

**OCULA President 2007  
Don Kinder, Ryerson**



We're off to a flying start! I never cease to be amazed by the creativity, resourcefulness, enthusiasm and dedication of academic librarians. We've outdone ourselves once again, so a big toast to all of us! Each year, right after Super Conference, we hear the refrain "We can never top *that!*" and yet we do, over and over again.

It's wonderful to begin each year on such a high note. Super Conference 2007 was the largest ever with a total attendance of 4,614. Over 510 academic librarians attended the conference, an increase of 20% from the year before--the largest increase within all the divisions. Conference coordinators James Buczynski (Seneca) and Gail Nichol (University of Toronto) did a stellar job of tapping into our interests and passions and presented a roster of twenty-two sessions that was, judging by your feedback, enthusiastically received and very much appreciated. Spotlight Speaker Joan Frye Williams, in challenging us to turn our service models upside down, was a huge hit with delegates from all divisions.

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# InsideOCULA

For and about members of the Ontario COLLEGE AND UNIVERSITY Library Association No. 31

## **OLA Super Conference 2007 SPOTLIGHT: INFORMATION IS NOT ENOUGH: SHAPING THE USER EXPERIENCE - Joan Frye Williams**

By Sharon Munro



Joan Frye Williams

"You cannot lead the people if you do not love the people" (Dr. Cornel West).

Joan Frye Williams, OCULA Spotlight Speaker, incorporated this quotation into an inspiring and informative talk entitled: "Information is not enough: shaping the user experience" at the 2007 OLA Super Conference. Through the use of research, personal experiences and amusing anecdotes, she demonstrated that librarians can inspire and influence library users by forming partnerships with them to find resources and by providing environments that cater to users' needs.

She brought a wealth of knowledge to her session as president of a consulting firm and with more than twenty-five years of experience as a librarian, designer, consultant, vendor, planner and evaluator.

Frye Williams is fascinated by the "cultural anthropology of libraries and library automation". She noted that today's creative economy requires libraries to be creative. Library users want libraries to be "their kind of place" and a "place where they feel they belong". How do libraries achieve this? Frye Williams had many innovative ideas and strategies to share with her audience.

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## **OCULA Librarian of the Year Award winner 2007 - Michael Ridley**

By Don Kinder



Janice Hayes, Michael Ridley, Don Kinder

Mike Ridley was presented with the 2007 Academic Librarian of the Year Award at a reception sponsored by the Bibliocentre on February 1 at OLA's Super Conference. The purpose of the OCULA Award is to recognize an individual of the library profession in Ontario who has made an outstanding contribution to academic or research librarianship and library development.

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## President's message

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Congratulations to our OCULA Academic Librarian of Year Award recipient, Mike Ridley, Chief Information Officer at the University of Guelph. Well-deserved! Congratulations, as well, to the winner of the OCULA Award for Graduating Students/New Professional, Melanie Boyd, who conceived, developed and convened an interactive, "outside the box" session that explored the complexities of teaching information literacy skills.

On behalf of OCULA Council, I want to extend a very special thanks to all the speakers, planners and convenors for your valuable contribution to OCULA and OLA, and for giving us another stimulating conference. Thanks, as well, to all of you who supported your colleagues' efforts by attending their sessions so enthusiastically, for promoting discussion, providing feedback, and for advancing professional development and education within our community.

The ever-creative, no-holds-barred OLA Super Conference 2008 Planning Team is speeding ahead at full-throttle. Having had a peek at some of the proceedings, I can assure you that great things are going to happen all over again! Here at OCULA, Conference Planner, Gail Nichol, is back with us, joined by Caroline Stewart from Seneca. We know you are working hard on innovative projects at your colleges and universities, and that you have many forward-thinking ideas and lots of stories to tell. Please share them with us. The online session submission form is easily accessible at [www.accessola.com](http://www.accessola.com). Just click on "Super Conference". The Super Conference Planning team works to tight deadlines, so please get your session ideas in as soon as possible.

Feel free to contact Gail at [gail.nichol@utoronto.ca](mailto:gail.nichol@utoronto.ca) or Caroline at [caroline.stewart@senecac.on.ca](mailto:caroline.stewart@senecac.on.ca) if you have any questions.)

Spring is finally here, which is always a busy and productive time for OCULA. *Embedded: Library Experiences Deep Within the Trenches of Course Management Systems*, was the title of an excellent OCULA Spring Workshop held at Algonquin College in Ottawa on March 19th. Speakers Jennifer Peters Lise (Seneca), Laura Briggs (Waterloo) and Flavia Renon (Carleton) spent the day talking about their experiences working with Content Management Systems and how they partner with faculty, (as well as IT people--and even the private sector), to create innovative programs that integrate research and information literacy skills into courses and the curriculum. All three speakers were truly inspiring, and their sessions triggered a lot of animated discussion.

OCULA is committed to reaching academic librarians in all parts of the province and the 2007 Council is making a special effort to offer sessions and events beyond the GTA. The Spring Workshop, described above, was a joint effort between OCULA and Algonquin College. It was wonderful seeing new faces and meeting people from the Ottawa region at this event, including library staff from government and related libraries. We're going to be offering more sessions like this, so watch for a special event in the Niagara region this October. And yes, it involves great food and wine!

It is an honour to serve as your OCULA president for 2007. I am especially thrilled to be working with such a dedicated group of councillors and council members. Cynthia Williamson (Mohawk), has joined us this year as your Vice-President/President Elect. Cynthia comes to us with a background in both public and academic librarianship. I firmly believe that we have a lot to learn from our other OLA divisions and I know that Cynthia will bring a fresh outlook to her position and to Council. Laurie Morrison (Brock) and Mark Bryant (Humber) have come on board as our two new Councillors-at-Large.

Laurie and Mark are relatively new to the profession and I want to thank them for putting their names forward to work with us on Council.

Councillors-at-Large, Robin Bergart (Guelph) and Daniel Phelan (Ryerson), Treasurer, Jim Brett (Guelph) and 2006 OCULA President, Cynthia McKeich (Seneca) return to Council this year, bringing with them a wealth of knowledge and experience.

A special welcome to OCULA online publications Editor-in-Chief, Jennifer Peters-Lise (Seneca) and Deputy Editor, Brian Cameron (Ryerson), and Cecile Farnum, (Ryerson), OCULA Access OLA Editor. A new look is coming to OCULA publications. Watch us!

OCULA Council is here to serve you, and we always welcome your comments, questions or concerns. Please contact me at [dkinder@ryerson.ca](mailto:dkinder@ryerson.ca)

Best wishes to all of you for a productive and enjoyable spring!

**OLA Super Conference 2007  
Spotlight: Information Is Not  
Enough: Shaping The User  
Experience**

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She emphasized that when people walk through the doors of a library, they should feel welcome and not be confronted with signs telling them what they cannot do there.

Accessibility and convenience are the watchwords for today's library users. So, library services and resources should be organized to suit the needs of users rather than library staff and materials. Libraries should be clean, comfortable and ecologically-friendly, with plenty of natural light. Desks should ideally be consolidated, with one desk to go to for everything instead of separate desks for reference, circulation etc.

Frye Williams recommended "zoning by activity" rather than organizing the library by resources. So, for example, there could be quiet zones; talking zones; food and no food zones. There should also be zone staffing with library staff readily available in all of these areas. All staff should be able to assist with end-user tools and basic navigation. Frye Williams also made the interesting observation that libraries are, in fact, outpost offices for students and that library staff should allow students to do anything that is permissible in library staff offices!

Heavily-used resources should be in high profile and easily-accessible areas. Libraries should avoid professional jargon and make it as easy as possible for users to find what they want. Signage should relate to what users need to do. Frye Williams recommended re-naming pathfinders and bibliographies by names such as "Short Cut"; "Time-Saver"; and "FAQ". She also stressed that libraries should emphasize the pleasures of learning and encourage curiosity. Libraries are laboratories where students can experiment and therefore ideal locations for cutting-edge displays and innovative developments such as a media production facility or a

or a book art studio.

Frye Williams noted that the view of librarians as gatekeepers has changed. Librarians are now partners with library users in their search for information. Library users are often overwhelmed with information and are more interested in information rejection rather than retrieval. Librarians need to use the electronic tools that are of prime importance to their users in order to reach them on their turf. Frye Williams believes that students may be encouraged to use other databases if librarians exhaust all possibilities with Google before taking them elsewhere. She also suggested that library catalogues should be modelled after Google as this is the type of search engine that is most familiar to students.

Librarians can learn much from library users by reaching out via podcasts and webcasts and by participating in blogs, wikis and social networks. Podcasts and webcasts can also be used to make the content of information literacy sessions available to students who might not have been able to attend the sessions. Frye Williams noted that these electronic tools also provide opportunities to connect with people who are not using libraries and to find out what they value, want and need. Often students want personalized help. They want to be able to identify a librarian to whom they can go for assistance throughout their degree programme. Express check-outs and automatic book dispensers can enhance accessibility and convenience for library users.

In her concluding remarks, Frye Williams urged audience members to "listen to those civilians; serve the community, not just the customer; resist perfectionism; plan for success; and laugh a lot". She certainly demonstrated all of the above in her dynamic, innovative and amusing session.

**OCULA Award For Graduating  
Students/New Professionals  
Winner 2007 - Melanie Boyd**

By Robin Bergart

The Awards Committee congratulates its second annual award winner, **Melanie Boyd** ( University of Guelph ) for her proposed Super Conference session: Information Literacy: Program or Process? A Reality Check. In her thought-provoking proposal, Melanie envisioned a session that would "challenge the assumption that information literacy can be defined in a standardized way" and question whether the information program model that so many colleges and universities are pursuing is indeed the best way to go.

Candidates for this award are either graduating students from a Master's program in library/information studies in Ontario with an interest in academic libraries or new professionals in the academic library field who have been working in Ontario for no more than two years. Applicants are asked to submit a proposal for an OCULA conference session for the OLA Super Conference on a topic that would be particularly meaningful or helpful for new librarians.

The Awards Committee (Gohar Ashoughian- University of Guelph Humber, Robin Bergart- University of Guelph, Martie Grof- Iannelli-Fanshawe College, and Art Rhyno- University of Windsor) determined that Melanie's entry raised important questions for new academic librarians to consider as they encounter information literacy practices in their workplace.



Melanie Boyd and OCULA president 2006  
Cynthia McKeich

## OCULA Librarian of the Year Award Winner 2007

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A few months ago, when the OCULA Nominations Committee announced to Council that Mike had been selected Academic Librarian of the Year a chorus of "Well deserved!" arose from the table. Someone yelled "Awesome!" No doubt many of you who have worked with Mike or attended his sessions or workshops over the years share the same enthusiasm and know that it is not a great mystery as to why he was chosen for this award. A column of this length can barely touch on Mike's many accomplishments and contributions to the library profession, so what you see below is an abridged version. We recommend that you have a serious look at Mike's CV, which is readily accessible on the web. We guarantee you will be inspired.

Mike is currently the Chief Information Officer at the University of Guelph, serving as both the Chief Librarian and the Administrator of Computing and Communications Services on campus. In addition to his current position, Mike has served in a number of administrative positions, including Chief librarian at the University of Guelph since 1995, Acting Chief Librarian at the University of Waterloo and Head of Systems and Technical Services in the Health Sciences Library at McMaster.

Mike's contributions to research and professional development within the library world is outstanding. He has presented over one hundred presentations and workshops internationally and published over twenty articles in leading journals and proceedings.

Mike has also served on over forty professional committees and associations, often in the position of president, chair or director. He has said that one of the contributions he is most proud of is the work that he's done as part of these professional associations. All of us have reaped the benefits of this dedication to the profession and many of us have been lucky enough to have worked with Mike directly within these associations and committees through The Ontario Library Association, of which he was president in 2001, the Canadian Association of Research Libraries CARL, the Ontario Council of University Libraries OCUL, the Canadian National Site Licensing Project CNSLP, the Data Liberation Initiative DLI, the Canadian Research Knowledge Network, Scholarsportal, and many more.

"If I were to describe Mike in one word, it would be builder, states a colleague. "He is a tireless builder—of ideas, of bridges, of collaboration, of commitment, of results, and most of all, a builder of communities." And while we can see this in all of Mike's work, it is especially evident in his involvement in associations and committees. He has been instrumental in building us a new library world, not only here in Ontario, but across the nation, for people of

educational levels. The testimonials about Mike that have been received by OCULA confirm this over and over again.

Those of you who have attended any of Mike's presentations know that he encourages us to explore what our world will look like in the coming years. Mike was one of the first librarians in the land to talk about the potential of the Internet many years ago, and a number of librarians have stated that it was through Mike that they caught their first glimpse of a digital image on the World Wide Web.

"Post-literacy—the past and future of ideas", "Web 2.0, the information ecology", "Re-imagining the Library" -- all are prime examples of Mike's vision. Go through the title list of presentations in Mike's CV and you'll see words like "future", "motion", "transition", "transformation", "change", "exploration", "dislocation". Look again and you'll also see the words "partnerships", "collaboration", "care and feeding", "community", and "building".

"Mike builds visions", states another colleague: "Wherever something new is happening in the library world, you usually find Mike". "Mike is truly a visionary", writes another. "In proposing the Ontario Digital Library (now Knowledge Ontario) it took a leap of faith that only a few like Mike are gifted with to focus on the future and the digital strategy that would bind us all together. In a few short years his vision has taken Ontario to the forefront of library leadership."

Mike likes to describe himself as a failed rock star, and some of you may have caught a glimpse of his bright red shoes, or the guitar pin in his lapel. One straight-forward colleague put it this way: "The music world's loss is clearly our great gain". While we won't go so far as to thank Mike for "failing" as a rock star, we will thank him, on behalf of OCULA, and library personnel everywhere, for being a builder, a mentor, an advocate, a teacher, a leader and a visionary.

## Mark October 18 in your calendars...

### OCULA Fall Dinner at the Niagara College Culinary Institute

We're off to Niagara College and its wonderful Niagara Culinary Institute Dining Room ([http://niagarac.on.ca/features/nci\\_dining\\_room/](http://niagarac.on.ca/features/nci_dining_room/)) to visit with our colleagues in Ontario's beautiful wine country. We promise an evening of great food, good company and a chance to sample and purchase award winning wine made by the Niagara College Teaching Winery. Watch for details on the OCULA listerv and blog.



## Meet your OCUA Council for 2007

**Don Kinder**



**President**

Coordinator of Information Literacy/User Education at the Ryerson University Library, as well as the Health Sciences Librarian. Chair of the University's Academic Integrity Committee and serves on the University's Learning and Teaching Committee.

**Cynthia Williamson**



**Vice-President/ President Elect**

Member of the OCUA Student Award committee and the Education/Event Planning committee.

Collection Management Librarian, Mohawk College

**Cynthia Mckeich**



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Responsible for co-ordination of the OCUA Academic Librarian of the Year Award. OLA Super Conference Co-ordinator 2008-2009

Campus Librarian, King Campus of Seneca College

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**Robin Berghart**



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University of Guelph liaison librarian to the College of Management and Economics and to the Department of Food, Agricultural and Resource Economics.

**Daniel Phelan**



**Councillor-at-Large**

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**Laurie Morrison**



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**Mark Bryant**



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## WHERE IS PEOPLE NEWS AND AROUND THE PROVINCE?

The OCULA council has decided to move People News and Around the Province to the new InsideOCULA Blog!

Librarians across Ontario will be contributing news from their own institutions to ensure up-to-date and accurate information.

### Also included in the blog:

- News
- OCULA events
- Job postings for academic librarians
- Call for submissions
- Conference announcements
- Articles

Want to contribute your school's news?

Email the editor at: [jennifer.peters-lise@senecac.on.ca](mailto:jennifer.peters-lise@senecac.on.ca)

### Join us at the InsideOCULA blog!

<http://www.accessola2.com/ocula/wordpress/>



## InsideOCULA

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*InsideOCULA* describes the decisions and activities of OCULA leadership, explains OCULA programs and provides news of Ontario's college and university library systems.

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