



# TAL TALES



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Feature: Advocacy

## Advocacy Evolves at The Alberta Library

Advocacy is one of The Alberta Library's five core businesses. Over the past year, the transformation of advocacy at The Alberta Library has been significant. Prior to late 2003, the Advocacy Standing Committee was composed of representatives of five library organizations with a province-wide mandate: The Alberta Library (TAL), the Library Association of Alberta (LAA), the Alberta Library Trustees Association (ALTA), the Alberta Association of Library Technicians (AALT) and the Alberta Association of College Librarians (AACL), plus a member at large.

With the increasing complexity of The Alberta Library's work, the need arose for more member participation in advocacy and communications for the organization. As a result, the five organizations formed the Strategic Alliance for Library Advocacy (SALA) and the Advocacy Standing Committee was reformed under a revised mandate.



**Advocacy Standing Committee:** (back row, l to r) Rowena Lunn, Chair, Marigold Library System, Lucy Pana, TAL ex-officio, Sharon Hawrelak, TAL Staff Liaison, Marinus Swanepoel, University of Lethbridge. (front row, l to r) Julia Reinhart, Brooks Public Library and Maureen Hyland, University of Calgary.

Specific accomplishments include recommending revised objectives and actions for the advocacy section of The Alberta Library's strategic plan, a plan to promote the benefits of membership, a review of The Alberta Library's role in elections, development of a target statement and affirmation of the organization's role in Library Week in Alberta. Projects underway include a Visual Identity and Communications Guide.

With its revamped and expanded mandate to direct overall advocacy and communications at The Alberta Library, the Advocacy Standing Committee has had a busy year. The Committee has assumed a major role in communications planning and evolving policy on advocacy, corporate image and corporate communication.

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## Strategic Alliance for Library Advocacy (SALA)

As outlined in the previous article, the Strategic Alliance is comprised of five of the library organizations in Alberta with province-wide mandates: AACL, AALT, ALTA, LAA and TAL. An invitation to participate has also been extended to the Learning Resources Council, which includes school library staff. Current representatives on SALA are: Rowena Lunn, Chair, TAL, Judy Moore, LAA, Shaunna Mireau, AALT, Donna Campbell, ALTA, Nora Robinson, AACL. TAL provides staff support to SALA: Lucy Pana, Executive Director, is an ex-officio member and Sharon Hawrelak, Communications Director, is the staff liaison, while the Meetings Coordinator provides administrative support. Each organization supports its own representative's participation: time, travel costs, etc.

In its first year, SALA has held four meetings and two teleconferences. Another meeting is scheduled in December. Besides finalizing its mandate statement and procedures, SALA has spearheaded an initiative on BSE and government information (check out *Hot Topics in the News* at [www.visityourlibrary.net](http://www.visityourlibrary.net), led Library Week in Alberta, participated in a focus group facilitated by KPMG for the APLEN Environmental Scan and much more.

SALA is another exemplary example of how well the library community in Alberta works together for the betterment of libraries and more coordinated advocacy on behalf of library staff, boards, services and programs across the province.



## A New Campaign – APLEN

It doesn't have a name or specific messages yet, but APLEN's new three year promotional campaign is nearing the end of the planning phase and approaching Phase 1 of implementation. The goal of the campaign is to generate active support for libraries and the library "cause" in Alberta. During the planning stage, an external environmental scan helped determine the position of public libraries in the political, economic, social and technological landscape of Alberta.

The scan revealed six major trends impacting libraries:

1. Increasing competition and the move to self-service
2. Increasing demands from sources and users
3. Public libraries are not on the political radar screen
4. Public libraries are faced with increasing costs
5. Libraries have two economies to serve: the rural - urban divide
6. Evolving role of public libraries

Any province-wide campaign is a major challenge with so many types and sizes of public libraries situated in diverse communities. It must be, of necessity, broad and inclusive with enough flexibility to allow the library community to "sing from the same song sheet" while allowing for incorporation of local issues and opportunities.

This is not a "one size fits all" campaign. A better analogy would be a well-stocked toolkit – depending on the make and model (aka specific library), there should be a tool in the kit to fit the specific job at hand. A broad campaign plan has been drafted. The next stage will involve planning and consultation around specific strategies and tactics as well as development of a theme. For more information on the APLEN promotional campaign, contact Sharon Hawrelak, phone (780) 414-0805 (ext. 232) or email [shawrelak@thealbertalibrary.ab.ca](mailto:shawrelak@thealbertalibrary.ab.ca).

## Online Reference Centre

New username and passwords to be used by students, their parents and teachers to access the Online Reference Centre (ORC) were issued to school principals on August 23, 2004. This information is necessary for remote access to the LearnAlberta.ca website. Please refer students to their school principal should they need to access the website from your public library.

We are pleased to announce that Worldbook Online has been added to the database options available through the ORC. Please note that the elementary and senior versions of ProQuest's "Bigchalk" database have been absorbed into eLibrary Elementary and eLibrary Curriculum Edition. eLibrary Curriculum Edition has also been enhanced with two special searching options within the database: ProQuest Learning Literature and the History Study Centre. SIRS Discoverer and Grolier Online continue to be offered as resources within the ORC.

In the next few weeks, all public libraries in Alberta will be receiving an information package to help you assist students using the public library to access the ORC. The package will provide library staff with background materials on the ORC, its promotions and 'how to' information in aiding students.

To contact Diane GallowaySolowan, phone (780) 414-0805 (ext. 229) or email: [dgallowaysolowan@thealbertalibrary.ab.ca](mailto:dgallowaysolowan@thealbertalibrary.ab.ca)

by Diane GallowaySolowan, Online Reference Centre Program Coordinator

## Celebrate Library Week in Alberta @ your library®!

Libraries are hosting exciting Library Week in Alberta events across the province from October 24–30, 2004! To view a list of activities, go to [http://www.visityourlibrary.net/home\\_files/Library\\_Week\\_Events2004.pdf](http://www.visityourlibrary.net/home_files/Library_Week_Events2004.pdf).

Rural, public and post-secondary libraries are welcome to publicize their events on our website.

Send your information to Jenny Wong, Communications Coordinator at The Alberta Library at [jwong@thealbertalibrary.ab.ca](mailto:jwong@thealbertalibrary.ab.ca).



### Grow your library!

Promote the Lois Hole Library Legacy Program. Further information and order forms available at <http://www.visityourlibrary.net/lhllp/libraries.html>.

## Executive Committee Member Profile - Anne Carr-Wiggin



Anne Carr-Wiggin, Executive Committee Member of The Alberta Library and Manager for the NEOS Library Consortium

Anne Carr-Wiggin has been a valuable and supportive contributor to The Alberta Library. Her work began with our organization in 1998 as one of the initial staff members. During her five years at The Alberta Library, she developed the annual Netspeed conference, established the TAL Card program, was the Online Reference Centre Coordinator, and liaison for many projects and work teams. Being a strong advocate, along with her background in public service and public and academic library work, have been beneficial in the consortial setting. "I am impressed with the level of collaboration that exists among libraries across this province. It is so vital in the continual progress of a consortial environment and Alberta has definitely set an example for others to follow," says Anne. Since spring 2003, Anne has been the Manager of the NEOS Library Consortium, and one of her goals is to work with The Alberta Library to bring services to NEOS members. Anne also holds a Board Director position with the LAA. She is excited to be involved as a member of The Alberta Library and in bringing together her experiences from our organization and NEOS.

## Exciting New Subscriptions Alberta Universal Core

The new Subscriptions Alberta is set to activate on January 1, 2005, and will continue for the next three years. The fifty-four library members of The Alberta Library are benefiting from an overall savings of over 90% in licensing fees! As well, EBSCO has generously given early access to their databases starting this September at no additional cost to the TAL membership. Subscriptions Alberta includes nineteen databases, as opposed to the seven from the past year—almost tripled! The databases are as follows:

Academic Search Elite (EBSCO)	ERIC (EBSCO)
AGRICOLA (EBSCO)	Expanded Academic Index (GALE)
ALT Health Watch (EBSCO)	General Reference Centre (GALE)
Business Source Elite (EBSCO)	Health Source Consumer (EBSCO)
Canadian Literary Centre (EBSCO)	Health Source Nursing/Academic (EBSCO)
Canadian Newsstand (Micromedia)	MasterFILE Premier (EBSCO)
CPI.Q (GALE)	MEDLINE (EBSCO)
Canadian Reference Centre (EBSCO)	Regional Business News (EBSCO)
Clinical Pharmacology (EBSCO)	Psychology & Behavioral Sciences (EBSCO)
Associations Unlimited or Contemporary Authors (GALE)	

The Alberta Library would like to welcome Lakeland College Library and The Alberta Government Libraries to the Subscriptions Alberta group. The subscription process was the most collaborative yet with the Licensing Standing Committee guiding the development from start to finish. Libraries are currently training their staff on the new core databases with the help of vendor trainers, which are being arranged through TAL staff.

For more information on the new Subscriptions Alberta Core or vendor training, contact Martina King at (780) 414-0805 (ext. 231) or email: [licensing@thealbertalibrary.ab.ca](mailto:licensing@thealbertalibrary.ab.ca).  
by Martina King, Program Assistant

## Service Alberta Partnership

The Service Alberta website, <http://www.servicealberta.ca>, provides more accessibility of government services and programs to Albertans. The re-designed and re-launched site for the public has changed in how training is offered. This summer, a training program was developed with Service Alberta to implement awareness strategies for public libraries. With generous funding from Alberta Community Development, APLEN is offering training to public libraries, in conjunction with regional library workshops.

The first training session was held at the Marigold Librarians' Workshop and involved using the site online along with Service Alberta promotional items. The aim is to also promote the site through regional library newsletters and websites. Service Alberta is also on the Government of Alberta homepage at <http://www.gov.ab.ca>.

To request a workshop on the Service Alberta website, contact Isobel Rancier at [irancier@thealbertalibrary.ab.ca](mailto:irancier@thealbertalibrary.ab.ca).  
by Isobel Rancier, APLEN Technology Training Coordinator



Use the  
@ your library®  
campaign to publicize  
upcoming special  
events  
and programs.

Examples to promote your  
activities:

Plan a winter getaway

What's In fashion

Use the Internet

@ your library®

## The Alberta Library Linking Project

Early August saw the completion of visits to post-secondary libraries around the province to demonstrate the potential benefits that linking can offer them. All libraries seemed interested in what a link resolver could offer, but this interest needs to be weighed against the potential cost of a link resolver in setting each library's priorities.

To compare the features and the prices of the various link resolvers on the market, a Request for Information (RFI) was prepared. It consists of seven sections - one describing The Alberta Library and the others asking an extensive series of questions of the vendors as to the features, workings, consortial possibilities and costs of their various link resolvers.

Seventeen vendors of link resolvers were contacted in early July to see which ones were interested in receiving and responding to the RFI. Thirteen responded positively and were sent the RFI. Eight vendors submitted responses to the RFI.

The next step will be to evaluate the responses to the RFI. This will involve a comparison of the features of the various link resolvers, costs, and ways of configuring the various link resolvers within the The Alberta Library consortium (i.e., questions of local versus remote hosting and questions of central versus distributed maintenance and management). Once The Alberta Library and the post-secondary libraries have determined the configuration that best meets their needs, a strategy will be developed, which will lead to the implementation and sustainability of a TAL linking solution.

To contact Eric Tull, phone (403) 220-6648 or email:

[etull@thealbertalibrary.ab.ca](mailto:etull@thealbertalibrary.ab.ca).

by Eric Tull, Linking Project Coordinator

## SuperNet

The SuperNet Advisory Committee (SNAC) met in August and identified two of the eight recommendations as their current priorities from the SuperNet Readiness Project Final report: purchasing SuperNet hardware (customer edge devices) and security. Hardware requests have been sent to several vendors for pricing information. As well, a survey went out to the library community to find out how regions and libraries would like to proceed with purchasing hardware. SNAC will be using the information gathered from vendors and libraries to plot out the final hardware purchasing process. Trustees, library directors and librarians will be the first groups to be educated about the need for security. Materials will be developed to provide a higher level of understanding and importance for computer security.

For SuperNet related questions, contact Lisa Yeo, phone (780) 414-0805 (ext.238.) or email:

[lyeo@thealbertalibrary.ab.ca](mailto:lyeo@thealbertalibrary.ab.ca).

by Lisa Yeo, SuperNet Project Coordinator



## Web Awareness Training

These upcoming training sessions have been planned for Web Awareness training:

'Parenting the Net Generation' session, Spruce Grove Public Library, November 2, 2004, 7:00 p.m. to 8:30 p.m.

Chinook Arch Regional Library System staff and member library training, November 8, 2004. 'Fact or Folly?' 'Kids for Sale' and 'Safe Passage' modules will be presented from 10:00 a.m. to 4:00 p.m.

*If other libraries are interested in offering a Web Awareness training session for their staff or the public, email [irancier@thealbertalibrary.ab.ca](mailto:irancier@thealbertalibrary.ab.ca).*

## Visunet Training and Tutorial CD-ROM for Library Members

Faline Bobier, Coordinator of the Visunet Canada Partners Program, gave a teleconference training session in September. Fourteen participants from regions and public libraries were involved, representing ten locations across the province. This was an opportunity for staff to become familiar with the Visunet Canada Partners Program, which is licensed on an annual basis on behalf of Alberta libraries (public and post-secondary) by The Alberta Library. Topics included a tour of VisuCAT, the CNIB online library catalogue, how to place holds, providing CNIB Library services to print-disabled patrons, digital talking books – DAISY books and players and the Visunet Canada Partners Program listserv.

There are over 300 Canadian members in the Partners Program, including libraries and library consortia. They extend their services to members of their immediate communities by providing local access to the CNIB Library collection.

*If your library is interested in attending a teleconference training session in the future, please contact Isobel Rancier (780) 414-0805 (ext 230) or email [irancier@thealbertalibrary.ab.ca](mailto:irancier@thealbertalibrary.ab.ca).*

### Tutorial CD-ROM Offer

In November 2003, the CNIB Digital Library and Children's Discovery Portal was successfully launched. Since then, many blind and visually impaired patrons have signed up to access this new service. Due to some copyright materials, full access is only available to those who are blind, visually impaired or otherwise print disabled. To visit the site as a guest and view most of its accessible functions, visit <http://www.cnib.ca/library/>.

To assist members of The Alberta Library who want to explore the different components of the CNIB Digital Library and Children's Discovery Portal, a CD-ROM has been developed to give a guided tour through the site. To order copies of this tutorial, free of charge for your library, please contact: Faline Bobier, Coordinator, Visunet Canada Partners Program, CNIB Library for the Blind, 1929 Bayview Avenue, Toronto, ON, M4G 3E8, email: [faline.bobier@cnib.ca](mailto:faline.bobier@cnib.ca) or call 1-800-268-8818.  
*by Isobel Rancier, APLEN Technology Training Coordinator*

## TAL Staff News—Farewell

Jeremie Clyde has worked with The Alberta Library for two years as Licensing Coordinator and will be leaving to become the new Director of Library Services with St. Mary's University College in Calgary. He has been instrumental in significantly increasing access to electronic resources for members through his strong negotiation, investigation and collaboration skills with vendors and libraries. In moving the 2005 Subscriptions Alberta forward, his work as staff liaison to the Licensing Standing Committee (formed in December 2003) was an integrative process. Representation and involvement from members generated this new core of electronic databases, which has almost tripled in size. He has enjoyed working with and getting to know a large number of the great library staff in this province. Congratulations and all the best from everyone at The Alberta Library!

*Martina King, Programs Assistant, will be the contact for more information on the new Subscriptions Alberta Core. To contact her, or for more information on vendor training, phone (780) 414-0805 (ext. 231) or email: [licensing@thealbertalibrary.ab.ca](mailto:licensing@thealbertalibrary.ab.ca).*

The logo for Netspeed 2004 features the word "Netspeed" in a green, cursive font and "2004" in a bold, yellow, sans-serif font.

Netspeed 2004 was a success!

The Alberta Library looks forward to hosting Netspeed 2005 in Edmonton on October 19-21, 2005!

A large, black-outlined oval graphic with a white background, containing text.

Featured in the Next  
Issue of  
**TAL TALES**  
Academic Libraries