

ICLG News

No 149

WINTER 2005

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Newsletter Format

The ICLG Committee has decided to continue the newsletter in print format at least up until the time of our AGM in March. The issue of print vs pdf will be voted on by the Committee at the AGM, at which time a final decision will be taken on the format we will adopt in the future.

Doug

Survival of the Fittest: A Workshop & Discussion on Marketing Issues

Introduction

It was a dark evening when a group of librarians from a variety of backgrounds came together to attend the workshop on marketing issues with the ICLG at News International. After the much publicized chocolate and lemon cake was set out and before a quick tour of the library at News International, workshop leader Lyndsay Rees-Jones

(CILIP's Senior Adviser on Workforce Development) started the evening's talk.

The start – important questions

What is marketing? What are we marketing? Why do it, and who are we doing it to?

These are some of the first questions we should be considering when looking at marketing. As well as our perceptions, what are other people's perceptions of our library or information centre? This is important as other non-library managers can see you as a luxury which could be cut if they do not see you as visible enough in the organization. Perhaps we should contact CILIP to use the 'Challenging Invisibility' sign. This is a logo which can be used on all our material to make librarians more visible to the rest of our organisations. Please contact CILIP for more information on this at website www.cilip.org.uk.

Definitions

Lyndsay continued by examining what marketing is about using various people's definitions. Marketing expert Peter Drucker introduces the marketing concept as yourself doing a better service or product than anyone else. Nick Barter (Lecturer, Marketing, St. Andrew's University) talked about understanding customer needs and giving them value with your service or product.

Survival Profile

Certainly the survival profile of staying visible, vocal and viable is very important. To do this we need to know ourselves first starting small using a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis for example to establish what we can offer and the purpose of our service.

We need to find out what our customers want doing research such as chatting to colleagues at the photocopier and grabbing every opportunity we can to find out what is needed in the organization. We need to publicise our successes so that these non-library managers are made aware by their colleagues of just how much use the library has been to them during the past financial year so our budgets reflect our popularity in the organization. We need to brand the library by putting stickers or watermarks on everything we do so we can stop others taking advantage of our resources and claiming them as their own successes.

Where will we be in 5 years time? This question highlights the need for a vision and objectives to measure the impact marketing has had in improving the stature of the library and information centre. We must be prepared to succeed at all times.

Fun time

We were then challenged in three exercises to consider people's perceptions of our libraries or information centres using some everyday objects such as sweets, shopping bags and people wearing clothes in magazines. The point is different perceptions are created when you are marketing different things to different people. Even the logo on a shopping bag like East (no description of them anywhere on the bag to suggest a cult following) or WHSmith (thin bag and tiny handles with brand name recognizable to many) can tell people what sort of library or organization you are.

That chance meeting with the Chief Executive

People see librarians in a less favourable light along with social workers and teachers. This has been the case for years and we can never dispose of this. We cannot change the past, we can only change the present and future way people perceive libraries. If anything we all as librarians and information workers need to work on our images. We all need to prepare a 30 second speech prepared for that chance meeting with the Chief Executive or key Director in a lift or at the photocopier so they can speak up for us. By us all

working together as one unit using branding such as CILIP's 'Challenging Invisibility' logo, slowly but surely we can be what we deserve to be – right at the centre of the organization ensuring our survival and existence for years to come.

Conclusion

Our thanks to Lyndsay Rees-Jones for an enjoyable and interesting evening and to News International and members of the ICLG for their organization of the event and cake of course!

Alex Seymour is Assistant Information Officer at The National Autistic Society. Email: Alex.Seymour@nas.org.uk

Williamson NJ and Beghtol C. Knowledge Organization and Classification in international information Retrieval. Haworth Info Press, 2003. \$29.95.

This is an American publication which has been co-published simultaneously as part of Cataloging & Classification Quarterly (vol 37(1/2) 2003). The information this book contains has a truly international flavour – from the subject coverage of each chapter down to the very authors themselves.

The purpose of this publication is to address the problems faced by those in the business of information retrieval and knowledge management wanting to provide a service which encompasses the ability to retrieval information without the restraints of linguistic, cultural and domain communities.

The publication is split into 4 sections:

- 1 General Bibliographical Systems
- 2 Information Organization in Knowledge Resources
- 3 Linguistics, Terminology, and Natural Language Processing
- 4 Knowledge in the World and the World of Knowledge

I was most interested in reading the 3rd section, and in particular the article by Widad Mustafa el Hadi on “Human Language Technology and its role in information access and management”. In this article he explores the use of linguistics in the retrieval and dissemination of information, i.e. Human Language Technology and investigates a number of techniques to be used in the Cross-Language Information Retrieval (CLIR) i.e.:

- Machine translation
- Latent Semantic Indexing
- Cross Language Thesaurus
- Bilingual and multilingual Reformulation
- Parallel Corpora
- Comparable Corpus Querying

Although I found this and other articles to be interesting reading, I did find some of the articles to be a bit heavy going and quite academic in approach.

However, that aside, this is a book which does warrant a closer look. Particularly by the information professional who is providing a service within a multinational and multi-linguistic climate, and is looking to develop an information retrieval system which reflects the information they hold and the clients they serve.

Alison Salmon
Society of Motor Manufacturers and Traders

Pioneering intranet networker wins Jason Farradane Award

Julia Chandler, the Internet and Intranet Manager at the Department for International Development, has won the prestigious Jason Farradane Award in recognition of outstanding work in the information field.

Julia beat off stiff opposition to win this year’s Award. Based at the UK Government’s Department for International Development, she identified the need for a group bringing together intranet managers across government, some of whom were, like her, information professionals.

Under her initiative, the group rapidly developed an independent life of its own. It now has a membership of over a hundred, solely by word of mouth, and involves not only people in central government but also those in UK agencies, the voluntary sector and professional bodies.

“No group coming out of government bringing together such a range of disciplines has existed before,” said Suzanne Burge, Information Manager at the Office of the Parliamentary Commission for Administration and CILIP Councillor, who nominated Julia for the Award. “We tend to stay confined in our professional and departmental silos, however hard some of us try to change this,” she continued. “The Group has also served to highlight the skills which information professionals can bring to intranet (and internet) management to organisations which had not previously considered this.”

The Jason Farradane Award, launched in 1979, was named after the pioneer of information science who was a founder member of the Institute of Information Scientists and was instrumental in establishing the first academic courses in information science. It is made to an individual or a group of people in recognition of outstanding work in the information field.

Sponsored by Kompass Publishers, the Award is managed by the UK eInformation Group (UKeIG) and the Industrial & Commercial Libraries Group.

Kompass is presenting the winner with one of its latest innovations, a one-year free subscription to the UK file on Kompass.co.uk with its new advanced download facility. The four runners up will each receive a six-month subscription to the Kompass UK database.

Jill Halford

ICLG at Online Information 2004

On the 1 December at the Online Information Show the CILIP Benchmarking Network met up to talk about work in progress on this project in the Association Room. The Benchmarking Network is

comprised of two groups. The Team Group, (practitioners from workplace LIS employing 5-10 staff) was represented by Julian Dawson from Arup and Graham Ivory from Which, who spoke on work that has been done on benchmarking the marketing of information services. The Solo Group, represented by Linda Potter of Fennemores Solicitors with Adrian Clements of CILIP Information Centre as an additional speaker, spoke on benchmarking the alignment of LIS Services with organisational goals.

Caroline Oades of ACCA chaired the discussion. Unfortunately other speakers could not make it due to illness. The powerpoint presentation can be found on the ICLG Website. Coffee and biscuits were sponsored by 7side www.7side.co.uk

In the afternoon Candy Jannetta spoke on Re-skilling for the future in the Information Master Classes and Careers Development Theatre. The seminar was about “future-proofing” the information professional. The speaker discussed how to establish what skills you need now and in the future, to thrive in the information economy. Candy Jannetta is Head of Corporate Coaching at Singhacom. Speaker expenses were sponsored by 7side www.7side.co.uk

CILIP Solo Benchmarking Network: looking at aligning LIS Services with organisational goals.

The aim of the CILIP Benchmarking Network for Solos was discussed in our first meeting and we decided that we would like to be able to benchmark strategic management, looking at aligning LIS Services with organisational goals, and that we should aim to produce a toolkit that would be of use to other solos.

A lot of discussion ensued both in person and through email as to how we could do this and Adrian Clements of CILIP produced a very useful literature search. After an inspiring day with Liz Orna we decided to use her “post it” method, the theory of which you can read further about in her book

“Information Strategy in Practice”. Step 1 of the exercise involves asking how LIS & Info Management should be supporting Corporate Goals and step 2 involves asking how far it actually does i.e **benchmarking “what is” against “what should be”**

We all went away and considered the following criteria in respect of our own organisations:

- Who are the stakeholders?
- What should they know?
- What information resources does the company need?
- How people should interact
- What the Information Service provides?
- What groups and individuals should the LIS professional be collaborating with.

We decided the results should be produced in a tabular or diagrammatic form and shown as a first step to our line managers. We should then involve the stakeholders to get their views. This is the stage we have all reached and I am looking forward to us all getting together again to discuss our findings.

My personal goals for this project

- A map of how things should be and therefore a way forward in improving the service. **Benchmarking “what is” against “what should be”**
- A clearer idea of my value to the company, which will give me confidence in promoting myself and my service.
- A better understanding among the stakeholders about the services I provide.
- Not only will I be thinking “outside the box” but it will encourage my employers to think “outside the box” as regards the services I can offer the company.

How I have benefited from the CILIP Benchmarking Network:

- Peer support in facing similar problems.
- Encouragement from fellow professionals.
- Deadlines to actually do, what I know I should be doing but never have time for.
- Discussion and ideas.
- Made new friends and contacts, had fun and eaten too many chocolate biscuits.

The CILIP Solo Benchmarking Group is comprised of 5 Solo practitioners with support from Caroline Oades ACCA, Lyndsay Rees-Jones CILIP, Karen Blakeman RBA Information Services and Sue Westcott ODPM. If you are interested in joining us or finding out more about this project please contact Lyndsay Rees-Jones lyndsay.rees-jones@cilip.org.uk

Ref: Orna, Elizabeth. Information Strategy in Practice. Gower 2004

Jill Halford
Charles Taylor & Co Limited

Re-skilling for the future: “future-proofing” the information age at Online 2004

For me the highlight of ‘Online’ is the free seminar and masterclass programme. A cheap training day out for those of us who have ever decreasing training budgets. One could happily sit for the three days of seminars soaking up tips from IP’s that you’d normally have to pay a fortune to hear talk. This year on the second day of Online ICLG had the honour of hosting one of these lectures. The subject chosen was Future Proofing and Candy Jannetta (pictured below) from Singhacom kindly agreed to take the session, which was sponsored by 7Side. www.7side.co.uk



After lunch the first masterclass was Gary Price talking about Internet Tips. Even though I arrived early I was unable to get into the talk due to the sheer volume of people wanting to hear it. Determined not to miss Candy’s talk I camped outside the door so I would definitely be one of the lucky ones who managed to get into the seminar room. Once again it didn’t take long for the session to be filled to capacity (a point that Online should take up next year when allocating lecture accommodation).

Candy Jannetta, Head of Corporate Coaching at Singhacom, is a warm enthusiastic woman who clearly loves her subject. Immediately at the start of the lecture she was throwing around concepts on future proofing to the audience so this session was clearly going to be interactive. Her opening gambit was that to be a success ones skills and attitudes had to constantly change with the environment around you.

Candy’s theory of future proofing has 10 steps:

Step one. In order to achieve your goal you have to embrace change. Your situation, behaviour, thoughts and emotions all cloud this process so tackle these four states and forge onto success.

Step two. Get Risky and be bold. The most important maxim is to value your mistakes. Candy stated that the DTI issued a report saying inspirational leaders in business had eight main qualities. The most important quality they had in common was that they are risk takers and bend the rules.

Step three. Stay ahead of the skills game. Use Continual Professional Development to keep in front of the crowd. Don’t ignore your soft skills as these can give you the competitive edge and deal with conflict rather than hiding from it.

Step four. Acting with certainty. Don’t forget to use correct body language. Smile and be open. Check your vocabulary by not being negative. Notice the impact negative words like just, maybe and should, have on a situation.

Step five. Model success. Identify someone who inspires you such as a friend, colleague or person in the news. Emulate their behaviour and adopt their position.

Step six. Raising your profile. The following quote is the way most people see themselves. However Candy warns do not be afraid of success do the opposite and embrace it. Quote *Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.*

It is our light, not our darkness that most frightens us. We ask ourselves, "Who am I to be brilliant, gorgeous, talented, and fabulous?" Therefore question who are you not to be?

Step seven. Trend spotting and setting. Don't be afraid to act on initiative and go for something when there is a gap in the market.

Step eight. Staying close to your customer. Identify the needs of your clients. Ask them what they want.

Step nine. See the future clearly. Have the time to make your vision happen.

Step ten. Realising your goals. Use smart goals all the time. And implement short and long term goal plans so you don't lose sight of your aims.

Candy followed this up by giving us all a handout where we had to score ourselves out of ten for the steps above. With the optional choice of asking a friend to score us too. We were then invited to commit to our friend something that we would undertake in the next week to develop our competence in one of the ten areas outlined above. As a parting bonus Candy offered to email us all her talk and a book list of future proofing style titles.

Overall I found the talk stimulating and left ready to put Candy's suggestions into practice. As promised her notes and book list arrived by email a few days later which prompted me to try her future proofing techniques. Some of the steps she outlined are simple to adopt so there's really no excuse for all of us to be Future Proofing for Success.

Jill Tulip

Information Manager
IPC Media

Accessing Information - The key to fee-earner productivity

This morning I went to a briefing called 'Accessing Information - The key to fee-earner productivity'. It was primarily presented by a company called Solcara, in association with Context, using Macfarlanes as a case study.

They started with a session on 'Using knowledge to demonstrate compliance' which immediately grabbed everyone's attention as every aspect of business is becoming more regulated. Obviously

this is something that is of interest to everyone and we have to know what information sources are out there to find out about our clients. Ray Jackson, MD of Solcara, went on to look at the different pressures on law firms (and corporations in general) namely, increase in information, need to maintain/improve profitability, demands of clients, increased competition and compliance issues. Information overload can prove to be a large problem and the questions he posed are very relevant:

How do I find the information (how is it indexed or sorted)?

Where is it (both geographically and the source of the data)?

Who is the expert (finding reliable experts is difficult, has this work been done before)?

How useable is the content (no useful summaries, documents not easily useable)?

By implementing an appropriate KM solution, Ray said, cost savings and productivity can dramatically increase. He continued by demonstrating that though there are many variables that go into producing law firm profit (eg Maister's Law - partner/fee-earner ratios, charge out rate, billing hours, overheads, efficiency etc) he pointed out that efficiency was probably the easiest to play with but it this only achievable by having the proper information strategy in place. Ray then ran through the implications of the Freedom of Information Act and the Money Laundering regulations which most people will be familiar with if their compliance officers have been doing their jobs – basically if there are any worries or suspicions that arise when checking potential clients, action must be taken and appropriate reports submitted otherwise there are harsh penalties for failure.

The next session was given by Context and called 'Don't let your users be tangled in the web'. Context's product, Syntalex (includes Link Studio and J-Link) cleverly enables you to put hard coded links in to internal documents - automatically. This would be most useful for internal knowhow, lengthy documents which refer to numerous cases, legislation, government material and online articles etc. This means that the lawyer can read further on the topic, access the primary legislation etc without spending time looking for it. These are very interesting and useful ideas.

The third session was about Solcara itself. Their key concern was ensuring that lawyers could find the right information, in the right place and reduce the costs and missed opportunities associated with the following inefficiencies:

Time wasted spent looking for appropriate information sources.

Time spent looking and finding information.

Time spent repeating answers.

Time wasted trying to manage information.

It is basically a system that sits on top of many other databases - internal and external, fee or free, passworded or not - and enables the lawyers to effectively 'google' all the available databases at once, without the need to specify boolean language or make any concessions to 'advanced searching'. This is supposed to reduce inefficiencies like not knowing which database to search, knowing which search language to use etc. Behind the scenes is also very interesting with information professionals able to select defaults depending on which lawyer (litigation, corporate, banking) will be using the system, so we can preselect which databases would be essential for their areas.

Solsearch does this by employing a metasearch which can search external subscription services such as Context, PLC, Lexis or internal databases on the intranet, such as library catalogues and knowhow. As long as it has the relevant credentials it will be able to search the database and return results which are formatted, tidy and easy to look through.

Finally there was the case study. Macfarlanes have been working with Solcara in order to 'provide the tools for fee-earners to respond to demanding clients'. The Head of Legal Information gave a run down of needs, concerns, solutions and hints which in effect were all very straightforward. For example, with a multi search system like this, ensure the search is simple; remember different lawyers need different things; grouping the databases is essential; don't make everything available; pick and choose resources and above all, provide training. Also he warned, bear in mind that an electronic multi search system will not provide links to hard copy material like text books and other valuable information not available online.

It was a morning well spent and the speakers provided much useful and practical information about KM, a topic that can sometimes be very theoretical and not applicable to everyday work life.

For further information please contact Solcara www.solcara.com

Clare Brown

Press Release: xrefer adds New Content and Publishers for 2005

Sage, H.W. Wilson, Continuum and Macquarie Bring New Content to Online Reference Service

BOSTON, MA and LONDON, UK, January 10 2005 - xrefer, provider of online reference services to libraries worldwide, announced today that four leading reference publishers will contribute key titles to its xreferplus Ready-Reference service. The company, which now has over 45 publishing partners, will incorporate reference works from Sage, H.W. Wilson, Continuum and the Australian publisher Macquarie.

xrefer will add new titles to the xreferplus Ready-Reference service in a broad range of subjects including history, literature, medicine, technology and more.

xreferplus offers completely customizable reference solutions for corporate, academic and public libraries. It features full-text, aggregated content from hundreds of reference books, with over 2 million entries covering such subjects as medicine, art, technology, bilinguals and more. Free 30-day trials are available at <http://www.xrefer.com/freetrial>.

For more information, please contact Becky Fishman, xrefer's Head of Communications at becky.fishman@xrefer.com or call 020 7479 9201.

ICLG News

Published 4 times a year.

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30 June - 2 July 2005 ~ University of Manchester

The

Keeping, managing, and marketing collections

Evidence based practice and policy

Your ethical and legal responsibilities

Information literacy

Staff and workforce development

Society and information

User needs

Exteriors and interiors

Specialisms and enthusiasms

Conference

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