



NEWS

October 2008 - Issue 9

The BMA Library Let us be your search engine Jacky Berry, BMA Librarian

“Beyond Discovery” - EUSIDIC/CLSIG Bloomsbury Conference, 30 March - 1 April 2008

Net generation information users are impatient. They want the quick fix of the simple search engine and they're not going to hang around while information professionals tell them how to search. Not so according to Jacky Berry, Librarian at the British Medical Association.

Services to members and staff

Unique collection of videos, books and journals which supports:

- The clinical practice, research and professional development of members and institutional members
- The educational needs of student members
- The research activities of all BMA departments including the Professional Division
- The work of the BMJ and BMJ knowledge

Through:

- Expert enquiry service and helpdesk
- Access to e-journals and e-books
- Customised research
- New modern Library with high speed internet access and Wi-Fi

BMA

Her talk at the event concentrated on the changes that have happened to the BMA Library over the past 2 years and the misconceptions she had to deal with in convincing senior managers that not everything is on the desktop and it certainly isn't for free. The Librarian can be a user's search engine!

BMA Library

Let us be your search engine!

BMA

Jacky commenced her talk by giving the attendees a scenario to think about. You are sitting on a plane and the pilot comes across on the tannoy saying that there is a delay but that it will soon be sorted out because an engineer is checking Google for a solution. She then asked the audience how many

people would be happy to remain on the plane! Not many hands were raised!

Jacky commenced her role at the BMA as a project manager in April 2006 to analyse the services for its members, relocate the Library, restructure the Library team and install a new Library management system.

The big change

- Project commenced April 2006
- Analyse services, relocate Library and archive material, install a new Library management system, investigate desk top access
- External designers/contractors, Estates, IM&T, Archives, Security, Web team, HR, Marketing, Finance and all of you

BMA

No mean feat for an 11 month project.

The Brief

- Project commenced in April 2006 for 1 year
- Really 11 months!
- 3 years dabbling!
- Do we need the service? Is it value for money? Is the Library future-proofed? What are the costs? Can we save money?
- Analyse what was on offer and decide
 - Get rid of
 - Outsource
 - Outsource/keep some services/move to electronic services
 - Keep as is

BMA

As part of this analyse she had to work with some misconceptions about the electronic world of Libraries that we now live in:

Misconceptions

- Everything on the desktop is easily accessible and free
- It must be technically possible
- No longer a need for hard copy material
- Just scan everything
- Lack of understanding about copyright law
- If on desktop cutback on staff
- Lack of understanding re publishers costs
- Outsource – someone else can do it

BMA

She managed to convince the BMA that a physical Library supported by the expertise of information professionals was vital in providing a first class

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3 Cheers For the Chair!



Oriole Newgass Chair CLSIG received some unexpected but good news.

Her article in *Business Information Review* has been selected as one of the "50 best articles out of the 15,000 reviewed in 400 management journals published in 2007", and has won an Emerald Management Reviews Citation of Excellence.

A presentation is scheduled for Online, but if you can't wait until them, take a look at the article yourself and see what all the fuss is about. (Newgass, O., (2007). 'Is There Intelligent Life Outside the City?: A personal view on some of the dos, don'ts and elephant traps in freelance consultancy', *Business Information Review*, 24(4), p.268 - 275. <http://bir.sagepub.com/cgi/content/abstract/24/4/268>)



The City Business Library is on the Move

The City Business Library's lease at Brewers' Hall Garden expires at the end of 2009 and it is planned that, following the extensive refurbishment of the Guildhall Library, the Business Library will move there in January 2010.

In its new premises the City Business Library will continue to build its collection of electronic titles while maintaining the core aspects of its print collection. It will increasingly focus on the business information needs of the small and medium enterprise/business start up/entrepreneurial sector. The redevelopment will include improved access to all public areas, more computer workstations, a multi-purpose training suite and, subject to planning permission, the reinstatement of a dedicated entrance.

To keep up-to-date with the changes see the CBL website: www.cityoflondon.gov.uk/citybusinesslibrary



Johan van Halm

As we go to press we are saddened to learn of the unexpected death on 28 September of Johan, with whom we ran the joint CLSIG-EUSIDIC Bloomsbury Conference earlier this year.

There is a page on the EUSIDIC website, at: <http://www.eusidic.net/hn/> for friends & colleagues to leave memories & messages for Johan's daughter. We will publish a fuller appreciation in our next issue.

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AGM - 2009

A provisional date for your diary

Wednesday 25th March 2009

Closer to the time this date will be confirmed.

Information Professionals' Christmas Party Monday, 1st December 2008



One Whitehall, London

Fork Buffet and way too much drink!!



Tickets: Roughly same as last year
For more information please see CIG website: www.cityinformation.org.uk/

Don't let Online stress you out

Come to the expanded CLSIG stand and book yourself in for a foot or shoulder rub.



Stand 762




(Continued from page 1)

service to its members. She quoted Umberto Eco:

Finally

"There's too much of everything. In the end, abundance of information can paralyse, just like the excess of food, sleep or love"



Umberto Eco in The Sunday Times (1/10/95)



The Librarian's role is to make sense of the world of information for users. This gives them the status of superhero-dom!

Information overload


The role of a librarian is to make sense of the world of information. If that's not a qualification for superhero-dom, what is

The BMA Library has completed the first stage of its 21st century makeover. Plans for the future include:

Plans for the future

- New improved website
- Library management system
- E journals/books
- Engaging with members
- Working with other departments – RSS, Blogs, Youtube, Wikis
- Continue operating a first class service to the members and BMA staff




- Developing the potential of the Library management system (ExLibris);
- Investigate access to more e journals and books
- But mostly to continue operating a first class service to the members and BMA/BMJ staff

So what lessons have been learnt from this experience?



Lessons learnt

- Take the lead or find out who is leading/champions
- Learn to work alongside other professionals
- Don't go it alone
- Gain the skills both technical and personal
- Align with corporate strategy of the BMA
- Understand the culture of the organisation
- Be visible
- Challenge misconceptions
- Find out what your users want
- Create a flexible space





If you want to see the effect of Jacky's BMA Library overhaul look no further than these slides:



The old

To the new

The new






The new




So in short

Let your Library be your users search engine!

For further information about the new BMA Library take a look at the podcast Jacky has produced for members <http://www.bma.org.uk/ap.nsf/Content/HubTLlibraryandmedline>

**Jacky Berry
BMA Library**

Opening Soon: a Digital Library for Europe



(11/08/2008) Europe's cultural diversity in books, music, paintings, photographs, and films open to all citizens at the click of a mouse via one portal - this dream of a European Digital Library could become reality this autumn. However, further efforts by the EU Member States are needed, said the Commission today in a new Communication on making available digital versions of works from cultural institutions all over Europe. Digitisation of cultural works can give Europeans access to material from museums, libraries and archives abroad without having to travel or turn hundreds of pages to find a piece of information. Europe's libraries alone contain more than 2.5 billion books, but only about 1% of archival material is available in digital form. The Commission therefore called on Member States to do more to make digitised works available online for Europeans to browse them digitally, for study, work or leisure. The Commission itself will provide some € 120 million in 2009-2010 for improving online access to Europe's cultural heritage.

The European Digital Library is part of the i2010 initiative adopted by the Commission on 1 June 2005 (IP/05/643). On 24 August 2006, the Commission adopted a Recommendation on digitisation and digital preservation (IP/06/1124). In the 13 November 2006 Culture Council, national ministers agreed to move forward on digitisation (Pres/06/309).

Communication and assessment of progress on digitisation:

http://ec.europa.eu/information_society/activities/digital_libraries/index_en.htm

The World Digital Library:

<http://www.worlddigitallibrary.org/project/english/index.html>

The European Library:

<http://search.theeuropeanlibrary.org/portal/en/index.html>

Europeana:

<http://www.europeana.eu/>

Press Release:

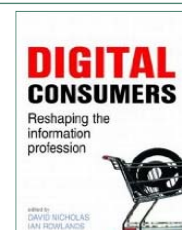
<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/08/1255&format=HTML&aged=0&language=EN&guiLanguage=de>

Book Review

Digital Consumers: re-shaping the information professions

David Nicholas and Ian Rowlands, editors

August 2008. £39.95 (CILIP members: £31.96)



Information now forms a consumer commodity with many diverse information producers engaged in the market. It is generally the lack of recognition of this fact amongst the information professions that explains the difficulties they find themselves in.

There is a need for a new belief system that will help information professionals survive and engage in a ubiquitous information environment, where they are no longer the dominant players, nor, indeed, the suppliers of first choice. The purpose of this thought provoking book is to provide that overarching vision, built on hard evidence rather than PowerPoint 'puff'.

Key strategic areas covered include:

- the digital consumer: an introduction and philosophy
- the digital information marketplace and its economics: the end of exclusivity
- the e-shopper: the growth of the informed purchaser
- the library in the digital age
- the psychology of the digital information consumer
- the information-seeking behaviour of the digital consumer: case study - the virtual scholar
- the Google generation: myths and realities about young people's digital information behaviour special offer to delegates
- trends in digital information consumption and the future
- where do we go from here?

No information professional or student can afford not to read this far reaching and important book.



IT for Information Professionals

By Jennifer Smith

The CLSIG Professional Development Club launched on 22 September with a well-attended evening on that perennial challenge to Information Professionals: IT. Our speaker for the evening was Ben Summers. Ben is a rarity: a highly respected IT professional with a vast knowledge of IT, yet able to communicate complex IT concepts clearly and engagingly to non-techies.

Ben's presentation aimed to demystify IT by explaining in clear English exactly what happens beyond your desktop computer. As Ben said, "I often find that people assume they'll never understand computers which stops them from getting the most out of something which is fundamental to their work, and all for no good reason. IT can be complicated but it's not magic."

Ben took us step-by-step through the IT network in an average organisation. Starting with the desktop, we learnt how the computer we used connected to other computers in the same building to form the local area network (LAN). We learnt how a LAN in one building connected to a LAN in another building to form a wide area network. Ben then explained how our organisation's network connected to the Internet, covering IP addresses, firewalls and data centres.

To put what we learnt into practice, Ben turned the tables, asking the audience to be IT Support and to offer him advice on five IT problems. Good answers from many in the audience showed we Information Professionals have a pretty good idea of what we're doing with technology - but I don't think any of us will be swapping professions just yet!

During the interval we enjoyed the opportunity to network with other attendees over a glass of wine and some excellent nibbles. With representatives from accountancy firms, media libraries, law firms, professional associations, and more there was plenty of opportunity to meet colleagues from the full spectrum of workplace information services.

During the second half of the evening Ben led a discussion on current IT challenges raised by members of the audience. With a discussion stretching from library management systems, to Twitter, to open source software, to the future of email, it was clear how much IT affected every aspect of our working lives, and how important it is that Information Professionals understand technology now and as it develops.

CLSIG is very grateful to Macfarlanes for allowing us to use their office for this event.

Get involved in the CLSIG Professional Development Club. See pg 7 for details.

I just wanted to say that I really enjoyed the talk..... I really liked Ben's approach to the subject. The 'you are the help desk' problems really got me thinking and the tips for reporting problems to IT invaluable. I'm sorry I couldn't stay and chat more but I managed to speak to a couple of people who work in completely different sectors and so the networking opportunity was great as well.

Just to report that it was a very good event - friendly and small enough to enable good questions and answers - and the speaker and his slides were excellent! Will come to other if they are in the same format.

The talk was very useful & well presented.

I definitely gained a better understanding of IT infrastructure.

I've reported to my colleagues how much I enjoyed the evening - so there may be more of us at other events.

Thank you to the CLSIG event organisers for such an interesting event last night. Ben Summers was a very informative, entertaining and engaging presenter, as shown by many of us staying beyond the advertised finish and the keen contribution to each others' questions..... The refreshments were very good and I found it easy to meet new people, as well as catch up with acquaintances. I have recommended future CLSIG events to my colleagues.

FREE EXHIBITION AND SEMINARS PLUS CONFERENCE DISCOUNTS FOR CLSIG MEMBERS

online information 2008
 2-4 December, Olympia Grand Hall, London, UK
www.online-information.co.uk

ONLINE INFORMATION 2008
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Visit Online Information to discover better information and new solutions for smarter business. This unique 3 day event brings together the full spectrum of online content and information management solutions.

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- **Network** with peers from over 70 countries
- **Discover** the latest products and services from the exhibition of over 230 vendors
- **Don't miss** the comprehensive free programme of seminars within the exhibition
- **NEW!** Global Business Information Forum is a new free seminar programme focusing on business, financial and legal information
- **Plus** new ePublishing Innovation Forum explores strategies for generating new digital revenues – www.epublishingforum.com

KEYNOTE SPEAKER:
Clay Shirky, Author of 'Here Comes Everybody'
 Thought leader on the social and economic effects of internet technologies

For full information or to register for free exhibition entry visit
www.online-information.co.uk

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CLSIG is on stand 762. A reduced rate is available to CLSIG members:
www.online-information.co.uk/online08/conferenceprices.html

CLSIG Events

CLSIG Professional Development Club

6.00pm - 7.30pm (registration from 5.45pm)

... ***PR and Media Relations.***

12th November 2008 @ CILIP HQ.

Matthew Mezey, CILIP Update's News Editor, will give us a unique insight into how to raise your, and your information service's profile, through publicity and media relations.

... ***Sustainability: reducing the impact of your info service on the planet***

20th January 2009 @ Hammonds (7 Devonshire Square London EC2M 4YH).

Duncan Gordon, Senior Sustainability Consultant, explains the role each of us can play in reducing the impact of our departments and organisations on the planet.

Members: £10, Non-Members: £15. Refreshments provided. For further details please contact the CLSIG Events Team: events@clsig.org.uk
Cheques should be made payable to CLSIG, and sent to Joanna Hudson, Information Services Officer, Hammonds, 7 Devonshire Square, London EC2M 4YH.

Other Events

... **FULL (waiting list also full) - CLSIG National Archive Trip.** 24th October 2008 @ Kew, London. Starting at 2pm. Contact the Events Team for more details.

... **AUKML/CLSIG Open Day 2008.** 27th October @ Friends House, 173 Euston Road, NW1. £15 incl. buffet lunch. Contact: lauren.goodchild@guardian.co.uk

... **Online 2008.** CLSIG - **Stand 762.** 2nd - 4th December @ Olympia, London

AUKML/CLSIG Open Day 2008

**Monday 27th October
9.00 am to 4.30 pm**

New to the profession? Studying information?

AUKML (The Association of UK Media Librarians) and CLSIG (The Commercial, Legal and Scientific Information Group) invite graduate trainees, first jobbers and student librarians to their joint annual Open Day. Information Professionals from all parts of the workplace sector will speak about their working day and offer tips on finding jobs in their area. Charles Oppenheim of Loughborough University will talk about studying information and a Recruitment Consultant from Sue Hill Recruitment will advise on your information career. We'll also be running tours of the nearby British Library and British Medical Association's library.

Venue: Friends House, 173 Euston Road, London NW1 2BJ
Cost: £15 including buffet lunch



To book please contact Lauren Goodchild at lauren.goodchild@guardian.co.uk or on 0207 239 9693.



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Knowledge Management in Law Firms

Implement and sustain KM initiatives to deliver measurable value by increasing the quality, efficiency and profitability of legal services

Conference: 14th & 15th October 2008
Masterclass: 16th October 2008

This programme has been researched and tailored to specifically meet the differing needs of the KM professional.

Whether your KM systems are successful or you are trying to pick the best initiative to suit your firm's needs, streamed sessions will ensure that you hear relevant strategies, enabling you to work smarter to increase the quality, efficiency and profitability of your legal services.

The conference will delve into the practical, real-life case studies of firms that have tackled the same challenges you face and will share with you how you can also achieve full KM capabilities.

CLSIG members: £100 off the conference price, if you quote CSLIG when you book.

For more information website:
www.thelawyerconferences.com



UKeiG: Intranet Governance

9th October 2008

Most organisations have strategies and policies for just about every aspect of operations, but rarely for the intranet. Intranets have now become essential information platforms, and need to be resourced appropriately.

The objective of this workshop is to set out the key elements of an intranet governance strategy. The workshop will cover: Making a business case for an intranet; Developing an intranet strategy; Turning a strategy into an operational plan; Creating and managing the intranet team; Supporting the work of content authors; Achieving intranet impact; Developing and undertaking usability tests; Gaining user feedback.

Costs (including lunch and refreshments):
UKeiG members £130 + VAT (£152.75);
others £160 + VAT (£188.00)
Venue: CILIP, 7 Ridgmount Street,
London, WC1E 7AE
Email: meetings@ukeig.org.uk,
Visit: <http://www.ukeig.org.uk/>



CLSIG News December issue copy deadline: 14th November 2008

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Commercial, Legal & Scientific Information Group

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Professionals