TITLE: Repackaging Librarianship
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ABSTRACT: An introduction to librarians as knowledge organizations that must be facile in tools of the information age.
KEYWORDS: Technology, librarianship, libraries, OCLC
Repackaging Librarianship

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Defining Our Business

- Things
- Information
- Knowledge!
<table>
<thead>
<tr>
<th></th>
<th>Traditional</th>
<th>Digital</th>
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</thead>
<tbody>
<tr>
<td>Focus</td>
<td>Institution</td>
<td>Research</td>
</tr>
<tr>
<td>Materials</td>
<td>Digitized</td>
<td>Born Digital</td>
</tr>
<tr>
<td>Funding</td>
<td>Base Budget + LSTA/IMLS</td>
<td>NSF, IMLS, etc.</td>
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<td>Role of “Mortal in the Portal”</td>
<td>Librarian</td>
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Technology as Credibility

- Digital Libraries Equals Empowerment
- “Old Style Librarians” Equivalent to “Ignore”
- Librarianship is a Technical Domain
  - DL Talk: Metadata, DCMS, SOAP, XML
  - Library Talk: AACR2, MARC, Z39.50, DDS, LCSH
  - DL Talk: Intermediation, Question Triage, Services
  - Library Talk: Co-Browsing, Chat, Page Pushing
  - DL Talk: RTFM
  - Reference Librarian Talk: The Bathroom Question
Real

- LITA
- Columbia Digital Library Projects
- Cornell Digital Library Projects
- IMLS National Leadership Winners
Practical

- Do Digital Reference and Metadata
  - It’s All Online and Free Tools
    - QABuilder, AIM, E-Mail
  - VRD, QuestionPoint, Sloan’s Bibliography

- Require LIS Schools to Teach Technology

- Apply for Digital Library Funding
  - IMLS, NSF
Real Practical

- Put a Human Face on the Web
- Highlight your Digital Offerings as Digital Library Offerings
- Create a Digital Library Initiative and Invite the Faculty/Public/Government
- Use Digital Reference to Crack Open the Misconceptions of our Professions as Antiquated Book Minders