

## OLA Poster Sessions

Sponsored by



**Thursday & Friday, February 2 & 3, 2012 12:00 pm – 2:00 pm**  
**Lower Lobby of the MTCC**

### Thursday

**1. Reinvesting in the Carnegie Legacy: Small Public Libraries, Big Community Impact**

**Danielle Arial**

**Wellington County Library**

*Throughout the last decade, the County of Wellington has exemplified a commitment to community investment. In that time, nine of their fourteen branches have been renovated or reconstructed, with the five others to be completed over the next six years. Reinvestment in the County's five original Carnegie libraries substantiates the very real return on investment Andrew Carnegie imagined. These innovative building projects create healthy, vibrant communities: barrier-free accessibility combined with environmentally sustainable construction standards lay the foundation for significant community impact. Accessible washrooms and parking, along with assistive technologies exemplify the County's commitment to barrier-free service. Living roofs, rainwater collection for washroom use and daylight harvesting are just a few of the initiatives incorporated into the County's Green Legacy Building Standards. The poster session will inspire other municipalities, providing ideas as to how they can renew this worthwhile investment.*

**2. Book Baskets: A Library-Friends-Community Collaboration**

**Catherine Coles and Heather Thom**

**Haliburton County Public Library**

*As an alternative to regular book sales, the Haliburton County Public Library's Friends' group has found success in producing and selling ready-made and made-to-order book gift baskets. Using books donated to the library and baskets donated from the local food bank and thrift shop, these baskets have become a very profitable fundraising endeavour, requiring little to no overhead. This poster session will feature a variety of pictorial examples of book basket themes and ideas, a step-by-step of the collaborative process and, finally, how this fundraising initiative has directly worked to enhance library collections and programming.*

**3. New Service Desk Model at UWO's Allyn and Betty Taylor Library**

**Rachel Sandieson and Bridget Morant**

**University of Western Ontario, Taylor Library**

*This September, The Allyn and Betty Taylor Library at the University of Western Ontario implemented a new service desk model. Serving the faculties of Engineering, Science and Health Sciences, statistics have shown that fewer*

students require face-to-face help from staff for their service needs. To better support our patrons, our new model includes an online chat service for reference help and self-serve checkout machines for simple circulation procedures. Our poster will look at the new technology that we brought to our desk and will present tips to how other libraries can update their services desk to better support their patrons.

#### **4. Shades of Grey: Using Web Archiving to Collect Grey Literature**

**Sean Luyk**

**University of Alberta, Music Library**

Web sites come and go—it is the nature of the Internet. What do you do when the content of these sites are of social, cultural and educational significance to your current and future users? This poster presents the use of web archiving for the University of Alberta Libraries' Western Canadian Industry Collection to preserve significant gray literature related to Western Canadian industries. The technical and practical challenges are presented, with emphasis given to the work processes required to support a web archiving program for long term digital preservation.

#### **5. Analysis of new Discovery Service at Ryerson University**

**Kevin Manuel and May Yan**

**Ryerson University**

Web Scale discovery services have become the Holy Grail for libraries to stay relevant to a generation that 'Googles' its way through research. Does finding information faster equate to finding the most appropriate research? Our research goal is to analyze the outcomes of Ryerson students' search experience using a new web scale discovery service. We have just completed the first phase of the study, with the second half (focus groups) to be conducted in winter 2012 term. Come see the results of our first two questionnaires and find out how and if students are using these new search tools.

#### **6. Learning from Virtual Reference Usage Data**

**Klara Maidenberg**

**OCUL Scholars Portal**

Ask a Librarian is a collaborative virtual reference service managed by the Ontario Council of University Libraries that serves nearly 170,000 students across nine campuses. This poster will visualize data collected and analyzed during the first four months of Ask a Librarian's operation, paying special attention to patterns of service use, question types and user demographics, and highlight possible implications of these findings for library service planning, staffing, and delivery. For example, distinct Ask a Librarian usage trends across the weeks of an academic term can inform decisions around staffing of other library services, and even for the hiring of seasonal library staff.

#### **7. Comfort & Joy: Yoga and Make-Your-Own-Sundaes During Christmas Exams**

**Robin Bergart, Jim Brett, Sophia Apostol, Robin Sakowski, Randy Oldham, and Doug Horne**

**University of Guelph Library**

The University of Guelph Library piloted a program last December to help students relieve their stress during the final exam period. We teamed up with the university's Athletics Centre, Wellness Program, and Students' Association to offer yoga and relaxation classes, healthy snacks, and a sundae bar! This poster will document the

reception by the students. Did they welcome it or find it disruptive? Did it help their studies or distract them instead? What were the most popular activities? How would we do it differently next time?

#### **8. Designing an Academic Library Learning Commons: Students Have Their Say**

**Sue Reynolds**

**University of Toronto Scarborough Library**

*This research study is a user needs analysis of the views and comments of potential student users as to what should be included in a learning commons, how the space should be designed and what services should be provided. Focus groups conducted with undergraduate student users of the existing Informatics Commons at the University of Toronto Scarborough Library showed that students appreciated convenient access to desktop computers and to staff help. In a future learning commons, students need spaces for quiet individual computer use, collaborative group computer use, and social activities. Service needs include improved technical, research and writing support.*

#### **9. The Availability of Think Tank Literature in Canadian Academic Libraries**

**Zachary Osborne**

**The Centre for International Governance Innovation (CIGI)**

*Think tanks are in the business of creating and disseminating original ideas. The publications produced by these organizations are timely, well-researched, and take a practical approach to addressing social, economic, environmental, and political issues. This presentation reveals that there is a noticeable absence of this literature in Canadian academic libraries. Through an analysis of academic databases and catalogue holdings, the study looks at university libraries across Canada to determine the availability of publications from six of Canada's think tanks. It is the goal of this poster to communicate the value of think tank literature to academic librarians and research collections.*

#### **10. The Value Proposition**

**Melanie Browne**

**Maple Leaf Foods Corporate**

*Librarians can develop opportunities by creating demand for their services. They learn to link their deliverables to their customers' most pressing problems, adding value and therefore becoming indispensable. This poster describes how to create value statements and value propositions for the key users based on basic marketing theory. In order for the library to get visibility and in turn influence, it needs to be able to show value and gain recognition. The formula: Value times Recognition equals Influence is an important strategy to keep in mind. If the library does not get recognized for the value its services provide it will not be influential. This added value helps information professionals to differentiate themselves from the competition by fitting into the societal culture and creating the climate for success.*

#### **11. Usability Works!**

**Helen Chong and Karen Wierucki**

**Ontario Legislative Library**

*The Legislative Library recently built a new staff intranet using Drupal. We will focus on the various usability methodologies used by the development team such as: gathering requirements, staff brainstorming, creating*

personas and scenarios, card sort and wireframe testing, usability testing of the live site, interviews, and post-launch surveys. The tools used to help analyze the results of the tests will also be described, e.g., excel templates and formulas and Morae software.

### **12. "It's about helping people": Co-op Experiences of LIS Students in Academic Libraries**

**Kristin Hoffman and Selinda Berg**

**University of Western Ontario, Weldon Library and University of Windsor, Leddy Library**

*Professional identity is the set of attributes, beliefs, values, motives, and experiences that contribute to peoples' definition of themselves in a professional role. Development of professional identity can be seen as the result of socialization processes that occur both in education and in work environments. Field experiences are uniquely positioned at the intersection of education and the work environment. The current study examines the prominence of service/helping in the field experiences of LIS students. This study aims to gain greater understanding of LIS students' perceptions of helping as a feature of their professional identity.*

### **13. Real Life, Real Students, Real Experiences: Creating and Using Videos to Engage Students**

**Norda Majekodunmi and Kent Murnaghan**

**York University, Scott Library**

*Videos are not only engaging, but can serve as an effective teaching tool. At York University, a video project traced the real experience of incoming students and their development of academic literacies (research, writing and learning) skills during their first year. The result was a series of seven unique YouTube videos capturing the authentic student voice, and designed as a teaching tool for librarians, faculty, counsellors and other instructors to engage students in discussion. Learn the processes and challenges involved in planning and creating these unique videos as well as the application of these videos at York University.*

### **14. Creating the Virtual Learning Commons**

**David Loertscher and Carol Koechlin**

**San Jose State University School of Library and Information Science**

*The Virtual Learning Commons replaces the one-way library web site. It is a giant collaborative that involves the various clients of the library to collaborate, share, post, inform, exhibit, and communicate. If they build it, they will use it and not Google around it. The building of the VLC requires the same attention and professional leadership as the Physical Learning Commons. It is organized, flexible, collaborative and supportive of the needs of clients. The VLC is the cultural centre of your organization as well as a focal point for exemplary teaching and learning activities and supports. Techniques, examples, and ideas for various types of libraries will be shared.*

## **OLA Poster Session Schedule**

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**Friday February 3, 2012 12:00 pm – 2:00 pm**

**Lower Lobby of the MTCC**

**1. Ebooks for Everyone**

**Kyla Zerbes and Elizabeth DeMarco**

**Pickering Public Library**

*The Pickering Public Library will share its experience in setting up an ereader collection for loan. We researched models of delivery in Canada and the U.S. at public and academic libraries before making decisions. A government grant was applied for and awarded to implement this service. Petting zoos were arranged for the public and we were invited to speak to the Durham Region High School Teacher Librarians. Partnerships were formed with a high school and seniors club. We provide download stations in 2 branches as well as remote access to ebooks. Training for staff and the public is ongoing.*

**2. Community Mapping: Keeping it Simple and Straightforward**

**Jenny Schnoll and Lina Kim**

**Toronto Public Library**

*Toronto Public Library's new approach to community outreach and engagement says that library staff partner and collaborate with groups and individuals so they can define and fulfill their own interests and needs. To do this well, staff need the right skill set. This poster session describes a community mapping process adopted by TPL to help staff make that first step in community entry. Community mapping is generally recognized as the first step in helping library leaders and branch staff alike develop a new understanding of how the library fits into and contributes to the existing fabric of the community.*

**3. Ares in Blackboard- a Modern War and Peace Story**

**Ophelia Cheung, Fangmin Wang; Sally Wilson, Steven Marsden and Flora Hon**

**Ryerson University**

*In ancient mythology, Ares is the God of War. For Ryerson University Library, Ares (reserves system) brings the peace of mind in creating electronic course readings that are copyright compliant and works in harmony with Blackboard, the course management system. In May 2011, Ryerson Library introduced Ares to replace Blackboard eReserve module, which was used for the last six years. This poster describes the war of conquering the differences between two systems, the technical problems and user reactions, and shares the problem-solving skills essential for peace in a brave new world.*

#### **4. Partners for Accessible Library Service: Barrie Public Library and the CNIB Library Partners Program**

**Lindsay Tyler and Janet Graham**

**CNIB and Barrie Public Library**

*In spring 2010, CNIB received Ontario Government funding that allowed public libraries to access the CNIB collections and services to enhance their own accessible library services. Since then over 200 Ontario public libraries have joined this partnership. Barrie Public Library has joined the CNIB Library Partners Program to enhance its accessible library services and used innovative methods including book clubs, homebound services and summer reading programs to market these materials to users with print disabilities, including physical, visual and learning disabilities. Let us show you how easy it is to work together to benefit clients with print disabilities.*

#### **5. An Inquiry into Financial Literacy**

**Margaret Geare and Byron Stevenson**

**Peel District School Board and Toronto District School Board**

*Financial literacy may be defined as “having the knowledge and skills needed to make responsible economic and financial decisions with competence and confidence”. This includes the opportunity to develop an understanding of local and global effects of world economic forces and the social, environmental, and ethical implications of our choices as consumers. The Ontario Elementary Social Studies Teachers’ Association has facilitated the development of a series of inquiry based lessons (grades 4-8) that address financial literacy issues. See how “inquiry” based lessons can be supported by teacher librarians to promote understanding and achievement.*

#### **6. Design and Evaluation of a Web-based Training Module for Novice Reference Staff**

**Hyun-Duck Chung**

**University of Toronto Libraries, Gerstein Science Information Centre, MaRS**

*Academic libraries increasingly rely on graduate student assistants to extend their reference services into evening and weekend hours, when most full-time library staff are unavailable. At the same time, the high turn around nature of student workers, as well as their irregular schedules, poses challenges in adequately training this novice, temporary staff. In response, a web-based training module was developed to provide an asynchronous learning environment using videos, collaborative activities, and a cumulative assessment using a competency-based rubric. This poster presents the design and development of the module, as well as an evaluation of its use by target learners.*

#### **7. Teacher Librarian Collaborative Inquiry**

**Sharon Seslija, Shannon Hazel and Michelle Lachine**

**Greater Essex County District School Board**

*This project involved six teams of teacher librarians in the Greater Essex County District School Board. The teams completed collaborative inquiry/action research on a variety of questions related to teacher librarianship. Technology integration, literature circle implementation, and the integration of the TL/VP role were some of the topics of the collaborative inquiries. Results provide data to support the role of the Teacher Librarian in elementary and secondary schools.*

## **8. On the Right TRACK: Quick and Accurate Statistics at Multiple Service Points**

**Christine Hansen and Sarah Fedko**

**University of Toronto Libraries, Scarborough**

*In January 2011 the University of Toronto Scarborough (UTSC) library began using Desk Tracker, a commercial product that allows for quick recording of accurate statistics at multiple service points, both within and outside the library. Desk Tracker was first used at two service points in the library; the Reference Desk and Circulation Desk. Detailed statistics forms were developed in order to meet the individual needs of the two service points. During this process the library was going through a transition of implementing a liaison subject librarian model that included placing a Business and Management librarian in an adjacent building to the library. The library then needed a system of tracking statistics for library instruction, and as a result we now have four service points for input of statistics by both librarians and reference staff: the Reference Desk, Circulation Desk, Librarians' Office Hours/Support, and Course Support. This poster session will outline lessons learned, and explain the planning and implementation of this software, accompanied by examples of forms, graphs and statistical analysis reports.*

## **9. Winning Ideas for Your TD Summer Reading Club program**

**Linsey Hammond and Lianne Fortin**

**Library and Archives Canada**

*Each year, libraries offering the TD Summer Reading Club may apply for the TD Summer Reading Club Library Awards. We'll show you the elements of program, partnerships, reading incentives and more that the juries have found both interesting and noteworthy in the submissions from the top ranked libraries of the past few years.*

## **10. Librarians without Borders in Guatemala: Building and Sustaining a School Library in a Developing Country**

**Melissa Bell**

**Librarians without Borders**

*For two years, Librarians Without Borders has worked in partnership with the Asturias Academy in Quezaltenango, Guatemala to develop a school library for underprivileged Guatemalan children. In April 2011, 27 members of LWB (most of whom were Canadian LIS students) travelled to Quezaltenango to support the newly-built library by contributing their skills in the areas of cataloguing, collection development, information literacy programming, and knowledge management. This poster will tell the story of our 2011 trip to Guatemala, illustrating what we did, what we learned, and what we took away from the experience that will stay with us throughout our library careers.*

## **11. Observing Graduate Students' Use of Library Space**

**Marni Harrington and Amanda Humphreys**

**The University of Western Ontario, Faculty of Information and Media Studies**

*The purpose of our research is to track the way the physical space and resources available are used in a faculty-supported graduate library. Data gathered will be instrumental in space planning for an upcoming move. Based on a study in public libraries (Leckie & Hopkins, 2002), "sweeps" of this special academic library are performed by walking through the library space and recording the activities of the individuals that are using the space during a variety of times throughout the day and term. The transferable framework of this methodology along with results from its implementation will be presented.*

**12. Carleton University Library: Library Technician Internship Pilot Project**

**Emma Cross**

**Carleton University**

*This poster outlines a Library technician internship program at Carleton University in collaboration with Algonquin College. This will be of interest to the Ontario library community as an example of collaboration between the university and community college sectors to further the goals of education for library technicians. This project also touches on issues of staff recruitment and community involvement for academic libraries. This poster presentation will also provide a welcome opportunity to interact with conference attendees working in academic libraries and as Library technicians to discuss and gather ideas about internships.*

**13. The Brantford Public Library's Choices Project**

**Rose Vespa and Paula Thomlison**

**Brantford Public Library**

*Thanks to a grant from the Ministry of Health Promotion and Sport, the Brantford Public Library has had a Child and Youth Worker onsite since December of 2010. Although, this began as a pilot what has happened in the last ten months has been quite remarkable. It speaks to the changing role of the public library and the way public libraries in urban centres can be part of the solution by providing social support, linking the clients to information and by providing a neutral welcoming space. Our project is focusing on at risk youth however, the new partnerships and unexpected spin offs have confirmed the value of this project for our community and we would like share our experience with our library colleagues.*

**14. Electronic Resources Management in University of Windsor Library**

**Shuzhen Zhao and Jingjing Wu**

**University of Windsor**

*In the past several years, the library of University of Windsor (Leddy Library) has spent over 80% of its budget developing electronic resource collection. Electronic resources management is becoming increasingly critical to technical service department because librarians and staff put most of their efforts on electronic resources collection and metadata handling. Integrated library system Conifer extracts e-journal links from link resolver SFX to make both electronic journals and cataloging data available to faculty and students. To take good advantage of Google Scholar, an effective search tool, to find scholarly and academic literature on the web, SFX is employed to bridge Conifer and Google Scholar. Hence, Google Scholar can harvest electronic resources in Conifer. The poster will demonstrate the successful implementation of electronic resources management with Conifer, SFX as well as Google Scholar in Leddy Library.*