



## **101. Deutscher Bibliothekartag Bibliotheken - Tore zur Welt des Wissens**

### **101st German Librarian's Conference Libraries – the Gateways to Knowledge**

Hamburg, 22 – 25 May 2012

#### ***Presentations in English***

#### **Tuesday, May 22, 2012**

Room: Lichthof (SUB) State and University Library's atrium (1:30 – 3 pm)

Session: **International Librarians' Orientation**

The Bibliothekartag welcomes library professionals from around the world. We will provide an overview of the conference, including special events, the exhibition and lectures in English. We will introduce to you the city of Hamburg. German library representatives will welcome and familiarize you with the library structures and associations in Germany. Based on several issues such as 'German Digital Library', library services to multicultural populations and new library buildings in Germany, we would like to present some recent developments in Germany as well.

You will have the opportunity to establish contacts with counterparts from Germany and other participants of the Bibliothekartag. You can meet mentors who will support you during the days of the conference.

Room: Saal 8 (4 pm – 6 pm)

Session: **Neue Dimensionen der Teaching Library** (New Dimension for the teaching library)

4:30 pm: **SMILE, we're making the most of other peoples work - not reinventing the wheel!**

*M. Kelt (Glasgow, G4 0V)*

We have adopted SMILE at Glasgow Caledonian University (GCU). SMILE (Study Methods and Information Literacy Exemplars) was created as a JISC project by Imperial College London, Loughborough University and University of Worcester. It is designed in HTML with multimedia and can be used in any VLE. The files are available through Jorum under a Creative Commons License. I hope to show that taking previously written material and

adapting it can really work. I will discuss how we have gone on to customise it to GCU and to respond to developing trends such as Graduate Skills.

During 2010 the university produced a set of Graduate Attributes for the 21<sup>st</sup> century. We saw that many of them could be supported through SMILE. We mapped these attributes to SMILE units, then extended them to include the CBI's[1] graduate attributes and the National Information Literacy Framework (NILF), Scotland[2]. We created a competency framework using the NILF and the IL unit from SirLearnaLot[3] to support students. This process identified some gaps in SMILE so we created new modules: "What is a GCU student?" and "Your digital footprint".

Supporting GCU's aims and objectives is key to ensuring university buy in and ensuring we provide appropriate support to our students. SMILE forms the core of the library's IL programme and is a key aim within the Library Strategy. The challenge now is to turn the aim into a reality. The programme is available via GCU's VLE, GCULearn and a pilot project to incorporate it into our IL training both in the UK and overseas is underway. I will report on the results of the pilot and to the future of SMILE at GCU.

## **Wednesday, May 23, 2012**

Room: Saal B (9 am – noon)

Session: **Treffpunkt Standardisierung** (Meeting point standardization)

9:30 am: **The International Development of RDA: Resource Description and Access**

*B. Tillett (Washington, DC 20540-4010, US)*

In June 2009, "Resource Description and Access" (RDA) had been published for the first time. It had been developed as an international usable, format independent standard for content, which copes with demands of online-cataloguing in data bases. But standards have to be continuously developed and maintained. This is the task of the Joint Steering Committee for Development of RDA (JSC). It develops the missing parts and adjusts the rules for optimization. The presentation will present the work and further development.

Room: Max Planck Institut für ausländisches und internationales Privatrecht

Mittelweg 187, Hamburg (2 pm – 4 pm)

Session: **Fremdes Recht in juristischen Bibliotheken** (Foreign law in law libraries)

3 pm: **Law Libraries and Globalisation**

*J. Winterton (London, GB)*

Room: Saal 8 (4 pm – 6 pm)

Session: **Lernen im Hochschulraum** (Learning spaces at university)

5:30 pm: **Learning Space Design in the UK – Trends and Projects**

*L. Watson (Garway, Herefordshire, GB)*

Ideas around teaching and learning are changing in the 21st century. Which role can libraries play in the process of learning, and how do learning spaces affect learners? In this presentation Les Watson will outline key principles of library and learning space design in Great Britain will illustrate these developments by some examples from his personal experiences at Glasgow Caledonian University, at Royal Holloway University of London and at St John University (York) as well as from his work as a consultant on technology enhanced learning with the Joint Information Steering Committee (JISC).

## **Thursday, May 24, 2012:**

Room: Saal 18/19 (9 am – noon)

**Session: Internationale Impulse und Best Practice**

### **10:40 am: Challenge and change: Public libraries in Britain, 2012**

*J. Dolan (Birmingham, GB), J. Vincent (Birmingham, GB)*

Having founded the public library movement in the 19th century and provided leadership to librarians all over the world, the UK public library system is now subject to – some would say the victim of – fundamental review:

- The Government's national austerity programme has led to big cuts in public spending
- Many local authorities are choosing to close public libraries; others are keeping the buildings but cutting hours, staff and services

- Library campaigners have taken Library Authorities to the High Court which has passed judgement on the Councils' consultation and decision-making processes

- The British Government insists that, in spite of public library legislation, these are matters for local decision; the Department for Culture Media and Sport has been criticised for a total lack of response.

- The UK Parliament's Select Committee on Culture Media and Sport has announced an Inquiry into Library Closures <http://bit.ly/tavCUj>

Also public library services are challenged elsewhere in the world, with funding cuts, closures, privatisation, libraries handed over to the community.

What impact is this having? Over the last 30 years library leaders have sought to reach more diverse communities, address needs as well as wants; support education and lifelong learning, health, community cohesion and social mobility.

In 2012, is Britain abandoning its historic library service or is there a new direction emerging with an impetus for change that will interest international partners?

We will bring to conference

- an update on events, a summary of the Select Committee's deliberations

- the implications for national Government policy and local Government;

- an interpretation of the emerging direction for libraries in Britain

- the implications of changing policies for communities and how library leaders are adapting to a different, changing environment

### **11: 05 am: The secret behind the success: Libraries in Finland - IFLA-President elect Sinikka Sipilä presents libraries in Finland and her IFLA presidential theme**

*Sinikka Sipilä (Helsinki, Finland)*

Libraries in Finland – a success story! The secretary general of the Finnish Library Association, Sinikka Sipilä, will present some concepts of Finnish libraries and will talk about challenges libraries are facing today. Starting in August, Sinikka Sipilä will take over the presidency of the international library association IFLA. The theme she has chosen for her 2-year term as president is: 'Strong Libraries for Equal and Innovative Societies'. She will discuss the topic with the audience and present her main focus for her IFLA presidency.

### **11:30 am: Library services for children and young adults in South Korea**

*Sook-Hyeun Lee (Seoul, South Korea)*

The director general of the NLCY (National Children's and Young Adults' Library), Ms Sook-Hyeun Lee, will present developments in Korean library services for children and young adults. Seminars, activities and events of NLCY will be described.

*More lectures during this session will present library developments in Switzerland, Czech Republic and USA (in German language)*

**Room:** Saal 16 (4 pm – 5.30 pm)

**Session:** **Noch 77 Tage bis Helsinki** (77 days to go until Helsinki)

*Sinikka Sipilä (among others)*

Being co-chair of the National Committee, Sinikka Sipilä will talk about the World Library and Information Congress in Helsinki in August 2012. She will present the program, main topics, library visits and other events at the congress.

## **Friday, May 25, 2012**

**Room:** Saal A (9 am – noon)

**Session:** **Web 2.0**

**9.00 am Academic Libraries: Social Media Strategies to Capture the Attention of User Communities**

*E. Jurczyk (Toronto, CA)*

Video abstract: [http://www.youtube.com/watch?v=p\\_ftwXc7Ekw](http://www.youtube.com/watch?v=p_ftwXc7Ekw)

The library as a gateway to knowledge is threatened by an inability to excite users about new information sources and services. To continue as relevant information institutions, libraries must enthusiastically embrace technologies like Twitter that have shown success in improving influence and user engagement (Cha, Haddadi, Benevenuto & Gummadi, 2010). Users of tools like Twitter self-identify as stakeholders in the organizations they “follow” by providing informal publicity (Jansen, Zhang, Sobel & Chowdury, 2009), by more actively participating as a member of the organization, (Junco, Heiberger & Loken, 2011) and by enhancing the social presence of an organization outside of its four walls (Dunlap & Lowenthal, 2009). Some academic and public library systems have invested in social media librarians to make effective use of tools like Twitter, but the addition of a staff member in this role is not an economic reality for many libraries.

This talk discusses new research examining the Twitter feeds of university libraries in Ontario. The success of each Twitter feed is determined by comparing the number of Twitter followers with the size of community the library serves. 365 days worth of tweets for each library are analyzed to highlight the differences between successful and unsuccessful Tweepsters. The talk discusses how successful feeds form their content; the subjects of their tweets, the frequency, and the way they utilize the functions of Twitter; such as hashtags and tiny urls. The strategies identified in the successful feeds have application in libraries of all sizes and allow librarians to participate in social media without expertise in social media conventions. This talk encourages librarians to capture each other’s knowledge and celebrate each other’s successes so that they may better connect users with library resources and services.

(Compiled by Hella Klauser and Claudia von Lonski)

