ them.

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Portals, Portals, Everywhere

The term “portal” is quickly becoming a standard, though changing, part of our Internet and Intranet lexicon. It’s difficult to pick up a trade magazine these days without reading about portals or portal technologies. Lucent is partnering with Sprint while Microsoft is working with Nextel—and of course there is Yahoo! and the other well known web portals. All parties are trying to capture an up-and-coming segment of the portal market in an effort to fill an existing or anticipated need. When thinking about the term portal, we easily make the leap to Netscape, AOL, and the others. But I did mention this term has gone through some metamorphosis recently. For instance, at the American Mathematical Society, I am partnering with our director of electronic product development to formulate a knowledge management program. The plan includes, among other things, restyling the department Intranet to become a portal to our knowledge assets. This is a shift away from the types of portals represented by Yahoo! and others of the type; our Intranet portal seeks to offer a better access method to our internal knowledge assets. And the AMS is not the only organization trying to provide better access to its information; corporate portals are an emerging trend in organizations across the globe.

As a natural part of the development process, we have now seen a divergence of the portal concept to embrace, not just worldwide resources but those assets that reside within the corporation. In this quickly developing arena, corporate portals have now become the hot topic and are being heralded as an efficient method for employees to access mission-critical information online. As we move ever deeper into the era of information abundance, corporate decision-makers and workers alike are swamped in data, which, contrary to being helpful, is like a life preserver just out of reach. Information needed to make efficient and timely decisions, at any level, lies within the organization’s information architecture but is oftentimes outside easy reach. The corporate portal is, in many corners, proclaimed as a panacea for the information glut facing so many enterprises today. In the same way Yahoo! and America Online provide a single point of access to the World Wide Web, the corporate portal is enabling this same type of access to corporate knowledge assets.

Corporate Portals—What Are They, Who Uses Them and What Is Their Future?

In defining the model of the corporate portal, the literature is ripe with an array of differing classifications ranging from a simple networked desktop interface to specific software programs designed especially to gather, organize, and distribute a rich set of content to a relatively narrow community of users. Perhaps the most important terms, conceptually, are a personalized single point of access to a corporate knowledge base and to assets residing outside the organization’s firewall. The system brings together sets of structured information from database systems and unstructured data from document management systems, e-mail and web pages. Another important aspect of corporate portals is their ability to automate the classification of enterprise resources and deliver this data to individuals in the organization. In turn, this information becomes the highly focused knowledge base enabling workers and decision-makers to make sound and timely decisions.

Portal deployments are becoming an important part of many companies’ attempts to harness the knowledge that resides within the company’s information architecture. A recent study on portals conducted by The Delphi Group revealed some interesting findings into this developing trend. An abstract from the full research report shows that:

- Fifty-five percent of organizations surveyed already have portal projects in some stage of implementation

Background

During the initial stages of portal development, there were search engines providing access to the multitude of documents populating the burgeoning web. In their second phase of development, we began to see sites like Yahoo! and Excite and Infoseek that categorized web sites under meaningful classification headings. This reduced the time looking through long hit lists and maximized the useful content presented to the searcher. In a further maturation of the portal concept, these kinds of sites have adopted additional content that seek to further develop the sense of electronic community. Threaded bulletin boards, chat, and personalization have all helped to enrich the portal concept.
User response data shows a dramatic ramp in portal deployments, particularly late in 1999 and through the year 2000.

By the beginning of 2001, nearly ninety percent of larger organizations will have moved into portal deployments, with eighty percent showing corporate portals in production mode.

Over sixty percent of respondents view the corporate portal as providing a new "dashboard" capability for contemporary knowledge work. Half those numbers already see the portal emerging as a "new paradigm" for computer-based work, supplanting the current Windows environments that dominate corporate desktops.

The report concludes: "Over the next two years corporate portal sites will rapidly become the interface of choice for professionals to interact with previously disparate corporate information and processes, as well as with the Internet" (Delphi On Portals). In an effort to stay ahead of the information deluge, big names in industry, research, and government are driving the portal market. For instance, Monsanto's Nutrition and Consumer Products Sector realized that its abundance of information was causing both duplicated efforts and longer than desired research and development cycles. The organization's initial efforts at standard intranet development were less than effective so they migrated to the Plumtree Corporate Portal. In comments about the deployment of this technology Brett Gould, webmaster for Monsanto Nutrition, noted, "... In reality, the only other option was to combine a bunch of other technologies. Plumtree was the first and the only application that made sense because it wasn't going to require hiring a staff to run the Intranet, and we got functionality that, even with a big staff combining a whole bunch of technologies together, you couldn't otherwise get" (Plumtree web page). Others like the Department of Energy, W.W. Grainger, and Allegheny Ludlum Corporation all deploy corporate portal technologies to provide users the information they need, at any location, wherever it's located.

Summary

The benefits of portal deployment for large, fast-moving organizations would seem self-evident: Greater access to corporate knowledge, personalization, and a single point of access to information resources. The corollary to this is increased productivity and effectiveness and, in the long term, lower information delivery costs. Development costs associated with portal deployment, however, can be substantial. These may include: Hardware, software (both licensing and development costs) design, systems integration, and maintenance. Andy Snider, managing director of VIS, a Waltham, Massachusetts-based portal developer notes that start-up costs—including the software to build customized interfaces and aggregate enough data to make projects worthwhile—range from $150,000 to $300,000 (Fitzloff). All of this also depends upon having made the investment in structuring the organization's information architecture in a way that lends itself to the deployment of portal software. As organizations continue to expand and distribute their personnel across greater areas, more employees are required to do larger components of their jobs online. In this era of growing information abundance and complexity, technology is fast becoming available that will assist workers to move efficiently through the
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**The Cutting Edge, from page 37**

waters of corporate knowledge. With the proper planning, strategy and financial investment, portals may truly be the door to the next generation of knowledge management.

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Over the past couple of years two important cases have considered the issue of whether freelance writers are entitled to additional royalties when periodical publishers make their magazines and journals available in electronic format or when a document delivery service photocopies articles for customers. The two cases are important to both libraries and document delivery services generally.

Freelance writers began to raise concerns soon after general magazines such as Time and Newsweek created online versions. These writers had transferred the copyright to their articles to the publisher, but there was no mention of electronic versions. Indeed, such versions were not even envisioned at the time. Many of these copyright transfers occurred. Freelance writers viewed electronic versions as redistributions of their articles for which the copyright transfer was either invalid or simply absent because the technology did not exist before. So, when Tasini v. New York Times Co., [972 F. Supp. 804 (S.D.N.Y. 1997)], writers sued several publishers and database compilers for licensing royalties when their articles were included in a database. Section 201(c) of the Copyright Act is the critical statute. It states that copyright in each separate contribution to a collective work is separate from the copyright in the collective work and vests with the author. The assumption is that the publisher obtained only the rights to include the article in a particular collective work, i.e., the journal issue.

Many experts believe that the writers would prevail in Tasini, but the court decided otherwise. In an unusual interpretation of the statute, the court held that electronic format was a permissible revision under Section 201(c) because the databases merely converted the journal issues to electronic format and maintained the original selection of articles. In other words, the publishers and database compilers are allowed to create databases without seeking further permission or paying royalties to writers. So, the court treated the creation of electronic versions of journals as if it were a revision of the collective work rather than a new work. The court also stressed the need to encourage the development of electronic formats and to encourage publishers to make their works available digitally. It seemed to find the need to further the development of journals in electronic format somewhat persuasive, in fact.

Then in 1998, in Ryan v. Carl Corporation, 23 F. Supp. 2d 1146 (N.D. Cal. 1998), a different federal district court found that UnCover, the document delivery business run by Carl and Dialog Corporation, infringed the authors' copyright when it made copies of articles from scholarly journals and magazines and supplied photocopies to clients who requested individual articles. Copyright royalties were paid to the publisher, but not to individual authors. UnCover retained a photocopy of the article and used it to make further reproductions if there were additional requests for copies of that article. Unlike the full-text databases at issue in Tasini, the UnCover database consists of bibliographic information on about eight million articles from 17,000 journal titles. Although authors had transferred their copyrights to the publishers, they claimed a violation of their rights in the reproduction of individual articles from journal issues unlike in Tasini where the entire issue was available electronically. Defendants, relying on Tasini, argued the photocopies it provided were permissible revisions under Section 201(c), but the court disagreed. The court granted summary adjudication holding that publishers of collective works do not have the right to reproduce individual contributions to that work. As the court pointed out, Section 201(c) was added to the copyright law to expand the rights of authors, not the rights of publishers.

This was only a preliminary stage of the case. In January, 1999 the Ryan class was certified as a class action, so the full case will now proceed on the merits. Writers groups believe they will be successful.

We hope that the Ryan decision as leading to an eventual reversal of Tasini. One can argue, however, and publishers and database producers have done so, that Ryan is likely to have little overall impact on them since they do not engage in the photocopying of individual articles. The impact on document delivery services could be significant, at least for articles published before the date of the decision. Document delivery services should, according to Ryan, pay royalties for photocopied articles directly to individual authors.

Publishers are likely to make sure transfers of copyright in the future include the right to photodocopy individual articles. Described as "all rights" contracts, publishers may well be successful in getting writers to sign away all rights in exchange for the publication of their works and an initial payment. Others may refuse.
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Think you’re an obvious component of knowledge management? Think again. No, this is not a librarian-bashing column. It’s just the opposite.

As the knowledge management craze leaves the “hot trend” phase and enters the “Okay, what are we really going to do now?” phase, operating units within organizations are scrambling to control their own little slice of the KM pie. With so much software and hardware being ballyhooed as essential for knowledge management practices, the IT managers of the world are once again getting a lot of attention. Thankfully, they can’t keep the reigns for long. For, as we all know, if we’re going to manage knowledge, we must have a thorough understanding of the best practices for organizing and disseminating it. Who knows best how to accomplish this? Look in the mirror.

The problem that will most certainly smack us all in the face is—just like with so many other situations—the people who make the decisions on knowledge management do not get it. Even if they have an extensive staff of librarians on duty to manage their information, they fail to see the crucial benefit of having these people involved in the implementation of KM practices. They don’t understand what you have known for years. So, people like you end up being passed over for plum assignments because no one knows any better. Does this sound familiar?

SLA Executive Director David R. Bender has been published in several business journals in the United States recently, touting the notion that the “bells and whistles” that make technology so neat can’t possibly solve our content management needs. He sounds the clarion call to IT managers, human resource managers, and senior managers to wake up and realize what talent they have, what potential energy awaits them, if they would only unleash it. Bender’s column sends the right message to decision-makers, but that message needs to be repeated over and over again by SLA and, most notably, by you. Opportunities await you to jump on the KM bandwagon and offer your expertise and services to make the venture a worthwhile one for your organization. But—and pardon the cliché—if, at first, you don’t succeed . . .

Don’t assume just because you fail on the first try, the powers that be don’t like you or have no respect for you. Keep plugging at them, pushing for advancement opportunities and assignments that will make the IT folks green with envy. Show them who knows how to make information work!

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Summary

Cataloging as a Customer Service:
Applying Knowledge to Technology Tools
by Yuri Konovalov

Librarianship has become a professional information service. Reference librarians have always been somewhat service oriented, but what does it mean to catalogers? It has become a common mistake to think since we have keyword search capabilities, cataloging, and authority control have lost their former value. We would say the opposite: The significance of both—cataloging and authority control—has tremendously increased in the online environment. As for subject cataloging, many people believe that keyword searches have made it totally unnecessary. Subject headings need to be knowledgeably designed and carefully applied by professional catalogers in order to help our customers improve both precision and recall of their searches.

Taking Charge of Your Professional Life: A Special Librarian’s Guide to Greater Work Satisfaction
by LeAné H. Rutherford

To avoid being held captive by work lives which hold little satisfaction for them, professionals—particularly those in the burgeoning area of information technology and management—need to occasionally and purposefully reassess not only the work they do, but how they feel about it. When stressed by the increasing demands of their jobs, they need to ask if these demands are simply add-ons to an already full agenda, are gratifying, are necessary for the successful execution of their work, and if so, are best done by them and in the assumed fashion.

Focusing specifically on special librarians, this article looks first at the general, national employment environment, offers a self-assessment tool to help special librarians identify their preferences, and makes suggestions of ways to assess and adapt their professional lives.

Spotlight on: SLA Members: An Interview with Paul O’Pecko, Librarian at the Mystic Seaport
The third of our series of interviews with SLA members focuses on Paul O’Pecko, the librarian at the Mystic Seaport G.W. Blunt White Library. An active SLA member since 1993, O’Pecko belongs to the Connecticut Valley Chapter and the Museums, Arts, and Humanities Division. Thanks to Paul for sharing some insight into his interesting and unique information center.

Somme

Le catalogue en tant que service clients : Appliquer les connaissances aux outils de la technologie
par Yuri Konovalov

Le métier de bibliothécaire est devenu un service d’information professionnel. Les bibliothécaires documentalistes ont toujours été dans une certaine mesure axés sur le service, mais qu’est-ce que cela implique pour les catalogues ? Une erreur partagée est d’estimer que, du fait que nous disposions de la fonction recherche par mot-clé, le catalogue et le contrôle des autorités ont perdu leur valeur antérieure. Nous dirions le contraire : étant donné l’importance de ces deux éléments — catalogue et contrôle des autorités —, le cadre d’utilisation en ligne s’est énormément élargi. Quant au catalogue par matières, beaucoup croient que les recherches par mot-clé en ont complètement éliminé la nécessité. Il est essentiel que les vedettes-matière soient élaborées de manière compétente et utilisées avec circonspection par des catalogues professionnels pour que nous soyons en mesure d’aider nos clients à améliorer à la fois la précision et le rappel de leurs recherches.

Prendre la responsabilité de sa vie professionnelle : Guide à l’intention du bibliothécaire spécialisé visant à une plus grande satisfaction professionnelle
par LeAné H. Rutherford

Pour éviter d’être prisonniers d’une vie professionnelle dont ils tirent peu de satisfaction, les membres de la profession — particulièrement ceux dans les domaines en plein essor de la technologie et de la gestion — se doivent de réévaluer, délibérément, de temps à autre, non seulement le travail qu’ils font, mais ce qu’ils en pensent. Quand ils sont pressés par les exigences croissantes de leur emploi, ils doivent se demander si ces exigences sont simplement des ajouts à un emploi du temps déjà bien rempli, si elles sont gratifiantes, si elles sont nécessaires à la bonne exécution de leur tâche et si tel est le cas, ce sont eux qui y satisferont le mieux et comme escompté.

Se focalisant spécifiquement sur les bibliothécaires spécialisés, cet article commence par examiner la situation de l’emploi aux États-Unis en général, puis il offre un outil d’auto-évaluation pour aider les bibliothécaires spécialisés à identifier leurs préférences et leur suggerir des moyens d’éviter et d’adapter leur vie professionnelle.

Pleins feux sur les membres de la SLA : interview avec Paul O’Pecko, bibliothécaire au Mystic Seaport
La troisième de notre série d’entrevues avec des membres de la SLA est centrée sur Paul O’Pecko, le bibliothécaire chargé de la bibliothèque G.W. Blunt White à Mystic Seaport. Membre actif de la SLA depuis 1993, M. O’Pecko appartient à la branche de la ville du Connecticut et à la Division des musées, beaux-arts et lettres. Nous remercions Paul pour nous avoir donné une idée de son centre de documentation intéressant et unique.

Resumen

Catalogar un servicio para el consumidor: aplicando el conocimiento a instrumentos tecnológicos
por Yuri Konovalov

La bibliotecología se ha convertido en un servicio profesional de información. Los bibliotecarios de referencia han estado siempre algo orientados al servicio, ¿pero que significa para los que organizan los catálogos? Se ha convertido en un error creer que los catalogadores hacen trabajos innecesarios. Los títulos de temas tienen que ser diseñados con conocimiento y aplicados cuidadosamente por los organizadores de catálogos para poder ayudar a nuestros consumidores a mejorar ambos el servicio y el trabajo que se realizan.

Tomé los mandos de su vida profesional: la guía del bibliotecario especial para conseguir más satisfacción en el trabajo
por LeAné H. Rutherford

Para evitar ser cautivos por nuestras vidas de trabajo que no ofrecen poca satisfacción, los profesionales—en particular aquellos en el área de administración y tecnología de información—necesitan, de vez en cuando y con propósito, reevaluar no solo el trabajo que hacen, sino cómo se sienten y el ambiente en que lo hacen. Cuando tienen tensión nerviosa por las exigencias que aumentan en el trabajo, necesitan preguntarse si estas exigencias son simplemente agregadas a un horario ya lleno, si son gratos, si son necesarios para la realización exitosa de su trabajo, y si lo son, si ellos lo hacen mejor y de la manera prescrita.

Enfocando específicamente en los bibliotecarios especializados, este artículo mira primeramente al ambiente de empleo nacional, general, ofrece un instrumento de auto valoración para ayudar a los bibliotecarios especiales a identificar sus preferencias y sugiere maneras de asesorar y adaptar sus vidas profesionales.

El foco de atención en los miembros de la SLA: una entrevista con Paul O’Pecko, bibliotecario en Mystic Seaport

El tercer en nuestra serie de entrevistas con miembros de SLA se enfoca en Paul O’Pecko, el bibliotecario en Mystic Seaport G.W. Blunt White Library. Miembro activo de SLA desde 1993, O’Pecko pertenece a la Sección del Valle de Connecticut y la División de Museos, Arte y Humanidades. Gracias a Paul por compartir un poco de perspectiva en su centro interesante y único.
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The University of Memphis
October 7-10, 1999
Memphis, TN

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ARMA
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Internet Librarian *
Information Today
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http://www.auckland.ac.nz/libr/conf99/home.htm
LIANZA
November 9-12, 1999
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NYBIC *
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TPPL
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Online, Inc.
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