



Fall 2010

San Diego Chap., Special Libraries Association (SLA)

Volume 1, Issue 1

SLA-SD Gives Attendees “Competitive Edge”

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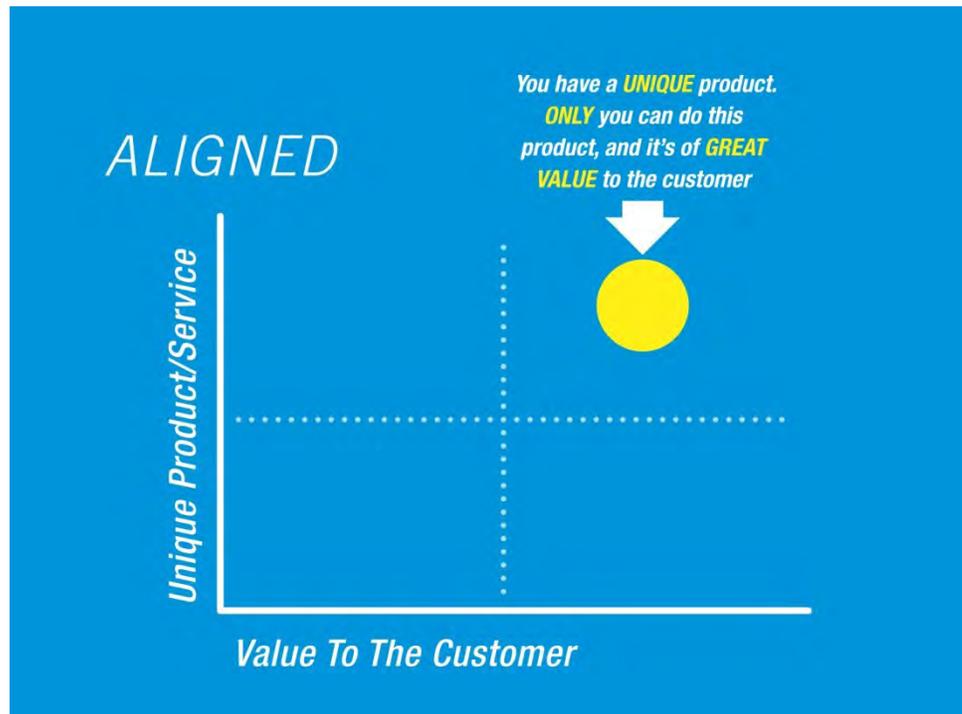
The San Diego Chapter’s Fall Seminar, “The Info Pro and the Competitive Edge: Applying Competencies and Technologies to Benefit Your Organization,” was hosted by Amylin Pharmaceuticals on October 1, 2010. After networking over breakfast, participants heard from SLA president-elect Cindy Romaine, semantic web strategist Barbara Starr, and project managers Mary Linn Bergstrom and Cristela Garcia-Spitz from UCSD. After a delicious lunch by the reflecting pool, we also heard from Scott Brown from the Social Information Group and Mary Ann Williams from the Disney Animation Research Library. We appreciate Elsevier for sponsoring breakfast and EOS for sponsoring lunch.

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Cindy Romaine

Cindy Romaine, SLA President-Elect, described the Future Ready Librarian, who is adaptable, flexible, and confident in utilizing the skills of the information professional. Information professionals need to understand current trends, including globalization, distressed markets, disintermediation, disruptive technologies, and competition. The key to thriving in this new landscape is to align ourselves with a unique service that only we can provide and that is of great value to the customer. We need to build on our strengths to produce products and services that cannot be produced cheaper elsewhere.



Slide from Cindy's talk



To see all of the datasources that are currently linked in the semantic web, look at the Linking Open Data cloud diagram at <http://lod-cloud.net>

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To learn more about becoming future ready, visit Cindy's blog at <http://futurereadyblog.com> or follow her on Twitter (@CindyARomaine).

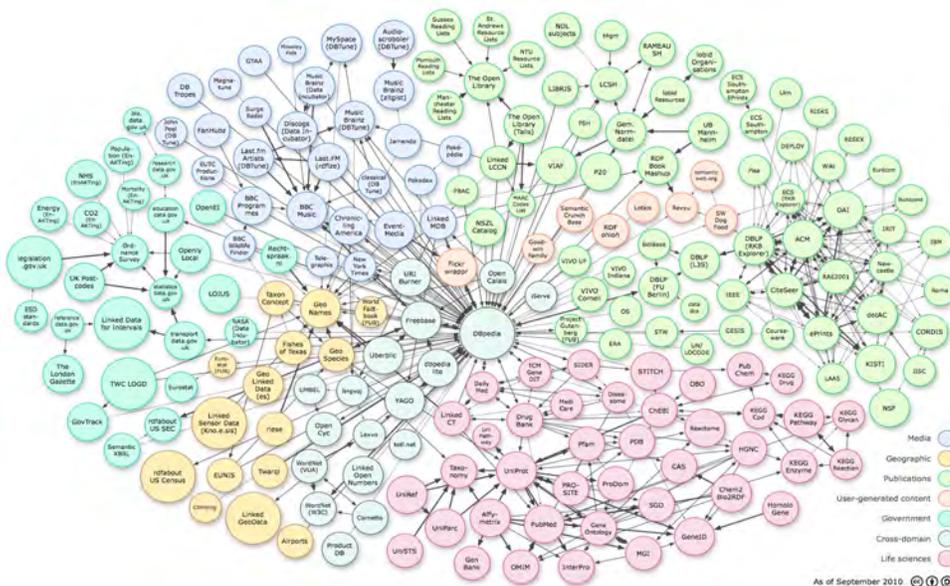
Barbara Starr

Barbara Starr from Ontologica.com presented "Semantic Intelligence: How Applications Bring Value to the Organization." Barbara explained that the semantic web is about putting information on the web in a machine-readable form that allows us to identify relationships between objects, rather than simply linking two things together. The semantic web's common framework allows information from separate datasets to be linked and queried together.

The Resource Description Framework (RDF) data model defines a format for representing data in the semantic web. The building blocks of the semantic web are RDF "triples," which are statements of the form: subject-predicate-object. Examples of triples are "Michael knows David" or "Michael likes ice cream," where "knows" and "likes" are the predicates. Triples allow two objects to have a specific relationship, rather than a nonspecific link. This is what makes the semantic web more powerful than the WWW of the past.

The semantic web employs tools such as ontologies, RDFa, RDFizers, and SPARQL. Ontologies specify controlled vocabularies and the relationships between objects in the semantic web. RDF in attributes, or RDFa, is structured markup for HTML that allows triples to be embedded in and extracted from web pages. RDFizers are tools (many of them open source) that can transform structured data into RDF format. SPARQL is an RDF query language that allows us to query the semantic web and utilize information from linked datasets.

The semantic web is already being used by governments and companies around the world. For example, the FIFA World Cup web site is dynamically generated using linked data. If you use a content management system such as Drupal, you are using the semantic web even if you don't know it. To see all of the datasources that are currently linked in the semantic web, look at the Linking Open Data cloud diagram at <http://lod-cloud.net> (shown below). The big circle in the center is DBpedia, a dataset of structured information extracted from Wikipedia.



Linking Open Data cloud diagram, by Richard Cyganiak and Anja Jentzsch. <http://lod-cloud.net/> Image used under Creative Commons License.

SLA-SD Re-Cap [continued from page 2]

Franz, Inc., a semantic web company, combined data about drugs from the Drug Bank dataset with data from Linked CT (a clinical trials dataset) and SIDER (a database of side effects) to create a million new triples of drugs, clinical trials, and side effects. This new collection of data is an amazing source of information about diseases, drugs, and their side effects. Applications such as this one have the power to facilitate biomedical research in a whole new way.

Web pages with RDF metadata allow search engines to search not just for web pages but for specific information. Search engines are transformed into “answer engines.” For example, if you query Google, Bing, or Yahoo with “Barack Obama birthday,” all three engines return with the actual presidential date of birth, “4 August 1961,” at the top of their search results screen. Answer engines don’t just *search*, they *find*. To learn more about the semantic web, join the San Diego chapter of Lotico (lotico.com), follow Barbara on Twitter (@BarbaraStarr), or connect with her on LinkedIn.

**Mary Linn Bergstrom and Cristela Garcia-Spitz**

Mary Linn Bergstrom and Cristela Garcia-Spitz talked about “Project Management at UCSD Libraries.” Mary Linn, Head of UCSD’s Science and Engineering Library, spoke about building project management (PM) skills and improving PM practices in a university library system. She got a head start on project management before most librarians because, as director of the library at Memorial Health Care at University of Massachusetts in the mid 1990s, she reported to the CIO. IT departments were already doing PM, so she learned quickly from her new boss. Project management has moved from IT to libraries, and project management skills are increasingly showing up as a requirement in librarian position announcements. As head of the Science and Engineering Library, Mary Linn seeks to further develop her own project management skills and train her staff in PM as well.

You probably already do project management, even if you don’t call it that. There are many projects in the library that need to be managed. Projects at UCSD Libraries have included: remodeling buildings, Google Books scanning, consolidating multiple ILL units into one unit, consolidating circulation and course reserves into “Access Services,” changing vendors for photocopying and printing services, negotiating licenses for new resources, and coordinating digital licenses across multiple UC campuses.

Project management entails basic skills, such as time and resource management, project tracking, and risk management, as well as advanced skills like change management. In addition, there are many project management software packages available to help you keep track of the steps of a project. Mary Linn has used Mindjet’s MindManager software, but there are also many proprietary and open source options. UCSD’s project management task force did not recommend a particular software package...you should choose the software that works best for you and your project.

As detail-oriented librarians, we have a knack for project management. Mary Linn reminded us to promote the project management that we already do. We should include the term “project management” in our progress reports and resumes. In addition, you can further your PM skills by taking classes from the UCSD Extension, which offers a project management certificate program. The program requires 15 classes and prepares you to take the certification exam. Also, you can take a single PM class without committing to the certificate program.

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Cristela Garcia-Spitz, Project Manager at UCSD's Digital Library Program, spoke about juggling multiple digitization projects. Cristela first encountered project management as a student worker in the library working on a collection shifting project with a timeline. After that, she was a project coordinator for a grant project at Newcomb Archives at Tulane University. Grant work demands project management skills because the work must get done on a specified timeline and within a strict budget. Cristela further honed her PM skills on a retro-conversion project with an aggressive timeline at the Mudd Manuscript Library at Princeton University. She has also taken PM classes from the UCSD Extension.

At the Digital Library Program, Cristela coordinates people from many groups, including subject specialists, format specialists, metadata services, IT, and web services. She works on long-term projects that are expected to take three to five years. In order to formalize procedures, she has created forms to accompany four project phases: initiation, planning, implementation, and closing. For the initiation phase, Cristela has a Project Proposal Form that helps to delineate purpose, objectives, audience, priority, metadata, rights, and all of the other aspects of a project that need to be considered before diving in. For the planning phase, Cristela uses a Confluence wiki to create the Project Plan. The implementation phase is tracked using monthly reports. Cristela is developing a Final Report Form for the closing phase.

Project management is not a strictly linear process. The four phases often overlap, and you may find yourself going back to a previous step. For example, it's often helpful to do a pilot project (implementation) and then go back to the planning phase. Projects require you to balance the triple constraints of time, scope, and cost, plus you must weigh issues of quality and risk.

Like Mary Linn, Cristela does not recommend a particular project management software program. There is no perfect software, so Cristela advises you to pick a software program and jump in. As you get experience, you might find a program that works better for you. You can browse software at the Project Management Software Directory (<http://www.infogoal.com/pmc/pmcswr.htm>), which describes the top fifty PM software packages. Many of the packages are open source. Cristela likes using a wiki as a collaborative space to develop policies. The wiki allows group members to keep all of their information in one place, rather than spread out in various documents and email messages. Also, the wiki has the advantage of being searchable. Once a policy has been fully developed in the wiki, it can be posted on the intranet. Cristela offered six tips for managing multiple projects:

- Learn to delegate. This not only lightens your own workload, but it also allows someone else to feel more involved in the project.
- Set priorities and expectations. Make a project charter that you can refer back to as the project progresses. In the charter, specify priorities such as quality vs. speed. Also, define expectations so that each person knows what is expected of him/her.
- Monitor progress. Projects run much smoother when monitoring is built in. For example, if all of the project files are stored in one place, the manager can look in that one directory and see how much has been done.
- Find the right balance. Not every project has the same requirements or needs the same level of detail and documentation. For example, some projects require meetings, while other projects can be coordinated via email.
- Communication, communication, communication. You can't do it too much. Cristela even recommends that you communicate even when you don't have anything to communicate...for example, tell your group members if you are not working on the project this week.
- Finally, keep trying. It's not going to be perfect, so just keep going.

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For more information about project management, Cristela recommends the Project Management basics web site (<http://home.comcast.net/~projectmgmt/pmbasics.htm>) and the book *Introduction to Project Management* by Kathy Schwalbe.

Scott Brown

In his presentation titled, “Social Business: Social Media Tools and Competitive Intelligence,” Scott Brown from the Social Information Group showed us how to use social tools to track customer sentiment, keep up with trends, and collect other kinds of competitive intelligence.

First Scott showed us ways to use LinkedIn for competitive intelligence. Using the company pages in LinkedIn, you can see who just got hired and where they worked before. You can also track connections between employees at different companies and see where people go after they leave a particular company. Some of the features in LinkedIn, such as InMail, require a subscription. However, the free version of LinkedIn allows you to do a lot of networking without a subscription. For example, the free version allows you to join groups and connect to others in the group without needing an InMail introduction.

Scott showed us Ning, which is another online networking tool. Ning was more useful when it was free and had better navigation. Now it requires a subscription and is difficult to search and navigate. Unfortunately, you cannot look at a group’s site unless you are a member of the group. However, Scott still finds the govloop Ning group to be very helpful. It is a community of 30,000+ government information professionals. Google offers many useful tools as well. Google Blog Search can help you find a blog on your subject, or an expert in your field. The “Discussions” limit in Google will find forums and Q&A sites where you can keep up with the chatter on a topic. You can find competitors by searching for one company and then clicking “Related searches.” Google’s “Timeline” and “Location” features allow you to track trends over time and geographic space. If you click “Nearby,” you will see search results in San Diego. Google Trends (www.google.com/trends) graphically shows search volume and news reference volume of a search term over time, as well as the languages and locations of the searchers. In addition, you can use Google Trends to compare multiple search terms at once. Finally, the Google Wonder Wheel maps search terms related to your original query, which can help you to expand or refine your search.

Scott also demonstrated several reputation tracking tools. Samepoint (www.samepoint.com) allows you to search social conversations on the web to see what people are saying about a person or company. Samepoint allows you to limit your results to wikis, groups, podcasts, tweets, news, videos, and many other formats. Social Mention (www.socialmention.com) also lets you track sentiment by searching keywords, users, and hashtags from sources such as Twitter, flickr, Facebook, Google News, and more. It even gauges the “passion” and “strength” of a topic. Yauba (www.yauba.com) allows you to search social networks including wikis, Twitter, Facebook, blogs, etc., in a “privacy-safe” environment. Yauba doesn’t leave digital footprints, such as cookies, and does not allow third party web sites to collect personal information about you. CrowdEye (www.crowdeye.com) analyzes Twitter traffic to track customer sentiment. It tracks facets such as the number of tweets and retweets, locations, and whether sentiment is positive or negative. However, Scott warned us that the positive/negative algorithm does not detect sarcasm. Tweetbeep (www.tweetbeep.com) allows you to set up search alerts in Twitter so you will be notified when people tweet on a given topic.

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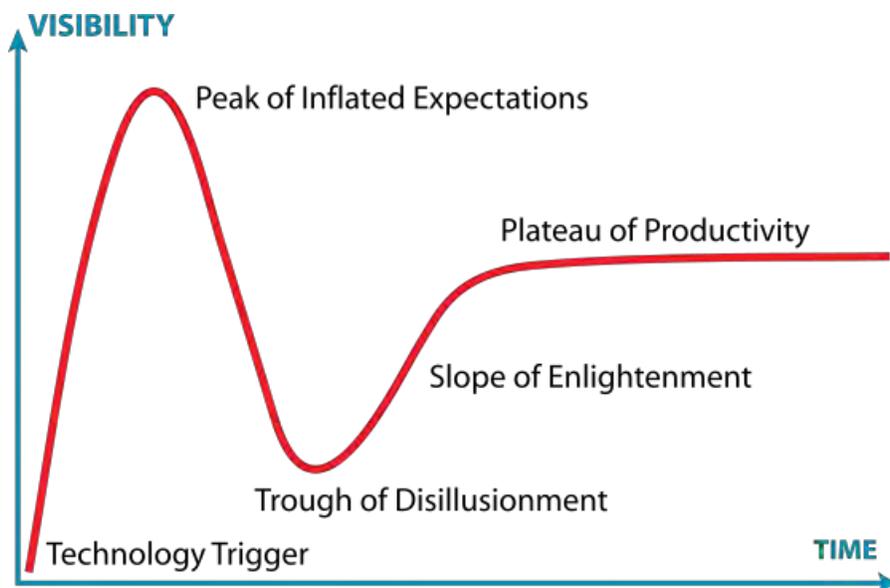
SLA-SD Fall Seminar Re-Cap

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Mary Ann Williams

In her presentation “The Information Professional as Change Agent,” Mary Ann Williams from the Disney Animation Research Library reminded us that “Change is not permanent, but it’s constant. Changes are not forever.” She familiarized us with the Gartner Hype Cycle. Whenever some new technology triggers new possibilities, it is followed by a peak of inflated expectations. However, as reality sets in and the drawbacks become clear, users find themselves in the trough of disillusionment. But if we stick with it, we can climb the slope of enlightenment to reach the blissful plateau of productivity...until the next technological trigger sends us on the wild ride all over again.

Gartner Hype Cycle

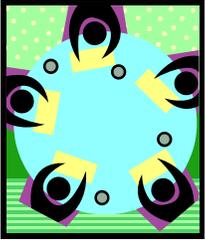


(Image from Wikipedia, Creative Commons license. http://en.wikipedia.org/wiki/File:Gartner_Hype_Cycle.svg)

Mary Ann shared suggestions for navigating the hype cycle. She noted that the late adopters (who skip the inflated expectations and go straight to disillusionment) can provide helpful feedback to guide you up the slope of enlightenment. People accept change better if they have a firm foundation and know what to expect. Mary Ann uses maps to help her staff to visualize the overall process and where each person fits into that process. Change makers need to be social butterflies, i.e., know what is going on in their coworkers' lives. It's also important to give directions that are 200% clear—without making any assumptions.

Finally, Mary Ann reminded us that the most important thing is to remain calm. She advised, “Remember that change won't turn your world upside down. You should seek it out because it's good for you. Lose your fear and people will follow you. Act like it's not a big deal and other people will feel like it's not such a big deal.” To receive ongoing inspiration from Mary Ann, you can follow her on Twitter (@IHeartArchives).

Links to the presentations from the Fall Seminar are available from the Chapter's blog at <http://sla-sd.typepad.com/blog/>



Annual Business Mtg. & Holiday Dinner



**Come join fellow SLA-SD members on
Tues. December 14, 2010, 6-8 pm,
for a re-cap of the Chapter's activities and
to recognize this year's officers**

**Come meet us at the Apollonia Greek Bistro,
8650 Genessee Ave., Suite 106, San Diego.**

Directions: <http://www.apolloniabistro.com/location.html>

Price: \$21.00

**For more information and registration, please see the an-
nouncement in our blog at <http://sla-sd.typepad.com/blog/>**

Space is limited. Register today!

San Diego Chap., SLA

<http://units.sla.org/chapter/csnd/>

The San Diego Chapter is one of 58 regional chapters of the Special Libraries Association (SLA). We are an organization of over 100 information professionals in the San Diego area.

To become a member, please visit the SLA's main web site at <http://www.sla.org>.

Upcoming Events & Important Dates

2010

Dec. 7: Webinar: Managing Copyright in the Digital Age. 1-2:30 pm EST (4-5:30 pm PST). Free for SLA members; Registration required by Dec. 3. Info. available at <http://alturl.com/d8h43>

Dec. 13: Deadline for paper proposals for 2011 SLA Annual Conference in Philadelphia. Details available online at <http://alturl.com/u6qeq>

Dec. 14: SLA-SD Annual Business Meeting and Holiday Dinner. See announcement on page 7 for more info. Registration available at <http://sla-sd.typepad.com/blog/>

2010

Dec. 15: Nominations for SLA Rising Star and Fellow of SLA Awards due. Details available online at <http://alturl.com/x98eg>

Dec. 22: Early bird registration deadline for Leadership Summit in Washington, DC on Jan. 19-22, 2011. See <http://alturl.com/sux9b> for more information.

2011

Jan. 7-11: ALA Midwinter Meeting at SD Convention Center. Info. available at <http://alturl.com/nu2wa>

2011

Jan. 11: SANDALL Brownbag: Competitive Intelligence: What, Where, When and How, 12-1 pm. Location: TBD. See <http://alturl.com/io7bt> for details.

Jan. 15: Nominations for remaining SLA Awards due. Details available online at <http://alturl.com/x98eg>

Jan. 19-22: SLA Leadership Summit in Washington, DC, at the Renaissance Washington Hotel. Hotel information available at <http://alturl.com/e54rq>. Program details available at <http://alturl.com/sux9b>.

2011

May 13-19: Medical Library Association Conference, Minneapolis, MN. Registration and information available at <http://www.mlanet.org/am/am2011/>

June 12-15: 2011 SLA Annual Conference in Philadelphia, PA. Registration will be open in January 2011. Information available at <http://alturl.com/nzgrm>

July 21-23: FORO Transborder Library Forum, University of Texas, Austin. Info available at <http://conferences.tdl.org/FORO/foro2011>

July 23-26: AALL Annual Meeting in Philadelphia, PA. Information available at <http://www.aallnet.org/events/>