

IFLA Standing Committee on Reference Work Newsletter

Summer 2004
Volume 3, Issue 1

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Note from the Chair



Figure 1
Annsöfie Oscarsson, Interim Chair

Dear colleagues,
It is a great pleasure to welcome the third issue of the section's newsletter. I would like to take this opportunity to review our activities since last time we met. First of all, since the Annual Conference in Berlin, the Reference Work Section has completed our new Strategic Plan and has also published translations into French and Spanish, which we are especially happy about with regard to the conference venue in Argentina. Our Digital Reference Guidelines are up on our web site together with Spanish and Dutch translations. Other translations such as German and French are on their way. Furthermore, we got funding for a small project which runs from January 2004 to December 2004. The outcome will be identifying resources that currently exist to support reference initiatives in developing countries as well as to

sell the need for reference services to decision makers.

The rapid explosion of internet resources and possibilities for expanding our services make the digital divide more apparent than ever. The need for continuing professional development and cooperation will continue to be of utmost importance. The theme of the approaching conference in Buenos Aires reflects these important issues which also are emphasized by President Kay Raseroka. The contribution from our section with regard to the conference theme, *Libraries: Tools for Education and Development*, will be an open programme focusing on "Librarian Toolkit for the 21st Century." The "tools librarians need to deliver information" will be highlighted and discussed from various points of view, including those of the developing countries. Our second item on the programme schedule will be a poster session entitled "Digital Reference Guidelines: Paving the Way for Collaborative Reference," which will publicize the creation and release of the Digital Reference Guidelines prepared by IFLA's Reference Work Section. It will also provide conference attendees with the opportunity to speak directly with the creators of the Guidelines. We, members of the Reference Work Section Standing Committee, look forward to a very important and a most interesting conference in Buenos Aires. We hope to see many of you there!

(continued on page 2)

**AGENDAS FOR REFERENCE
WORK SC MEETINGS
IN BUENOS AIRES**

Standing Committee I

Sunday 22 August

8:30 – 11:20

1. Introductions
2. Approval of agendas
3. Approval of minutes of SC Meetings in Berlin 2003
4. Chair's report (Annsophie Oscarsson, Chair)
5. Report from the Coordinating Board (Martin Kesselman, Secretary)
6. Financial report (Martin Kesselman, Treasurer)
7. Report from Information Officer (Cathy Wojewodzki)
8. Report on Digital Reference Guidelines Project (Diane Kresh)
9. Report on Reference Toolkit for Libraries in Developing Countries (Marty Kesselman, Project Coordinator)
10. Strategic Plan 2003-2005
11. Proposals for new projects
12. Matters concerning Buenos Aires conference
13. Brainstorming on topics for Oslo 2005, 14-18 August (Conference theme: "Libraries – A Voyage of Discovery")
14. Report on Pre-conference Järvenpää (Helsinki) 11-12 August, 2005 (Birgitta Fogelvik)
15. Other business

Standing Committee II

Saturday 28 August

8:30 – 11:20

1. Reports on Buenos Aires conference
2. Final planning for Oslo 2005
3. Advance planning for Seoul 2006 (Conference Theme: "Libraries – Dynamic Engines for the Knowledge and Information Society")
4. Other business



(continued from page 1)

As always, we encourage readers of this newsletter to contact us. We welcome any information from our field that you find interesting to share with colleagues, also topics for forthcoming conference sessions. For further information and updates on our section, check our web site and please notice that there is also a discussion list. We are looking forward to hearing from you!

Annsophie
Chair

Open Session

**Librarian Toolkit for the 21st Century:
Tools Librarians Need to Deliver Information**

Our theme is linked to the overall conference theme, "Libraries: Tools for Education and Development," and to IFLA President Kay Raseroka's theme of lifelong learning.

The general theme for the open session is "Addressing the Digital Divide." Through the presentation of papers and discussion, we hope to provide both professional perspectives and practical guidance to ensure that information professionals have the tools they need to link people with the information they need.

Speakers:

Vanda Ferreira dos Santos (Italy):

La Biblioteca Publica y su Contribucion al Desarrollo Economico: realidad o sueno imposible

Linda Ashcroft, Chris Watts (UK):

ICT skills for information professionals in developing countries: perspectives from a study of the information environment in Nigeria

Steve Hiller, Jane Schillie, James Self (USA):

Community Assessment: An Essential Part of the Reference Librarian Toolkit

The moderator will be Diane Kresh.

MINUTES: IFLA REFERENCE WORK SECTION
August 2003
Berlin, Germany

Interim Standing Committee Meeting I

Introductions and Regrets
Agenda approved

Chair's Report: (Annsophie Oscarsson)

- The new title for the conference is WLIC: World Library and Information Congress.
- 2003-2007 is considered the first term for all Standing Committee members whether or not they were on the interim SC.
- Annsophie reviewed materials mailed out, including resolutions and changes in the Buenos Aires conference schedule.
- Our revised strategic plan is due on October 1.
- Committee's IFLA booth time is on Tuesday.

Election of Officers: Annsophie was elected for a 2-year term as Chair. Marty was elected for a 2-year term as Secretary/Financial Officer. Both were elected by acclamation.

Financial Report: Project funds are still available for the Digital Reference Project (coordinated by Diane Kresh) and from administrative funds. All funds must be expended by the end of 2003. Plans for using up funds were discussed. For project funds, funds can be used to develop a poster session for the Buenos Aires conference as well as to print out the guidelines as a brochure. Diane Kresh and committee will follow up with this. Marty needs bills by the end of the year. For administrative funds, money will be used to translate our information brochure

into Russian and remaining funds will be used to compensate University of Delaware for color printing costs. Administrative funds for next year can also be used to hire a student to help with the newsletter layout.

Information Officer: Cathy mailed out the newsletter to all section members and has gotten everything up on IFLANET. Josje and Birgitta volunteered to assist Cathy with the newsletter.

Other Business: Annsophie reviewed how section membership takes place.

Strategic Planning: It was decided to do much of the work on the plan after the conference. Kay Roseroka's theme of lifelong learning needs to be put into the mission for our section. A task force was set up to work on the strategic plan including Josje (convener), Annsophie, Cathy, Beth, and Concha.

The committee reviewed plans for the Berlin Conference: open session and workshop.

Interim Standing Committee Meeting II

Report on Berlin Conference: Open session program and workshop went well. Also the workshop with Serials SC did well. Ann provided some notes from the discussions at the beginning of the workshop.

Digital Reference Guidelines: Diane will update all comments

received and develop a new draft. Deadline for the final draft was decided to be October 15.

New Projects: Discussion of Marty's proposal of a Reference Technology Toolkit. SC members wondered how useful a toolkit such as this might be for developing countries, in particular many European countries where libraries collaborate on a national level. Focus was changed to a reference toolkit for developing countries to include materials on how to develop a reference service, training checklist, guidelines, staffing, etc. This will be a one-year project that can serve as preliminary work towards a larger multi-year project of the SC working with the Information Literacy SC and Division 8. The plan is to develop a large project proposal to be submitted at the conference in Buenos Aires. Focus on the large project may be on developing training materials/resources for librarians in developing countries on how to provide reference services. Franceen will lead this effort and other members of our SC interested in working on the proposal include Marty, Valentina, Petra, and Amanda. Jesus Lau, chair of the Information Literacy SC, has expressed interest in working with us.

Greenlight Task Force: By 2007, our SC will be evaluated (as well as all others) and we need to be prepared. Our roadmap is our strategic plan. Advocacy for reference services needs to be a key component of our planning.

Listservs: Beth attended the Information Coordinators Meeting and has agreed to manage the section's listserv and move it to IFLANET. Also, Beth suggested a second listserv for those interested in the work of the section. The decision was to create two lists. The first list, REFSC, will be limited to current members and corresponding members of the SC and will be used for committee business. The second list, IFLAREF, will be trialed for approximately a 6-month period. This list will be open to anyone interested in the work of the Reference Work SC. Past members of the section will be invited to join this second list.

Buenos Aires: We are limited to a single 2-hour session for the first time. The idea emerged of a working title of "Reference Toolkit for the 21st Century" with the following sub-themes: guidelines, skills sets needed by reference librarians today (e.g. negotiations on licensing), training and continuing education, marketing, and management. A subgroup that will work on our program includes: Diane (convenor), Uwe, Bodil, and Beth. Diane's project group for virtual reference guidelines will work on organizing a poster session to

highlight their work and this might also be tied in some way to our program session. Diane will handle the poster session application form.

Oslo: Gunilla provided background information for a pre-conference co-sponsored by the Finnish Library Association on the topic of "Virtual vs. Physical Library?" Pre-conference site would be 50km north of Helsinki on August 11-12, 2005. A study tour to Finnish libraries is planned the day before on August 10. Gunilla, along with Birgitta, will work on plans for the pre-conference and topics related to the reference work section. For an Oslo program by our SC, we did a little brainstorming and the following ideas emerged:

- Assessment/evaluation of reference, usability studies, quality and performance measures, surveys and needs assessment, and filters of information.
- Co-sponsorship should be considered, which would allow us to have a longer session or two sessions on these topics.

From CB2: Our division contact for Oslo is Torill Redse: torill.redse@abm-utvikling.no
Our division contact for Buenos Aires is Pedro Faltato: pfalcato@acesoplus.com

Respectfully submitted,
Marty Kesselman,
Secretary/Financial Officer



Secretary Marty Kesselman

Member Profile



Cathy Wojewodzki

Cathy Wojewodzki serves as the Section's information officer. An MLS graduate of Rutgers (USA), she is employed at the University of Delaware Library as a Reference Librarian.

Cathy has served on the American Library Association's Council and is currently active with the ACRL Scholarly Communication Committee. A former state legislator, she is known for her work to defeat UCITA and legislation that would restrict access to library materials and services.

Cathy currently chairs her county's Library Advisory Board, serves on the Delaware Council on Libraries, and heads the Delaware Library Association's Legislative Action Committee.

Poster Session

Digital Reference Guidelines: Paving the Way for Collaborative Reference

This poster session will publicize the creation and release of the Digital Reference Guidelines prepared by IFLA's Reference Work Section in the fall of 2003 [<http://www.ifla.org/VII/s36/pubs/drg03.htm>].

The Reference Work Section created the Digital Reference Guidelines as a tool for both the administrator interested in starting a digital reference service in his or her library and the practitioner providing these services directly to members of the public. These guidelines attempt to create some common standards from diverse traditions. They are intended to allow librarians throughout the world to explore the possibilities of new technologies for information sharing and professional communication, and to allow institutions to redefine the scope of their public services.

The poster session will ensure the distribution of this important information to the greatest number of librarians and administrators possible. It will also provide conference attendees the opportunity to speak directly with the creators of the guidelines, librarians experienced in the administration and provision of digital reference services.

The session will also highlight graphic examples of digital reference models from different institutions, as well as screen shots of various user interfaces. This visual element is intended to give attendees a sense of how digital reference services look and feel, from both the librarian's and the user's perspectives. Hard copies of the guidelines will be available.

Reference Toolkit for Libraries in Developing Countries

Today's rapidly changing information landscape holds much promise for both enhancing and extending reference services as never before. But at the same time, there is a lack of library staff with the reference skills necessary to assist users in developing countries to access information necessary that can directly benefit their countries economically and socially. Where services do exist, there is a major lack of standards and guidelines for libraries regarding responsibilities and services.

To assist librarians and decision makers in developing countries, IFLA has funded a small project for the Reference Work Section to develop a web-based toolkit to bring together existing and freely-available guidelines and other materials that can be utilized to plan and develop reference services. The project is being carried out by Martin Kesselman, Secretary of the IFLA Reference Work Section, of Rutgers University Libraries with Sarah Watstein, Associate University Librarian for Public Services at Virginia Commonwealth University. Kesselman and Watstein will determine what resources exist within the library profession and other fields that can be adapted and utilized to assist librarians and decision makers in developing countries in the promotion and provision of reference services. This toolkit will provide an important compilation and will be the groundwork for an ambitious large project from the Reference Work Section, the Information Literacy Section, and Division VIII to build on and to create needed training programs for reference and information literacy for librarians in developing countries.

Reference Work Section Annual Report 2002-2003

by *Annsophie Oscarsson*,
Head of Reference and User Services, Umeå University Library, Sweden

The election of the first Standing Committee based on nominations from member sections took place at the Berlin conference in 2003.

The following members were elected.

Chair: Annsophie Oscarsson, Sweden

Secretary/Treasurer: Martin Kesselman, United States

Information Officer: Catherine Wojewodzki, United States

Members:	Concha Lois Cabello, Spain	Suzanne D. Gyeszly, United States
	Josje Calff, The Netherlands	Gunilla M. Hakli, Finland
	Valentina Comba, Italy	Francis T. Kirkwood, Canada
	Andrea Delumeau, France	Diane Nester Kresh, United States
	Amanda Duffy, United Kingdom	Anne Grodzins Lipow, United States
	Jieyin Feng, China	Uwe Schwersky, Germany
	Beth Fisher, United States	Raymond-Josue Seckel, France
	Birgitta Fogelvik, Sweden	Petra van den Born, France
	Franceen Gaudet, Canada	Bodil Wohnert, Denmark

Corresponding Susan McKnight, Australia

Members: Marta Terry, Cuba

Mission

The Reference Work Section addresses all aspects of reference work, in all types of libraries, in all regions of the world with emphasis on unrestricted availability of information. The section aims at bridging the gap between the physical and the digital library, to promote life-long learning and information literacy in all aspects of the knowledge sharing process, and to support library staff around the world with standards and guidelines for reference service.

Areas of special interests:

- User-centered reference services
- Organization and staffing of reference services
- Ethics of high quality service
- Provision of high quality service
- Impact of the digital environment on reference services
- Reference collections in a digital world
- Continuing education and training of library staff
- Marketing/visibility of library reference services
- An information forum on the nature of reference work in different parts of the world
- The democracy-building role of reference services

The section's brochure has been published in English, German, French, Russian and Spanish.

During 2002-2003, the SC has planned and carried out the following activities.

Reference Work Open Session in Berlin

Reprofessionalization of reference work: interaction in the physical and the virtual library

Moderator and overview of the state of virtual reference:

ANNE GRODZINS LIPOW
(Library Solutions Institute and Press, Berkeley, USA)

1. [Digital reference in Germany - an overview and experiences on the need for qualifications: Digital Reference in Deutschland - Überblick und spezifischer Kompetenzbedarf: La référence en ligne en Allemagne: aperçu et expériences sur les qualifications nécessaires](#)
HERMANN RÖSCH
(Fachhochschule Köln - Fachbereich Informationswissenschaft, Köln, Germany)
2. [Designing and delivering information services to postgraduate students: experiences of one librarian at the University of Melbourne](#)
SABINA ROBERTSON (School of Graduate Studies, University of Melbourne, Melbourne, Australia)
3. [Cooperation across cultures in public and scientific libraries: the cooperation in Net Librarian/ BiblioteksVagten: a Danish "Ask the librarian" service](#)
[La coopération à travers les cultures dans les bibliothèques publiques et scientifiques: la coopération dans Net Librarian/Biblioteks Vagten: un service de référence virtuel danois](#)
VERA DAUGAARD (Central Library Herning, Herning, Denmark)

Reference Work Workshop

Hot issues in reference: mini-discussions on reference topics of global interest

The workshop consisted of several discussions on topics of global interest with the following facilitators:

- MARY CAROL-LINDBLOOM of the Alliance Library System in Illinois, USA, led a discussion on multiple-library virtual reference collaborations.
- LEK CHO NGIAN of the National Library Board in Singapore talked about real-time reference via kiosks in the library and elsewhere.
- KAY CASSELL of the New York Public Library, USA, monitored a discussion on alternative models of reference staffing.

Projects

The Digital Reference Guidelines Project, headed by Diane Kresh, was finished and published on the IFLA web site. Translations into various languages were initiated. [IFLA Digital Reference Guidelines](#)

Section Members

By August, there were 50 members registered for the Reference Work Section.

Serial Publications & Reference Work Workshop

Electronic journals: how they are changing our lives

[This workshop examined the impact of electronic journals on a number of library activities:](#)

- Selection of titles for a library
- How e-journals are packaged and distributed
- Licensing and rights management
- Workflow in acquisitions and cataloguing
- Reference and public services work

Panel

ADOLFO RODRIGUEZ (Universidad Nacional Autonoma de Mexico, Mexico City, Mexico)
PURIFICACION GARCIA DELGADO (Universidad Politecnica de Valencia, Valencia, Spain)
ANDREAS M. HEISE (Staatsbibliothek zu Berlin, Berlin, Germany)
EVELINDE HUTZLER (Universitätsbibliothek Regensburg, Regensburg, Germany)
DAN LESTER and PEGGY COOPER (Boise State University, Boise, USA)
HILDEGARD SCHAEFFLER (Bayerische Staatsbibliothek, München, Germany)

Publications

The Section's Newsletter was published in May: [Summer 2003, Volume 2, Issue 1](#)

IFLA Reference Work Committee member Anne G. Lipow works with librarians around the world. We asked her to comment on this experience. She gave us the following thoughts.

Around the World, Public and Academic Libraries Are Grappling with Many of the Same Questions

Based on my observations over the last 12 months working with librarians in far-flung places, I'm struck by the similarities in the challenges they face and the new directions they seek. After a year of seminars, workshops, and conference presentations in Finland, Australia, United States, Norway, Sweden, and Germany, I've noticed a few overarching questions these public and academic librarians seek to answer. In many instances they are exploring collaborative solutions, as they all seem to face these three questions.

- 1. *How to prepare for tomorrow while providing and staffing heavily-used services today that may not be needed tomorrow?*** Public and academic librarians are trying to close the growing gap between the library and its increasingly diverse community—from Generation X & Y, those under age 40 (who were raised on TV and video games and are quick to adopt emerging technologies) to senior citizens (who are slower to adopt new technologies). Virtual reference service is one of several efforts to address this issue by accommodating distant users.
- 2. *How to increase the value of the “librarian” in the eyes of the library’s constituencies and funders? What new funding resources are feasible?*** While there is widespread support for the concept of libraries and often generous funding for the building of new libraries, monies from traditional sources for staff and collections are shrinking. Administrators are asking if search engines and library support staff (people without a professional education in librarianship) can replace librarians. Libraries trying to maintain needed traditional services and launch new and innovative services are exploring alternative sources of funding.
- 3. *What knowledge and abilities are required to ensure the library’s continued place as an indispensable, top-quality information resource in its community?*** Since our profession does not require us to acquire a renewable certificate or license for continued employment, there is no mandate for keeping our skills up to date. Librarians everywhere are trying to identify the new skills needed today and to figure out ways to ensure ongoing training to maintain competencies.

The IFLA Reference Work Section is a forum for the discussion of all aspects of reference work in all types of libraries in all regions of the world.

For more information about the section, please see our web page at <http://www.ifla.org/VII/s36/rw.htm>.

This web site gives the section

- Scope
- Strategic Plan
- Publications
 - Newsletter
 - Section Leaflet
 - Annual Report
- Conferences
- Minutes of Meetings
- Four-hear Perspective
- Useful Addresses

The section's brochure is now available in English, French, German, Russian, and Spanish. These may be read online at

<http://www.ifla.org/VII/s36/rw.htm#1>.

We'd love to hear your comments and reactions to this article. Please send them to cathyw@udel.edu

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ADDRESS CORRECTION REQUESTED



Subscriber



SCHEDULE FOR BUENOS AIRES 2004

Sunday 22 August
8:30 – 11:20

Standing Committee on Reference Work Meeting I

Tuesday and Wednesday 24-25 August
12:00 – 14:00

***Poster Session – Digital Reference Guidelines:
Paving the Way for Collaborative Reference***

Wednesday 25 August
16:00 – 18:00

***Reference Work Open Session – Librarian Toolkit
for the 21st Century: Tools Librarians Need to
Deliver Information***

Saturday 28 August
8:30 – 11:20

Standing Committee on Reference Work Meeting II