



Building Capacity for Learning: Learning 2.0!

OLA 2008

Jane Dysart

Dysart & Jones Associates

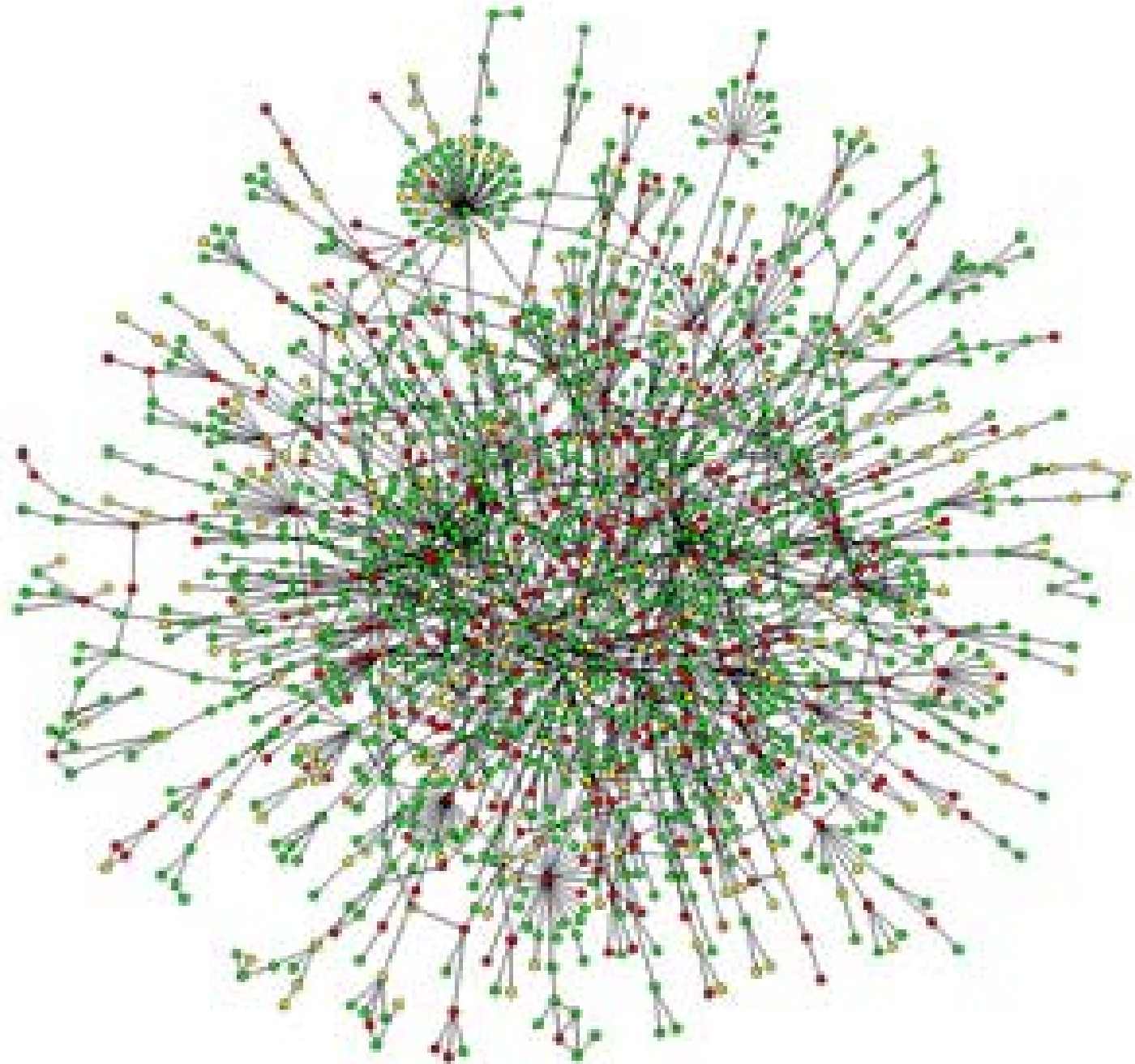
Stephen Abram

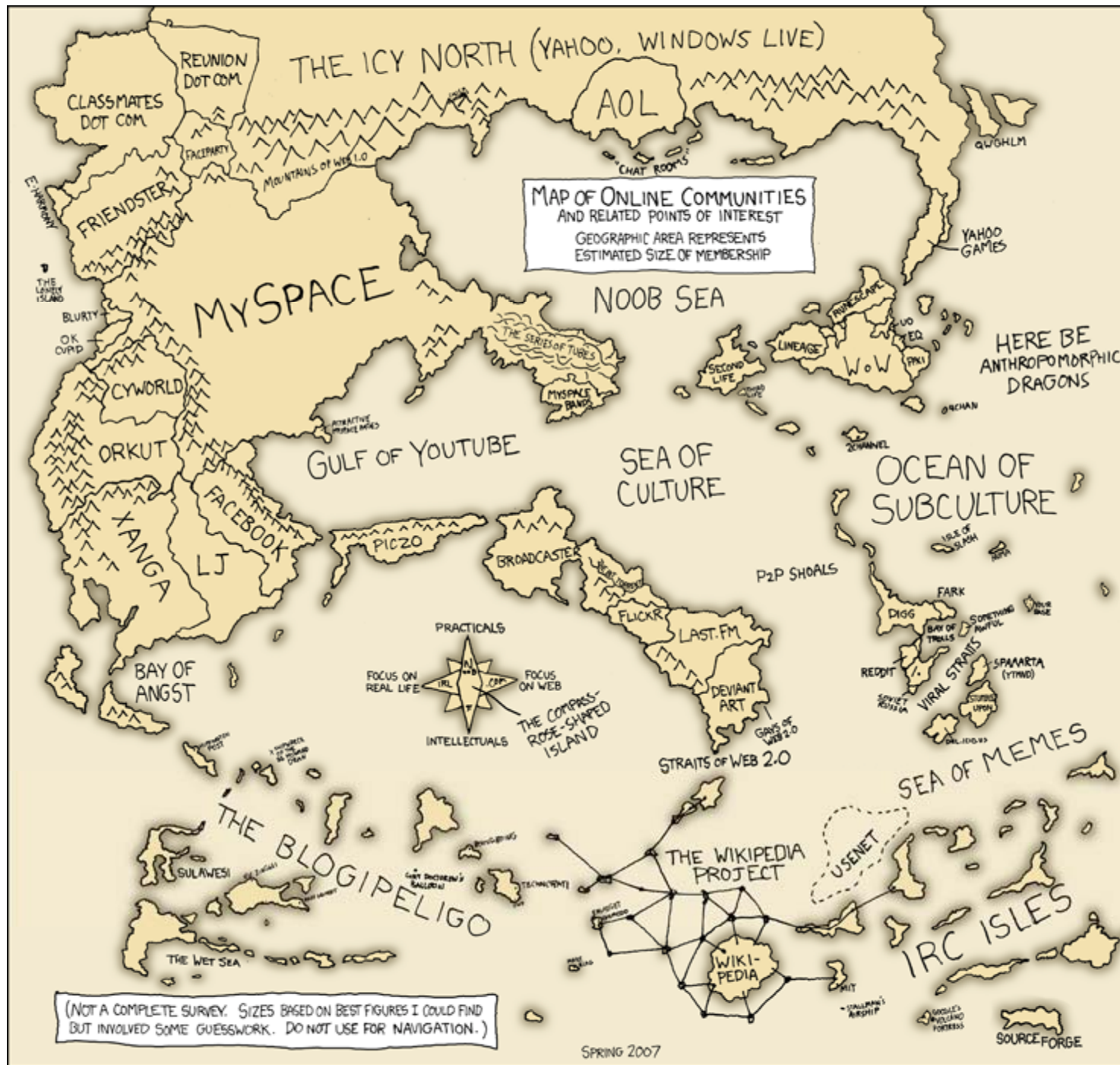
Chief Strategist, SirsiDynix Institute

The WORLD IS
GOING TO CHANGE
WITH OR WITHOUT
YOU...

GET READY!
















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

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





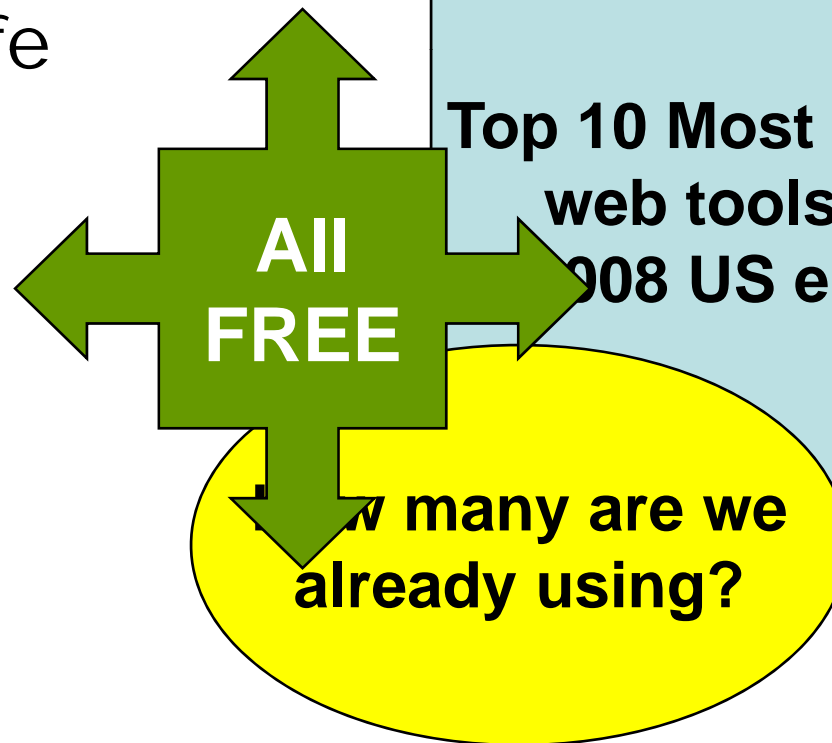
Top 13 2.0 Apps for Librarians

- 1. Google Suite
- 2. Meebo/Chatand
- 3. Wikipedia
- 4. Worldcat.org
- 5. Amazon.com
- 6. Del.icio.us
- 7. Bloglines
- 8. Zotero
- 9. Facebook
- 10. Wordpress
- 11. MediaWiki
- 12. Ning
- 13. Twitter



2.0 Influencers

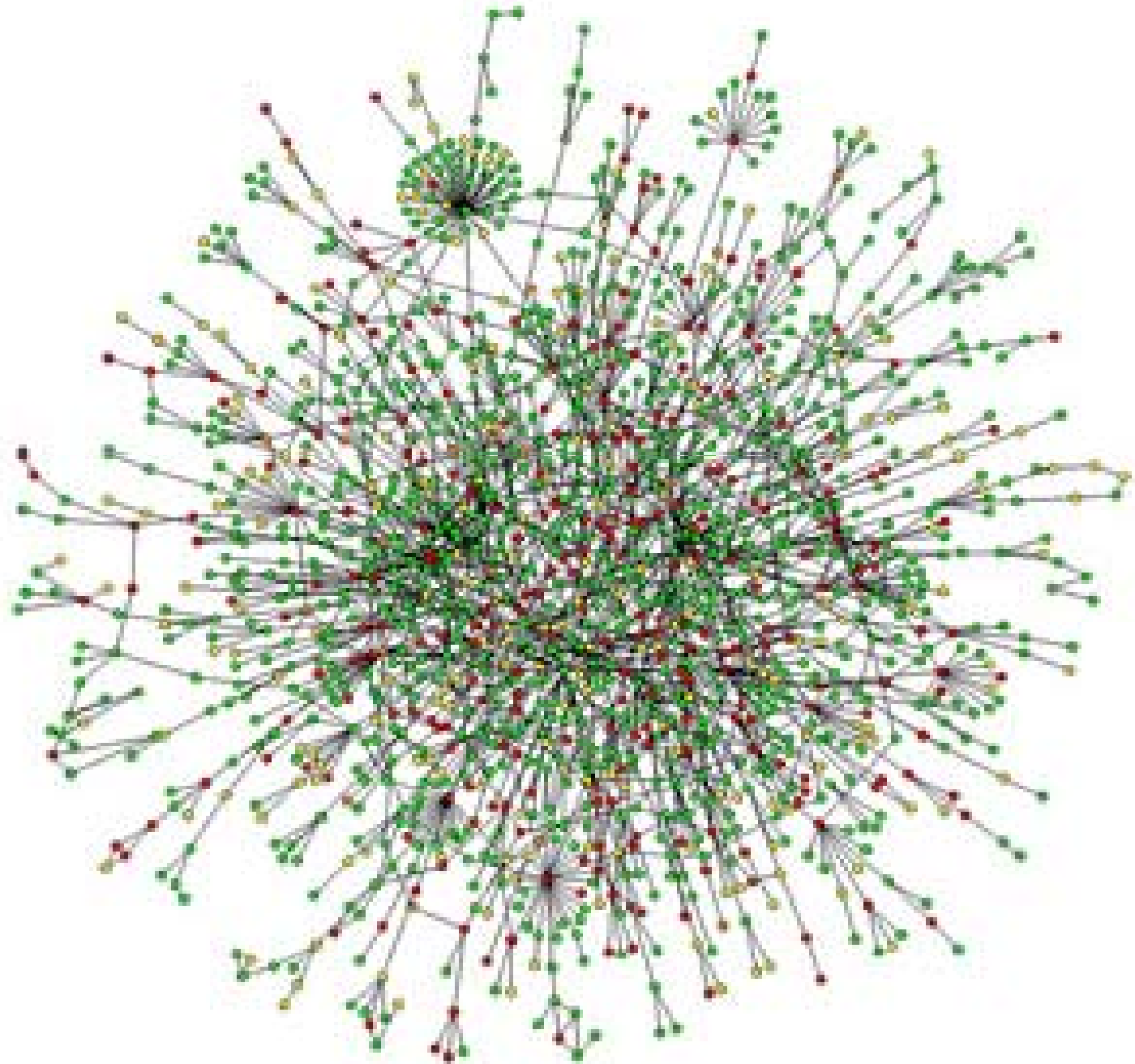
1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

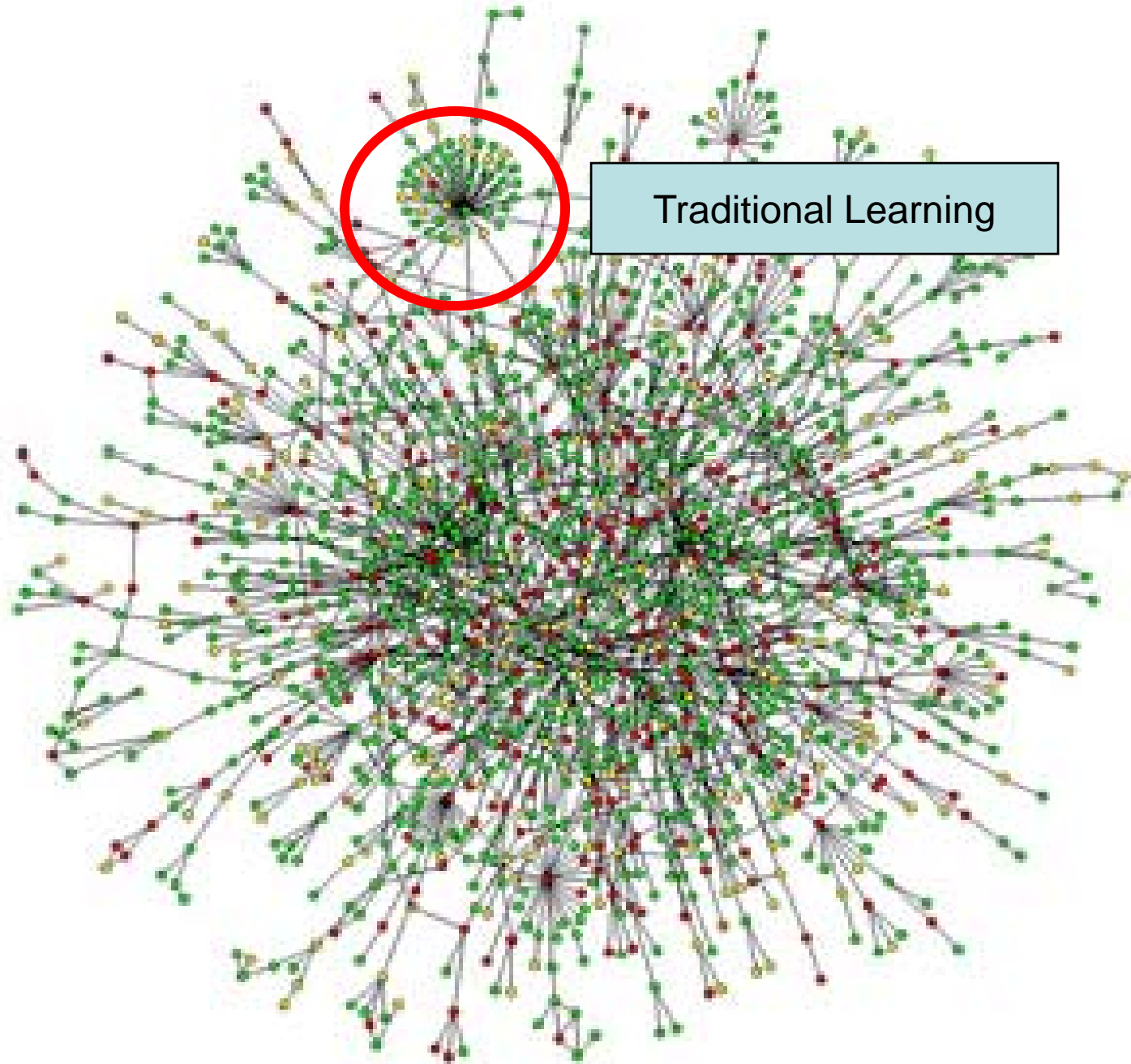


**Top 10 Most Influential
web tools for the
2008 US elections**

Web 2.0 – Library 2.0

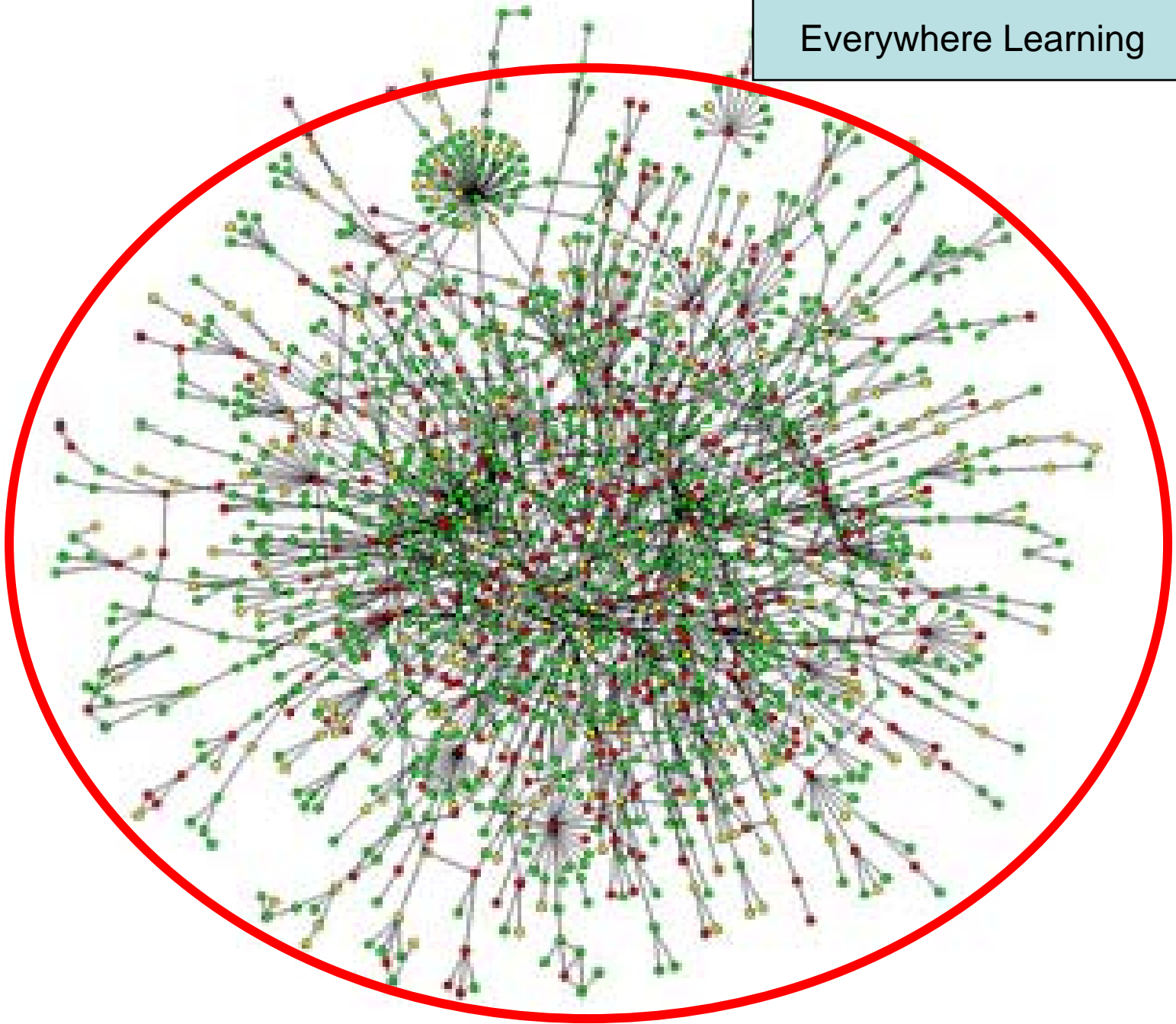
- RSS
- Spoken Word Searching
- Wikis
- New Programming Tools: AJAX, API, J2EE,
- Blogs and blogging
- Recommender Functionality
- Personalized Alerts
- Web Services, SaaS
- Folksonomies, Tagging and Tag Clouds
- Social Networking
- Open Access, Open Source, Open Content
- Screencasting
- Commentary and comments
- Personalization and My Profiles
- Podcasting and MP3 files
- Streaming Media – audio and video
- Visualization
- User-driven Reviews
- Rankings & User-driven Ratings
- Instant Messaging and Virtual Reference
- Photos (e.g. Flickr, Picasa)
- Socially Driven Content
- Social Bookmarking





Traditional Learning

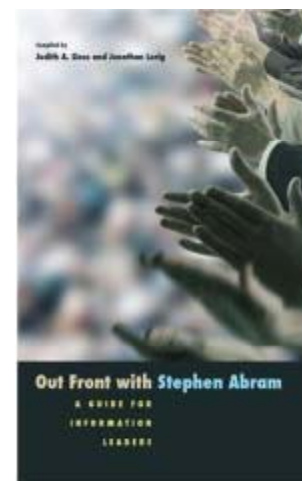
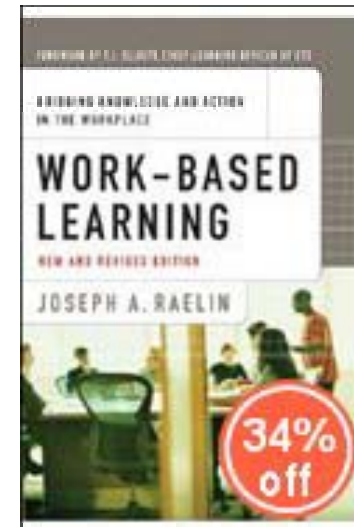
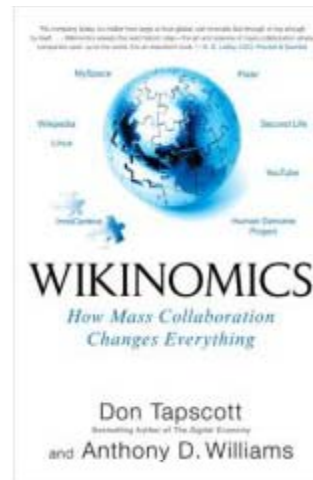
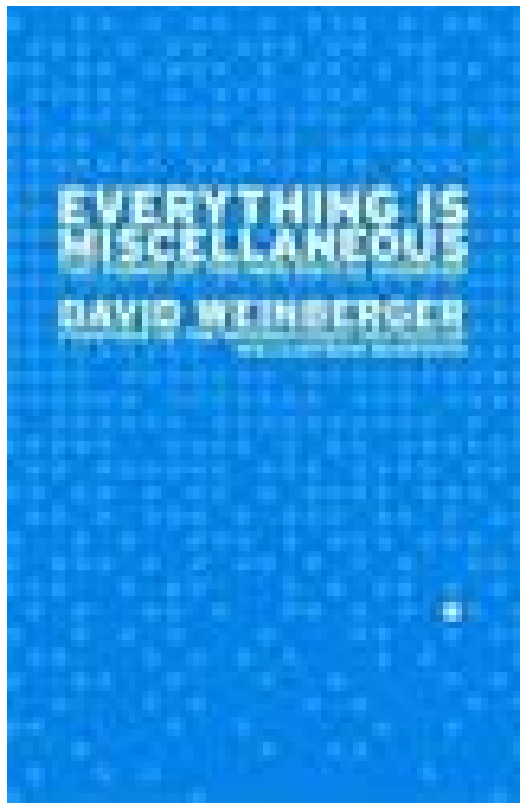
Everywhere Learning





Traditional Learning Experiences

- Reading & browsing, especially out of your field
- Conferences – learning, networking, exhibits
- Courses – free to \$\$\$, distance to live in





*Technology Competencies
and Training for Libraries
by Sarah Houghton-Jan*

LibrarianInBlack.typepad.com

How to:

- Build a foundation
- Buy-in & staff participation
- Write competency desc.
- Format the list
- Implement the competencies
- Assessing staff on them
- Planning for tech training



Making Conference Choices

- Needs assessment tied to mission, vision, strategic goals
 - Individual development vs. enterprise priorities
- Annual conference plan: team
 - Who goes? Building capacity?
 - Local, international
 - Early or bulk registration
 - Van vs. individual cars or plane tickets
 - Diversity (single issues, libraries, HR, IT)
 - Sharing: lunch brown bag sessions, blogs



Conference Variety

- Practical vs. visionary conferences
- For profit / tracked conferences vs. not for profit / association / grassroots conferences
- Keynotes, networking opps, size

Exhibits



Conference Types

- **Forward thinking:** IL, NetSpeed, Access, CIL, ...
- **Grassroots** (practical): OLA, CLA, ALA, SLA, state and provincial conferences
- **Topical:** KM World, Code4Lib, Web 2.0, SES, Streaming Media, Blackboard, etc.
- **User-Focused:** SirsiDynix SuperConferences, III, Ex Libris, Blackboard, Dialog



Supplementing Conf Experience

- Proceedings
- Blogs, link lists, (www.infotodayblog.com)
- Wikis
- PPTs on conference websites
- Webcasts, Podcasts & YouTube videos
- Flickr
- Speaker contact



Build Your Own: Free/Low Cost Learning Experiences

- SirsiDynix Institute, Dow Jones web seminars
- Dow Jones
- Education Institute (Partnership)
- WebJunction, OPAL
- Vendor training events (Talis, SirsiDynix, ProQuest, LexisNexis, etc.)
- Training sessions & audiobooks: iTunes, PodScope, Podzinger
- Inviting experts for staff professional development



Other Learning Experiences

- SLA CLICK University
- U of T, FIS PLC
- University Distance Lib/Info programs: San Jose State, Simmons, Syracuse, FSU
- Executive Learning: SLA, U of T, Queens





Other Learning Experiences

- Blogs:
- eLearning Tip of the Day
- Internet Can Change Your Life
- Master of 500 Hats
- TechBytes





Hi Today

- 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 – right?



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*

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Best Practices in Personal Learning 2.0





Think About Yourself

- Just cuz it worked in grade school... or not
- Know Your Learning Style (Bloom)
- Know your attention span (It's short)
- Schedule it
- I or E - Play well with others?
- How well do you do alone, in classes, in pairs?
- Anonymity or not
- Think about your reaction to PowerPoint
- Think about your reaction to group work



Several Key Interventions in 2007



Expanding Minds, Empowering Individuals, Enriching the Community

Learning 2.0





12 Best Practices in Enterprise Learning 2.0





Best Practice #1

- **Don't confuse learning with training**
- Lifelong vs. an Event



Best Practice #2

- **Design the program for late bloomers**
- Peer pressure works



Best Practice #3

- **Allow participants to blog anonymously**
- Reflection is essential





Best Practice #4

- **Use 1.0 methods to continually communicate**
- Yep – that means in person and on paper, e-mail is 1.0



Best Practice #5

- **Focus on “discovery” & offer challenges**
- Adventures are fun



Best Practice #6

- **Encourage staff to work together**
- Break down barriers



Best Practice #7

- **It's not about "doing IT right"**
- Failure is an option



Best Practice #8

- **Practice transparency & enable radical trust**
- Model the behaviour
- Be the change you want to see.



Best Practice #9

- **Continually encourage staff to “Play”**
- Play reduces stress



Best Practice #10

- **Consider rewards – they work and focus attention**
- **{ Show t-shirt, Stephen }**



Best Practice #11

- **Remember your culture and how you want it to change**
- Watch for positive change



Best Practice #12

- **Involve top management – team, director, CIO, trustees, deans...**
- **Demonstrate involvement, respect and valuing employee learning**
- **Consider involving users...!**



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*










23 Learning 2.0 Things

- **Customize it:**
- *MySpace, Facebook or Ning?*
- *Your ILS's new features?*
- *Your audiobooks or eBooks?*
- *Meebo or Your Virtual Reference?*
- *Connotea or Delicious?*
- *Flickr or Photobucket?*
- *Google Docs or Zoho?*



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- Shared Knowledge =  
- Shared Bookmarks =  del.icio.us
- Shared News =  **Technorati**TM
- Shared Videos = 
Broadcast YourselfTM
- Shared Everything = 
a place for friends





Learning 2.0 Libraries

- York City Library 2.0 Exploration
 - 23Things Remixed for Nonprofits
 - 23 Things to Learn
 - St Michael's Learning 2
 - OCLS Learn 2.0
 - California School Library Learning 2.0
 - ECU Library Learning 2.0
 - NC Government Libraries - Learning Web 2.0
 - RCPL » 2.0 Project Timeline
 - School Library Learning 2.0
 - Ultimo College Library - Learning 2-0
 - KCLS Learning 2.0 - 27 Things
- 23 Ting: Vekommen
 - Bayside Online Learning
 - MSB-bloggen » Introduktion
 - Learning 2.0 @ Mac
 - GCPLS Social Networking Contest
 - gcplswiki » Contest Outline
 - TBLC Library 2.0 Challenge
 - Maryland Libraries Learning 2.0
 - CARL Web Learning 2.0
 - Yarra Plenty Online Learning
 - PVLD Learning 2.0
 - SJPL & SJUL Learning 2.0
 - LCPL's Learning 2.0
 - MRRL Learning *Library* 2.0

Learning 2.1

- Helen Blowers latest PLCMC innovation
- [Learning 2.1: Explore... Discover... Play!](#) is the continuation of Learning 2.0
- Requested by staff very often. It is an ongoing list of 'things' with guest bloggers rotating and taking the helm each month as Learning Guides.
- There is a public [Learning 2.1 Ning network](#) as well as a Learning 2.1 Wiki.
- Check it out and feel free to join.
explorediscoverplay.blogspot.com - [mashing up 21st century skills with lifelong learning.](#) :)



PLCMC Tech Scholars

- **PLCMC Technology Scholars Program**
- Idea that was born in the shower
- Goal: Emphasize the library system in the area of new and emerging technology that could benefit *all staff*.
- The *PLCMC Technology Scholars Program* provides the opportunity for four staff members a year (two every 6 months) to take up to a 6 month leave from the regular daily grind and focus their attention on a technology project that they wish to lead.
- Excitement: Give staff members the ability to fly with their ideas.
- If you're interested in how PLCMC has set this program up, there's a PDF [of FAQs](#) Helene developed for staff.

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Build a Technology Petting Zoo





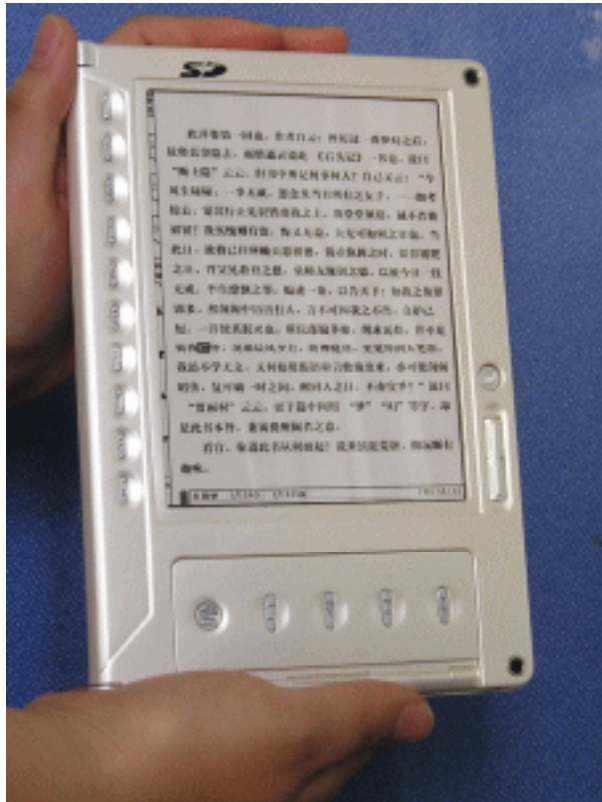
Everything's getting smaller





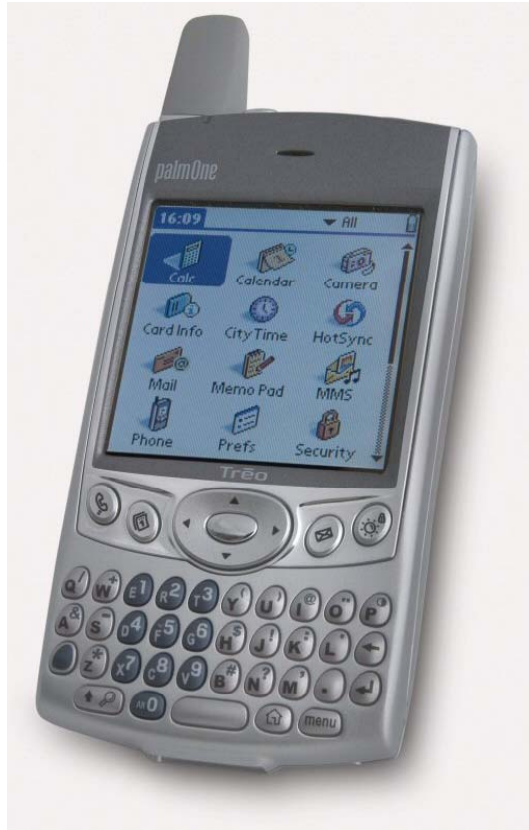
Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC's: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations









5 Weeks to a Social Library

- Five Weeks to a Social Library is the first free, grassroots, completely online course devoted to teaching librarians about social software and how to use it in their libraries. It was developed to provide a free, comprehensive, and social online learning opportunity for librarians who do not otherwise have access to conferences or continuing education and who would benefit greatly from learning about social software.
- The course is taught using a variety of social software tools so that the participants acquire experience using the tools while they are taking part in the class. It uses synchronous online communication, with one or two weekly Webcasts and many small group IM chat sessions made available to participants each week.
- By the end of the course, each student develops a proposal for implementing a specific social software tool in their library.
- Course content is freely viewable and all live Webcasts are archived for later viewing.
- The course will cover the following topics:
- Blogs, RSS , Wikis , Social Networking Software and Second Life, Flickr, Social Bookmarking Software, Selling Social Software @ Your Library



5 Weeks to a Social Library

- The content of this course is licensed under a [Creative Commons Attribution-Non-Commercial-Share-Alike license](#).
- For a listing of the social software experts who will be presenting during the course, please visit the [Program](#). You can also access content for each week of the course from the menu on this course page.
- The list of individuals participating in the course is available on the [Participant Blogs page](#). To receive all blog content coming from the course, you can subscribe to the following RSS feed <http://www.sociallibraries.com/course/blog/feed>. To receive only blog posts from the organizers of the course, you can subscribe to this RSS feed <http://www.sociallibraries.com/course/taxonomy/term/13/0/feed>.
- “We hope you all will take something useful from this course!”



5 Weeks to a Social Library

- <http://www.sociallibraries.com/course/week1>
- **Credit: Meredith Farkas, Amanda Etches-Johnson and the entire 5 weeks team.**



facebook



amazon.com



AJAX



OVERDRIVE

LibraryThing BETA



ELF - keeping tabs on your library material



Open Content Alliance







Personal Play

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

365 Things!?

- "If you are up for a challenge and would like to learn something NEW every day? Keep an eye on this fascinating Blog by a Reference Librarian located in Guam!
- Titled: [The Internet can change your life](#): 'a series of daily assignments designed to teach the newbie all the wonderful things the Internet has to offer'
- <http://rameyerguam.blogspot.com/>



Henrik Edberg's discussion of 9 Mistakes That Can Kill Your Personal Growth

- Thinking you already know everything
- Being confused by the marketing hype
- Not taking action
- Giving up
- Worrying about/listening to what others think
- Dabbling with it
- Having unreasonable expectations
- Failing to/not wanting to (at least start to) understand yourself
- Not taking responsibility for yourself

- And I'd add "blamestorming"



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



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/>



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>



It's all about . . .

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

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The Concept of

PLAN

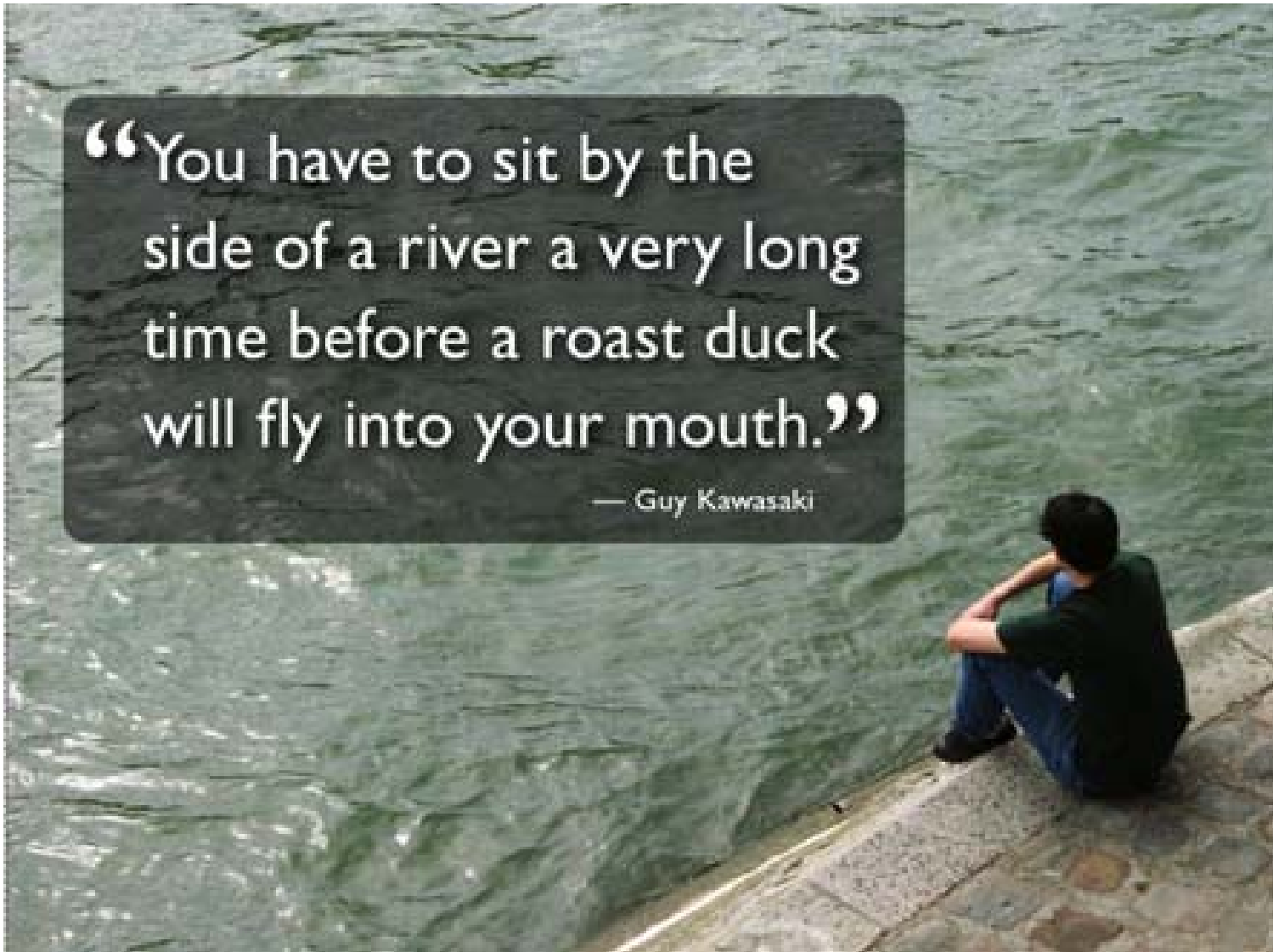






“You have to sit by the side of a river a very long time before a roast duck will fly into your mouth.”

— Guy Kawasaki







Slides: www.dysartjones.com
& stephenslighthouse.sirsidynix.com

Thank you

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