

Meeting Minutes/Summary

February 2008 Members Council Meeting

Group Name: Reference & Social Networking Services

Prepared and submitted by: Paula Rumbaugh

Have the minutes been reviewed by the group chair? Yes ☒ No ☐

Meeting minutes should be concise (not exceed two pages), summarize major discussion points, and be reviewed and approved by the group chair. **Recorders, please email your meeting minutes to Bunny Gunderson (gundersb@oclc.org) by the close of business on Tuesday, February 26.**

Attending:

Klaus Ceynowa	OCLC ENEA
Beverly Obert	Illinet
Stewart Bodner	NYLINK
Stephen J. Podgajny	NELINET
Anne Marie Gold	OCLC Western
Cindy Czesak	PALINET
Lyn McKinney	OCLC Western
Jeff Baskin	Amigos
Kathy Schneider	WILS
Catherine Wilt	PALINET
Susan McGlamery	OCLC Dublin
Paula Rumbaugh	OCLC Dublin
Jasmine de Gaia	OCLC Dublin
Laura Endress	OCLC Dublin

Meeting Minutes/Summary:

The February 11 meeting began just after 3:45, with 10 delegates present and Stewart Bodner presiding. Stewart suggested the group hear each of the three presentations and then, among other ideas, discuss financial implications of each.

E-Info in a Box for Small Libraries. Jeff Baskin was first, basing his idea and presentation on a focus-group-like interview he did with three young people recently. Jeff told delegates that he was convinced the technology of choice for young people was Kindle, Amazon's new e-book device.

OCLC should put all its digitized books on Kindle (or similar device). We should broaden the scope beyond e-books, though, so the device would be capable of handling 24/7 reference, e-mail and Internet access (e.g., students could use Google to find search terms to use in the other services), users could download and print (with a Bluetooth-like capability). The device would have an SD port, credit card scanning and patron authentication capability. The device must have SMS (this generation will not use cell phones or email like their older counterparts). Above all, the user could send it back for repairs.

In short, Jeff suggests we consider moving many of OCLC services to portable devices.

Discussion: One question was did Jeff think the Kindle was a good format simply because it is larger than the cell phone? To which Jeff said, Yes, he thought size was a factor. Stewart reminded the group of Jeff's presentation a year or so ago on library access from mobile units. But Jeff is suggesting now that that technology does not seem to be what the younger generation wants for this purpose.

[Jeff's write up for Innovative Ideas presents justification for this kind of technology, especially in smaller, rural libraries.]

WebJunction Illinois: Meeting the Needs of Staff in All Types of Libraries. Beverly Obert went directly online, to the WebJunction Illinois, a customized instance of WebJunction Global. She described the multi-type library site and how the State Library and Regional Library Systems thought such a site could serve all Illinois library staff. WebJunction Illinois is meant to be a one-stop shop for Illinois librarians.

One innovative approach these sponsors have taken for their site is to initiate the concept of “subject curators”—volunteer librarians that would take responsibility for a particular content area for a six-month period. A Content Guide provides one way for visitors to the site to find content by library type. Illinois WebJunction is being promoted as a “renewable resource for librarians.”

The URL for this site is <http://il.webjunction.org>.

Discussion: OCLC Social Networking product manager Jasmine de Gaia asked how Illinois is recruiting subject curators. Beverly said the goal was to have different library types take over each time [so the subject area did not have content too specific to only one type].

Library as a Video Game in 3D. Dr. Klaus Ceynowa talked about the possibilities libraries could take advantage of to make their websites more interesting and engaging for millennials; to actually “transform the digital library itself into a 3D web application.” Klaus emphasized that this was not just representing the library in a virtual world. He suggests this should complement, not replace, today’s library model.

As justification, Klaus pointed to recent studies that say 64% of online teenagers engage in content creation, and that five years from now, 25% of entertainment consumed will be of the “circular” variety. Other forecasts say that 80% of all Internet users will be in virtual (or 3D) worlds by 2011.

OCLC should deploy virtual world solutions by adapting and leveraging existing digital content. It can implement eBooks, virtual reference, and training courses as 3D applications. Klaus thinks OCLC could become a kind of Forterra Systems for libraries.

Financials Discussion: When asked about open-source tools already available for 3D imaging, Klaus said he was not aware of any that could do what he is envisioning. He believes OCLC should not begin with the question of cost, but rather experiment and brainstorm the possibilities. Stewart wondered if OCLC might not want to invest in a company developing such tools. (He said he found the 3D image of a book that Klaus showed as very “compelling.”)

It was pointed out the WebJunction is still funded by the Gates Foundation. Jeff Baskin thought maybe OCLC could collaborate with Amazon.com regarding further development of the Kindle.

Susan McGlamery mentioned QuestionPoint’s soon-to-be released “Qwidget,” and Stewart suggested everybody put this widget everywhere they can on their websites and partners’ websites to drive business. Jasmine also made a brief mention of the WorldCat.org widget.

Some discussion followed on the trend of young users toward simplification of the tools they use, and how texting (SMS) is *it*.

Delegates were not inclined to discuss any issues beyond those that surfaced in the innovative ideas discussion. The meeting adjourned at 4:50.

Recommended Agenda Items for Next Meeting:

None