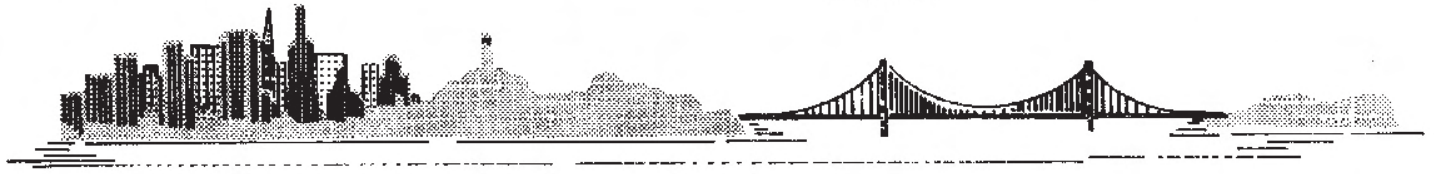


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PRESIDENT'S MESSAGE

Ah, spring! The days are lengthening, the trees are budding, signs of new life abound. For me, however, these recent weeks of nature's exuberant renewal have been tempered by the death of two family members. Losses like these always turn me inward, causing me to contemplate my daily life and rethink my priorities. Does how I spend my time truly reflect my values?

One of the questions I am often asked is why I am so involved with SLA when my actual work has been moving steadily away from libraries. I left my last full-time library job two years ago; while I do teach part time at a local college library, my main work is now as a trainer and group process consultant to intentional communities and nonprofits.



The reasons I stay with SLA boil down to identity, connection, and fun.

For much of my life I had a series of jobs, but when I became a librarian I proudly acquired a professional identity. Regardless of the jobs I may currently do, I still identify strongly with the values that I ascribe to our profession: Service. Freedom of speech and press. The value of self-education. Access to accurate information. And I love the tasks of our profession—if I never work in a library again I will still catalog the objects around me and enjoy the "thrill of the hunt" when seeking the answer to a question.

Being connected to a network of libraries and librarians means never having to say I can't find an answer. And I so enjoy the people that I meet in this profession—librarians are smart, passionate, opinionated folks with interesting hobbies and stories to tell. Drinks and dinner with a bunch of librarians is one of my favorite ways to spend an evening.

April brings the return of the Neighborhood Dinner Meetings (see [page 16](#)), and I personally plan to attend as many of them as I can cram into my schedule. I hope that you, too, take the opportunity to hang with colleagues in a smaller, more intimate venue closer to home. The only agenda for these dinners is to eat, talk, and have fun! Thanks to those who have taken on the role of host: Allyson Eddy-Bravman, Jaye Lapachet, Ginny Woodis, Leslie Fisher, Wess-John Murdough, Chris Orr, Heather Gamberg, Tora Williamsen-Berry, and Diane Rosenberger.

Hmm, that list reads like a list of current and former Executive Board and Advisory Council members...aren't these the folks who are already doing a lot of the work of the Chapter? What will it take to bring more new members into the committees that have created such great events for us this year? Since last I wrote, we heard Mia Garlick share the mission and accomplishments of Creative Commons; toured the Foundation Center Library; learned about knowledge management from Guy St. Clair; and discussed open government and freedom of information during Sunshine Week.

If you've enjoyed any of these events, think how much fun it might be to help make them happen! If none of them have seemed interesting or relevant to you, help create one that would be. The Chapter belongs to us all—what should our priorities be?

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Editor's Notes

Just as Eris Weaver, our Chapter President, did in her column, I want to encourage members of the San Francisco Bay Region Chapter who haven't already volunteered to step up. And if you're not already a member, please consider becoming one. It's

definitely worth it.

If you read this bulletin regularly, you will see that the Chapter offers a variety of events that allow members to network, learn about other libraries, and bolster their professional skills. In this issue, you can read about our recent meeting with the San Andreas Chapter, where members from both chapters learned about "some rights reserved" copyright from Mia Garlick, General Counsel for Creative Commons ([page 12](#)); our Sunshine Week webcast and local program that educated librarians about access to government information ([page 7](#)); and our professional development workshop featuring Guy St. Clair, who talked about knowledge services and how librarians could integrate them into their organizations ([page 13](#)). We're always looking for people to cover our events for *Bayline*, so don't be shy about volunteering your reporting and writing skills if something strikes your interest.

You will also notice that we have some very bright and talented writers in our ranks. Take, for instance, our Global Librarian columnist. Ruth Pennington Paget conducts a great deal of research to produce an invaluable column for each issue of *Bayline*. This time, starting on [page 4](#), she explains why libraries (and other organizations) should consider cultural adaptation—rather than just translation—of their web sites.

And Daniel O. Holmes' column, *Ramblings Along the Information Trail*, continues to provide assistance to folks who are trying to justify, design, or implement a library or information management system. Starting on [page 9](#), Holmes discusses some of the changes that affect organizations and how these changes relate to library and information management systems.

If you have an idea for a column, or are a student who would like to contribute to our *From the Hallways* column, please don't hesitate to contact me. Getting your name out there and your voice heard can be very beneficial for your library career. I'm a perfect example of that—just read the *Mosaic* column, which begins on [page 14](#), to find out what I mean...

GLOBAL LIBRARIAN

Libraries should consider cultural adaptation of web sites

By Ruth Pennington Paget



If your library is planning on offering its web site in different languages, you should consider the following scenarios. Imagine reading English sentences from top-to-bottom, right-to-left, as English letters would be laid out following the pattern of Chinese text. Or, in a less complex world imagine reading English right-to-left as you would in Arabic text. Finally, imagine accessing product information in Spanish only, so that you could obtain a better price on an item.

Would you be tempted to stay at web sites such as these for a long time as an English speaker? Probably not. This question places most Americans in the shoes of members of ethnic groups or of foreign nationals who must access web sites designed and "translated" into target languages without adaptation. Speaking your customer's language in web site design terms means laying out the text in a way that it would be read in the targeted culture.

You must remember as well that any trip to an art museum reveals how different cultures prefer different arrangements of space, which should carry over into the layout of web sites. Colors carry different meanings in many cultures as well.

Some cultures prefer animated navigation while others prefer static images. Even the way addresses are displayed is different and needs to be adapted.

Why Do Web Sites Need Cultural Adaptation?

Arguments such as these have failed to persuade many transnational corporations to adopt culturally adapted web sites. Instead, they use standardized web sites that translate and utilize the text, images, and layout of their headquarters site. Marieke de Mooij (1998) argues against this idea in *Global Marketing and Advertising: Understanding Cultural Paradoxes*, in which she emphasizes that culture continues to affect the cognitive styles of individuals such that it affects the way they interact with brands (the network of associations) of products or services. Web sites are another cultural artifact that individuals will approach with their particular cognitive style derived from their culture.

How to Judge the Success of a Culturally Adapted Web Site

Singh and Pereira (2005) write in *The Culturally Customized Web Site: Customizing Web Sites for the Global Marketplace* that the pivotal issues for global success with the Internet are to attract customers and build their trust and encourage them to come back. These are the same characteristics that libraries seek when building their sites as well. Similar to de Mooij, Singh and Pereira contend that building a web site is akin to building a brand or network of associations in the mind of the consumer.

Why Use Theories to Build Web Sites?

Wiseman (1995) writes in *Intercultural Communication Theory* that theories basically create order out of chaos. Theories also provide explanations, predict and sometimes control behavior in certain circumstances, generate more research, and inspire.

Singh and Pereira (2005) use the cultural theories developed by Geert Hofstede and Edward T. Hall to design culturally appropriate sites. Hofstede's cultural dimensions include:

- Individualism versus collectivism
- Uncertainty avoidance
- Power distance
- Masculinity – femininity

The cultural dimension developed by Hall theorizes on high- versus low-context cultures. To these, I will add a discussion by Fons Trompenaars and Charles Hampden-Turner of attitudes toward time.

A Look at Cultural Dimensions and Examples

Geert Hofstede first developed his cultural theory in the book *Culture's Consequences*, in which he surveyed IBM employees in 50-plus countries. Hofstede (1991) popularized his findings in a later book called *Cultures and Organizations*, which contains the findings of the first book minus the statistical tables.

Global Librarian continues on next page

Global Librarian continues...

Individualism Versus Collectivism

Hofstede (1991) writes that the majority of societies in the world feature group values over those of the individual. India would be an example of a collectivist society and Switzerland would be an example of an individualistic one.

Elizabeth Würtz (2005) gives examples of how these values are reflected in the culturally customized web sites of McDonald's in her thought-provoking paper titled "A Cross-Cultural Analysis of Web sites from High-Context Cultures and Low-Context Cultures." Unless referred to Würtz's paper, readers can view the web site of the countries discussed herein on the McDonald's web site (comments reflect what was found on the web sites as of November 17, 2006). For the McDonald's "I'm Lovin' It" campaign, Würtz shows the McDonald's advertisement of a young Swiss woman listening to music on headphones by herself as an example of individualistic culture. On the Indian web site, however, a smiling father and son are shown in a grocery store, reflecting collectivistic values.

Uncertainty Avoidance

Hofstede (1991) defines uncertainty as a feeling. How cultural groups deal with uncertainty defines them in Hofstede's work. Hofstede notes that the English have a higher tolerance for uncertainty than the Germans, for example. Hofstede posits that the lower German tolerance for uncertainty may explain the German emphasis placed on punctuality as a means of controlling ambiguity. For web site design considerations, Cyr and Smith (circa 2006) found in "Localization of Web Design: An Empirical Comparison of German, Japanese, and U.S. Website Characteristics" that users from cultures with low tolerance for ambiguity prefer clear navigation schemes to avoid becoming lost.

Würtz does not cover navigation tools in her paper, but a glance at the McDonald's site for Germany and the United Kingdom reveals the following characteristics: the German site is text heavy and static. There are few visuals, especially animated ones, on the German site, but the site clearly leads you to the information you need. There is no ambiguity on the German site.

The McDonald's site for the United Kingdom, on the other hand, has text running along the bottom of the screen that asks survey questions without listing the topic of the survey. The animation leaves you wondering about what to do next. There is much less written text on the site, which encourages following the various links to find information. Both of these features point to a higher tolerance for ambiguity.

Power Distance

Hofstede (1991) defines power distance as the willingness with which the least powerful members of society expect and accept unequal distribution of power. Würtz hypothesizes that based on her findings, high power-distance cultures will have hierarchically structured web sites with many pages whereas low power-distance cultures would have flatter structures, often opening in the same browser window.

Würtz does not give examples in her paper for this hypothesis, but Hofstede lists Mexico as tied for fifth and sixth place for having high power distance and New Zealand as having one of the lowest power distance rankings, at 50 of 53.

A look at the respective McDonald's web sites of these two countries reveals that the Mexican site does have menus buried under photos in a hierarchical fashion. The McDonald's Mexico site appears to support Würtz's claim. At the other end of the power spectrum is McDonald's New Zealand. The site has an introductory home page with symbols and text to link to major items that open in the same window. What struck me was the question, "Why would anyone want to work for us?" This type of question would not appear phrased in this way in a high power-distance culture. This particular site also confirmed Würtz's hypothesis.

Masculinity Versus Femininity

Hofstede (1991) writes that in masculine societies gender roles are fixed whereas in feminine societies gender roles overlap. According to Hofstede's research, Austria ranks as the second most masculine society and Chile ranks as a feminine society. I have chosen to examine these two countries based on my knowledge of their languages; I do not have reading fluency in Japanese (masculine) or the Scandinavian languages (feminine).

McDonald's Austria offers two openings for its site. The left side, called the "Basic Information" page, is the same as McDonald's Germany web site. It shows a slim woman eating a salad. The right side of the site shows a hand holding a video camcorder with a lush green plant in the view finder. The words "Quality Scout" appear above the photo. A man's name appears in the next frame in a blank photo as a quality scout and a list of men's names makes up a list of scouts on the page. This example is not necessarily a strong piece of evidence to show a masculine society, but showing a woman as a "salad eater" and men as "quality experts" does appear to support Hofstede's thesis on masculine societies.

The McDonald's Chile site shows images of a young man with a guitar slung over his back and another playfully covering a young woman's eyes as he is about to offer her a McDonald's meal. Another photo of an older man shows

Global Librarian continues on next page

Global Librarian continues...

him discussing McDonald's support of a children's telethon. All of these images suggest the less rigid roles that men occupy in Chilean society.

Edward T. Hall's Cultural Dimensions

Würtz (2005) uses Hall's theory of high-context and low-context cultures to structure her research. Würtz characterizes high-context communication as "drawing on the shared knowledge of the communication parties." The listener must often decode the speaker's intent and rely on body language. Low-context cultures feature communication that is direct and honest.

The implications of high-context culture for web site design, according to Würtz (2005), include relying on non-verbal or image-based communication, being more group oriented or collectivist oriented, having higher power distance, and having greater tolerance for images to download since many tasks can be carried out at once. The implications of low-context culture for web site design, according to Würtz, would result in direct text, less reliance on images, indirect communication style, individualism, lower power distance, and less tolerance for downloading times, as individuals tend to do one thing at a time.

Würtz (2005) cites E. and M. Hall's *Understanding Cultural Differences* for country rankings on the high-context versus low-context scale. Japan is the highest context country, while the German-speaking countries have the lowest context communication. Würtz provides images from McDonald's Japan in her article that illustrate how non-verbal language characterizes high-context culture; the site uses animation to show bowing as a way of welcoming visitors to the site. Würtz writes that McDonald's web sites for high-context countries, such as Brazil and Chile, feature images of people. Music and sound effects often accompany sites from high-context cultures, as well. Low-context cultures, such as the German one already cited, rely on text to convey messages and help visitors navigate the site.

Fons Trompenaars and Hampden-Turner's Cultural Dimension

One further cultural dimension to consider is the orientation of different cultures toward time. Fons Trompenaars and Charles Hampden-Turner, in their book *Riding the Waves of Culture*, outline how cultures manifest their regard for time. Past-oriented cultures talk about origins of family, business, and nation; show respect for elders; and view everything in the context of history. McDonald's appeals to this spirit in the web site it created for Ireland. The site focuses on how McDonald's is preserving historic buildings and show how the shamrock shake is especially made for the unique Irish market. Trompenaars and Hampden-Turner stress that past-oriented countries do not want to be subsumed by global culture, and McDonald's has shown in this web site how it fits in with the local culture rather than dominating it.

The here and now activities of the present time are strongest in Mexico, according to *Riding the Waves of Culture*. The Mexican McDonald's site features all the bells and whistles of web design and encourages the viewer to play and have a good time on the site in the "here and now."

In future-oriented cultures, Trompenaars and Hampden-Turner write that individuals talk of future plans and strategize. All time phases are exploited for future advantage. The United States scores high here on Trompenaars' listing. The McDonald's U.S. site proudly shares with viewers its scholarship winners and lists which of its executives started out as servers in its restaurants, showing a future orientation.

Web Site Translation Versus Adaptation

All of these cultural dimensions can provide librarians with questions to consider when creating web sites. An adapted web site should look as if a designer from the targeted culture created it. A translated site that retains the design features of the original culture risks not having viewers interact with the site for a lengthy period of time or, in the worst case, ignoring the site as foreign.

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INTERSECT: GOVERNMENT & LIBRARIES

Sunshine Week tackles technical and information access issues

By Anne N. Barker

SLA-SF Government Relations Chair

The third National [Sunshine Week](#) kicked off on Monday, March 12, with a national webcast called "Closed Doors; Open Democracies?" Broadcast across the country, the only San Francisco Bay Area webcast location was once again co-hosted by the [Northern California Association of Law Libraries \(NOCALL\)](#) and the San Francisco chapter of the Special Libraries Association. Sunshine Week's intent is to raise awareness of the importance of open government and freedom of information.

Unfortunately, this year's webcast got off to a rocky start, with technical difficulties impeding our reception of the first portion of the program. Between these glitches and a few last-minute changes to the scheduled speakers, I hope I am attributing quotations to the correct individuals. However, even with these challenges, there was a lot of great information shared. This year's event consisted of 2 panels—one focusing on national issues, the other on state and local efforts.

United States of America v. Science

The panel on national issues was centered largely on the current relationship between the government and the scientific community. Specifically, the conversation turned to the issue of climate change. Rick Piltz, a former senior associate with the U.S. Climate Change Science Program, accused the current administration of "constraining scientific information when it is not convenient for them politically."

Jay Dyckman, director of The Knowledge Project at the National Coalition Against Censorship, similarly charged that the Bush Administration was taking the "Fight Club" approach to the issue of climate change, saying the "first rule about global warming is you don't talk about global warming."

Susan Wood, the former assistant FDA commissioner for women's health and director of the Office of Women's Health, had perhaps the most interesting insight into the situation. She spoke about the concept of "manufacturing the doubt." Wood noted that there is always going to be debate in science, even when there is broad consensus on an issue. However, what the administration and the media are doing is setting up the appearance of controversy. Just because scientists may be debating the science behind climate change or evolution doesn't imply that there is broad disagreement within the scientific community. Stories that focus on the debate are creating a "false fight" that leads the public to believe that there is a question about the scientific basis of an issue.

A question from the audience noted that climate change is, after all, a global issue and directed the attention of the panel

Intersect continues on next page

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to the international community. Piltz indicated that there doesn't seem to be such conflict between the governments of European countries with the scientific community as there is in America. He concluded with the notion that the issue is not just that the Executive Branch is manipulating or withholding scientific information; it is incumbent upon all elected officials, especially those in the Legislative Branch, to get up to speed on the scientific issues they are legislating so they can hold relevant hearings. I am reminded of the seeming difficulty of Senator Ted Stevens, then-Chairman of the Committee on Commerce, Science and Transportation, to describe the Internet during a speech about network neutrality, resulting in the addition to the Internet lexicon of that "series of tubes."

In the second panel, Mark Tapscott, editorial page editor of the *Washington Examiner*, spoke about the tendency of government officials to want to hide embarrassing information, noting that "people in government are just like us. They want to look like they're doing a good job." Tapscott believes that in the next 5 to 10 years we're going to see a revolution in the ability of people to see what the government is doing. He credits the Internet for his optimism, saying that there is increasing pressure on government at all levels to make more information available on the Web.

At the Local Level

This year, the SF Bay Region chapter and NOCALL planned a local program to follow the national webcast. Moderated by Peter Scheer, executive director of [California First Amendment Coalition](#), this panel focused on California open meeting laws, the California Public Records Act, and the tension between the public's right to know and the government's need to keep some information classified.

After giving an overview of [California open meeting laws \(the Brown Act\)](#) and the [California Public Records Act](#), the panel got into a sometimes heated discussion over public access to information about public employees, particularly as it relates to police officers. John Tennant, general counsel for two of the largest police unions in the Bay Area, debated what he sees as the necessary limits to this information with Karl Olson, a partner at the San Francisco law firm of Levy Ram & Olson, and James Chadwick, a partner at the San Francisco office of Sheppard Mullin, as well as some members of the audience.

I can't say that any sort of agreement was reached between the opposing viewpoints, but there was a general consensus among the audience toward at least limited access to information such as disciplinary reviews of police officers.

Planning for Next Year

Representatives of the San Francisco SLA chapter and NOCALL are already discussing ways to improve upon the event next year, including wiping out the technical problems that seemed to plague the webcast this year. One highly likely scenario is to shift the viewing of the webcast to an evening event. This was not an option with last year's telecast and only became a possibility after planning and promotion for this year's event was well under way. If you have any other suggestions for improving this event, please contact me at annenb@platypi.com.

Speak Your Mind

Now it's your turn. The folks at [Open the Government](#) are asking for people to begin the dialogue about a 21st century right to know agenda. Send your top one or two suggestions for improving public access to information to yourRTK@openthegovernment.org.



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RAMBLINGS ALONG THE INFORMATION TRAIL

Implementing a library or information management system

Editor's Note: This is the second article in a series on justifying, designing, and implementing a library and information management system in an organization. The dynamic environment within which information systems are created is the focus of this article.

Part 2: The Challenges of Change

By Daniel O. Holmes, MLIS, MA
Librarian and Geographer
Great Circle Information Services

Introduction

This article characterizes the numerous types of changes that influence organizations, the development of their informational resources, and how organizations tend to deal with these changes. Rapid change is an intrinsic part of the modern world. Since it is often unclear what adjustments are appropriate, and people and institutions tend to change slowly, responses and adjustments tend to lag. By having a sense of the wide spectrum of changes that face organizations, we can better craft solutions to their information management needs.

This article uses the example of growing consulting firms to demonstrate the dynamic environment in organizations. Readers will see many parallels to their own organizations.

Economic Context of Consulting

Consulting firms, even more dramatically than private companies in general, are intensely driven by the bottom line. The revenue comes primarily from compensation for hours of staff labor, resulting in limited flexibility for funding operations. When growing from a few persons to dozens or hundreds of employees, consulting firms are especially cash-flow conscious. Consequently, consulting firms typically are reticent to spend funds on infrastructure improvements, such as creating library or information management systems.

A nonexistent or inadequate information management system can be costly. In one example, the author called to the attention of a public agency the fact that the bathymetric survey they were all set to fund (surveying the water depth in a part of San Francisco Bay) had already been done 15 times! In another case, the staff of a consulting company, which was conducting an environmental assessment of a site, was unaware that three years before *their own company* had done a study of an adjacent hazardous waste site. This oversight cost the company three years of profit.

The Dynamic Environment

Growing consulting firms must deal with many types of change. How well these challenges are addressed ranges from extremely effective adjustments to almost nonresponsive actions. Some issues are able to simmer for years, perhaps with little downside; others require speedy and decisive action. In order to craft a successful approach to library and information management issues in any setting, it is important to consider the many dynamic categories of change:

Technology

The evolution of a firm takes place in a context of rapidly changing information-related technology. Staff expectations can rise rapidly as new ways of working with information are revealed to Internet users. Yet it may be totally unrealistic within the consulting firm to implement similar applications. While Internet services are supported by millions of users, in-house applications can be very expensive to install and maintain.

Consulting staff contend with many often-changing modes of communications technology, such as faxes, text messaging, etc. Similarly, there are many document formats and corresponding programs for modeling data and for preparing reports, all requiring some training.

Companies hopefully respond with the appropriate machines, protocols, formats, procedures, training, and enforcement. However, every employee has a unique technical competence and level of inclination to embrace new technologies, protocols, and procedures. This further compounds the difficulty of implementing feasible solutions.

Management

The growth of a company can be frozen by the inability of its leaders to adapt to change. Consultants are often scientists or engineers first, and not proficient nor necessarily experienced in adopting new roles. Their inability



Librarians until it freezes over

Ramblings continues on next page

Ramblings continues...

to delegate and trust others, and their failure to make adequate time for their employees' needs, can also severely undermine morale. Effective managers put key controls in place and learn to let go.

Staffing Changes

There is an intrinsic trend in consulting firms for employees to change jobs frequently, often every few years. Trading employers may provide many advantages to employees. For the firms they depart, however, it can be very costly and profoundly disruptive. Nonetheless, the tendency of employees to change companies can only be slowed, not arrested. The most effective management scheme is to proactively seek to learn employees' concerns and frustrations, and to address them honestly, openly, and innovatively.

Project Complexity

As companies grow, they become capable of conducting larger projects, often in more remote locations. Thus more time is spent in interaction between staff, and there is additional communication needed with clients and contractors. Staff members are no longer as likely to be sitting quietly in their offices, available for others to drop by for some mentoring, advice, or information. Providing shared schedules, more administrative and librarian help, and database sources and libraries of important resources and enabling mobile communications are some of the adjustments that can address this situation.

Specialization

As projects and staff sizes grow, individuals tend to become more specialized, involved only in their part of the whole operation. Specialization, however, means that individuals often only possess key bits of knowledge about a part of each project and only they can produce a particular part of the work product. A system that shares informational resources can be critical to efficient workflow.

Physical Parameters

As offices grow or staff move to branch offices, it can become difficult to find people and things. Documents especially have a way of "walking" out of the file folder or off the shelves, without a trace. An employee who used to rely upon timely key input from a particular colleague now finds that she is no longer nearby, nor doing that kind of work, and perhaps knows nothing about the current project! Adjustments must be made, such as calling ahead, formally scheduling a meeting, learning to anticipate needs earlier, and especially finding alternative sources to access the needed information.

Document Management

Growth in companies usually does not readily change the document management processes that were largely in place from the company's inception. Individuals have their own suite of reference materials, often considered personal property; reports are produced from a hodgepodge of digital files and sometimes by creating paper paste-ups; everyone names projects and subdirectories and files as they wish; copies of some reports are made and stuck more or less randomly on a shelf somewhere that is typically overcrowded; etc. Company standardization and a library and/or document management system is often appropriate.

Conclusion

The various categories of ongoing change, which typify an expanding organization, form one dimension of the broad contextual underpinnings for developing a library and/or information management system. Additionally, however, it must be kept in mind that there are equally important relatively static factors that must be considered. These include: the IT infrastructure, budget framework, workflow processes, staff skills, space and layout arrangements, the organization's management style and attitudes, and overall company culture.

This is the second in a series; subsequent articles will address:

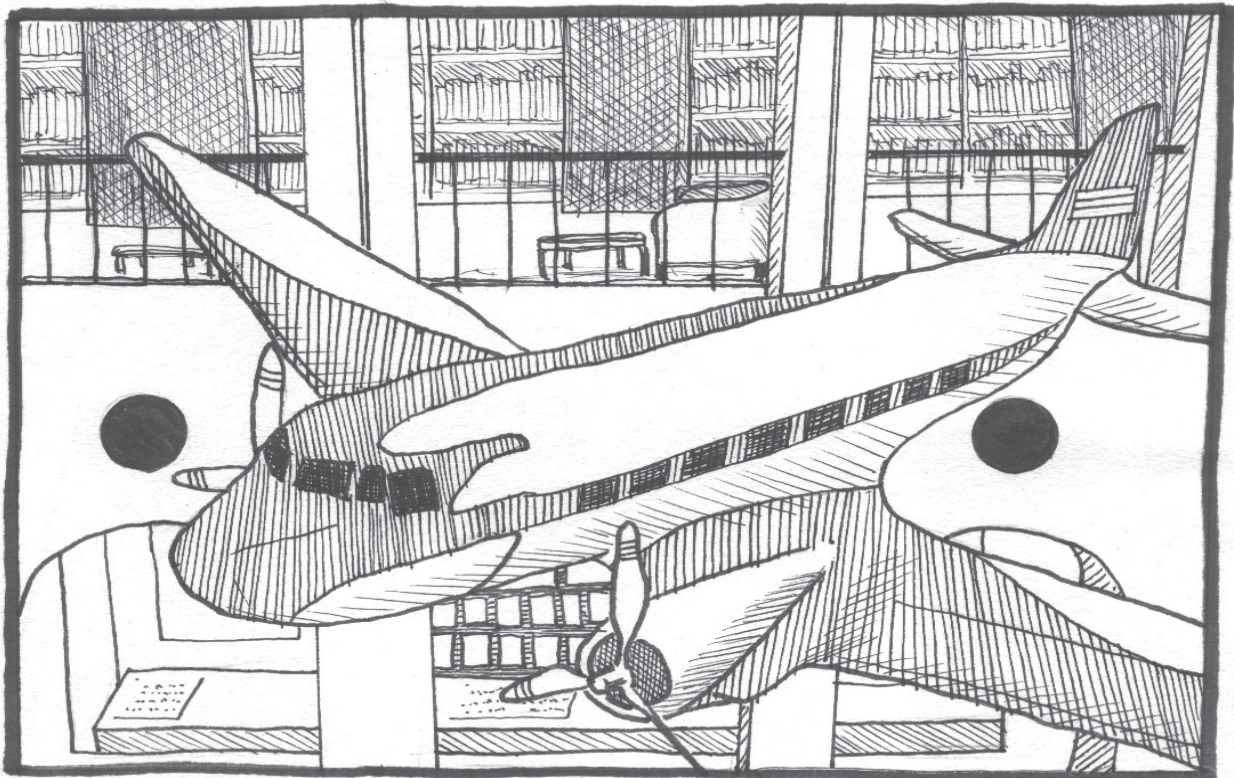
1. Why information systems fail and the costs of an inadequate system
2. How to conduct a needs assessment and to develop functional specifications
3. Designing and prototyping a custom system
4. System implementation
5. The need for, and the method of, demonstrating a return on investment (ROI) in order to justify a library or an information management system
6. Case study examples that illustrate problems and successes in needs assessment and system implementation

Dan Holmes (dholmes@sierranevada.org) is owner of Great Circle Information Services, which provides library and environmental consulting. His services include library needs assessment, library systems planning, and implementation. With 18 years in academia and 15 years as a consultant involved with environmental consulting firms, solving their library and document management needs is a passion. He gives special thanks to Terry Richards for her insights and editing.

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BAY AREA SLA CHAPTERS LEARN ABOUT COPYRIGHT...AND FLIGHT

By Mimi Calter

SLA-SF Director of Programs

It was a very smooth flight for SLA members from the San Andreas and the Bay Region chapters on February 22. The annual joint meeting had an aviation theme as the two groups came together at the San Francisco Airport Commission Aviation Library & Louis A. Turpen Aviation Museum at San Francisco International Airport to hear a presentation by Mia Garlick, general counsel of Creative Commons.

Wearing a vintage stewardess uniform from Pacific Southwest Airlines, SLA-SF President Eris Weaver welcomed all guests into the boarding area. Since the uniform is fluorescent orange, she was hard to miss! Before takeoff, passengers gathered around the buffet in the departure lounge for socializing and networking. Finally, our chief flight attendant called us all on board.

The Aviation Museum is a fabulous space. Although it is situated inside the very modern international terminal at SFO, the museum itself is modeled on the passenger waiting room of the 1937 San Francisco Airport Administration Building. The polished marble and archways highlight display cases that allow the museum to show off pieces of its collection of aviation materials, and members were able to enjoy the current exhibit on Trans World Airlines (TWA). The hanging airplane models on the ceiling also added to the atmosphere.

Once the meeting was "in the air," Mia Garlick served as our in-flight entertainment. Creative Commons is a nonprofit corporation, started in 2002 and based in San Francisco. CC offers free licenses and tools designed to enable creators to publish their works on more flexible terms than the traditional "all rights reserved" copyright. Their licenses help you keep your copyright while inviting certain uses of your work—a "some rights reserved" copyright—thus enabling wider use and reuse of the material.

Creative Commons offers four different license conditions, which can be combined into six different license options. "Attribution" requires that credit is given to the creator. "Share-alike" requires that any reuse is also covered by an identical CC license. "No derivatives" allows only verbatim copies of the work. And, finally, there is "non-commercial," which prohibits commercial reuse of the material. Each of the six licenses is made available in three different formats: a human-readable version that gives the quick summary of rights, a lawyer-readable version that includes the actual license, and a machine-readable format that makes the license terms accessible to electronic systems. When a rights-holder applies a CC license to their work, they use all three of these formats.

Creative Commons licenses are now available in 35 jurisdictions around the world, and the organization is represented on every populated continent (and no, the scientists in Antarctica don't count). The licenses have become incredibly popular on the Internet, with more than 1 million linkbacks in CC's first year of operation, and more than 45 million at the end of 2005.

Garlick also discussed a recent lawsuit by former VJ Adam Curry, whose personal Flickr pictures, which were under a CC non-commercial license, were published by a Dutch magazine. Curry sued and the license was upheld. Although damages were minimal, the decision has helped quiet critics who had dismissed CC licenses as either unenforceable or of use only in America.

Following Garlick's presentation, our flight came in for a smooth landing, and members dispersed better informed and better networked. Thank you for flying SLA!

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CONSULTANT TEACHES LIBRARIANS ABOUT KNOWLEDGE SERVICES

By Judy Bolstad

On March 26, approximately 20 SLA-SF members had the opportunity to learn about knowledge services from one of our profession's most respected leaders: Guy St. Clair. As president and consulting specialist for knowledge services for SMR International



Guy St. Clair speaks about knowledge services

(www.smr-knowledge.com), and past president of SLA, he presented a brilliant in-depth look at knowledge services in relation to all types of librarianship. His co-presenter, Dale Stanley from Genentech, also provided insight about knowledge services strategies and effective ways of utilizing them at work. Generous sponsorship of this event was provided by EOS, to whom we are most grateful.

This two-part, all-day workshop was held at the Pacific Energy Center in San Francisco. As it was a cold and rainy day, it was nice to be in such warm and inviting surroundings, with plenty of food and drinks, arranged by Marlene Vogelsang, who generously hosted this event.

Part One of the workshop covered the basics of knowledge services. The presenters conducted the workshop in a manner that was productive and efficient. They presented strategies and concepts of knowledge services, and then let participants discuss personal experiences involving past triumphs and failures when providing them. Their goal was to instill in the participants strategies for integrating knowledge development and knowledge sharing into their organizations. The interactive nature of the workshop kept everybody involved and focused on the topic at hand.

Part Two allowed participants to apply the strategies presented to determine what could be

done in the future to improve knowledge services in their organizations. Basically, each participant was asked to state what they would do differently in the future based on what they learned at the workshop. The insights provided by the participants were valuable, as it was helpful to hear what others gained from the workshop.

Guy St. Clair will be holding an all-day continuing education workshop on Saturday, June 2, at the annual SLA conference in Denver, Colorado. He will also be speaking on the topic of leadership and knowledge services at the annual conference.



Participants learn about knowledge services at SLA-SF's spring professional development workshop

MOSAIC: WHAT'S HAPPENING WITH OUR MEMBERS

By Rebecca Kozak

Passing of Virginia Pratt

We have been informed of the passing of Virginia Pratt (1923-2006), former librarian of the UC Berkeley Library School. The following information was gleaned from UC Berkeley's CU News (January 11, 2007 issue) and from members. Virginia Pratt, former head of the UC Berkeley Library School Library, died in San Jose on November 30, 2006.

Virginia was from Walla Walla, Washington, where she earned her BA with honors from Whitman College in 1945. The following year she obtained a BLS at Columbia University. Following her first position in Portland, Oregon, as a librarian at the V.A. Hospital, she accepted an appointment as a librarian in 1948 with the U.S. Army in Stuttgart, Germany. This experience led Virginia to become a lifelong visitor to Europe, where she developed a passion for both rural and metropolitan sights, and a particular fondness for French Romanesque architecture.

In 1951, Virginia came to UC Berkeley, where she continued to excel in reference service, a job that was most gratifying to her. About halfway through her career, she took the position of managing the Library School Library. She was known for having a holistic approach to librarianship—she was skillful in discerning the needs of users, developing a collection to meet those needs, and in carefully maintaining the catalog. She also taught a reference laboratory course, and was held in high esteem by students and faculty of the Library School.

Virginia was a member of SLA's San Francisco Bay Chapter from 1973 to 1994, and was chair of the Elections Committee in 1981-82. She was a member of the Education Committee (now known as the Professional Development Committee) from 1973-77, and coordinated a statistics seminar held in April 1974, at which 127 attendees were present. In addition, Virginia served as the University of California liaison to the Student Relations Committee in 1975-76.

She is remembered as a gracious individual who was supportive of student learning. In 1988, Ms. Pratt retired and continued to enjoy the arts as well as travel before her health declined. Those who knew Virginia Pratt and her contributions to librarianship have warm memories of her and mourn her passing.

New Librarian Position at Stanford University

Mimi Calter, executive assistant to the University Librarian, reports that a new position has been created at Stanford to guide the reinvention of their seven science and engineering libraries, and it is being filled by Robert Schwarzwalder, MLS, PhD (biology). Bob will begin work in early August 2007. Some of the challenges facing Bob upon his arrival will be planning for the new engineering library and managing the transition of engineering literature to digital form, as well as coordination of information resources across the various science disciplines.

His previous experience includes holding the post of Assistant University Librarian at the University of Hawai'i at Manoa and serving as Manager of the Library Systems & Information Research Department for Ford Motor Company. Bob has not only been a recipient of the 1999 Homer I. Bernhardt Distinguished Service Award from the American Society for Engineering Education, he holds a US patent related to GPS technology. Bob has written and spoken extensively on digital information systems, knowledge management, and information licensing. He has also served on advisory boards for publishers and database producers and lent his expertise to national and international digital information projects.

New Job for a New Grad

Deirdre Cerkanowicz, a recent San José State University School of Library and Information Science graduate, is a temporary teen librarian for the Berkeley Public Library. She divides her time between working at the Central Library, where she can be found staffing the reference desk or hanging out in the Teen Room, and the North Branch.

Travels for Spring Training

SLA-SF members Karin Zilla, Sandy Malloy, and Marlene Vogelsang recently met in Phoenix for some Oakland A's spring training, where they enjoyed the warm weather and a preview of the upcoming

Mosaic continues on next page

Mosaic continues...

season. Sandy and Karin are avid birders and also spent time bird watching at Papago Park and the Desert Botanical Museum.

Wells Fargo History Exhibit

Anne Hall, curator of the Wells Fargo History Museum, invites people to visit an exhibit on crime scene investigation titled "Officers in Pursuit." It features historic items from robberies on stage coaches and trains and also includes information on contemporary fraud protection. The exhibit runs until September 30, 2007, at the Museum, located at 420 Montgomery Street. For more information, see www.wellsfargohistory.com/crime.

One Small Step for Library Science, One Big Leap for...

Bayline Editor Heather Gamberg, who writes and manages proposals for a government contractor. She was honored with a 2006 Peer Appreciation Award by her department co-workers for "her dedication and 'can do' attitude in researching and providing accurate data that exceeds proposal and marketing information requirements." Unfortunately, she still can't convince the company to let her perform library-related tasks full time. Which leads to her other news: In mid April, she will join Yael Schwartz and Karin Zilla in Deutsche Bank's Business Information Services group as a Senior Information Specialist.

Please send your news—personal or professional—to rkozaklewis@yahoo.com. Short items and press releases are welcome. I look forward to hearing from you.



Pictured (clockwise from top left): Karin Zilla at the Arcosanti Library; Sandy Malloy, Marlene Vogelsang, and Karin watching Oakland A's Spring Training; Sandy and Karin birding at Phoenix Desert Botanical Garden; and David Grossman rooting for the San Francisco Giants

SLA-SF Calendar

SLA-SF Annual Neighborhood Dinners

Monday, April 9 at 7 p.m. — Fillmore/Western Addition/Japantown area of San Francisco

Pizza Inferno Restaurant and Bar, 1800 Fillmore Street

RSVP to [Heather Gamberg](#) by Friday, April 6

Tuesday, April 10 at 6 p.m. — Daly City area

Boulevard Cafe, 2 Poncetta Dr. 9 (off John Daly Blvd), Daly City

RSVP to [Jaye Lapachet](#) or [Ginny Woodis](#) by Monday, April 9

Tuesday, April 10 at 6 p.m. — San Leandro/Hayward area

Hayward Japan Grill, 920 C Street, Hayward

RSVP to [Leslie Fisher](#)

Wednesday, April 11 at 7 p.m. — Berkeley/Oakland area

Nan Yang Burmese Restaurant, 6048 College Ave, Oakland

Event may be full; check with [Chris Orr](#)

Thursday, April 12 at 6:30 p.m. — Civic Center/Financial District area of San Francisco

Naan 'n' Curry, 336 O'Farrell (at Jones Street, across from the Hilton)

RSVP to [Allyson Eddy Bravmann](#) by Wednesday, April 11

Thursday, April 19 at 6 p.m. — Castro/Portrero/Bernal Heights area of San Francisco

Thai House Express, 599 Castro Street (2 blocks from the MUNI Metro station)

RSVP to [Wess-John Murdough](#)

Tuesday, May 1 at 6:45 p.m. — Marin/Sonoma area

Pazzo, 132 Keller Street, Petaluma

RSVP to [Diane Rosenberger](#)

Wednesday, May 2 at 6:30 p.m. — Napa/Vallejo/Benicia/Fairfield area

Taqueria Rosita 2, Canyon Plaza, 3427 Broadway - Hwy 29, Building F-1, American Canyon

RSVP to [Tora Williamsen-Berry](#)

For more information on the San Francisco Bay Region Chapter's events, including registration deadlines and forms, visit <http://www.sla.org/chapter/csfo/calendar/calendar.html>.

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Go to <http://www.sla.org/chapter/csfo/volunteer2000.html>, the interactive form on the SLA-SF Web site or complete and e-mail this form to the individual committee chairs. See

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Events

To list an event, e-mail Mimi Calter at:

mcalter@stanford.edu

Telephone: 650.725.5813

Calendar events are updated bi-weekly on the SLA-SF Web site:

<http://www.sla.org/chapter/csfo/csfo.html>