

Outreach to Industrial/Commercial World for Professional Development

Lisa Zhao
University of Ill. at Chicago
chzh@uic.edu

What is Outreach

- “a type of social service which includes involvement in activities designed to educate participants and assist those on the margins of society.”

—www.brprprovince.org/sys-tmpl/terms/

- “the act of reaching out; ‘the outreach toward truth of the human spirit’ ”

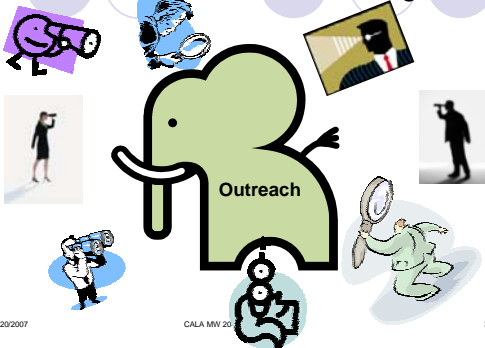
—Princeton University

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See Outreach from Another Angle

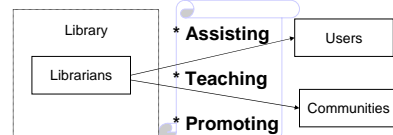


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Outreach Whom



- Promote our collections
- Use our expertise to serve user/communities
- Teach participants skills
- During the process, we learn something to improve our skills and services

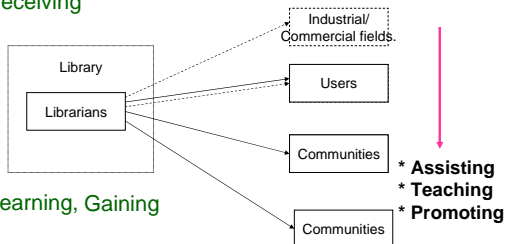
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Outreach Whom

Receiving



Learning, Gaining

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Outreach What

- Something not always talked in the library field
- Something not always talked in our current job
- Ways of outsiders' services
- Method of outsiders' thinking and action
- Culture of outsiders' work

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Why Outreach in This Way

- We are in a cross-disciplinary profession
- “We strive for excellence in the profession by maintaining and enhancing our own knowledge and skills, by encouraging the professional development of co-workers, and by fostering the aspirations of potential members of the profession.”

—Code of Ethic of ALA

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Why Outreach in This Way

- We do not compete, but they do
- They provide information services that threaten the library
- Things with long history and tradition are heavier and move slower

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What Is Going On Outside

- New concepts
- New technology
- New services: Listen to users/customers, follow feedbacks
- Change fast

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Example — Outsiders' Web Sites 1



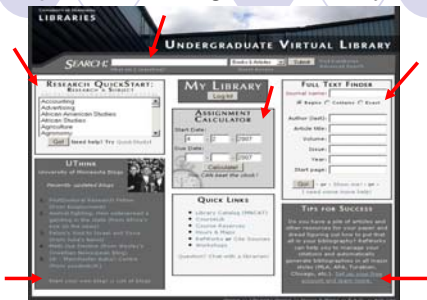
Yahoo, Google, Myspace, MSN, ebay, Amazon, youtube, craigslist, wikipedia, facebook
-- Alexa

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Example 2 – Changes of Library Web



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Example 3 – Changes of Library Web



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Outsiders' Services

Amazon:

- Easy, Convenient, Simple, Clear
- Give alternative
- Be fast

- Maximize experimentation

Google

- Focus on users
- Solve problems
- Follow feedback
- Be fast

- Give 20% of time for innovation

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New Places, Tools --

Example

- secondlife.com (cybrary city)
- there.com
- maya.com
- virtualworld2007.com
-



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New Concepts -- Example

- Is the library web site the front door of the library any more?
- Lib 2.0 → Lib 3.0 (3D, virtual world, interaction)
- find on your site; find around your site; find you on other site
- For and follow the next generation

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Did You Notice Next Generation

- "Wealth of information creates a poverty of attention."
- "Don't make me think."
- Media-saturated
- Online most of time
- Multi-channel communication
- Gaming
- Always want something new, not boring
- Want to be fast, express



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Conclusion

- Add this kind of outreach to your outreach plan
- Think creatively and critically
- Touch the fields beyond your work at ALA, e.g. RMG's Presidents' Seminar, or other opportunity
- Give some time to learn/study new things
- Try to do something new in your work

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Question?

Thank You!

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