



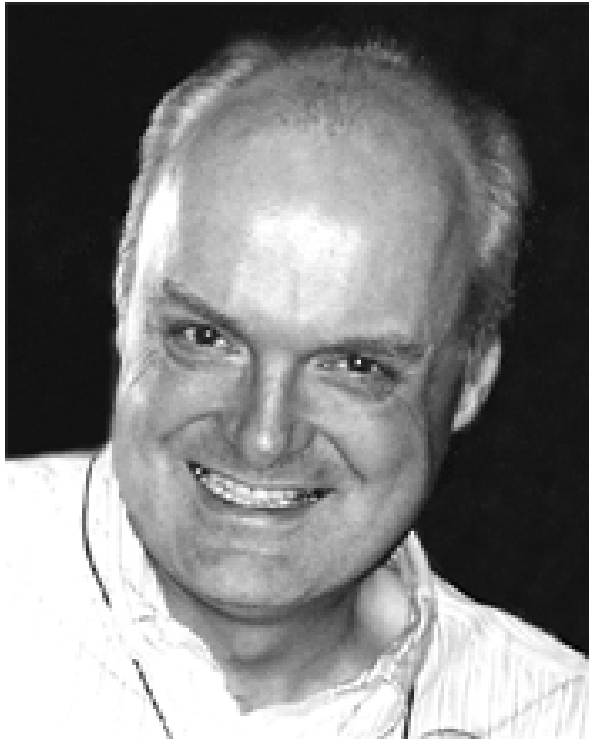
The Education Institute
15 Minutes a Day!
All It Takes to Keep Up in a 2.0 World

Feb. 8, 2007, 2 pm ET

Stephen Abram

Chief Strategist, SirsiDynix Institute

Welcome



- I'm Stephen and I'll be your host today for a quick discussion of the Learning 2.0 strategy
- So, awwaaaayyy we go



- Tell everyone why – 2.0 change
- Marriott story
- Quality of life and work



Hi Today

- Remind everyone about CLA
- 15 Minutes a day concept
- 15 minutes a day movement
- Not every day needed
- Don't get all AR OC about this.
- It's supposed to be fun



Forests and Trees



The Big Picture

But this is what matters most
↓ (meta level)



The right forest



Thank You

- **Helene Blowers** —Technology Director, Public Library of Charlotte and Mecklenburg County
- The staff and leadership of the Public Library of Charlotte & Mecklenburg County (NC) and Yarra Plenty Regional Library (Australia)



Librarian 2.0 *plays*



Think About Yourself

- Just cuz it worked in grade school... or not
- Know Your Learning Style
- Know your attention span
- Schedule it
- I or E - Play well with others?
- Anonymity or not
- Think about your reaction to PowerPoint
- Think about your reaction to group work

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- [Chicago](#) 737 people
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- [Los Angeles](#) 562 people
- [Toronto](#) 500 people
- [Boston](#) 406 people
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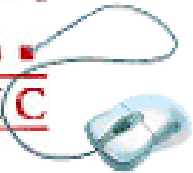


Two Key Interventions



Expanding Minds, Empowering Individuals, Enriching the Community

PLCMC



Learning 2.0





Best Practices in Personal Learning 2.0



Nine Best Practices in Enterprise Learning 2.0



Best Practice #1

- **Don't confuse learning with training**



Best Practice #2

- **Design the program for late bloomers**



Best Practice #3

- **Allow participants to blog anonymously**



Best Practice #4

- **Use 1.0 methods to continually communicate**



Best Practice #5

- **Focus on “discovery” & offer challenges**



Best Practice #6

- **Encourage staff to work together**



Best Practice #7

- **It's not about "doing IT right"**



Best Practice #8

- **Practice transparency & enable radical trust**



Best Practice #9

- **Continually encourage staff to "Play"**



Best Practice #10

- **Consider rewards – they work and focus attention**



23 Learning 2.0 Things

- *Week 1: Introduction*
- *Week 2: Blogging*
- *Week 3: Photos & Images*
- *Week 4: RSS & Newsreaders*
- *Week 5: Play Week*
- *Week 6: Tagging, Folksonomies & Technorati*
- *Week 7: Wikis*
- *Week 8: Online Applications & Tools*
- *Week 9: Podcasts, Video & Downloadable audio*












It's all about . . .

- **Exposing** staff to new tools
- **Encouraging** PLAY
- **Empowering** individuals
- **Expanding** the knowledge toolbox
- **Eliminating** FEAR


*" **Web 2.0** generally refers to a second generation of services available on the WWW that lets people **collaborate** and **share** information online." - Wikipedia.com*

- Shared Pictures = 
- Shared Knowledge =  
- Shared Bookmarks =  del.icio.us
- Shared News =  **Technorati**TM
- Shared Videos = 
Broadcast YourselfTM
- Shared Everything = 






The Concept of

Play




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 [Latest goings-on at Hennepin County Library.](#)


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Make any [Catalog search](#) into a custom RSS feed. Watch for the  button on every search results page.


Catalog News

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Subject Guides

FREE NEWS READERS

You'll need a news reader before you can subscribe to our RSS Feeds. Some news readers can be downloaded to your computer, and others are web-based.

Here are a couple of examples:

- [Bloglines](#) - web-based news reader
- [amphetaDesk](#) - downloadable news reader
- [My Yahoo](#) - includes a news reader



Wikis



pb wiki

Make a free wiki as easily as a peanut butter sandwich.

A PBwiki is an easy-to-use web page that multiple people can edit. It's as easy to make as a peanut butter sandwich. 🥪

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...for Business

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MediaWiki is a [free software wiki](#) package originally written for [Wikipedia](#). It is now used by several other projects of the non-profit [Wikimedia Foundation](#) and by many other wikis, including this very website, the home of MediaWiki.

[Download MediaWiki](#) right away, or use the links below to explore the basic site contents. You'll find some content translated into other languages, but the primary reference language for the whole site is English. Please read [more about this site](#).

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- [Skins \(on meta\)](#)

search

Users



- [What is a wiki?](#)
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- [More](#)

System Administrators



- [Installing/Upgrading](#)
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- [Third-party Extensions](#)
- [More](#)

Developers



- [Submitting a patch](#)
- [SVN commit access](#)
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News



- **2006-10-13:** 1.8.2 bug fix release
 - 💡 [Fix for non-ASCII namespaces on Windows servers](#)
- **2006-10-11:** 1.8.1 bug fix release

Current Versions



1.8.2 · 2006-10-13
1.7.1 · 2006-07-08
1.6.8 · 2006-07-08



Blogs

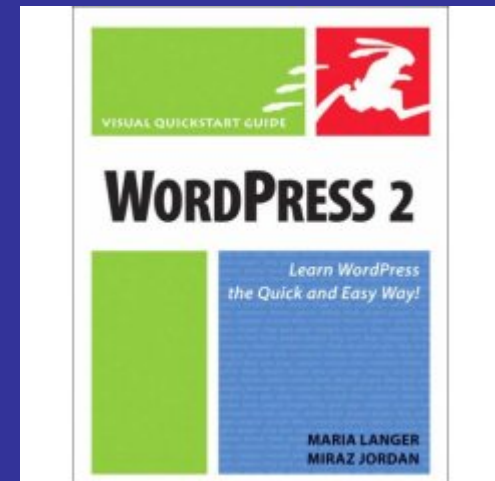




Photo Blogs



[THIS BLOG](#) [Next Blog>](#)

Bradford County Public Library, Starke, Florida

A blog about the construction of the new building for Bradford County Public Library. Our current building is 4,000 square feet and was built in 1975. The new building is now under construction and will be just 66 2/3 sq ft short of 20,000 square feet, five times the size of our current building. We thank the City of Starke for giving us the property and we will give them our building and property in exchange after we move out.

Sunday, November 05, 2006

Week 14: The slab!

Beth's Blog

Updates on TBLC projects

Pickup Location change

September 13th, 2006

We have two flavors of ILL in the TBLC iBorrow universe. Hillsborough County and Lee County have centralized ILL shops that do all their ILL work, whether it is iBorrow management or old style ILL. In Sunling and in the Polk County

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tags

Tags

A tag is simply a word you use to describe a bookmark. Unlike folders, you make up tags when you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover interesting things on the Web.

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tags to watch

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[The Parable of the Two Programmers](#)

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[REST Web Services](#)

parenting

[The Happiness Project: This Wednesday: Seven tips for defusing a child's tantrum.](#)

[10 Things I Learned from My 4-Year-Old](#)

[Parenting Social Networks: Parents Connect & Share Advice Online](#)

fashion

Academic Tagging

Bag of URLs Del.icio.us Frassle Livemarks Stumble Upon Wists Dude, Check This Out! openIBM	Blogmarks Feed Me Links Linkfilter	Simpy Flickr FURL Spurl
Connotea Unalog CiteULike		(ArXiv) (Merlot)

Links

Web Pages

Source: DLIB



Folksonomies & TagClouds

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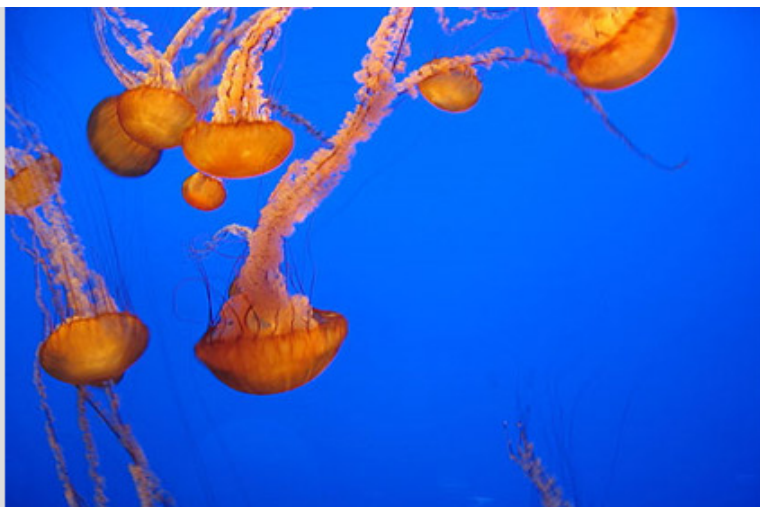
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All time most popular tags

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barcelona beach berlin birthday black blackandwhite blue boston bw
california cameraphone camping canada canon car cat cats chicago
china christmas church city clouds color concert day de dog england europe
fall **family** festival film florida flower flowers food france **friends** fun
garden geotagged germany girl graffiti green halloween hawaii hiking holiday
home honeymoon hongkong house india ireland island italy japan july june kids lake
landscape light live london macro may me mexico mountain mountains museum music
nature new newyork newyorkcity newzealand night nikon NYC ocean october
paris park **party** people portrait red river roadtrip rock rome san
sanfrancisco scotland sea seattle september show sky snow spain spring street
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The wavelets flung it [here](#), this [sea-gliding](#) creature, this [strange creature](#) like a [weed](#). - Hilda Dolittle

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08:13

A reading of the poem by Robert W. Service (Jan. 16, 1874 - Sept. 11, 1958).

Most people reading this poem treat it as lightweight fare, a funny parody of a horror story. Service probably intended it that way.

But for my own amusement ([more](#))

Tags: [Halloween](#) [horror](#) [Robert Service poem](#)

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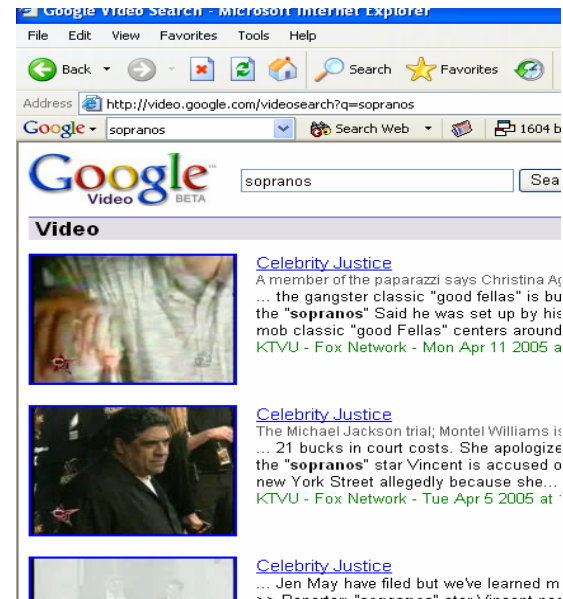


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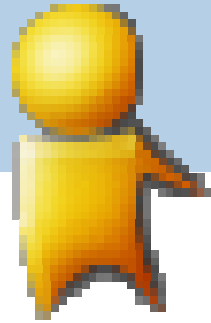
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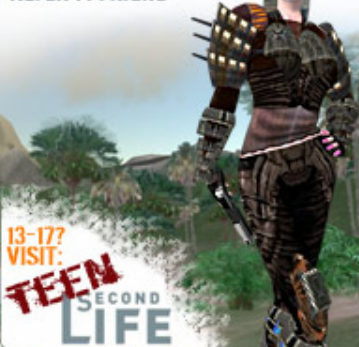
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Reading is virtually fundamental in SL

By KATT KONGO
Staff writer

provides services to 286 libraries and is partially funded by the state of Illinois.

While most Second Life residents are aware of the variety of ways in

She added that ALS is one of the most innovative organizations tech-

Second Life

www.infoisland.org

Library

Another innovation from the Alliance Library System

ZACK MORTAL HOSTED A class titled "Introduction to Library Research" yesterday at the new Second Life Library 2.0. The class covered the fundamentals of using real-life online library resources. Mortal covered how to use library catalogs, subject headings to improve searches; use research databases to locate articles and more. - COURTESY PHOTO.

and libraries, within SL. The two entities eventually hope to offer a plethora of library services.

In a telephone interview, Kitty Pope, executive director for the ALS, said the goal of their programs within SL is to reach people who might not otherwise go to a library. In giving background information about the ALS, Pope said the organization

setting up the virtual library. In fact, Pope expected criticism from many library blogs, but instead has found those in the field to be immensely excited about the possibilities afforded by SL.

Bell concurred, saying, "The response has been enthusiastic. People are volunteering and doing a

See BOOK, Page 20



Avatars



Librarian Trading Cards

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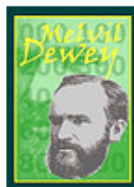
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Stephen Abram





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Thomas Ford Memorial Library

<http://www.myspace.com/thomasford>

Public Library of Charlotte &
Mecklenberg County

<http://www.myspace.com/libraryloft>

Brooklyn College Library

<http://www.myspace.com/brooklyncollegelibrary>

Lansing Public Library

<http://www.myspace.com/lansingpubliclibrary>

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Goshen PL

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Library

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Albany County PL

<http://www.myspace.com/acplwy>

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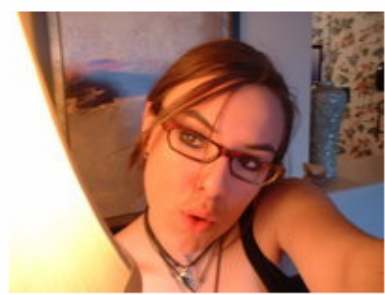
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Information edit

Account Info [edit]

Name: Sydney Abram
Network: Humberside Collegiate Institute '06
Last Update: May 13, 2006

Basic Info [edit]

Sex: Female
Interested In: Men
Birthday: June 29, 1988

Contact Info [edit]

Email: syd.abram@gmail.com

Personal Info [edit]

Political Views: Other
Activities: U of T Gymnastics
Interests: im interested in mostly glorious things..
Favorite Music: the good kind
Favorite TV Shows: the funny ones...freaks and geeks, the office, family guy, arrested development, scrubs.. etc
Favorite Movies: June Bug..just to be different
Favorite Books: ofcourse the embarrassing ones..The Alchemist, Of Mice and Men, GhostWorld, Sin City (any volume), Same Difference, Summer Blonde
Favorite Quotes: "thats..my life story"
About Me: (insert..bongo solo)

Photos edit

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”

Anonymous
Technical Services Librarian
UC Berkeley

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Virtual Reference is a critical piece of your library's online presence. Docutek VRLplus is the easiest and most cost-effective way for libraries to establish an online reference service.

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With Docutek VRLplus reference librarians converse directly with patrons online in real time as they guide them through Web sites and other online resources. The system collects detailed statistics on system usage, such as number of logins, questions asked, and session duration. Docutek VRLplus also includes a complete set of email reference features that are fully integrated into all other Docutek VRLplus features, like transcript management and statistics reporting.

Docutek VRLplus features full co-browsing, which enables the librarian and patron to share the same Web pages, including online databases and other services that require authentication. In Docutek VRLplus it's easy for a librarian to assist a patron in filling out on-screen forms and to escort the patron through any online entry sequence. And with the click of the mouse a librarian can send, save, and manage transcripts of conversations with patrons, and automatically build an expert system from online reference conversations.

Early Leader in Virtual Reference

Docutek's reputation was built on making technology simple, and Docutek VRLplus gives you everything you'd expect from a company that libraries have trusted for innovative library technology since 1995. Docutek VRLplus includes a wide range of features that make using it enjoyable as well as easy, such as the ability to create scripted replies to commonly asked questions, to queue and route incoming requests, and to transfer patrons between librarians. And because Docutek VRLplus works with Macintosh computers, you'll be able to offer virtual reference services to all of your patrons.

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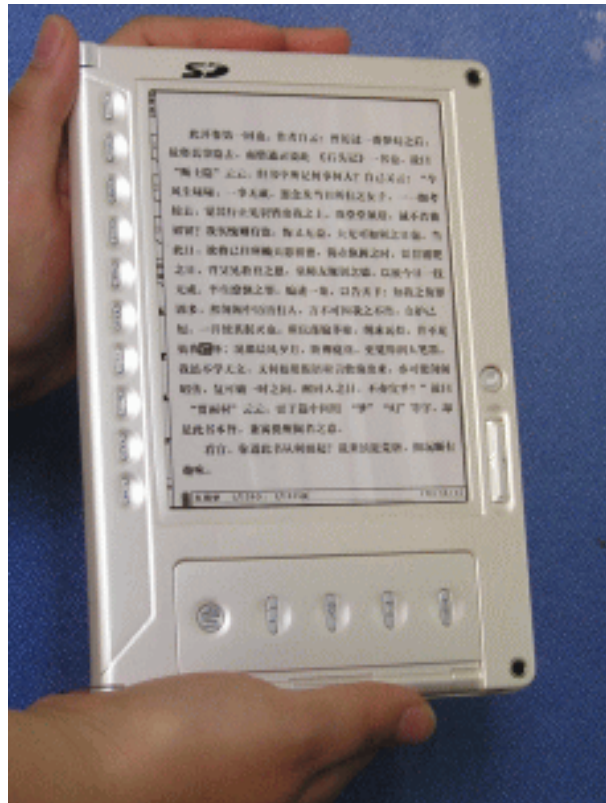
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- Special PC's: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations











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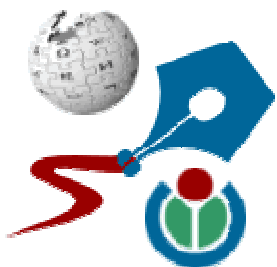


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- Wikis
- New Programming Tools: AJAX, API
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open access, Open Source, Open Content
- Screencasting
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking



Personal Play

- GO2WEB20.net
- The Complete Web 2.0 Directory
- <http://go2web20.net/>

TRANS
WIKIS
WEB 2.0
RSS FEEDS
STREAMING MEDIA
GAMING
SOCIAL FOLKSONOMIES
JAVA AND MASHUPS
PODCASTS
UPGRADES



Resources

- PLCMC Learning 2.0 Blog
- <http://plcmcl2-about.blogspot.com/>
- 43 Things I might want to do this year
Information Outlook (Feb. 2006) by
Stephen Abram
- http://www.findarticles.com/p/articles/mi_m0FWE/is_2_10/ai_n16133338
- Yarra Plenty Online Learning
- <http://yarraplentyonlinelearning.blogspot.com/2006/09/learning-20-begins.html>



Two SDI Sessions

- **Helene Blowers** —Technology Director, Public Library of Charlotte and Mecklenburg County
- [Learning 2.0 : Make "play" your New Year's resolution](#)
- **Jan 09, 2007**
- http://sirsidynixinstitute.com/seminar_page.php?sid=74



Two SDI Sessions

- **Christine Mackenzie** —Chief Executive Officer, Yarra Plenty Regional Library
- **Hopping into Library 2.0 : Experiencing Lifelong Learning**
- **Feb 05, 2007**
- <http://sirsidynixinstitute.com/>



Thanks for listening

- My play today is recording this on my iPod while I talk. It's only the second time I've tried. I'll listen to it and see if I was successful. Maybe not but I've learned something already.
- Alzheimer's postponed again.



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