

SATURDAY CHANGES

Convenor Updates

Session #908 - Brenda Dillon,
Dufferin Peel Catholic DSB
Session #912 - Kathy MacDonald,
University of Western Ontario
Session #1020 - Sya Van Geest
Session #1025 - Anne Murphy,
Mississauga Public Library

Quote Used by Dr. Ian Wilson at Session 501

"...you get all steamed up about a problem and all excited about a grievance and you go and hear someone expand that topic and discuss the matter thoroughly and you agree heartily. And you go home under the totally false impression that you have done something about it."

Quoted from *George Bernard Shaw*
by W. Kaye Lamb in 1947.

Evergreen Reading Program Nominees 2005

FICTION

Bates, Judy Fong, *Midnight at the Dragon Café*
Fielding, Joy, *See Jane Run*
Lansens, Lori, *Rush Home Road*
Lawson, Mary, *Crow Lake*
Robinson, Peter, *In a Dry Season*
Taylor, Margie, *Displaced Persons*
Urquhart, Jane, *The Stone Carvers*

NON-FICTION

Dallaire, Romeo with Brent
Beardsley, *Shake Hands with the Devil:
the Failure of Humanity in Rwanda*
Fiorito, Joe, *The Closer We Are To
Dying*
Kurlansky, Mark, *Cod: A Biography
Of The Fish That Changed The World*



Saturday, February 5, 2005

GIVE THE WORLD'S CHILDREN A FUTURE: CRAIG KEILBURGER AND STEPHEN LEWIS IGNITE OLA

As the tsunami rolled across the Indian Ocean last month, tens of thousands of children died or became orphans in landlocked countries around the world. Yesterday, Stephen Lewis drew a poignant, worrisome picture of the world outside us and the lack of will within us to eradicate the problem.

"When you talk to a child almost anywhere, what he or she wants is to go to school, to have books, to be given the chance to experience the wonder."

Stephen Lewis' standing room plenary session was a vivid picture of need.

"There is no reason that these human problems should exist... international society has lost its moral anchor, concerning itself with conflict rather than the moral condition."

Over \$90 billion has been spent on the Afghani and Iraqi wars, an amount that could bring every child in



the world to school.

Stephen Lewis' presentation was a totally complimentary "bookend" to Craig Keilburger's stunning opening presentation on Thursday. Keilburger has similar concerns and has a remarkable hands-on story to tell.

The session was seen as variously "life-changing", "transformational", "unforgettable."

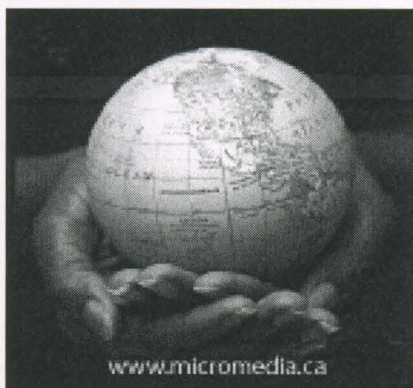
Craig's concern was on taking action.

He too focused on the young. He provided a blueprint

for moving them to take "small steps" that lead to change.

Both Keilburger and Lewis provided Super Conference 2005 with a call to social responsibility. They provided a moving call to arms for librarians everywhere – and for OLA members, too.

*OLA Super Conference
Attendance
as of Feb 4 at 5pm
4,444*



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Art of the Reference Interview

Both speakers have a long-standing interest in the reference interview, and have published and presented widely on this topic including a book co-authored with Patricia Dewdney entitled *Conducting the Reference Interview* (Neal-Schuman, 2002).

In this thought-provoking, informative, and entertaining session, the speakers illustrated the centrality of a successful reference interview in the provision of quality information service. Collaboration and communication with the user is essential irrespective of the reference question asked to determine exactly what the user really needs. This is because a divide typically exists between the user's knowledge of the library system and resources, on the one hand, and that of the librarian on the other. As such, it is unwise and often wasteful of time to take a user's question at face value and to neglect to engage the user in a meaningful reference interview where user and librarian work as partners to explore the information need.

The speakers' research based on analysis of some 261 library visits of UWO LIS students to public and university libraries was described. Students asked reference questions on an

issue of meaning to them at both public and university libraries either in-person or virtually (chat and e-mail). Students outlined aspects of reference interviews which were effective or ineffective based on their experiences and the findings shared with the audience were insightful and at times amusing! 65% of those students who asked reference questions in person said they would be willing to return based on their experiences, while 61% of those who engaged in virtual reference indicated that they had successful experiences. Four distinctive behavior patterns were observed in unsuccessful in-person transactions including: (1) "the without speaking she began to type syndrome", (2) bypassing the reference interview, (3) taking a system-based perspective, and (4) unmonitored referral. Characteristics of negative closure of the reference transaction were also examined. Failure to conduct a reference interview (significantly higher in the virtual environment), failure to follow-up, and unmonitored referral were all factors in unsuccessful virtual reference transactions. Strategies and tips for improving reference services were also highlighted during the session.

Sophie Bury, York University

Thank you to all the Super News contributors. Your efforts are greatly appreciated!

Libraries, Brain Development, and Literacy

For a man who claims to have "only had a job for 3 years as an adult – the rest of the time I've done what I wanted to do", Dr. Fraser Mustard has had a profound effect on our understanding of the relation between early childhood experience, brain development and success in later life. Dr. Mustard, best known perhaps for his "Early Years Study" commissioned by the Harris government, is founding president of the Canadian Institute for Advanced Research. His verdict? That Canadian public policy at all levels is failing our youngest citizens, to the detriment of the country in terms of the health and productivity of society as a whole.

Citing various studies comparing such diverse factors as low birth weight, socio-economic status and stimulation during early years as documented by the Romanian Orphans study, Dr. Mustard eloquently made the case for conditions of early childhood development being most critical for later skills acquisition or social ability, far more so than either quality of the school system or conditions in adult life. As an example, in Latin America, Cuban children are much higher on the Early Development Index than other, wealthier Latin American countries due to the support of mothers and small children available in Cuba. Dr. Mustard emphasized the effect reading to small children has on the development of neural pathways not just for literacy and language development, but vision and touch as

well. "After all", he observed, "you can't read to a twelve-month-old without holding it, can you?"

After a brief and very easy to understand overview of brain development from birth to school age which established the physiological connection between language and literacy in early years with economic, social, mental and physical well-being in later life, Dr. Mustard went on to recommend public policy that would create Early Childhood Development – Parenting Centres, which would support both parents requiring traditional day care as well as stay-at-home caregivers to provide the tools to stimulate very young children effectively. He challenged teachers and librarians to promote early childhood development in their communities and to lobby for effective public policy at a provincial level. The Council on Early Child Development can provide resources and support in establishing early development programs in individual communities.

In closing, Dr. Mustard cited the global implications of a lack of support for early childhood learning in terms of the ability of human beings on an increasingly populated planet to be able to relate to one another without resorting to aggression and weapons. He is, he told us, "a pessimist only if we don't do this."

Notes from Dr. Mustard's session can be found at wwwFOUNDERS.net.

Super Conference 2005

Magical Volunteers

Thank you for all your hard work

Nazmeena Ahmad
Anne-Marie Anderson
Julie Anderson
Avalon Arsenault
Corinne Atfield
Alan Barry
Jeff Beeler
Steven Bergson
Debbie Bergson
Karen Black
Rebecca Blackburn
Charlotte Broome
Teresa Brown
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Iana Georgieva-Kaluba
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Biplob Mazumber
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Sheila Ruth
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Melanie Sellar
Lynne Serviss
Carrie Sherlock
Jessica Sheth
Megan Sparks
Luigi Tavernese
Dana Beth Thomas
Le Dieu Tran
Jennifer Wallace
Alice Wang
Jacqueline Ward
Alexandra Weiss
Nick Wesson
Beth Wilson Taylor
Cheryl Wimmers
Sonia Wing
Tara Zarrin

OCULA Spotlight Digital Rights Management

Dr. Kerr gave an overview of the strategic vision underlying with digital rights management (DMR) and the motives associated with their creation. He discussed two perspectives concerning intellectual property (IP): that ownership is ownership and that IP cannot be changed to contain digitized expression.

Kerr outlined the legal approaches recently adopted to protect DRM against those who would try to get around them. He outlined

the features of DRM such as the surveillance function and the DRMs ability to unbundled copyright. Dr. Kerr warned librarians that technical protection measures (TPMs) used to create DRMs would affect privacy through the DRM's ability to collect information about users, their habits and their use of digital material. He concluded with the question that perhaps the challenge should be whether "what is needed is legal protection from TPMs" rather than the opposite. This was a session that librarians concerned with personal privacy and the public domain needed to attend.

OPLA Spotlight So Many Stories, So Little Time!

Friday was a busy day for OPLA attendees. Two children's programs were heavily attended. We learned about the effectiveness of the popular TD Summer Reading Program thanks to a joint study presented by Hamilton Public Library and the Faculty of Information Studies at UWO. Two sessions reviewed the highlights of children's publishing – the

highly entertaining Dewey Divas and conference favourite – Best Bets. Those in management learned practical and useful tips about staff management and human rights from Michael Doi. Today, if you're sticking with the children's stream, you can be amazed by the Children's Programming Challenges sessions (50 program ideas in 50 minutes)! Learn about OSCR – the WWW resource that users tailor to meet local needs. This session is presented by a partnership of school and public libraries.

OSLA Spotlight Empowering Youth Through Elementary School Libraries

Do teacher librarians have a future in this information rich age? To move us forward, Dr. David Loertscher challenges us to "Ban the Bird Units" for our libraries. Using models from the new book of that name, David took us through the stages of inquiry in models such as the "Concept Jigsaw Puzzle" and "Matrix". These models provide direct evidence of the impact of information literacy upon student learning at the student level and a strong motive to schools to nurture and support their library programs.

Congratulations to our Passport to Prizes winners

Stella Adamich	Joan McCatty
Rosemarie Barnes	Rod McLean
Susie Beynon	JoAnn McPherson
Doris B Brown	Maureen McVarish
Lois Burkholder	Arvind Mehta
Jim Canning	Terry Miller
Anne Carling	Maureen Mitchell
Sharon Carter	Rosanna Moody
Penny Chaiko	Pam Mountain
Dora Chan	Stephanie Murray
Fay Chang	Betty Kay Murray
Brenda Como	Brenda Neil
Jeanne Conte	Barbara Neubauer
Paula Coutts	Susan Norquay
Sharon Cox	Sherri Norris
Joy Davies	Catherine Norton
Nancy Douglas	Frances Parker
Donna Douglas	Elyse Pike
Robyn Godfrey	Katerina Podolak
Mary Harding	Cindy Poobiaconi
Kathryn Haynes	Maile Reeves
Laura Higginson	J Rocchi
Carole Hill	Mary-Lou Roder
Sharron Holesh	Janey Shabtai
Marcy Holyk	Jacqui Shields
Wendy Hurst	Barbara Stephenson
Ron Kentner	Joanne Stevenson
Jean-Anne Kirby	Sumiye Sugawara
Dijana Kladujakovic	Greg Taylor
Frank Kreisz	Stephanie Taylor-Harvey
Karen Lewis	Peter Thoem
Steve Maiczan	Anna Wharton
Lola McCarthy	Janet Woodbridge

PRIZES CAN BE CLAIMED TODAY IN THE OLA OFFICE (205A).

Those left unclaimed will be shipped by courier at a later date.

OHLA Spotlight Survey Monkey

Tim Tripp demonstrated how to create, cheaply and easily, web-based surveys. All you need is a web browser to create a survey. The text can be copied and pasted from an existing file. The Survey Monkey application helps in the design, implementation and analysis of the survey. The survey, once completed, can be

a pop up survey on your website, or a hyperlink mailed out to your user group.

Special features allow you to view, drill down, filter and download your survey results. You can use a managed e-mail list to send out the notice of a survey to a particular group of users, and track those who have not yet completed the survey. Read more about it at www.surveymonkey.com

OLITA Spotlight How Can We Be Found? By Going Where They Are!

In her session "Old Wine in New Bottles", Karen Schneider, Director of the Librarians' Index to the Internet, (a/k/a the Free-Range Librarian) discussed the compelling movement of information from artifact to conversation, and some of the ways in which this is happening.

Karen talked about the blog explosion and its companion technologies of RSS feeds and aggregation, about how librarians are diving into the blogspace, and some ways that this is being reflected at the LII ('a boutique portal on the Costco Web').

Karen also delved into the less familiar territory of Podcasting, or as Karen would prefer...FolkRadio.

This is a means of using the internet to put a sound file directly to your MP3 player. In addition to a brief demo, she touched on some possibilities for library use.

Another trend discussed was the resurgence of e-books, particularly downloadable audio e-books, which embody true portability without necessitating a paradigm shift. 'Listening is listening' after all.

If you want to learn more about what's new and hot, catch the " Top Tech Trends session (10:35 AM ICTC/ Ballroom B). Or check out Karen's free-verse podcast version at : freerangelibrarian.com/

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