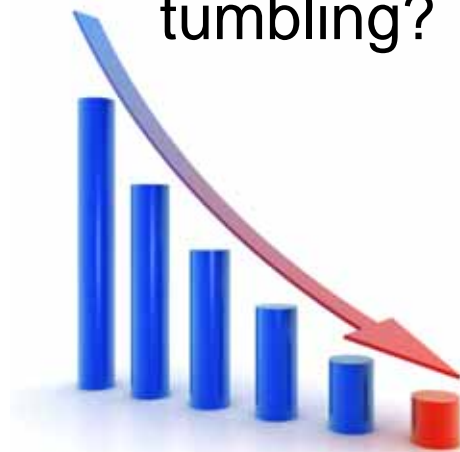


# Remodeling reference—Flip this service!

**News about an upcoming  
Infopeople webinar and  
online course**

Reference statistics  
tumbling?



## Idle reference desk?



## Money spent on databases...what's the return on investment?



**“The library has not been successful in leveraging its brand to incorporate growing investments in electronic resources...” (OCLC report on *Perceptions of Libraries*)**

## Why is the library brand BOOKS?\*



\*OCLC report on *Perceptions of Libraries and Information Resources*

Do answers come  
from friends  
instead of more  
traditional sources  
of information?





Do your patrons want to be creators, rather than consumers, of information?

California is rethinking its statewide reference service model.



# INTRODUCTION

**Your Challenge: Transform your brand** (California Statewide Information Model) to remain competitive and relevant to your customers.

**In a world where**

- 71% of searches are Googled
- Customers demand instant gratification
- B+ information is good enough

## Information trends



- “We” media
- Google world
- Information visualization
- Social media and Web 2.0
- No boundaries
- “It’s all about me...”
- “Friend-fomation”
- The power of us
- Every-ware
- Innovators R us

## Information is everywhere...



Get a custom semapedia Moleskinel

**Semapedia Tagging**  
 With Semapedia you can hyperlink your physical world with knowledge that matters. To do this you create small Semapedia Tags consisting of a cell-phone readable 2D Barcode that will link others to the content you provide. Or put simply: Mark things like buildings, books, airplanes, cars or whatever with small Semapedia Tags that let others be a entry-point for more information.

## Customers want to personalize the brand.



In the short term, how can your library revitalize and re-brand its reference service?



Is it time to flip this service?



## Remodeling Reference Service

Webinar on April 8 at noon  
and online course, April 21 to  
May 18, 2009



Explore short-term service  
innovations and stay involved  
in longer term changes.

## We'll look at...

- Service delivery modes
- Staffing
- Reference collections
- Ways to measure effectiveness



“Predatory”  
librarians?




Economic  
gardening?  
Embedded  
librarians?




Can we eliminate  
“silos of service”?





Do we  
**PROMOTE**  
reference when  
we **PROVIDE**  
reference?

*Remodeling Reference*



Blended learning—  
online events,  
discussions,  
explorations, social  
networking

“The challenge for libraries is to clearly define and market their relevant place in the infosphere...”\*



\*OCLC report on *Perceptions of Libraries*

Watch for  
announcements from  
Infopeople!

Introductory webinar on  
April 8, online course  
April 21 to May 18

Infopeople  Moving Libraries Forward

