

Directline

University libraries

This month's theme is University Libraries, and our university members couldn't resist the chance to talk (read: brag!) about their innovations and renovations – both those planned and those already under way. Web 2.0 innovations featured widely across the universities, with librarians and information professionals recognising the changing ways that their key clients – academics and students – need and use information. Many looked on the changes as opportunities to grow into a more efficient and effective service, and to take advantage of the chance for some staff professional development as well. Outside of the library building, Dr Berenika Webster comments on the Thomson Reuters–UQ conference on the Perspectives on Metrics-Based Research Evaluation, and a couple of articles reflect on career paths and the advantages of pursuing a career at a university library. All in all, this issue's articles provide a broad overview of the benefits and challenges facing university librarianship. Check them out, starting on page 10.

Twitter

As Jan mentioned in her Frontline, ALIA has enthusiastically and apprehensively taken on twittering. Enthusiastically because we're professionals and love nothing better than discovering and investigating new tools and apprehensively because (as Jan stated) how do you say something meaningful in 140 characters? I had great practice tweeting (the verb for twitter – I'm learning) at the GLAM-Wiki conference <http://wikimedia.org.au/wiki/GLAM> recently and am learning a new skill – working out how to write a word with the shortest amount of letters while still conveying my message. I'm not perfect, but getting better. Recently talk show host David Letterman told the world he thought Twitter was a complete waste of time, <http://latimesblogs.latimes.com/thedishrag/2009/07/david-letterman-doesnt-understand-twitter.html> and while some people probably agree and others say that it doesn't make sense and that the content is inane, organisations should take notice of the Twitter phenomenon so they're not left behind. All this has caused my more apprehensive side to wonder about managing my organisation's online reputation. Should I worry about this? Should individuals consider having a professional image when social media is about connecting? I don't have the answers, (if you do, write to *inCite's* Letters to the Editor) but I'm going to keep on tweeting until I can say "smthng meangful" in less than 140 characters.

ALIA 2010 Event

After the disappointment of IFLA congress cancellation, I want to thank you all for contributing to ALIA's event in 2010 by posting to the wiki, emailing and phoning us with your ideas, suggestions, and feedback. The ALIA board has approved the ALIA 2010 conference to be held on 2nd and 3rd of September 2010 at the Brisbane Convention Centre.

Graham Black, ALIA's Vice-President, is the convenor of this event and you would have seen ALIA call for expressions of interest for organising a stream at the conference.

Details will be released as they become available.

Living Libraries

ALIA has recently formed a partnership with the Department of Immigration and Citizenship and the Lismore City Council, working on the National Living Library Implementation Strategy. Living Libraries is a national strategy for connecting and strengthening local communities through conversation. Members of the community, nominate as "Living books" who can be borrowed out by readers. This interaction aims at breaking down barriers between people belonging to different groups in society. The first Living Library was launched in November 2006 in Lismore. From this time, the notion of Living Libraries has spread and they now occur at more than thirty locations across the country.

A Project Officer is in place in ALIA to further capitalise on the work that has been completed to date by the Lismore City Council Library. The ALIA Living Libraries Project Officer is tasked with the role of continuing project management work, including further developing the Living Libraries Network, fostering the sharing of information and spreading the word about Living Libraries.

For more information regarding Living Libraries, access the website at <http://www.livinglibraries.org.au>.

National Advisory Congress

ALIA's NAC meetings are starting this month and we're asking you to tell us what you think about ALIA's lobbying and advocacy program <http://www.alia.org.au/governance/nac/2009/>. Be part of ALIA's decision making process by attending one of our meetings around Australia or by using our online submission form.

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Your Voice: the ALIA National Advisory Congress

Ever wondered how ALIA sets its direction? Ever wish you had a say in it? ALIA is your Association and you do have a say at ALIA's National Advisory Congress.

All financial personal and institutional ALIA members are invited to attend **Your Voice: the ALIA National Advisory Congress** at a location near you. This informal meeting will provide an opportunity for members to participate in discussion with an ALIA Director and your Local Liaison Officer on the 2009 NAC focus "Lobbying and Advocacy: working together to make a difference".

For more details, including the ALIA Planning paper and NAC dates visit <http://www.alia.org.au/governance/nac/2009/>.

Contact ALIA on **1800 020 071** or email planning@alia.org.au



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