

**CCL Outlook:** Newsletter of the Council of Chief Librarians California  
Community Colleges  
v. 19 no.4 March 2009

---

**News from the president:**

Hello everyone,

As I write this on a thankfully rainy day, I have to reflect on what is happening around the State. We have a \$41 Billion State budget fix that does not raise community college tuition and includes 3% growth in students served. We have a State wide vote this Spring to see if the citizens of the State will approve of the deal. We have a new State Chancellor, Dr Jack Scott, who has taken over at the State Chancellor's office. Colleges and districts are looking or have already started to cut costs in these very uncertain times. Finally, for those of you interested in accreditation, another 6 colleges were placed on warning after their team visits last Fall. There are now 15 California Community Colleges under warning or probation or show cause.

[http://www.accjc.org/recent\\_commission\\_actions.htm](http://www.accjc.org/recent_commission_actions.htm).

At CCL we have had our challenges as well. Our Spring Workshops fell through when our presenters backed out. We have had an "on and off and on again" discussion about whether to hold the Annual Deans and Directors meeting. I received 62 responses to the question: "Will you come on 3/27 for the meeting in Sacramento." The Board felt that given the response, we should hold the meeting but that to make it even more interesting, that we invite Chancellor Scott to address us. Last week, our organizer, Dan Crump, the Chair of the Chancellor's Office Library Advisory Committee, got a yes from his office. I sent out a CCL listserv email to that effect and we went into high gear. Unfortunately, the next day Chancellor Scott had to pull out. We will still have the meeting on 3/27 and I hope that somehow he will still be able to attend. Look for more information elsewhere in the Outlook.

At our last Board meeting, we discussed the creation of a SurveyMonkey survey on how the libraries are deal with the current budget. That survey is in the process of being created. The results of the survey will be announced and discussed at the Deans and Directors meeting. Also, Linda Winters, who represents the LA region has announced that she has retired from Glendale College. She will be stepping down as the LA region representative in June and she will help us in finding a person to fill her seat for position's second year. Linda has not only been the region's representative this year, we also got her to chair the CCL-EAR committee so we have a big challenge before us to replace her! Thank you Linda!

I look forward to seeing everyone at the Deans and Directors meeting in Sacramento.

*Jim*

## ***Your CCL Executive Board: 2008/10***

*(phone numbers and email addresses are available at the CCL Website [www.cclccc.org](http://www.cclccc.org))*

**President:** Jim Matthews (Chabot College)

### **Northern Regional Representatives:**

East Central:

Susan Walsh (Merced College)

Northeast:

Dr. Luozhu Cen (Butte College)

Northwest:

John Koetzner (Mendocino College)

San Francisco/East Bay:

Cherry Li-Bugg (Los Medanos College)

Southwest Bay:

Tim Karas (Mission College)

### **Southern Region Representatives:**

Desert:

Marie Mestas (College of the Desert)

Los Angeles:

Linda Winters (Glendale)

San Diego/Imperial:

Judy Cater (Palomar)

Southcoast:

John Weispfenning (Santiago Canyon)

West Central:

Kenley Neufeld (Santa Barbara City College)

### **Additional Members:**

Executive Director: Gregg Atkins (Dixon Public Library)

CCL-EAR Chair: Linda Winters (Glendale)

CCL/CC League Consortium Liaison: Sarah Raley

Chair, Library & Resources Advisory Committee: Dan Crump (American River College)

Outlook & Website Editor, Past President: Johanna Bowen (Cabrillo College)

**CCL *Outlook* is published six times per year. We encourage contributions from our colleagues.  
CCL *Outlook* Editor (2009) Johanna Bowen, Cabrillo College, [jobowen@cabrillo.edu](mailto:jobowen@cabrillo.edu) 831-479-6536  
Council of Chief Librarians 925 L Street #C 110 Sacramento CA 95814 || <http://www.cclccc.org>**

# YOU DON'T WANT TO MISS THE

**LIBRARY AND LEARNING RESOURCES  
DEANS, DIRECTORS, HEAD LIBRARIANS, COORDINATORS & DEPT.  
CHAIRS**

**ANNUAL CCCCC DEANS AND DIRECTORS MEETING**

**Friday, March 27, 2009**

**10:00 am – 3:00 pm**

**Sheraton Grand Hotel, Sacramento  
1230 J Street, Sacramento, CA 95814**

**TO REGISTER, GO TO THE CCL WEBSITE NOW!**

[www.cclccc.org](http://www.cclccc.org)

**\$25.00 includes lunch (Pay at the Door)**

**WHO SHOULD ATTEND? EVERY COLLEGE'S LIBRARY AND LEARNING RESOURCES  
DEAN, DIRECTOR, HEAD LIBRARIAN, COORDINATOR OR DEPT. CHAIR!**

## **PRELIMINARY AGENDA**

- Welcome and Introductions
- Identifying Our Issues; What's Happening at the Colleges?  
What About the Coming Deferred Payment Money Crunch??!!
- Reports from the CCC System Office (invited speakers include Carole Bogue-Feinour, Erik Skinner, LeBaron Woodyard)
- Lunch / Luncheon Speaker
- IM Reference – Are You Kidding? – Kenley Neufeld
- Activity Reports from Organizations & Committees
  - Council of Chief Librarians, CCC*
  - CCCCO Library and Learning Resources Programs Advisory Committee*
  - CC Library Consortium*
  - CCL-EAR Committee*
- Concluding Comments, Next Steps

## **96 PAID MEMBERS – ONLY 13 TO GO!**

**Your membership fee enables CCL to:  
guard the TTIP allocation and keep alive the possibility of a COLA, to fund the  
annual Deans & Directors meeting, and keep the CCL-EAR committee hard at  
work reviewing electronic resources!**

**Every college's payment goes towards "making life safe" for CCC libraries. Every  
payment is used to remind  
people of the fundamental necessity of good library service for our students and  
faculty. These payments help make *Countrywatch* available to your college without  
subscription charge to you.**

**And every payment is used to support communication, networking and  
"connection" among those people who face the daunting challenge of managing a  
California community college library.**

**Check to be sure that your college isn't one of the remaining 13 (go to  
[www.cclccc.org](http://www.cclccc.org) and click on the Directory). And if you are ... hey, it's not too late!  
Call me!**

*Gregg Atkins, CCL Executive Director*

### **Tech News:**

#### **Search Engines Have Posted Their Top Search Lists For 2008:**

Yahoo! 2008 Year in Review: <http://buzz.yahoo.com/yearinreview2008>

Ask Top 2008 Searches: <http://about.ask.com/en/docs/2008/topqueries.shtml>

Google 2008 Year-End Zeitgeist: [www.google.com/intl/en/press/zeitgeist2008/](http://www.google.com/intl/en/press/zeitgeist2008/)

AOL Search 2008 Year End Hot Searches:

<http://about-search.aol.com/hotsearches2008/index.html>

Lycos 50 Top Search Terms of 2008: <http://50.lycos.com>

#### **The Pew Internet and American Life Project <<http://www.pewinternet.org/>> has released a new study: *The Future of the Internet III (Dec. 2008)*.**

Technology stakeholders and critics were asked in an online survey to assess scenarios about the future social, political, and economic impact of the Internet and they said the following:

- The mobile device will be the primary connection tool to the Internet for most people in the world in 2020.
- The transparency of people and organizations will increase, but that will not necessarily yield more personal integrity, social tolerance, or forgiveness.
- Voice recognition and touch user-interfaces with the Internet will be more prevalent and accepted by 2020.
- Those working to enforce intellectual property law and copyright protection will remain in a continuing “arms race,” with the “crackers” who will find ways to copy and share content without payment.
- The divisions between personal time and work time and between physical and virtual reality will be further erased for everyone who’s connected, and the results will be mixed in terms of social relations.
- “Next-generation” engineering of the network to improve the current Internet architecture is more likely than an effort to rebuild the architecture from scratch.

### **FindLaw's Top 10 Legal Predictions for 2009**

“As 2008 becomes 2009, the nation finds itself in the midst of large scale changes with perhaps larger changes on the horizon. Based on current trends and observation of user behavior, FindLaw, the most visited legal information site, predicts that these top issues will be among the most popular consumer legal topics in the New Year.” <http://news.findlaw.com/features/2009top10.html>

Urban Living  
Debt & Collection  
The Internet, Social Media and Personal Identity  
Driving and Gadgets  
Marriage & Domestic Partnership

Employment & Employee Rights  
Green Law  
Military Rights  
Child Custody, Support, Alimony  
Small Business

### **Paula Hane of *Information Today Inc* Has Released A List of Trends to Watch in 2009:**

<http://newsbreaks.infotoday.com/nbReader.asp?ArticleId=52173>

- \* Growth in the mobile web (increasingly location-aware services)
- \* Growth of technology in emerging markets
- \* Growth in the international web
- \* Open source solutions looking increasingly attractive to companies cutting costs (and the longer the economy stays depressed, the more attractive they will be)
- \* Web apps (from companies such as Google and Zoho) gaining traction over expensive software solutions (e.g., from Microsoft)
- \* Increasing traction for open access journals
- \* Increasing use of social networking services for communication (rather than email)
- \* Increased data portability among systems
- \* Growth in enterprise social networking
- \* More innovative web mashups

- \* Further developments in semantic technologies and applications, increasing the context of content
- \* Enterprise search becoming increasingly more discovery-oriented, with easy browse and navigation powered by faceted metadata
- \* Increasing movement to enhanced library catalogs (reviews, ratings, tags, etc.)
- \* Consumer technologies continuing to drive innovation and influence enterprise adoption (from "The Hour of the Vendor Strategist: Three Mega Business Trends Will Reshape the Tech Sector," by Forrester Research)
- \* Publications moving to online only, dropping their print versions (unprofitable titles may simply disappear)
- \* During the economic recession, vertical content sites having an advantage over general sites
- \* Ongoing book digitization projects—some partnering with Google, others making it on their own
- \* More options and improvements in ebook readers, increased adoption, and, hopefully, lower prices (Amazon Kindle, Sony Reader, iRex suite, Foxit eSlick, Bookeen Cybook, etc.)
- \* Revenues generally being thin everywhere
- \* New transparency in government with the Obama administration
- \* More consolidation in many industries
- \* Security and privacy remaining major concerns (this one is permanently on my watch list)

## **Twitter Comments From Kenley Newfeld's Blog at ALA Midwinter in Denver**

<http://kenleyneufeld.com/2009/01/27/twitter-dominated-ala-midwinter/>

### *Twitter Dominated ALA Midwinter January 27th, 2009*

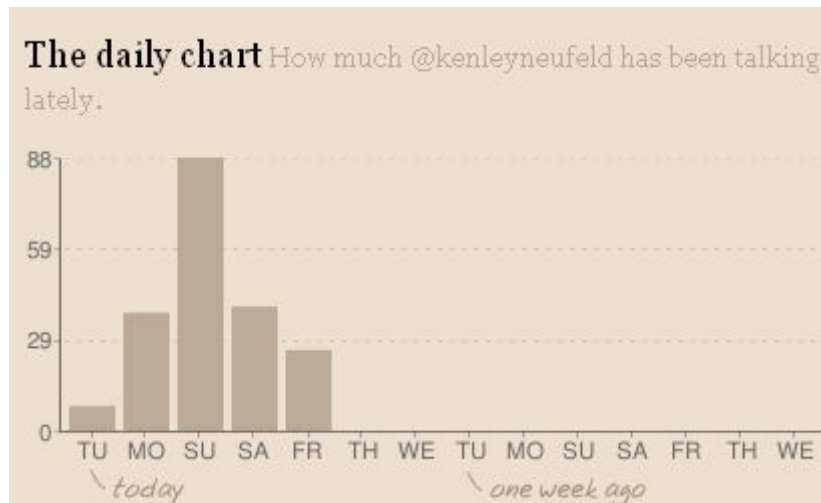
The predominant player at ALA Midwinter Meeting, at least from my personal angle, was Twitter. Though I have been using Twitter for two years, I continue to find more useful applications for this free tool. It does seem that Twitter is reaching a more critical mass, based on the **meeting tag (#alamw09)** activity, and so there is more conversation on the feed. In fact, I picked up about 50 new followers just over the weekend. I see two positive outcomes from the heavy usage of Twitter at ALA.

First, it made for a more inclusive and broad environment for discussions to occur. On more than one occasion, meetings being held in person were enriched by tweets from afar. Bringing in those voices make ALA more open and accessible - especially for those who cannot attend. Secondly, since there are so many overlapping meetings The Twitter helped attendees to be at more than one meeting at once. So yes, you can be in two places at once. In the *LITA Town Hall* meeting I sat at a physical table with eight other folks. We decided to hold our conversation on Twitter so we could easily log the conversation. Two things happened: more people joined virtually and, when I had to leave, I could continue participating from the next location. This provided for rich content and open

participation. Also, see LITA's well known *Top Technology Trends* program as it unfolded on Twitter.

Granted, this was a certain crowd at this annual librarian meeting. However, it played heavily into my program and activities by allowing me to participate more widely and connect more closely with my colleagues. Big kudos go out to the BIGWIG folks for testing out many new technologies (for ALA) and reach a broader audience.

For the record, typically I tweet about 10 per day but I spiked with 88 tweets on Sunday. Fun!



The City of Denver and the Colorado Convention Center made this super easy because WiFi was ubiquitous and free. It seems pointless to blog about the normal ALA-related activities because you can follow much of the conversation on the links above from Twitter.

## **MLA Revision Due in April 2009**

Last month there was a query in two listservs (cjc-1@ala.org and calix@listproc.sjsu.edu) asking whether or not members had begun to create new library materials to deal with the anticipated revisions of MLA citation rules.

The following materials have been created by some early adopters of the new MLA and are both available on the Web and already in use at their institutions:

- An updated MLA booklet from The Evans Library Fulton-Montgomery Community College at:  
[http://fmcc.suny.edu/PDF/MLA\\_STYLE\\_BOOKLET\\_2009.pdf](http://fmcc.suny.edu/PDF/MLA_STYLE_BOOKLET_2009.pdf)

- A new guide at E. Philip Saunders College of Business, Rochester Institute of Technology at:  
<http://library.rit.edu/pubs/guides/mla.pdf>
- A new MLA handout from Quinebaug Community College, CT at:  
<http://www.qvcc.commnet.edu/library/reference.asp>
- A module for using MLA format from CSU East Bay can be found by:
  1. <http://library.csueastbay.edu>
  2. Click on the "subject guides" tab in the center of the screen
  3. Choose "English" and hit "Go"
  4. Scroll down the English subject guide page and on the right, you'll see a "How to..." section that has direct links to the two modules.



One thing seems clear in this muddled scene: it would be desirable to have undergraduates using citation standards that are consistent between community colleges and the four year and university setting.

Responses in the listserv included many references to the OWL at Purdue University which has the following position statement listed at <http://owl.english.purdue.edu/owl/resource/557/15/>

In Summer 2008, the Modern Language Association released its third edition of the *MLA Style Manual and Guide to Scholarly Publishing*, which publicly unveiled modifications to MLA Style for the upcoming year.

These changes go into effect April 2009 with the release of *MLA Handbook for Writers of Research Papers* (7th edition). General paper formatting (margins, headings, etc.) and in-text citations will remain the same, but all Works Cited style entries will be different from the 6th edition guidelines.

The Purdue OWL will begin listing these changes in all our MLA resources in April 2009. Until then, here are some of the more noteworthy changes to look forward to:

- **No More Underlining! Underlining is no more.** MLA now recommends italicizing titles of independently published works (books, periodicals, films, etc).
- **No More URLs!** While website entries will still include authors, article names, and website names, when available, MLA no longer requires URLs. Writers are, however, encouraged to provide a URL if the citation information does not lead readers to easily find the source.
- **Continuous Pagination? Who Cares?** You no longer have to worry about whether scholarly publications employ continuous pagination or not.

- For all such entries, both volume and issue numbers are required, regardless of pagination.
- **Publication Medium.** Every entry receives a medium of publication marker. Most entries will be listed as Print or Web, but other possibilities include Performance, DVD, or TV. Most of these markers will appear at the end of entries; however, markers for Web sources are followed by the date of access.
  - **New Abbreviations.** Many web source entries now require a publisher name, a date of publication, and/or page numbers. When no publisher name appears on the website, write N.p. for no publisher given. When sites omit a date of publication, write n.d. for no date. For online journals that appear only online (no print version) or on databases that do not provide pagination, write n. pag. for no pagination.

Compiled by Johanna Bowen

## **Chancellor's Office Library & Learning Resources Programs Advisory Committee**

The Committee has not met this year yet, but will be involved in two activities that occur later this academic year:

1) Coordinating (along with co-sponsor Council of Chief Librarians) the annual meeting of the CCC Library Directors and Deans. The meeting will be in Sacramento allowing Directors and Deans (also includes a number of faculty coordinators and dept chairs) to network with each other and also hear presentations of interest from Chancellor's Office staff (previous presenters have included Carole Bogue-Feinour, Steve Bruckman, LeBaron Woodyard and Chris Yatooma). The meeting will be on March 27 (please read related articles in this Outlook issue).

2) Coordinating (along with Chancellor's Office and the Council of Chief Librarians) the Annual Data Survey, which is sent out to all CCC librarians to allow the Chancellor's Office to report on the condition of local college librarians and provide data for libraries for comparison and analysis of services. The data for the 2005-06 and 2006-07 is being tabulated and analyzed by a consultant at this time and should be available on the Chancellor's Office website in the near future. Also, a request for the 2007-08 data should be sent out to campus contacts (usually the contact name that is listed in the CCL Directory) in the next month or so and then another request (for 2008-09 data) will be sent out this August or September.

Submitted by: Dan Crump (American River College)

### **Vendor Day**

A successful vendor fair was held on February 6, 2009 at the Martin Luther King Library (SJSU/SJPL) in San Jose. Five vendors made presentations including LibGuides (SpringShare), Pop Culture Universe and American Indian Experience (ABC-CLIO/Greenwood), over-view of New Services Databases and Reference Databases (Facts on File), and OmniFile, Biography Reference Bank and the Art Suite of Databases (HW Wilson). Thanks to all who attended and participated, especially Sarah Raley, Consortium Director, for organizing and the Community College League for providing lunch.

### **Reviews**

The Pro/Con Database Content Comparison Review has been posted. It compares: CQ Researcher (CQ Press/Sage), Issues and Controversies (Facts on File/Infobase Publishing), Opposing Viewpoints Resource Center (Gale), PointsofView Reference Center (EBSCO), SIRS Researcher (ProQuest), and procon.org (a free public WWW site).

LearningExpress and EBSCO's Vocational Studies Database are currently under review. A new Content Comparison Review is being conducted for general encyclopedias: Britannica, Americana, and World Book. To read committee reviews and find out more about the CCL-EAR Committee go to <http://www.cclibraries.org/index.html>.

### **Other Activities**

The product review template is being reevaluated with the goal of eliminating unnecessary verbiage and making it more usable. A collection development policy for ebooks is in process.

### **Representative Opening**

The San Francisco/East Bay region will have an opening for a CCL-EAR regional representative beginning May 2009. The colleges included in the Region are: Alameda, Chabot, Contra Costa, Diablo Valley, Laney, Las Positas, Los Medanos, Merritt, Ohlone, San Francisco, and Vista. If you are a librarian with interested in online and electronic resources, please consider volunteering to be the CCL-EAR committee regional representative. The committee is sponsored by the Council of Chief Librarians and is charged examining, reviewing, and recommending electronic resources for the California Community College Libraries. They meet six times a year (three face-to-face and three teleconference via cccconfer). You can get a broader picture of the work of the committee from <http://www.cclibraries.org/committee/members.html>. Take a look and please email me [lwinters@glendale.edu](mailto:lwinters@glendale.edu) or the CCL President Jim Matthews [jmatthews@chabotcollege.edu](mailto:jmatthews@chabotcollege.edu) if you are interested.

### **2008/09 CCL-EAR Committee Meeting Calendar**

(Specific times and meeting locations to be announced; meetings are open to all librarians)

March 11: CCC Confer meeting

April 30 and May 1: San Diego

## **What's New at the Community College Consortium**    Contributed by Sarah Raley

Renewal notices will be sent out in early March. Check the Consortium web site for updated program announcements [www.cclibraries.org](http://www.cclibraries.org) The due date for renewal notices to be returned to the League office is May 8<sup>th</sup>.

If you would like to add a new product that is not on your renewal list, order forms are located on the last page of the Program Announcement. If you need special invoicing, please let us know when you submit the renewal form.

CQ (Sage Publishing) has now implemented a hosting fee for any of their perpetual rights products. This fee will be applied to CQ Researcher and other perpetual rights products. You will see this hosting fee on your renewal lists.

This summer we will offer the option to add two months to your Britannica order so it will match up with the calendar year cycle. Watch your email for further information on this offer.

Not all the databases you need are available through the consortium and some vendors will not allow us to sell access to their databases. If you are negotiating your own license agreement, here are some items to consider.

Does the license include automatic renewal? One of our libraries ran into trouble when it stated on the invoice the product would be automatically renewed if written notice that service would be cancelled was not received 60 days prior to the start date. Several vendors are adding automatic renewal clauses.

Is the vendor asking you to pay sales tax on your electronic purchase? Currently, California law excludes electronic items as eligible for sales tax. As long as no physical items are received, a vendor should not charge sales tax on your purchase.

Are you purchasing subscription access or perpetual access? Understand the difference and ask if any hosting fees are involved with perpetual access. Also, know how a vendor defines authorized users and how remote use is handled.

The NISO has a project that created a sample agreement called the Shared Electronic Resource Understanding (SERU), a document that publishers and librarians can use instead of a license agreement. If you would like more information on this project, see <http://www.niso.org/workrooms/seru>

## **Interesting Tidbit from Steve Bruckman at the CCCCCO...**

Several years ago, former Chancellor Drummond began referring to this office as the System Office, rather than the Chancellor's Office as it has been know for many years.

Chancellor Scott would like us to return to the Chancellor's Office. For many of you, this will not be an issue because you never fully changed from the Chancellor's Office. Also, Education Code and title 5 have always referred to the Chancellor's Office.

From this point forward, publications, letterhead and other materials should say Chancellor's Office. For new supply orders, like business cards, we will be using Chancellor's Office.

### **News From the San Diego/Imperial Region:**

All 9 libraries are dealing with budget issues and many are in various stages of the accreditation process. Most of the campuses are under some sort of hiring freeze and many are building new buildings as a result of bond money.

Palomar College is scheduled for its ACCJC visit from March 9-12. Palomar Public Services Librarian Linda Morrow has been recommended to receive tenure.

### **News From The Los Angeles Region:**

CCL – LA Region Representative Report February 4, 2009

East LA College: The library is adding Question Point live chat reference service this spring. The library will move to temporary facilities in October while the current facility is renovated. (Choonhee Rhim)

LA Harbor: Enrollment is up. Ground breaking for the new building will be in September. He is concerned about how to keep online resources in these difficult budget times. He has slashed print subscription in favor of databases. On his campus TTIP and local funds have been frozen. (Jonathon Lee)

LA Southwest College. Shelley Werts is now the library department chair.

LA Trade Tech: They will be hiring a replacement librarian which will make a total of 3. Previously they had 4. The library building is to be remodeled and they will move to temporary space in January 2010. The library will be on the 1<sup>st</sup> floor in the new space. (Leslie Kite)

LA Valley: They were to have moved into temporary facilities (for 3 years) but it has been delayed because of contractor difficulties. Financially the college is in a retrenchment mode. (David May)

LA City College: They have moved into their new building. They have lost some hourly and are doing single staffing at the reference desk. The book budget has been cut and they will be losing a librarian in June. (Barbara Vasquez)

Pierce College: They have hired a new librarian, Paula Paggi. She attended LA Valley, transferred to CSUN where she received a BA in English with a minor in Geography and Teaching Credential in English. She has a Masters in Library Science and Teaching

Credential in Library Science from San Jose State. She has worked as a librarian at Golden Valley and Westlake High Schools and District Librarian at Burbank Unified School District. (Florence Robin)

Pasadena City College: The library has upgraded to the new Voyager ILS software. They are remodeling their instruction room to make it more flexible, tentatively including flip-top recessed computer monitors. They now have 15 laptops for checkout. They have completed their accreditation self study with all electronic evidence. They have been having joint meetings with the local high school librarians, both public and private. (Mary Ann Laun)

Santa Monica: They are working on accreditation and seem to be OK financially this year. (Mona Martin)

At Glendale, Linda Winters has retired but is continuing on a part time basis doing training, support and special projects. Brenda Jones has been appointed to a temporary 18 month contract Library Director position. The campus seems to be OK financially for the current year. If necessary, funds will be borrowed from unexpended bond moneys.

## **News from the Northwest Region**

Napa Valley College's new Library and Learning Resources building project is funded by a local bond and matching funds from the State. Because of this budget situation, the money from the state has been frozen. The college Board discussed options that included slowing or stopping construction or going forward using local bond funds that were targeted for other projects. The Board chose to continue building on the original schedule with the assumption that state funds will become available at some future date. So the building continues.

College of the Redwoods Library (Jason Leppaluoto)

(1) Last summer, the library cataloged the career center collection (about 500 volumes). These are now findable through our Voyager OPAC.

(2) The library offered its first course in some time last fall, a book-of-the-year discussion group (Octavia Butler's "Parable of the Sower") taught by Reading professor Vinnie Peloso. This was a modest success (an enrollment of 19). We are offering it as an online course this spring.

(3) We are currently developing curriculum for an online research skills course to be offered for the first time next fall.

(4) The bad news: the college decided to take back 22.5% from every cost center, a preemptive move in anticipation of the state not funding the COLA. We ended up losing our travel budget, staff development budget, and about 60% of our book budget. We also ended up sacrificing some training and printer maintenance funds in order to fund tutors at the college.

(5) Two staff members left in the past six months (our systems technician and library assistant). Our technician was promoted to systems technician, leaving that vacant. The college has allowed us funds to hire temps (1.5 full-time equivalents) for those positions. I worry that these positions may disappear altogether next year.

Mendocino College decided in January to move ahead with its new Library/Learning Resource Center using local bond money rather than wait for a state match. It moves into construction plans next and ground breaking is scheduled for June 2010. The project will triple the size of the current library and be the first two-story building at the campus. Will Baty of Santa Rosa Junior College was the library consultant for the project.

### **For the Common Good: The Library of Congress Flickr Pilot Project**

**October 30, 2008 Michelle Springer, Beth Dulabahn, Phil Michel, Barbara Natanson, David Reser, David Woodward, and Helena Zinkham**



#### **Executive Summary**

The Library of Congress, like many cultural heritage organizations, faces a number of challenges as it seeks to increase discovery and use of its collections. A major concern is making historical and special format materials easier to find in order to be useful for educational and other pursuits. At the same time, resources are limited to provide detailed

descriptions and historical context for the many thousands of items in research collections. The Library also faces competition for the attention of an online community that has ever-expanding choices of where to pursue its interests.

One solution worth exploring is to participate directly in existing Web 2.0 communities that offer social networking functionality. Reaching out to unknown as well as known audiences can attract more people to comment, share, and interact with libraries. Taking collections to where people are already engaged in community conversations might also encourage visits to a library's Web site where the full wealth of resources are available. To begin to address these issues, staff in the Office of Strategic Initiatives (OSI) approached the Library Services Prints and Photographs Division (P&P) in early 2007. A small team developed a pilot project that could be rapidly implemented with limited resources. The formal Library of Congress strategic goals to expand outreach and improve the user experience shaped the primary objectives:

- increase awareness by sharing photographs from the Library's collections with people who enjoy images but might not visit the Library's own Web site,
- gain a better understanding of how social tagging and community input could benefit both the Library and users of the collections, and
- gain experience participating in the emergent Web communities that would be interested in the kinds of materials in the Library's collections.

Once the popular photosharing Web site Flickr was selected as a venue that would meet the Library's requirements, the pilot team contacted Flickr to discuss its available rights statement options--none of which was appropriate for the Library's content. These discussions began the collaboration that resulted in the launch of *The Commons* ([www.flickr.com/commons](http://www.flickr.com/commons)), a designated area of Flickr where cultural heritage institutions can share photographs that have no known copyright restrictions to increase awareness of their collections. Flickr members are invited to engage with Commons collections by describing the items through tags or comments. A growing number of libraries, museums and archives, intrigued by the possibilities of this model, have followed the Library's lead and launched accounts within the Commons framework. Two collections of historical photographs were made public on a Library account on the Flickr photosharing site in January 2008. The response from Flickr members and observers of the pilot was overwhelmingly positive and beneficial. The following statistics attest to the popularity and impact of the pilot:

- As of October 23, 2008, there have been 10.4 million views of the photos on Flickr.
- 79% of the 4,615 photos have been made a "favorite" (i.e., are incorporated into personal Flickr collections).
- Over 15,000 Flickr members have chosen to make the Library of Congress a "contact," creating a photostream of Library images on their own accounts.
- For Bain images placed on Flickr, views/downloads rose approximately 60% for the period January-May 2008, compared to the same time period in 2007. Views/downloads of FSA/OWI image files placed on Flickr rose approximately 13%.
- 7,166 comments were left on 2,873 photos by 2,562 unique Flickr accounts.
- 67,176 tags were added by 2,518 unique Flickr accounts.

- 4,548 of the 4,615 photos have at least one community-provided tag.
- Less than 25 instances of user-generated content were removed as inappropriate.
- More than 500 Prints and Photographs Online Catalog (PPOC) records have been enhanced with new information provided by the Flickr Community.
- Average monthly visits to all PPOC Web pages rose 20% over the five month period of January-May 2008, compared to the same period in 2007.

This project significantly increased the reach of Library content and demonstrated the many kinds of creative interactions that are possible when people can access collections within their own Web communities. The contribution of additional information to thousands of photographs was invaluable.

Excerpted from: [http://www.loc.gov/rr/print/flickr\\_report\\_final.pdf](http://www.loc.gov/rr/print/flickr_report_final.pdf)