



K-4 Marketing Your Library: Exploring New Technologies to Create Evolving Newsletters That Energize Your Patrons

Level: Introductory 30 Minutes

Competency: Information Technology

Target Audience: All librarians (firm, county or academic) who are responsible for producing a newsletter and marketing the library

Learning Outcomes:

- 1) Participants will learn how to successfully acquire content for a newsletter and use library activities to market the library and alert library patrons of services, collections and current awareness sources.
- 2) Participants will learn how to use new technologies to enhance the newsletter such as RSS feeds, create current awareness resources, use del.icio.us to share information, electronic publishing and create format for PDAs.

The library—its staff, its services, its collection and its facility—is changing and evolving, as are its patrons. In order to promote new services, new resources and current awareness, librarians are exploring evolving technology to communicate with and energize their patrons. This program will help librarians market their library—its services, collection and mission—to its patrons. The program will review the marketing of services, resources and collections via wrapped e-mails, electronic newsletters, sharing information via the social networking site, *del.icio.us*, creating current awareness with RSS feeds, and reviewing various desktop publishing software. Acquisition of information for newsletters, as well as the creation of current awareness resources, will also be discussed.

Gail Hartzell, *Co-coordinator and Co-moderator, Valparaiso University School of Law Library*

Lisa Smith-Butler, *Co-coordinator, Co-moderator and Speaker, Nova Southeastern University*

Kathleen Brown, *St. Thomas University Law Library*

Meg Kribble, *Nova Southeastern University*

K-5 Explore the New World of Legal History Research—Be Prepared to Wiki!

Level: Intermediate 30 Minutes

Competency: Reference, Research and Patron Services

Target Audience: Reference librarians who provide research services for faculty

Learning Outcomes:

- 1) Participants will be able to describe and use traditional and nontraditional legal history research tools, list the materials legal historians need, and explain why they need them.
- 2) Participants will be able to list the steps involved in using a dynamic, changeable wiki to display their library's research assets, so they are instantly updated about this rapidly changing field.

As the interests of faculty members become more interdisciplinary, more of them are writing about legal history. Legal history, though, is no longer just a matter of looking at old cases. Researchers need to access newspapers and archival materials to develop their theses more fully. How can law librarians keep up with the new resources coming on line in this fascinating field? This program will help you started and keep you on top of a new, expanding field of scholarly research. First, the session will focus on both traditional legal history resources, such as subscription databases, and on nontraditional sources, such as Google Book Search, to show you how to find what your researchers want. Next, speakers will examine what kinds of materials your researchers want and why. Finally, you will learn how to put it all together and keep it up to date by using elements of Web 2.0 and posting a dynamic legal history wiki.

Darcy Kirk, *Coordinator and Moderator, University of Connecticut School of Law Library*

Lee Sims, *University of Connecticut School of Law Library*

K-6 The Not-so-secret World of Government Information: Evolving Approaches for Sharing Research Skills

Level: Intermediate 30 Minutes

Competency: Reference, Research and Patron Services

Target Audience: All librarians who provide instruction, reference services and/or access to government information

Learning Outcomes:

- 1) Participants will compare the Government Information in the 21st Century grant-funded training program to other methods of learning research skills.
- 2) Participants will be able to identify *WebJunction.org* as a source for educational programs and tools relating to government information and librarianship.

Do you feel like running away when you are asked for census information? Do you need to research an immigration problem and have no idea where to start? Information from the U.S. government is a valuable addition to any law library collection. An Institute of Museum and Library Services (IMLS) grant-funded project is underway in five Western states to provide user guides and training in high-demand topics for librarians and library staff. Come and learn about the progress of this grant project from two participants—a state coordinator and trainer/librarian. Learn how this project was conceived, how the geographic coverage affected its topic coverage, and how it has been carried out during the last two years. Find out how your library can participate. Discover methods that will carry into training and instruction for other areas of librarianship.

Kerry Skinner, *Coordinator, Arizona State University, Ross-Blakley Law Library*

Janet Fisher, *Arizona State Library Archives & Public Records*

Meg Martin, *Wyoming State Law Library*