



Virtual Dave Lankes

Presentation

<http://www.DavidLankes.org>

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

OCLC Online Computer Library Center

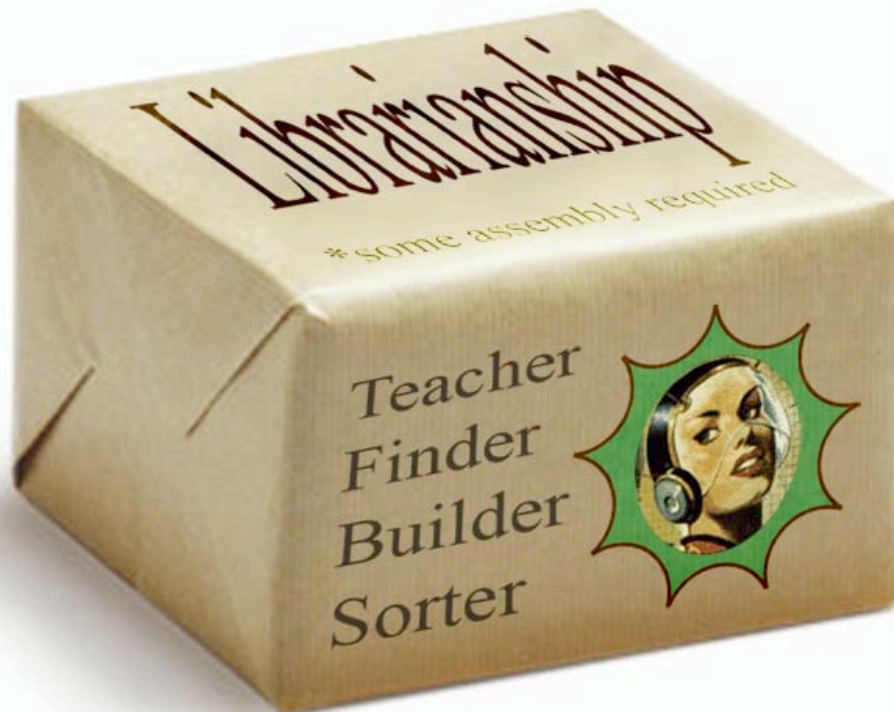


Repackaging Librarianship

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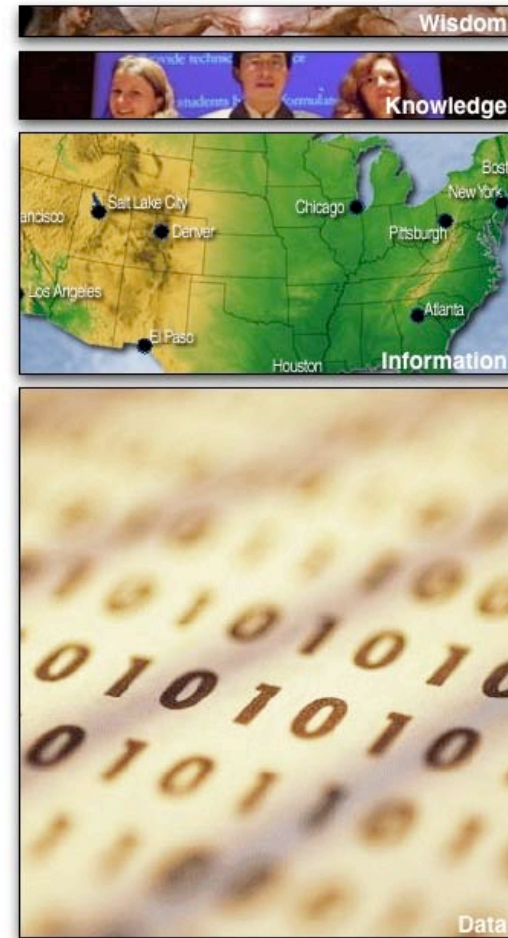
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Defining Our Business

- Things
- Information
- Knowledge!



Library versus Digital Library

	Traditional	Digital
Focus	Institution	Research
Materials	Digitized	Born Digital
Funding	Base Budget + LSTA/IMLS	NSF, IMLS, etc.
Role of "Mortal in the Portal"	Librarian	This Space Intentionally Left Blank

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

