



# BayNet



Bay Area Library and Information Network

Spring 2006

## President's Message

By Susan Garbarino  
University of California, Berkeley  
Giannini Foundation of Agricultural Economics Library

This winter has been filled with BayNet activities. On February 7th, BayNet cosponsored an evening meeting and reception with SLA's San Francisco chapter on how newspapers are using and adapting to digital media. The speakers were Peter Negulescu, The San Francisco Chronicle's VP of Digital Media, and Marcus Chan, The Chronicle's technology editor for the last five years. See the article on this event for a full report. Each year BayNet cosponsors at least one event with SLA. This has been a wonderfully successful partnership which allows both organizations to reach wider audiences and further connect different types of libraries in the Bay Area.

On February 24th, BayNet brought California State Librarian Susan Hildreth to the San Francisco Public Library to speak on how to use Return on Investment (ROI) studies to demonstrate the economic value of all types of libraries. Susan also spoke about the California Libraries Catalog; an exciting project between the California State Library and OCLC which allows patrons to search all California Public libraries using the Google or Yahoo interface. The goal of this project is to promote the visibility of libraries by making library holdings available through commonly-used search engines. Check out the article on this event in the newsletter as well.

The BayNet Board is gearing up for next year and we are looking for new members to serve on the Executive Board! There are six openings; the election will be held at the

Annual meeting on May 2nd. The following offices are open: Vice President/President Elect, Treasurer, Academic representative (two openings), At Large representative and Special For Profit representative. Duties include attending Board meetings held every two months and assisting with programming for the year. Benefits include working with colleagues from libraries throughout the Bay Area (not to mention the Board lunch after the Annual meeting). Please consider running for office, feel free to contact any Executive Board member with questions or to enter your name for office.

Don't forget the BayNet Annual Meeting is coming up Tuesday, May 2nd beginning at 8:30am. The meeting will again be at the World Affairs Council in San Francisco and our speaker will be Carrie Russell, Copyright Specialist with The Washington Office of the American Libraries Association (ALA) and author of Complete Copyright: An Everyday Guide for Librarians. As always, this is a free event.

Last weekend, I was in Salt Lake City for the NCAA men's basketball tournament and took a tour of the new main public library, built in 2003 ([http://www.slcppl.lib.ut.us/details.jsp?parent\\_id=7&page\\_id=5](http://www.slcppl.lib.ut.us/details.jsp?parent_id=7&page_id=5)). If you are ever there don't miss it. It's a stunning building incorporating many new ideas in public library spaces. I especially liked the "Urban Room" which links the outdoors with the interior of the Library. It is wonderful to see libraries growing and flourishing in communities all over the country; the day I was there the building was bustling with activity on every floor. Libraries live!

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## Demonstrating the Value of Libraries

**Presented by California State Librarian  
Susan Hildreth**

*By Andrea Lee  
Information Integration Architect and  
Assistant Dean of Library Services  
Bowman Library, Menlo College*

On February 24th, California State Librarian Susan Hildreth returned to the San Francisco Public Library where she served as City Librarian from 2000-July 2004 to speak with a group of librarians and library supporters from throughout the Bay Area. Ms. Hildreth talked about two areas of interest to the State Library: the Economic Value of Libraries and the OCLC Open WorldCat - California Library Catalog Project. This Baynet-sponsored open forum was an opportunity for Ms. Hildreth to share her thoughts on these two topics that she would later expand to full lectures in other settings.



*Susan Hildreth,  
California State Librarian*

Discussion began with the Open WorldCat -California Library Catalog Project. This program, which is a part of the OCLC Open WorldCat program, is designed to allow information seekers to access library records and holdings via search engines like Google and Yahoo. The goal of this CalCat implementation of WorldCat is to make the resources of California libraries available to information seekers across the state. Access to search all California libraries is available on the CalCat site at <http://www.CalCat.org/>. In order to meet OCLC requirements for authentication, information seekers must provide a California address and zip code. The State Library was not aware authentication would be required until the CalCat implementation was underway. As in other states, the State Library selected California's authentication process. The method was selected to be as easy and anonymous as possible for all residents to use. Other states have selected their own authentication methods. Tennessee was highlighted because its State Library chose a single password for the entire state that is distributed by word of mouth.

The State Library is presently working to alert the public about Open WorldCat and the CalCat catalog. In addition to access through the CalCat site, individuals can download special toolbars and extensions for Yahoo, Google,

Firefox and Albion from the OCLC web site, <http://www.oclc.org/WorldCat/open/searchtools/default.htm>. These toolbars and extensions allow searchers to see library resources within their search engine results. It is hoped that in the future, library resources will be more accessible within general search results. Ms. Hildreth also noted that OCLC often uses CalCat, its largest state implementation to date, to show the capabilities of the statewide Open WorldCat program.

During the question and answer period at the end of Ms. Hildreth's talk, a number of individuals had questions about CalCat and the Open WorldCat program. Of particular concern was the requirement for libraries to have a subscription to First Search in order to have access to the Open WorldCat database. At the present time, it appears from both the questions regarding this program and the experiences of the State Library that CalCat and the Open WorldCat program are still developing and that individuals should contact either the State Library or the OCLC Open WorldCat site, <http://www.oclc.org/WorldCat/open/default.htm>, for further information.

Following her review of the OCLC project, Ms. Hildreth proceeded to discuss the importance of Return on Investment (ROI) Studies as methods for demonstrating the value of libraries to funding agencies. Ms. Hildreth emphasized that as library supporters and users we understand the intrinsic value of libraries to communities and organizations. But in today's bottom-line world, we are often asked to justify the existence of these libraries in economic terms.

Several recent ROI studies may serve as examples and guides for using economic models to document the economic value of the library to its community. The first study Ms. Hildreth cited was conducted in St. Louis by Dr. Glen Holt for the St. Louis Public Library. Dr. Holt's study found that for every \$1 spent on the library, the community received \$4 of benefit. Dr. Holt's methodology was later replicated in several other cities. The results from these studies varied widely, from a high of \$10 for every \$1 spent for the Phoenix Public Library, to a low of \$1.30 for every \$1 spent for the Birmingham, Alabama Public Library.

The Florida State Library expanded the ROI model to look at job creation as well as value. The Florida study, which began after Governor Jeb Bush threatened to defund the State Library, found that Florida's public libraries returned \$6.54 to the economy for every \$1

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spent, and, that for every \$6,448 spent on libraries, one job was created. In a similar study, the South Carolina State Library found that their libraries returned \$4.48 to the state's economy for every \$1 invested. While the final numbers differ in each instance, all of the ROI studies cited concluded that their communities received both direct and indirect benefits from library expenditures.

Ms. Hildreth then identified and defined what is meant by direct and indirect benefits. Direct benefits were defined as those benefits for which an economic value can be readily applied, such as internet service, reference assistance, and library programs; benefits that can be measured and given economic value. A common way of valuing for ROI studies is to use the Value of Services table developed by the Massachusetts State Library. This table is available from the California State Library Office.

Ms. Hildreth continued, stating that indirect benefits are much more difficult to measure but may also be more significant to library communities than direct benefits. These would include the library's contribution to the way of life of a community, promoting healthy lifestyles, job creation, and increasing property values in the neighborhoods where they are located.

A significant ROI study that looked at both direct and indirect benefits was undertaken by a faculty member at the Oslo University College for all libraries in Norway. This study, in addition to studying the economic benefits of libraries to the citizens of Norway, sought to elicit individual motivations for the value Norwegians placed on their libraries. The Norway study used economic models for valuing non-market goods in order to achieve a cost estimate for library services. This study concluded, like the St. Louis study, that communities received \$4 in benefit for every \$1 invested in libraries. In its discussion of motivation, the Norwegian study found that 40% of the value individuals placed on libraries was their perceived direct benefit, i.e. their personal or family use of libraries. Twenty percent of the valuation was based on perceived future use of libraries, also a direct benefit. Forty percent was based on their perception of indirect benefit, the library's availability to the community at large and the role of the library in a democratic society. The Norway study also found that individuals' perceived value of libraries was also tied to "property rights." Ninety-four percent of the respondents felt they had a right to have access to a library. However, only 60% of the respondents actually used their local library. Ms. Hildreth commented that this finding is significant. It

shows that libraries are valued as beneficial to the community, even by individuals who do not use the library themselves and actual economic value does not represent the total value to a community.

Ms. Hildreth then discussed ROI studies in special libraries. Because special libraries have had to show their benefit to their organizations for many years, they may have much more experience doing this work than public libraries. The most significant study Ms. Hildreth cited was conducted in 2001 by the Minnesota Department of Transportation. This study concluded that for every \$1 invested in the Department's library, \$12 of benefit was received by the organization. The study demonstrated that the Department of Transportation could provide information more quickly and efficiently and at a lower cost with the information team than if the Department did not have the team in place.

Ms. Hildreth concluded by stating that the most difficult aspect of Return on Investment Studies for libraries is determining valuation for services when you don't charge for those services. But as long as the Federal Government continues to use outcomes-based measurements for organizations receiving federal funds, including LSTA grants, all libraries will have to use outcomes measurements for their services. And, even though outcomes-based measurement is beginning as a result of mandates, it should be viewed as an effective way for libraries to measure what they do and to provide clear information to decision-makers about their value to their communities.

During the question and answer period that followed, several individuals asked Ms. Hildreth how they could develop an ROI study that could be used locally, and what they could expect to show their local officials as a result of those studies. How could libraries be assured their study would be successful? Ms. Hildreth responded that the State Library is gathering information on successful ROI studies now and that her office is available to assist libraries with information and resources. Ms. Hildreth also noted that the Public Library Association is currently working on an ROI model for libraries to use.

Following the discussion, Ms. Hildreth concluded with an invitation for anyone visiting Sacramento to stop by her office at 914 Capital Mall, Room 220. She has a beautiful historic office that Governor Schwarzenegger often visits and uses for his television interviews.



## The Hybrid Information Professional

By Debbie Hunt

Senior Information Specialist, The Exploratorium

([dhunt@exploratorium.edu](mailto:dhunt@exploratorium.edu)),

and Principal, Information Edge ([infoedge@exo.net](mailto:infoedge@exo.net))

Like many in the library/information field, Debbie Hunt began her library career after graduating from library school at UC Berkeley. When Debbie graduated, the competition for jobs in the San Francisco Bay Area was really stiff; entry level positions were being filled by librarians with 5-10 years of experience. Many of her classmates left California for other parts of the country where there was less competition.

Debbie was fortunate that a local civil engineering firm posted a help-wanted note on the library school's job board saying they needed someone to organize the firm's library. Debbie met with the two firm principals, wrote up a proposal, and got the job. She spent the next three months right after graduating diving into organizing and cataloging a book, journal and trade catalog collection, and answering reference questions. She also trained secretarial staff to type catalog cards (yes, it was that long ago) and the engineering staff to use the library and card catalog. Clients of this firm saw what she had done and she spent the remainder of her first year in the profession organizing engineering libraries. Little did she know that this first consulting job would pave the way for the sort of wonderful career path she has taken and would lead to her forming her own consulting company, Information Edge.

After a year of consulting, Debbie left her native California to take a position at the University of Nevada-Reno as Government Documents Librarian and then at the Nevada State Library as its first Collection Development Librarian.

Five years later, when Debbie started her family, she returned to the Bay Area. In order to enjoy the flexible schedule of an independent information professional, she started Information Edge. She returned as an automation consultant to that original engineering firm and became the first medical librarian at her hometown hospital. She had never done medical librarianship, but decided she could learn about this too, just as she had engineering.

In the mid-1990s, Debbie was looking for something to do in addition to consulting. Due to BayNet networking, Rose Falanga, Head of Information Resources at the Exploratorium, emailed Debbie about a temporary, half-time position as Internet Resource Specialist at the Exploratorium. It was to create and foster an online community of science educators around the country. (Debbie and Rose had both been presidents of BayNet.) Well, the rest, as they say, is history. Debbie has been at the Exploratorium for 10 years now and is a Senior Information Specialist working at .75 FTE. Her job has evolved over the years to include web design, virtual community building, Internet2, and her latest responsibility as project manager for the NISE (Nanoscale Informal Science Educators Network) Resources for Professionals website. Debbie has always jumped at the chance to learn new things and her position at the Exploratorium has allowed her to take on new challenges and continue learning and stretching.

Debbie's consulting company, Information Edge, challenges her to keep marketing and doing projects that stretch her skills. She does knowledge management projects (organizing an organization's information flow, which can include internal documents, library resources, and even physical assets such as equipment) and research on Dialog, Lexis-Nexis and Factiva. She has organized engineering, health sciences, academic and business collections.

Debbie also teaches part-time in the Library and Information Technology paraprofessional certificate program at Diablo Valley College. In the past she has team-taught with Rose Falanga an online course "Online Searching and Electronic Research" for UC Berkeley Extension and "Teaching the Public to Use Digital Resources" for InfoPeople.

Debbie enjoys juggling her different responsibilities, but admits that at times it can be a bit busy. She is the Past-President of the San Francisco Bay Region Chapter of SLA and has served on the Board of Directors of the Association of Independent Information Professionals (AIIP). Membership and active involvement in both of these associations has provided networking, professional development, and wonderful friendships.

Debbie tries to present at professional conferences 1-2 times per year. It keeps her learning trying to ride the wave of new innovations. She enjoys mentoring library school students and recent MLIS graduates. She encourages others to:

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- think radically about their careers and what skills they have and need to acquire
- go outside their comfort zone
- be active in professional associations
- do what they care about
- be curious and when the job isn't fun anymore, seek another one

## Organizations Mentioned in this article

AIIP (Association of Independent Information Professionals)  
<http://www.aiip.org>

BayNet  
[www.baynetlibs.org](http://www.baynetlibs.org)

The Exploratorium  
<http://www.exploratorium.edu/>

InfoPeople  
<http://www.infopeople.org/>

Information Edge  
<http://www.information-edge.com>

San Francisco Bay Region Chapter, Special Libraries Association  
<http://www.sla.org/chapter/csfo/csfo.html>

## California Clearinghouse for Library Instruction Workshop

By Linda Smith  
Menlo College

The California Clearinghouse for Library Instruction (CCLI) will present its annual spring workshop, "Challenges to Instruction in the Age of Federated Searching and Google", on Friday, May 12, 2006. This year's location will be Menlo College in Atherton, CA.

Keynote speaker Lynn Lampert from CSU Northridge will present "Fear and Loathing of Implementation: Examining the Instructional Issues Surrounding the Rise of Federated Searching". She'll be joined by Roy Tennant from the California Digital Library, speaking on "Once and Future Metasearching". Amy Kautzman from the Doe/Moffitt Libraries at UC Berkeley and Patricia Martin from the California Digital Library will report on the recent bibliographic services study from the UC System. Additionally, there will be a panel discussion on Steven J. Bell's American Libraries article "Submit or Resist: Librarianship in the Age of Google".

Cost of the workshop is \$40 and includes lunch (registration after April 21 is \$45, if space is available). Come join CCLI for a day of invigorating presentations and discussion on federated searching and its implications for library instruction. Complete details and a registration form are available at: <http://ic.arc.losrios.edu/~ccli/>.

## From the Editor

By Sarah Marks  
Golden Gate University

It is always exciting for me to check my email and find articles from BayNet members in my inbox! This issue is coming out a bit earlier than usual in order to announce the BayNet Annual Meeting that will take place on May 2nd.

BayNet is busy working on filling the open seats on the Executive Board, so for our next issue we should be introducing some new (or familiar) faces to BayNet. Please let me know if you are interested in writing an article, blurb, announce an event, review a book, or write about a neat library. The next issue will be at the end of the summer, before those of us in academic libraries get caught up in the flurry of a new term. Any and all submissions are appreciated! As always, my inbox is open to submissions and suggestions; email me at [smarks@ggu.edu](mailto:smarks@ggu.edu).

Enjoy the spring issue!





## BayNet and the San Francisco Bay Region SLA Chapter Host Event at the San Francisco Chronicle

By Carol Simmons  
Director  
Daly City Library

On Tuesday, February 7, the SF Bay SLA Chapter and BayNet hosted an evening reception and presentation at the San Francisco Chronicle. Following a cocktail and networking hour, two SF Chronicle editors treated the capacity crowd to a fascinating presentation.

The title of this joint presentation was "Teaching Old Media Some New Media Tricks: How Newspapers Are Adapting to the Digital Age". First to speak was Peter Negulescu, SF Chronicle's VP of Digital Media. Peter began his talk by noting that in 2005, newspaper circulation was down, revenue was flat, and traditional print publications faced growing competition from online sources such as Google, Craigslist and blogs. However, the Internet also presents a huge online opportunity for newspapers, if they can expand their digital reach.

Peter noted that since local news organizations provide the best local information, and the Internet provides a low cost publishing vehicle, digital news organizations need to incorporate local comments to create interactivity, innovate with technology and bring new audiences to their sites. A local newspaper's assets include their brand (known and respected) and a unique understanding of local culture (in the Chronicle's case, the brand is 150 years old).

Print and online media from the same organization can be complimentary – the online version featuring breaking news, interactivity and multimedia, while the print retains in-depth coverage and the investigative series format.

The second speaker was Marcus Chan, who recently held the post of Technology Editor of the Chronicle and now is helping lead the newspaper's broader multimedia efforts. Marcus founded the SF Chronicle podcast program, one of the first available to the public, and focused his remarks on how his staff attempts to "think outside the news rack." They look to deliver new content in new ways, an example of which is BayBeats – local music

scene pod casts. Another example is the Chronicle's audio tours of area attractions, which began with a tour of the new deYoung Museum targeted to both residents and visitors. Possible future developments include video casts. One of the most interesting tips that Marcus shared is the availability of an indexing program called "podzinger" which allows users to search a podcast by term or word mentioned in an audio segment.



## Save the Date BayNet's Annual Meeting May 2, 2006

By Joyce McLean  
Holy Names University

The BayNet Annual Meeting will be held Tuesday, May 2, 2006, 8:30-11:30 in San Francisco at the World Affairs Center (312 Sutter Street). Refreshments will be provided at 8:30 with a brief business portion of the meeting immediately following. Election of officers and new Executive Board members for 2006/07 is an important item of business, so your participation is highly encouraged.

Carrie Russell, Copyright Specialist at the American Library Association Office for Information Technology Policy will be the featured speaker. Her topic will be **Copyright in the Digital Age**. Carrie will provide an update on developments in the copyright arena, including recent legislation and current topics including orphan works, the Section 108 (reproduction by libraries) exemption, digital rights management, fair-use, and other issues with potential impact on libraries. Primary focus will be issues involving electronic content.

Carrie, who holds both an MA degree in Media Arts (University of Wisconsin-Milwaukee) and an MLIS degree (University of Arizona), is a well known advocate for fair use. In her position at the ALA Office for Information Technology Policy, Carrie conducts research, develops educational materials on copyright for librarians, and promotes information policies that support library principles. Carrie was a librarian at the University of Arizona prior to her tenure at ALA. She is also the author of [Complete Copyright: An Everyday Guide for Librarians](#) (published by ALA Editions in 2004) and numerous articles.



## Ten Things I Love About Being on the BayNet Board

By Mary Camille Thomas  
Foothill College

1. Food and drink. I hate to be superficial, but let's admit it; even librarians don't live by books alone, so let's start here: refreshments are served at BayNet meetings and programs. Bring on the bagels!
2. It looks good on my resume, self-evaluation for tenure review, etc.
3. The opportunity to serve my profession. (See, I'm not completely superficial.) As a Board member I get to be involved in BayNet's mission "to strengthen connections among all types of San Francisco Bay Area Libraries and Information Centers, and to promote communication, professional development, cooperation, and innovative resource sharing."
4. Getting to connect with librarians from many different types of libraries. This is the great strength of BayNet: it is a multitype library association, and I love meeting librarians from other environments.
5. I'm one of the first to know about the tours and programs BayNet is cooking up.
6. Meeting at interesting places. From the elegant AIM conference room (think shopping afterwards at the Ferry Building) to the fascinating "green" buildings housing the Hewlett Foundation and the Pacific Energy Center (you'd be amazed at what you can compost) to the charming Giannini Foundation of Agricultural Economics Library on the UC Berkeley campus, I've loved visiting the libraries where my fellow Board members work. Which brings me to #7.
7. My fellow Board members. What a smart, caring, creative, and fun group of people to work with.
8. The opportunity to make ideas a reality. Want a behind-the-scenes tour of the new Martin Luther King Library in San Jose or to hear the state librarian talk about the economic value of libraries? As a board member, you can make it happen.
9. No pressure. This is a friendly, easygoing group that never complains when I miss a meeting.
10. An outstanding return on my investment. In this posi-

tion, I consistently get out more than I put in.

Note: The following positions on the BayNet Board will come open June 30, 2006:

- Treasurer
- Academic Representative
- At-Large Representative
- Special/For Profit Representative



### 2006-2007 BayNet Executive Board Openings

Want to play a more active role in BayNet?

Help to plan programs?

Network with colleagues from all types of Bay Area Libraries?

Then...

### Run for BayNet Office!

We are looking for candidates for the following positions on the 2006/2007 BayNet Executive Board:

- Vice President/President Elect
- Treasurer
- Academic rep
- Academic rep
- At Large
- Special for profit rep

Please contact any Executive Board member for more information. Links to our emails are available at <http://www.baynetlibs.org/index.html>.



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Bay Area Library and Information Network

Spring 2006

The BayNet Newsletter is published three times a year. The newsletter is free to BayNet members. Submissions from members are welcome. All article submissions must receive approval from the editor and are subject to editing. Articles previously published usually will not be accepted for publication. Submitting authors retain all rights to their articles and know that the full contents of the BayNet newsletter will be published online at the BayNet website.

To submit an article please contact the editor:

Sarah Marks  
Reference Librarian  
Golden Gate University  
536 Mission Street  
San Francisco, 94105  
Phone: (415) 442-7258  
Email: [smarks@ggu.edu](mailto:smarks@ggu.edu)

Membership is open to any library in the Bay Area.  
For further information, contact the Membership Chair:

Rose Falanga  
Exploratorium  
3601 Lyon Street  
San Francisco, CA 94123  
(415) EXP-LORE  
[rosef@exo.net](mailto:rosef@exo.net)

**Layout and Design by:**  
Anne McGillicuddy  
[anne.mcgillicuddy@rreef.com](mailto:anne.mcgillicuddy@rreef.com)

