

# Professional development

## Web 2.0 masterclass

Early in 2009 I was the lucky winner of a registration for a two-day masterclass, 'Library 2.0: Moving your organisation into and beyond the second digital divide', thanks to the generosity of ALIA and Ark Group. The training was attended by 15 enthusiastic participants at Novotel Melbourne on Collins, along with a site visit to Yarra Plenty's Mill Park Library. Participants represented a great mix of backgrounds, coming from four states covering public, academic, private, and TAFE libraries.

Our leader was Helene Blowers, Digital Strategy Director at Columbus Metropolitan Library, whom many of you will know as the architect and creator of *Learning 2.0: 23 Things*. We also had the benefit of hearing from Yarra Plenty Library staff including CEO Christine Mackenzie, Local History Librarian Liz Pidgeon, Reading & Literacy Coordinator Kerri Pleydell-Sander, and Natasha Savic, Branch IT Support/Trainer at Lalor Branch. The site visit was of particular interest to me as we experienced practical web 2.0 applications in action. It was valuable to meet staff from a library system using blogs, wikis, Flickr, delicious, and more with such success.

The masterclass fulfilled my expectations for obtaining the skills and knowledge necessary to develop a web 2.0 strategy, including the ability to evaluate social media tools and their suitability for public library services, skills for training and mentoring staff, tools for reaching and establishing community in virtual environments, ideas for challenging the threats of obsolescence and competition for provision of services traditionally delivered by libraries, and knowledge about supporting our customers both as information users and information creators.

We learned that with shifting cultural conditions every library needs to consider a few questions:

- How does our website connect with and create communities?
- How does it encourage sharing and participation?
- How does it reach the customer long tail and enable niches to thrive?

- How does our library allow our customers to fuel their creative self-expression?

The concepts of community, collaboration, and innovation are of great importance when considering web 2.0 tools and how we integrate them with existing and future library services. In a sense we need to allow customers to help create the library of the future with us.

Helene provided a quote from *Tame the Web* by Michael Stephens, which sums up why web 2.0 is so important to libraries, traditional suppliers of information, and entertainment in many formats:

"The principles of web 2.0 seek to put users in touch with information and entertainment wherever they may be, breaking down the barriers of space, time, and outdated policy. It is a user-centred paradigm focusing on knowledge, experience, collaboration, the creation of new content, and encouraging the heart."

I think everyone left the course feeling very motivated. Participants have quickly started to collaborate online. Some of us are catching up on Twitter and others have contributed to Flickr accounts where you can view photographs from the course and site visit: <http://www.flickr.com/photos/35343305@N06/>.

If any readers have any questions about the course I am happy to be contacted via old fashioned (web 1.0) email. I'll also be sharing my knowledge with the ALIA Hunter Group via presentations, a web 2.0 Treasure Hunt, and on our wiki established in 2008.

Don't forget to view Helene's slideshow to access practical examples and ideas for using web 2.0 tools: <http://www.slideshare.net/hblowers>.

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## ALIA Professional Development Workshops

### FOLIOz Programme for 2009

Three new online courses from ALIA / The University of Sheffield and the FOLIOz Team:

- **Moving into Supervision: Supervisory Skills** for library technicians and/or newly qualified professionals (MOVES)  
Running Monday 1st June – Friday 17th July 2009, this course aims to help library technicians and new information professionals gain an understanding and appreciation for key principles and methods of effective supervision of staff in any type of library or information service.
- **Managing for service quality (MSQ)**  
From Monday 24th August – Friday 9th October 2009, be introduced to the idea of managing for service quality and its related concepts.
- **Maximising the impact of your service (MAXIM)**  
The last course of the year, running Monday 30th November 2009 – Friday 22nd January 2010 (including a two-week break 21st December – 4th January), aims to equip you with the skills and knowledge required to successfully maximise the impact of your service and to effectively evaluate this impact.

All registrations must be accompanied by full payment: ALIA member \$220AUD, ASA/RMAA/ASLA/LIANZA/AGLIN member \$220AUD, non-member \$300AUD.

For further information or enquiries, please contact Judy Brooker via email [pd@alia.org.au](mailto:pd@alia.org.au) or phone 02 6215 8216.

### Corrections

In the January/February issue of *inCite*, at the bottom of her article about the Alice Springs Library, Fiona Blackburn's email was printed incorrectly. Her correct email is [fblackburn@astc.nt.gov.au](mailto:fblackburn@astc.nt.gov.au).

New Library Technician Aninthitha Seshakumaran's name was entered incorrectly on the New members page in the March issue. Welcome Aninthitha.