



NEWS

June 2008 - Issue 7

10 Top Tips for Marketing your Intranet



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- 1. Involve everyone, especially the management**
 Get the management on board. If top managers realise that the intranet is fundamental to the activities of the organisation this message will filter through to all staff. Provide training for your section owners and editors so that they are aware of the importance of the intranet and can create good content. Encourage all staff to take an interest at the outset by inviting them to take part in a naming competition or in designing the structure.
- 2. Include the intranet as a core element of your information strategy**
 The intranet is one of a number of information platforms within your organisation. Ensure that staff know what type of information on it, why it is there and how to find it. A clear information strategy will mean that everyone knows which tool is appropriate for which type of information. Reduce email and the use of shared network drives by mounting documents on the intranet.
- 3. Make the intranet essential to the activities of all staff**
 If the intranet is essential for some activities this will draw your staff to other sections. Some core applications that work well are: room booking systems, staff lists, diaries, acronym finders and essential information such as annual leave procedures. Avoid unnecessary duplication of documentation by ensuring that corporate documents are stored on the intranet rather than

on every shared drive and that emails have links to documents instead of attachments.

4. Offer easy access Provide a link from your website. Create short URLs with memorable names to make linking to important content easier. Set up office PCs so that they automatically open at the homepage when the staff member logs in. Put intranet-ready PCs in meeting rooms. Follow web accessibility guidelines.

5. Provide interactive applications Wikis, blogs, booking diaries, people finders, discussion lists and bulletin boards are all interesting add-ons that can be used to make your intranet more interactive.

6. Create good content There are a variety of articles, books and training courses that give advice about writing good content. Make your text brief, simple to understand and easy to read. Keep it up to date and ensure that all content editors do the same. Add frequent news items or announcements to the homepage to give a sense that the content changes regularly.

7. Design with the user in mind Ease of use is critical. Provide a good search system, an A-Z index and a structure that staff understand. Put links to the most frequently used information on your homepage or near the top of your structure. Remember that buried content might be forgotten forever!

8. Train your staff A well designed intranet will be easy to use and training will not be required. However some organisations do decide to offer training sessions either on a one to one basis or in a presentation. At a training session staff will have an opportunity to ask questions and you will be able to highlight the importance of your intranet. Training can be given not only to staff who use the intranet but to those who edit it as well. Supplement training sessions with online activities and handouts.

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People

CLSIG Professional Development Club

At this year's AGM we asked those of you who attended what you wanted from your CLSIG membership. Most importantly, you said, you wanted to be kept informed of professional issues, and you wanted events on new technologies and future trends. In response, this autumn sees the launch of the CLSIG Professional Development Club.

The Professional Development Club will host regular meetings on professional issues of concern to members. The inaugural meetings will be on IT, Media and PR, and Sustainable Development, led by three experts in their field.

The Club Meetings will be practical and relevant to Information Professionals working in the commercial, legal and scientific sectors. Many of you who've attended CLSIG events in the past have told us how much you appreciate meeting colleagues working in the same sector, particularly those of you working in solo positions. We hope the Professional Development Club will give you a greater chance to build your professional network and make it easier to keep up to date on professional developments.

Please see the events section (page 7) for details of the 3 seminars already in place. If there is a topic you would like to know more about (probably other members may be thinking the same thing too), please contact the CLSIG events team, events@clsig.org.uk

A New Committee Member

Well I never. No sooner has the call gone out and suddenly everyone starts coming out of the woodwork. Or were they pulled out? We say 'Greetings' to Goretta Considine, Business Librarian from the City Business Library in London. Goretta has graciously agreed to join the committee. Her bio and photograph are to follow. So that's the business side of things covered - now how about the scientific?

What's That!



Did you know that unless you ticked the relevant box on your subscription form, CILIP will not pass your email address to CLSIG?

Even though you have signed up for membership and have been receiving your membership materials by email in the past. You now need to give CILIP the permission to release your details to us so we can contact you by email?

Apparently they are complying with the data protection law - is this bureaucracy gone mad!

It is all just too much, CILIP into the doghouse with you!

Help!

I am a member of CLSIG and I was wondering if you could help me. I have been asked to undertake some research into how medium sized professional services firms have implemented and developed knowledge management strategies. I wondered if you would be able to put me touch with any other members working in such firms who might have experience in this area. As far as I am aware there isn't a CLSIG discussion list so any help would be much appreciated.

Kind regards,

Linda
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 Knowledge management in professional services

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9. **Publicise** Use presentations, posters, staff publications, emails, displays and goodies such as pens and other promotional products. During the design and launch phase there will be a host of opportunities for announcements about developments. Keep up this promotion on a frequent basis. Staff news bulletins and emails can be used to highlight new content but do not duplicate the text, send a link to it instead. Give out flyers to new staff and when changes are made give out information to all staff again.

10. **Have some fun...and cakes!** You might like to try a competition such as a treasure hunt or quiz to get staff looking around the intranet. However be warned that this type of activity is not welcomed in every environment. Or why not hold a birthday party a year after the launch? It's another excuse for office cakes!

This article originally appeared in the March 2008 edition of eLucidate the official newsletter of UKeiG. Our thanks to UKeiG, who kindly gave permission for its use.



A Day in the Life of a Law Librarian/Information Manager In Cardiff



My day starts in a very different way from when I was taking my Guildford to London commute to various city, and Canary Wharf, jobs.

In Wales, I wake up in my house by the sea and have a leisurely breakfast before I start my 16 mile commute. This commute seems to amaze my Welsh colleagues who live much closer to their offices. I commute by car and use the time profitably by embarrassing myself by singing tunelessly to the radio or with my favourite CDs.

I park my car and walk through a very nice city park but one in which I have seen some very brave bunnies. I walk up through the town and then into the office which is on one of the main streets of Cardiff. It will be familiar to Dr Who watchers, as it usually takes a leading role standing in for sections of London.

I greet my assistant, Sian and my colleagues in the Training department who share our space. Then, in common with most of us, I tackle my e-mails and work out what order I am going to attempt to make sense of them. Sian and I also check our Helpdesk which is part of the office Intranet. As in most Libraries/Information Centre enquiries are dealt with as soon as possible.

Once the post arrives Sian passes to me anything which I need to see, and we deal with any follow up items. She often has invoices which she has processed and I need to sign. Books and other items are passed to me for cataloguing and classifying. When I have completed that I pass them back to Sian for processing. Priority is given to books requested by individuals or new editions for books held in departments. We try to "rescue" old editions for disposal, but if the lawyers insist on keeping them then the Old Edition sticker is firmly attached.

Projects are fitted in round our enquiry and administrative work. Examples of current projects include re-cataloguing and classifying the whole collection and playing "hunt the books". This is a search for all the items which the catalogue thinks are in the Library, but appear to be long gone. I am also involved in 'know-how' projects instigated by several departments. I am about to launch a marketing initiative to encourage full use of the information service.

Training is fitted in, as and when, and I aim to get to all legal and paralegal staff as soon after they join the firm as possible. I need to take them through our Intranet pages and run through recommended sources and how to use them effectively.

Some days we have meetings with the Cardiff or Bristol law librarians' groups or lunches with our colleagues at other law firms.

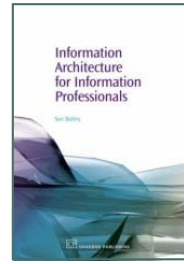
At the end of the day tired, but happy, I commute back to the seaside and look forward to another day "by the Bay".

*Julie Kitchen, Law Library and Information Manager, Hugh James
julie.kitchen@hughjames.com*

Book Review

Information Architecture for Information Professionals

Oxford: Chandos.
Sue Batley (2007)



In *Information Architecture for Information Professionals*, Sue Batley provides an excellent overview of Information Architecture, with particular focus on the aspects requiring the skills already practiced by Information Professionals. The book is arranged to follow the different stages of an Information Architecture implementation project:

- Preliminaries: understanding the user's information needs by conducting information audits and user modelling.
- Search: what search functionality is essential and what is desirable for users, and the role taxonomies can play in improving searches within organisations.
- Information description: the use of metadata and indexing to aid retrieval.
- * User interface: a good overview of the aspects which make up user interface design.
- * Management and maintenance of information structure and content.
- * Evaluation of the project: useful points for evaluating any information project.

Many of the concepts and techniques Batley discusses are already familiar to Information Professionals. The book shows how these techniques can be used outside of the traditional Library or Information Service to bring the benefits of Information Management to a wider audience.

I found it particularly beneficial to see how the different Information Management techniques could be incorporated into an overall Information Architecture design. When learning techniques such as thesauri creation and indexing, Information Professionals often don't have the opportunity, until faced with a real-life situation, to understand how to choose which techniques to use and how they operate together.

Batley's book benefits from concise explanations and at only 200 pages long is far more appealing than Morville and Rosenfeld's 500 page tome, considered the classic text on this subject. Inevitably the concise nature of the book leads to a slight frustration with the limited coverage of some issues.

I would have liked Batley to put this book into context by explaining which areas of Information Architecture are not covered. From reading only this book one might assume all areas of Information Architecture are eminently suitable for Information Professionals but this impression is more likely to be caused by the book being written for this specific audience.

Although IT is beyond the book's scope, it would have been helpful to have some recommendation of Information Management software or at least advice on the issues to be considered when choosing software.

As befits a University Lecturer, Batley has included comprehensive suggestions for further reading on many aspects of Information Architecture. I would recommend this book to any Information Professional interested in Information Architecture or in understanding how our skills can be used outside of the traditional Library and Information Services environment.

Jennifer Smith

Read any good books lately?
Just dying to tell the world about it? Take the easy route - write a book review for the CLSIQ News?
Go on get your name up in lights!

ebic ■ ■ ■
imagine

2008

ebic is the key conference and networking event for people working in information and knowledge management



1-3 October 2008
Kempinski Hotel Bristol, Berlin

Connecting with the future

More information about the programme, speakers, and how to register for ebic 2008 can be found at www.tfpl.com/ebic.

Alternatively, register by phone on +44(0)20 7332 6000.

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www.tfpl.com/ebic

CiG Summer Pub Quiz
16th July 2008

CLSIG is putting together a team of 8
Would you like to join?

Contact Jennifer with your details:

secretary@clsig.org.uk

Then register on the CiG website

<http://www.cityinformation.org.uk/>

Time: 6.30pm - 11.00pm
(Quiz will finish at 9.30, pub closes at midnight)

Venue: Alibi Bar, 18 Lime Office Court, Hill House, Shoe Lane, London EC4A 3BQ

Cost: CiG Members £10.00,
Non-members £15.00.
(Inclusive members must pay at the members rate)



To advertise your event in the Newsletter.
Please send the details to the Editor before the copy date. See the back page for details

**PARLIAMENTARY DEBATES ON LEGISLATION:
HOW TO DO "PEPPER V HART" RESEARCH**

08 July 2008

A chance to attend one of BIALL'S most popular day courses.

The speaker will be Guy Holborn, Librarian at Lincoln's Inn Library

The course will involve both lectures and practical exercises and will cover:

- ... Background on statutory interpretation, the rule in Pepper v Hart that allows citation of Hansard in court, and developments since it was decided in 1992.
 - ... Parliamentary procedure, including recent developments affecting Pepper v Hart research.
 - ... Bills, Hansard and other parliamentary materials: how to find them and use them
- Debates on private bills and on statutory instruments

Venue: Lincoln's Inn, London, WC2A 3TN
Contact: Catherine McArdle, 020 7242 4371
Email: catherine.mcardle@lincolnsinn.org.uk
Visit: <http://www.biall.org.uk/home.asp?id=n179>



Regional Library Management Showcase

NEW - Manchester Showcase - 10th September

CILIP has decided to take its successful Library Management Showcase to Manchester. Situated close to Manchester Piccadilly Station, the Britannia Hotel is the ideal venue both for exhibitors and visitors.

With the capacity to cater for 15 exhibitors all in one room this event provides an excellent opportunity for those sourcing a new Library Management System.

Visitor Registration

Register online at: <http://www.cilip.org.uk/training/suppliers/sss/mancshowcase.htm>
or download the [booking form](#).



The City Business Library, and Her Majesty's Revenue & Customs

July Seminars

Thursday 10th July 2.00 - 4.15 & Thursday 24th July 2.00 - 4.15

10th July

HMRC will be presenting a free workshop on 'Becoming Self-Employed'; for those who are self-employed or thinking about becoming so this seminar outlines:

- ... the National Insurance and taxation aspects
- ... the requirements for record keeping

24th July

HMRC will be presenting their workshop on 'Self-Assessment for the Self-Employed'; this seminar is aimed at those who want to know:

- ... how to complete the self-employment pages of the tax return and
- ... how online services can make things easier.

Both seminars offer plenty of opportunities to ask questions

Please call 020 7332 1812 to book, or email cbl@cityoflondon.gov.uk

Numbers are strictly limited so please only book a place if you are confident that you are able to attend. CBL will reply confirm your booking to avoid disappointment.

Enquiry Staff
City Business Library
1, Brewers' Hall Garden
(Off Aldermanbury Square)
London EC2V 5BX

Phone: 020 7332 1812
Text phone: 020 7332 3803
Web page: www.cityoflondon.gov.uk/citybusinesslibrary

The Library is open Monday - Friday 9.30am - 5pm.
No membership is required but we advise you to bring some ID which may be required to access some of our material.





CLSIG Events



CLSIG Professional Development Club

6.00pm - 7.30pm (registration from 5.45pm)

... ***IT for Information Professionals.***

22nd September @ Macfarlanes, Cursitor Street, London.

Do you have problems communicating with your IT colleagues? Don't know your IP from your Ethernet? Ben Summers, Chartered IT Professional and Technical Director of ONEIS, will cut through the jargon and help you develop a clearer understanding of your IT infrastructure:

- understand the anatomy of your IT network
- build confidence explaining your requirements to your IT department
- examine current IT developments affecting Information Services

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

12 November @ 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***

Jan 2009 @ (location and date tbc).

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

Other Events

... **CLSIG National Archive Trip.** 24th October @ Kew, London. Starting at 2pm.
Contact the Events Team for more details

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

The CiG Open Day

St Bride Institute, Bride Lane,
Fleet Street, London EC4Y 8EQ



Wednesday 25th June 1-5pm, 1.00 - 1.30pm Registration

Cost: Free

All members of the information community are welcome, new or experienced

Drop in for:

Speed Networking, Dragons (CiG) Den, The CiG Apprentice, Talks from Employers & Recruiters
Wine Tasting from 5pm

See CiG website for more details:

<http://www.cityinformation.org.uk/Events/events.htm>

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CLSIG Summer Event

You are invited to an evening of indulgence at

Vinopolis

No. 1 Bank End, London, SE1 9BU

Thursday 10th July, from 6pm



Time to get out your party frocks and glad rags.
We'll be celebrating the summer, whatever the weather,
with an evening of taste tantalisation at Vinopolis.

You'll be entertained in a private room by an expert wine guide
Receive a light-hearted lesson in wine-tasting
and enjoy six different wines from around the world

Come and perfect your smelling, swirling & slurping techniques
take part in the Blind Wine Challenge
with a chance to win a bottle of R de Ruinart Champagne.

When: Thursday 10th July, from 6pm

Where: Vinopolis, 1 Bank End, London, SE1 9BU, London

Cost: £20 for CLSIG members, £25 for non-members.



To reserve your ticket please email Jo at events@clsig.org.uk
with your name and membership status.



This event has been kindly sponsored
by Swets, TFPL

tfpl

SWETS



CLSIG News September 2008 copy deadline: 18th July 2008

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