TITLE: Reference Roundup Roundup
AUTHOR(s): R. David Lankes
PUBLICATION TYPE: Presentation
DATE: 2003
VENUE: Closing Session at the Virtual Reference Desk Conference, San Antonio, TX.
ABSTRACT: Recap of conference topics, ideas and themes. Includes new and updated conference initiatives.
KEYWORDS: digital reference, virtual reference, conference
Reference Roundup Roundup
Thank You

- OCLC and Syracuse Staff, RUSA, Department of Education
- Positive Feedback and Participation
  - Knowledge Sharing in the Information Age
  - Take the Web!
    - “We didn’t let the cabinet makers manage the card catalog.”
  - It’s More than Just Questions
    - We need models and a better economic understandings in reference
- Thank you for your support of AskERIC and supporting the Educator’s Reference Desk
• What did you hear?
• What Should We be Paying Attention To?
• How can we Make this Conference Better?
Get Involved: Current Initiatives

• Current Initiatives
  – Digital Reference Education Initiative
  – Digital Reference Research Agenda
  – Digital Reference Evaluation
    • Quality Workbook Online Soon
      – FSU Clearinghouse on Networked Statistics
    • Expand to Software Usability and Functionality
      – Provide Guidance in Software Purchasing
      – Interested, contact Chuck McClure cmcclure@lis.fsu.edu

• Continue the Conversation:
  – Mid-Winter OCLC Session, OLA Super Conference, Reference Roundtable
  – Dig_Ref
  – www.vrd.org
New Initiative

• Marketing/Visibility
  – Forget Read...time for Ask!
  – International Effort to Raise Awareness and Function of Reference
  – Pull Together Best Practices in Marketing
    • What works, why?
  – Work Together to Inform our Communities
Re-Focusing the Mission

From Reference Revolution to Reference Revival
From Revolutionaries to Missionaries