

DAVID Lee KING

"User Engagement Nirvana"

- 1) say the stuff in your head - personal face
- 2) you have to give to get - it is what you make of
- 3) ask & you shall reciv. - Q&A, hire.
- 4) listen (first) - understand & then act
- 5) dangle a carrot - offer something
 - ask leading questions

~~tools~~

to 2moale? video stats
viral heat = social networking analytics

Anna Creech + Rachel Vacek

Scribl → collaboration

Etherpad.com

creately.com - mind map collab

mindmeister - mind mapping

tingchat.com - disposable conferenced / chat room - video chat

dimdim.com - video conferencing w/ whiteboards (free or unlimited)

Ujw.com - share audio, video - slow to load

Michael Altschuler - bad news: time flies. good news: you're the pilot

scheduleonce.com - works w/ gcal only

30boxes.com - uses nat'l language

- have to know whos already using it

tungle.com - acct w/ them, sync w/ your calendar

- collaborators must have accts configured

Tom Iprei

slideshare.net/tombravian

multimedia rooms, rich application suites

links - Virtual computing labs

! allows people to use apps @ home too

- services scale on demand - pay for what you use

- don't need to pay for infrastructure or the "what if"

rell
JP

- science clouds → weather calcs

earthbrowser - real time weather

"backupify"

Lori REED - 83 Things + Beyond

theme = 112009 → Collaboration, community, ~~the~~ Connection

Prizes! when is learning going to be a reward
in itself?

lenchat.wordpress.com #lenchat → trainers chat (≠ libtrainers)

Bobbi Newman

Shift your approach.

They've already stopped listening to the buzz words.

Stop talking about the tools.

Put the focus back on your customers.

Make it easy. Don't make things difficult.

Don't force ppl to use tools they \neq want to.

Reward the people who have taken the time.

Make them feel good - share customer comments of ppl.

Ekin Downey

If ppl are having a problem & you can fix it
w/ web 2.0 - Ppl may accept it easier.

Netpaint - you can sign in w/ your facebook sign in.

★ ? Can we mine @P transcripts to delicious?

↳ • for public consumption?
• for tracking

"mine professionals. ~~you~~ we shld trust @ other"

Come & show us your tools > old school skills → new ones.

~~We can't~~ won't do anything we can't do well.

- w/o training.

DAU 2 - 12 2009

VIRTUAL REFERENCE > MULTI-DIMENSIONAL

WILLIAM BREITBACH + Mike Demans

Communication problems

instruction ""

~~training~~ tech ""

uses library h3cp

are we trying to duplicate fof? yes!

→ Remind ppl non linear chat will happen + is okay.

★ SHARED COPY .com - ~~like~~ like the other highlighting tool but w/ notes

Pollak library channel youtube vid on auth-sources.

★ COPY URL

linkbunch

LINK BUNCH - tiny URL of a bunch of URLs

AWESOME highlighter

screen jelly

ScreenR > web based jing

UNDA - NovaNet Live Help

offered @P w/ mebo

"IM statistics generator" - online free dl

[40% students preferred widget vs 10% @P] - IM, b2b, Impact, @P, email, phone.

Dynamic icon in OPAC > no need to put widget in directly - who UqW's pop out widget

Fall 07 340?S Fall 08 1,885?S

No \$ for marketing? Rely on online presence.
NEED TO SERIOUSLY UP PRESENCE ONLINE.

"How many papers did we help bring to a B bc of our help."

Dalhousie Uni \neq to get ~~the~~ libhelp widget or dynamic icon in Worldcat local - q course not!

link resolver Results page
libhome pages
online course description

lackluster response to UR \rightarrow bc hard tech? Is the technology getting in the way of our customer connections?

\rightarrow someone who uses OP asked if libhelp can search ~~out~~ the ft of the transcripts

\rightarrow can we do a x things for UR tech ~~skills~~?

Mobile Library Platforms

\rightarrow CAN WE USE MOD CARDS FOR ^{LIBRARY} MARKETING

"Monitor behavior \neq technology"

SEARCH PAT VIA TXT. -QR CODES?

RedLaser iPhone app - SMS Safety Check

Griffey

start @ 100mb/sec
4G = WiMAX + LTE (long term evolution)
"Ridiculous streams"

"Shoehorning content into new forms" vs figuring out ~~how~~ what we can do w/ these new media forms, etc.

LAYAR

augmented reality - how can we harness this

↳ "interesting privacy issues."

~~hasn't~~ "making up your world."

Honeywell kitchen computer - 1969. = A warning to librarians.
don't want to look silly when we look back on us.

"If I asked them what they wanted, they'd have asked for a faster horse." Henry Ford. = Customers don't always know what they want.

"Tools ≠ get socially interesting 'till they get technologically boring" CS.
→ bc otherwise we're blinded by the tech.

★ delicious.com/griffey/mobile ^{book} ~~stream~~ = Research

m. askuonow us auto redirect ^{to mobile usn.} ~~when someone hits~~

↳ m. sauers
↳ unable to get to regular site

★ ⇒ iPhone... bluetooth keyboard... + projector = wonder

"The future is already here. It's just not evenly distributed."

Library website improvement faces.
Amanda Etches, Aaron, David

Librate our search boxes.



Be human & whimsical.

please carefully & give

"The library" ≠ something that can speak

DOPPLER - social network for travelers
↳ they've personalized their logo per user
put thought into your UX

finesecondtest.com - feedback on your design
NYPL's UX team usability.nypl.org

when ppl are on your website they have tasks they want to do. Don't make it difficult

watch & ppl use your site

Book → Steve Krug - Don't make me think

A/B testing google website optimizer

"I don't care re what

"Grab + Go chunks"

Have breadcrumbs

Book → Janice Reddish - Letting Go of the Words"

give ppl confidence to find the content & explore your site

≠ "Get a library card click here" vs "You can opt a lib card"



analytics will tell you what ppl are doing + what you need to make rock.
ask customers what language they use + use those words.

"Your database is showing!"

on journals + databases + websites are in the same
- on websites are on PORTALS. to the shit we can get.

man on the street via on browsers

→ goes for all.

You are your catalog. How good are you?

→ "the long won" - customer loyalty for user experience
won them so they keep coming back

single user experience across all our services + products

Nancy Dond → Mobile Marketing

partner w/ businesses → show your library card
and get discounts

~~"the people who"~~ mobile marketing is about building relationships

Gas Mobile - NJLA uses this company for shortcodes

start here! < What do your customers need?
What do you need?

"Why are you guys here?" "Well, you texted us!"

ooo

Grow the relationships + then get rid of your press releases and posters

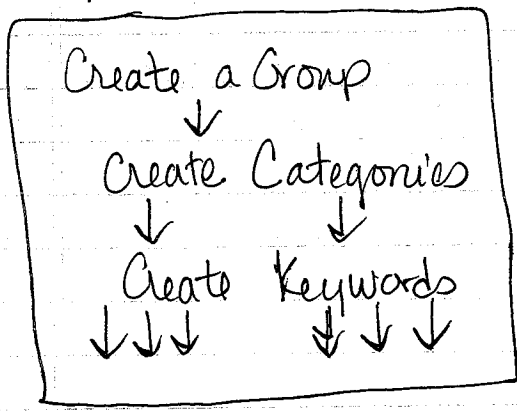
Its one of the many tools

→ offer itune gift cards as incentives

~~Can~~ Are your library events in your local ~~library~~ newspaper? w/ a shortcode to be reminded

★ njlibrarychampions.org

partner w/ ~~local~~ local stores → get baskets, get free stuff?



~~42009~~
~~Mobile~~ ~~library~~

BSM > 51684

Why are we having sessions when we're tight vs having them before + in anticipation of being tight.

DAY THREE

SELLING ~~FOR~~ TECH TO DWR. (Stacey Aldrich)

Who said gaming is an integral part of Lib Sus?
Who are the other teens that we're not reaching?

What prob are you trying to solve? Is it a problem?

Who's prob is it?

Connect things w/ the vision + mission, + objectives

Is it sustainable (\$ + staff) or are you the only one doing it?

Will it show? Is it tangible + pictured?

Can it grow? Or is there a dead end?

Does ~~can~~ it flow?

Tell people where you're headed.

Give them the facts that support your proposal

Tell them what actions you are proposing. (You've thought this thru, right?)

★ → Describe how your strategy fits in w/ other plans + strategies

Explain how your strategy takes advantage of existing resources

When will you know if you're successful? → What's your def. of success?

Show your passion!

Invite them to join you.

"They can't say no! It'd be like stepping on a puppy."

There is no such thing as a "technology project". It's a "business project" w/ tech components. (It's not the tech, it's the outcome)

What got you here, won't get you there.

You don't always need new \$. Make sure what you're doing still does what it should be.

How will you incentivize the right behaviors? to harvest capacity.

Selling stuff to the inside ppl ~~is~~ ^{is} still MARKETING.

MARKETING: systematic process to meet needs.

Know your DECISION MAKERS BUTTONS?

1) BE CAREFUL OF YOUR PERSPECTIVE.

YOUR WORLD ≠ THEIRS.

ITS NOT RE YOU. ITS RE YOUR CUSTOMERS.

2) CONSIDER YOUR ORGS CONTEXT.

ITS NOT RE YOU. ITS RE THEM.
COLLAB ACROSS LINES

(Stacy)

How do you make sure you are present when decisions are made when ppl don't want you to be?

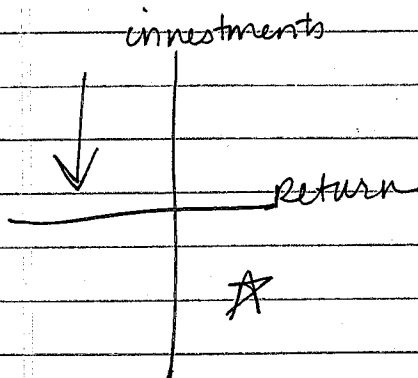
Know the answers to "what happens if..."

→ Know what your stakeholders have to lose.

Give people data! Know ^{where} what your customers are

Figure out how you can fill up ... its not "1 more thing" to do. How do we work @ showing ppl they have the time? what could they stop doing?

→ People like having stuff done BY them. Not TO them.



• look for low hanging fruit
high returns, low investment

• low return, high invest = kiss of death

• be careful re the other 2 quadrants

Think of investment not just in \$ term. Staff times + sustainability

different way of doing ^{the same} things

Keep people involved along the way. don't just spring things on ppl.
Let them know that you know what their goals are.

DRUPAL

A hand-drawn diagram of a search interface. At the top, there are four boxes labeled 'SITE', 'CATALOG', 'DATABASE', and 'WEB'. Below these is a single large input box containing the text 'TYPE HERE...' followed by a search button labeled 'GO'. A large 'X' is drawn over the entire diagram, indicating it is a bad example.

A hand-drawn diagram of a search interface. At the top, there are five boxes labeled 'SITE', 'WEB', 'DATABASE', 'CATALOG', and 'JOURNALS'. Below these is a single large input box containing the text 'TYPE HERE + HIT RETURN' followed by a search button labeled 'GO'. An arrow points from the left towards this diagram.

Don't have multiple search boxes.
HAVE "ONE"!

WHY DOES EVERYONE FORM COMMITTEES?

Karen Coombs - Drupal Intranet

Event Module > not the best. not upgraded?

MAKE SURE TO HAVE FEEDBACK FORM!

TURN ON ~~RE~~ REVISIONING TO BE ABLE TO REVERT.