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SJSU iSchool: Sharpening Career and Networking Skills for Fun & Profit Video

Posted on November 30, 2016.



Watch Tracy Z. Maleeff's newest networking talk with SJSU's iSchool. Good advice and strategies for recent graduates as well as long-time professionals.

Presentation by Tracy Z. Maleeff - November 15, 20...



Posted in [Career Development](#) 0 Comments

Pre-conference Interview Series-Bridget Thrasher and Geoscience Librarianship 101

Posted on November 22, 2016.



The SLA Silicon Valley Chapter in its mission to notify members of professional development opportunities has created a series of interviews with members about their personal experiences with pre-conference events. Pre-conference events are usually held a day before the general conference and are usually about a specific topic.

We hope that this interview series will help members assess the value of recurring pre-conference events that were helpful or unhelpful to attendees from differing skill levels.

If you would like to participate in this interview series, please contact: cybil.schroder@gmail.com.

Submissions can be anonymous.



Bridget Thrasher, recently graduated with an MLIS and is currently an Earth and Sciences Librarian at the Branner Library at Stanford University. She also is the President-Elect for the SLA Silicon Valley Chapter and soon to be President in 2017.

Bridget, the interview series second participant, has graciously submitted her response to a series of interview questions regarding a pre-conference event she attended at the annual Geoscience Information Society Meeting.

What Pre-Conference Event did you attend? What conference was it associated with?

Geoscience Librarianship 101, which was part of the Geoscience Information Society's annual meeting.

What was the workshop about? Did you find the workshop description correct in its depiction of the workshop's activities?

The workshop was intended for people new to the practice of geoscience librarianship. As listed on the webpage, there were several talks given by seasoned professionals in the field, as well as opportunities for networking.

Did you walk away with actionable-knowledge? Have you used the knowledge you gained since the workshop ended?

I came away with the knowledge that I was well prepared to engage with my new position and that I already had a good understanding of the various resources and practices in the field. In other words, I didn't really come away with much in the way of new knowledge, but I did gain confidence that I am more prepared for my new job than I originally thought.

Did you feel the networking to be more in depth than your interactions at the conference?

I did not attend this particular conference, but based on other conference experiences I have had (primarily AGU, which, admittedly, is much larger and therefore probably not a good basis of comparison), I would say that yes, the networking was much more in depth because there was a concerted effort by the experienced professionals to include and reach out to us new ones.

Do you usually attend pre-conference workshops? If yes, why?

No, because they usually either cost additional money or are too long. I made an exception in both cases because I suspected this might be worth the time and expense.

Do you find there is enough variety of pre-conference workshops? Are they specific enough for your needs?

I think there is, but then, the conference I attend annually (AGU) is huge, with over 20k participants in a wide variety of fields, so by definition there is variety. This particular conference (GSIS) is much smaller, but I would guess that it will be worth my while to attend in future years, both the pre-conference and the conference days themselves.

Where else do you go for knowledge intensive workshops or classes? Other conferences? Online?

I don't really actively seek out these opportunities, especially since I just finished school in May. That said, I know that there are organizations such as Library Juice Academy that I could turn to when the time comes.

Generally, what are the strengths and/or weaknesses of a pre-conference workshop over the general conference?

Workshops are generally more focused and attended by those who are motivated to learn more about a particular subject, but they are also more costly because they typically require additional fees (though not this one) and additional travel expense.

Generally, what are the strengths and/or weaknesses of a general conference over a pre-conference workshop?

A general conference is great for meeting lots of different types of professionals and learning about a variety of topics, but this feature can also be overwhelming if you are not experienced with or don't enjoy being in that type of environment.

Optional: Anything else you would like to discuss about this pre-conference experience?

Nope. However, I would definitely recommend it to anyone coming into the field of geoscience librarianship.

Posted in [Career Development](#), [Conferences](#) 0 Comments

Pre-conference Interview Series-Rory Dougan and the Taxonomy Cafe

Posted on October 31, 2016.

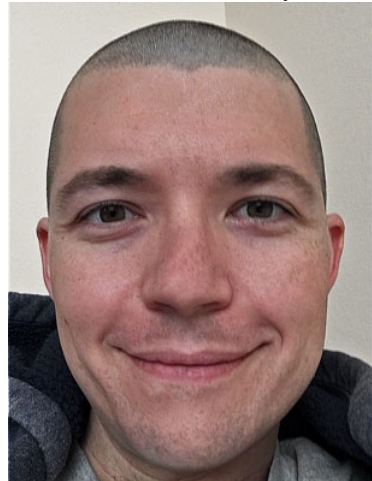


The SLA Silicon Valley Chapter in its mission to notify members of professional development opportunities has created a series of interviews with members about their personal experiences with pre-conference events. Pre-conference events are usually held a day before the general conference and are usually about a specific topic.

We hope that this interview series will help members assess the value of recurring pre-conference events that were helpful or unhelpful to attendees from differing skill levels.

If you would like to participate in this interview series, please contact: cybil.schroder@gmail.com.

Submissions can be anonymous.



Rory Dougan, recently graduated with an MLIS in June and is currently a public librarian at the MLK San Jose Public Library in downtown San Jose. He also is the Vendor Relations Representative for the SLA Silicon Valley Chapter. In the future, he hopes to work more closely with information organization as a taxonomist or cataloger.

Rory has graciously submitted his response to a series of interview questions regarding a pre-conference event he attended at

SLA Annual in Philadelphia.

What Pre-Conference Event did you attend? What conference was it associated with?

The pre-conference event that I attended was the Taxonomy Cafe. It was associated with SLA's Annual Conference, taking place on June 11, which was the day before the conference officially began.

What was the workshop about? Did you find the workshop description correct in its depiction of the workshop's activities?

The workshop provided speakers with opportunities to discuss their careers and most recent professional projects, with opportunities for guests to speak with them directly during and after the workshop. I found that the description was accurate.

Did you walk away with actionable-knowledge?

Have you used the knowledge you gained since the workshop ended?

I cannot say that I left the workshop with knowledge that I could put into action right away for my original plan to develop a professional taxonomy, which entailed being a protege under a professional taxonomist, was placed on hold shortly after the conference. This coincided with an interview for a public librarian position, which I ended up receiving. It is unrelated to taxonomies, so I cannot say that I have used the knowledge that I have gained since the workshop ended. However, the workshop did open my eyes to a variety of principles related to taxonomies such as web usability and metadata, which remains moderately ambiguous to me. Taxonomies align more closely with my professional interests so even though I have not used the knowledge I have gained since the workshop, I plan to eventually. Since the workshops take place over the course of a day, it is difficult for people to gain all of the knowledge they may need and/or want for jobs they either have or are interested in pursuing so the workshops are great introductions to new concepts as that attendees can explore in greater detail later.

Did you feel the networking to be more in depth than your interactions at a conference?

Very much so. During the workshop you have the good fortune to hear from professionals talk about their work in areas that interest you which can help attendees establish rapport with professionals they might want to have in their network. Other interactions, such as those that might take place at receptions, may feel awkward by comparison; even though two people might belong to the same chapter or division, it might be difficult for the two to establish connections that would increase or enhance a person's network.

Do you usually attend pre-conference workshops? If yes, why?

I do attend pre-conference workshops. They are great introductions not only to people, but also concepts and knowledge that are new to attendees. Even if I don't immediately use the information gained, they may help me identify certain areas in my professional knowledge that I may want to improve upon. The nice thing about pre-conference workshops is that, depending on how big the conference is and how much is on your agenda over the course of the conference, the pre-conference time might mean that speakers and attendees aren't as temporally pressed as they might be when the conference is in full-swing which makes it more conducive to learning.

Do you find there is enough variety of pre-conference workshops?

Are they specific enough for your needs?

I think there is a enough variety in the pre-conference workshops; they usually cover enough major points for attendees prior to the actual conference. I usually find something I would like to attend, but specificity depends entirely on the workshop. I might prefer more introductory workshops since I'm a novice in the realm of taxonomies and other areas covered in the workshops.

Where else do you go for knowledge intensive workshops or classes?

Other conferences? Online?

For knowledge-intensive workshops or classes, I might refer to online resources be they Library Juice Academy or InfoPeople. The length of time by which they unfold is enough for me to get a better grasp on new topics. Some graduate schools offer continuing education courses online or through Massive Open Online Courses, which are also wonderful. I also refer to the Library of Congress's website, particularly the page for its Association of Library Collections and Technical Services (ALCTS) division which has a number of great webinars that have been posted on YouTube, and other resources. Another great source is Lynda.com, which for a small fee, allows people to explore any area of web development they want. Online learning is the most convenient way to go, especially if it provides students' with opportunities to learn at their own paces. Other conferences may be helpful, but depending on how big they are, where they are located, and what they have to offer, I might not attend. I have found that the best way to make the most of your time at conferences is to limit yourself to just a couple of events for conferences can feel very overwhelming with all of the options attendees have.

Generally, what are the strengths of a pre-conference workshop over the general conference?

The strength of pre-conference workshops are that they allow speakers and attendees to spend more time together to disseminate and receive information that are specific to the workshop.

Generally, what are the strengths of a general conference over a pre-conference workshop?

The strength of a general conference are that they allow attendees additional venues by which they can converse with professionals who lead workshops and/or others in the same or different divisions, such as receptions, open houses, business meetings, and parties.

An Evening with Tracy Z. Maleeff-October 20th 5pm to 7:30pm

Posted on August 22, 2016.



SLA Silicon Valley Chapter is honored to have special guest speaker Tracy Z. Maleeff ([@LibrarySherpa](#) and now also [@InfoSecSherpa](#)) speak at our next professional development event.

Tracy Z. Maleeff is a well-known author and speaker in the library community with over 15 years of experience. A small business owner and recipient of many professional awards including last year's SLA Fellow Award, she will be discussing her career transition from corporate + law librarianship to Information Cyber Security.

This will be a unique event hosted at Union82, a new restaurant on Symantec's campus.

Doors will open at 5pm, where appetizers and drinks will be served. Tracy will begin her talk around 5:45pm.

This is a paid event, which requires registration.

Student SLA members – \$10

SLA SV (and SF) members – \$18

Other library memberships (baynet, norcall, etc) – \$25

Non-members – \$30.

Appetizers and a drink are included with your ticket.

Please click [HERE](#) to begin the registration and payment process.

Event details:

Thursday, October 20th

5pm to 7:30pm

At Union82

Special Thanks to our sponsors– Soutron Global and IEEE.

Posted in [Career Development](#), [Chapter Events](#)0 Comments

Dine and Discover

Posted on February 22, 2016.

Dine and Discover with Catherine Ghent and Elyse Eisner from Taylor & Associates

Topic: Current Job Trends for Information Professionals in the Bay Area

Tuesday Evening, March 29th, at 6pm

Speakers: *Catherine Ghent, Principal at Taylor & Associates & Elyse Eisner, Director of Library Services at Taylor &*

Associates

Register (before March 25, 2016): ([surveymonkey](#))

Join Catherine and Elyse Eisner of Taylor & Associates for a discussion on hiring trends for information professionals in the Bay Area. The event will take place at [Bangkok Bay Thai Cuisine](#) in downtown Redwood City, at 6pm. The event will consist of networking, dinner, a quick talk on professional opportunities, which will then be opened to a group discussion.

Catherine Ghent, principal, has over 20 years experience as an information specialist and manager in corporate libraries and records centers. She has held positions at major Bay Area corporations, including Pacific Gas & Electric Company and Safeway, Inc. Catherine manages our placement and consulting services.

Elyse Eisner, director of library services, also has more than 20 years experience in corporate libraries and companies that serve them. She has managed on-site vendor contracts for document delivery and library maintenance. Elyse manages our library maintenance services.

Where: [Bangkok Bay Thai Cuisine](#)

Directions: El Camino at Broadway in Redwood City. Bangkok Bay Thai Cuisine is only a couple of blocks from the Redwood City Caltrain stop.

Agenda:

6:00 – 7:00 Networking and Dinner

7:00 – 8:00 Professional Opportunities Talk with Group Discussion

Cost:

\$10 for SLA members

\$25 for non-members

Deadline for registration & payment: **March 25th, 2016**

Register Online: [surveymonkey](#)

Posted in [Career Development](#), [Chapter Events](#), [Events0 Comments](#)

2015 Mentoring Program — Deadline Extended!

Posted on February 23, 2015.



We're excited to announce our 2015 Mentoring Program! We hope that it will serve as a helpful networking opportunity between our new and experienced information professionals. **To participate, please review the information below and sign up no later than Saturday, March 14, 2015.**

Summary

Our 2015 Mentoring Program aims to connect students and new information professionals with experienced information professionals based on their common career goals, experience, and interests.

Purpose

- Encourage professional connections and development among our chapter members.
- Provide advice and encouragement to new information professionals within our chapter.
- Reenergize chapter members and increase our chapter membership.

2014 Mentees Program Comments

- “A great networking opportunity.”
- “I would like to participate again next year.”
- “Asked my mentor to review my resume, and I received helpful feedback.”
- “My mentor helped me improve my job hunt.”
- “It was beneficial to explore different career options with my mentor. I ended up with a very different career path.”

Benefits

- Mentors will gain recognition in our SLA Chapter publications/website, new knowledge and perspectives, and have a great time. (Our chapter will cover the cost of food and drink at the Kickoff and Closing events as funds allow.)
- Mentees will receive support and guidance from experienced information professionals and have a great time. (Our chapter will cover the cost of food and drink at the Kickoff and Closing events as funds allow.)

Required Commitments

- This is a six-month commitment (March 2015 through mid-October 2015).
- Mentors and Mentees must sign the Mentoring Agreement. (The Mentoring Agreement will be distributed and discussed at our Kickoff event).
- Mentors and Mentees must communicate at least once per month. Meetings and communication between Mentors and Mentees can occur either face-to-face or online. Meeting location and time to be determined by Mentors and Mentees.

Expectations

- Develop a mutually beneficial relationship
 - Mentors will provide advice and support (e.g., review resume, help prepare for job interviews, etc.).
 - Mentees will share their knowledge based on their background, coursework and career goals.
- Respect each other (e.g., observe appointments, understand each other’s obligations, etc.).
- Attend our 2015 Mentoring Program Kickoff and Closing events.

Mentor/Mentee Selection

- Mentor/Mentee pairs will be selected based on their career goals, experience, and interests. (We’ll do our best to make the selections!)
- Some Mentors might have up to two Mentees.
- Some Mentees might have up to two Mentors.

How to Sign Up

- All Mentors must:
 - Be a member of the SLA – Silicon Valley Chapter. (Click here to [join/renew](#) SLA and complete this Mentor Form.)

- Complete the Mentor Information Form. (Click here to complete the [Mentor Information Form](#).)
- All Mentees must:
 - Be a member of the SLA – Silicon Valley Chapter. (Click here to [join/renew](#) SLA and complete this Mentee Form.)
 - Have less than 5 years of professional experience in the library or information field.
 - Complete the Mentee Information form. (Click here to complete the [Mentee Information Form](#).)

Important Dates

- The deadline to join the 2015 Mentoring Program is Saturday, March 14, 2015.
- Mentor/Mentee pairs will be announced by March 28, 2015.
- Our 2015 Mentoring Program runs from March 2015 through mid-October 2015.
- The date of our 2015 Mentoring Program Kickoff Event will be determined based on the dates selected on the Mentor and Mentee Information Forms.
- The 2015 Mentoring Program Closing Event will be scheduled for late October 2015.

Questions?

Contact Coleen Hathaway-Rosa at earringfreaky@gmail.com or chrosa@comcast.net

Posted in [Career Development](#), [Uncategorized](#) 1 Comment

Event: Information Pros as Enterprise Content (ECM) Consultants with Deb Hunt – Thursday, January 14, 2010

Posted on January 25, 2010. Tags: [Deb Hunt](#), [ECM](#), [Enterprise Content Management](#), [Information Professionals](#), [Librarians](#), [San Andreas Chapter](#), [SLA](#)

Jean Bedord and Vicki Garlow

Deb Hunt, principal of Information Edge, kicked off 2010 for the San Andreas SLA chapter with a Career Agility presentation entitled “**Mining Enterprise Business Intelligence – All the World’s a Stage: Another Role for Info Pros**” on January 14.

Information Edge has been in business for twenty years, as Deb has juggled consulting and traditional librarian roles. She has been very active in SLA (both the San Andreas AND San Francisco chapters!) and AIPP (Association of Independent Information Professionals), and is currently a Director of SLA. She was recognized by *Information World Review*’s as “Information Professional of the Year (2009)” for her work on behalf of SLA to spearhead and implement [23 Things](#), a membership program to update technical skills.

Business intelligence for the enterprise is more than just the traditional library and information sources, extending to internal assets which include Enterprise Content Management (ECM) and

[Continue Reading](#)

Posted in [Career Development](#), [Chapter Events](#) 0 Comments

Event: Career Agility 4: Information Pros as Consultants, January 14, with Deb Hunt – Thursday, January 14, 2010

Posted on January 6, 2010. Tags: [23 Things](#), [Career development](#), [CIndy Hill](#), [Consulting](#), [Deb Hunt](#), [Information Professional](#), [MLIS](#), [San Andreas Chapter SLA](#)

Time to start on your New Year's resolutions. Join your San Andreas SLA chapter colleagues for another in our series of Career Agility programs, which focus on gathering the tools and strategies you can use for your next job.

Career Agility 4: All the World's a Stage: Another Role for Info Pros

Thursday, January 14, 6 – 8:30

Speaker: Deb Hunt

[REGISTRATION LINK](#)

Folks with an MLS/MLIS have skills that can be adapted and applied in a way that may not have occurred to them: to help companies and entities that are desperate to find their information assets (paper, digital, knowledge) in an information overload (or maybe information hairball!) reality. This can be a career opportunity for us — in the jobs we have now, in our next jobs, as consultants.

Understand the valuable skills you have — and that you can sell them. Yes, there are opportunities in consulting to information-intensive small to medium-sized organizations, as well as professional services organizations such as architectural and engineering firms.

Deb Hunt, formerly at the Exploratorium, is principal at Information Edge in San Leandro, Calif. and a member of the Special Libraries Association (SLA) Board of Directors. She was honored by *Information World Review* (IWR) magazine at its “Information Professional of the Year” ceremony in London on December 1, for her work on behalf of SLA to spearhead and implement the innovative “23 Things” program.

23 Things is a free, members-only, self-directed training program to help SLA members develop confidence and skills using a wide range of Web 2.0 tools. “When I began my term as a member of the SLA Board of Directors, I was asked by 2008 SLA President Stephen Abram to choose a project to lead and I immediately suggested getting SLA members up to speed on Web 2.0 skills,” according to Hunt.

Cindy Hill, principal of Hill Information Consulting Group, will be our moderator. Cindy was formerly with Sun, and then Outsell, so she has also made the transition from salaried position to independent professional.

Both Cindy and Deb can attest to the value of becoming active in SLA, and have served as global officers as well as local officers. Deb is a member of both the San Francisco chapter and San Andreas chapter (yes, there are two), and Cindy has been a strong contributor to our own San Andreas chapter. Deb has also been very active in AIIP (Association of Independent Information Professionals). Just ask them how they became involved! We are always looking for more volunteers.....

Lee Pharis has agreed to host us at Exponent for this event. Exponent is located off Marsh Road on the Bay side of 101. A light supper buffet will be served in our meeting room prior to the program.

When: Thursday, January 14: 6 – 8:30

Cost: SLA member – \$25 ; Non-member or guest – \$35 ; SLA member between jobs/Retired – \$15 ; Student – \$15

Location: Exponent — 149 Commonwealth Drive, Menlo Park, CA 94025

Parking: Free parking is available at Exponent.

REGISTRATION URL: <http://www.surveymonkey.com/s/ZMK7LCP> After registering, you will have the option of paying through PayPal (has an additional \$1.50 service fee) or sending a check to the Registrar (pay for your own stamp and envelope).

DEADLINE: Register by end of day, Monday, January 11 — Yes, that's next week! Any checks must be received by **Wednesday, January 13.**

We're looking forward to seeing you for this first program of 2010! We're actively soliciting suggestions for programs for the new year, so bring your recommendations for speakers that you have heard.

Jean Bedord
Vicki Garlow
Program Directors, San Andreas SLA

Posted in [Career Development](#), [Chapter Events](#)0 Comments

Review of San Andreas Chapter 2009 Events

Posted on December 21, 2009.

Greetings All – A part of each SLA unit President's duties is to submit a year-end report to SLA headquarters on the state of the chapter over the past year. It's not only useful to the Association; it gives the President a chance for a final review of "their" year. One element that is reported is the events held. When I took a look at this impressive array of activities I felt considerable pride that San Andreas Chapter leadership produced such inspiring programs. For those of you who attended one or two events and may not realize how rich our activities were this year, I am memorializing for the chapter this remarkable year by sharing with you all what I sent to HQ.

Here's to a hearty round of thanks and applause to the Program Directors, Patricia Parsons and Jean Bedord. Likewise thanks are due to Sonia Dorfman, our Solo Librarian group leader, and to Lee Pharis for Professional Development. And of course Hospitality, covered by Helen Josephine and Gloria Elia, is the "behind the scenes" force that is so vital to the event process. 2009 was a truly impressive event year for our chapter. "Go team!"

Leslie R. Fisher
2009 President, San Andreas Chapter SLA

Our Solo Librarian group met actively throughout 2009. In January, Jean Bedord addressed the group on the topic of her book, "eBooks Hit Critical Mass: Where Do Libraries Fit with Oprah?" At the February Solos meeting, Leslie Berlin, the Project Historian for the Silicon Valley Archives, was the guest speaker discussing and sharing her experiences of the archives. Cindy Hill spoke to the group in April on the topic of "influencing up" and communicating with key stakeholders. In July the group met with Carol Chatfield at The Career Development Center, at Stanford University. In September Craig Cruz, Jr. joined the group to discuss the history and current focus of BayNet (Bay Area Library and Information Network). In November the group met again to de-brief on and share experiences of the Internet Librarian conference.

The 2009 Program Directors rolled out an innovative series of career-focused programs styled as the Career Agility Series. This featured as breakfast meetings. These events proved quite popular. The first was held in April and featured Cindy Hill and Christian Gray talking about branding oneself for the marketplace. The second Career Agility event was held in June and featured Linda McKell and Sarah Vogel discussing alternate employment options for the information professional. The third of the series was held in July and featured Amelia Kassel speaking about the independent information professional.

The first standard program of the year was held in January and featured the Chapter President de-briefing on the Leadership Summit. It was a casual dinner meeting with pizza and salad held in a conference room at a public library.

In March we had a formal dinner meeting at a sit-down restaurant. The speaker was author Sarah Milstein addressing the topic she has written about, *The Business Case for Twitter*. It was a very popular event.

The joint chapters meeting with San Francisco Chapter was held in May in meeting space at SFO. This was also a celebration of the Association's centennial and we had a panel of chapter luminaries discussing future directions of the profession. The panel included Bill Fisher, Cindy Hill, Richard Geiger, Libby Trudell and Deb Hunt offering up thoughts and inspiration.

Also in May the chapter held a special team building event. Several members travelled to a local winery for a tasting and wine blending party. We enjoyed the wines of Tenuta Vineyard and then were coached on blending. Three teams developed their blends and all had a final round of tasting to vote on a winner. Lots of good food was consumed and a good time was had by all.

In June-July the chapter held a series of informal Neighborhood Dinner meetings, each one coordinated by a chapter volunteer. The Neighborhood Dinners are a long-standing tradition in San Andreas Chapter and are usually spread out over a week or more and are situated in various locations throughout the chapter boundaries. In recent years these have been calendared to share experiences from the annual conference.

In August we had a reception at the Computer History Museum in Mountain View, with some **members touring areas of the museum in advance** of the reception. The reception was followed by a panel discussion on the realm of e-books. Panel members were all players in this industry, including representatives from Morgan and Claypool, Knovel and CRC Press. The discussion began with chapter member Helen Josephine, Head Librarian at the Engineering Library of the Terman Engineering Center at Stanford University, talking about implementation of a "bookless" engineering library.

In September we held our annual Professional Development workshop. The topic was copyright and featured Dru Zuretti, Copyright Education Manager at Copyright Clearance Center in an interactive discussion with members. Questions from potential attendees were compiled and sent to the speaker in advance of the meeting. Zuretti covered compiled questions and there was time for additional questions from the audience, as well. This was a half-day event.

Our October program meeting was held at Intel and featured Melissa Cefkin and Alexandra Zafiroglu discussing the corporate trends in hiring anthropologists and other ethnographically-oriented social scientists as employees, consultants, and advisors. Cefkin is a business and design anthropologist in the Service Practices group at IBM's Almaden Research Center. Zafiroglu is a senior researcher with Domestic Designs and Technologies Research at Intel Corporation.

Scheduled to take advantage of the high rate of chapter members attending the Internet Librarian conference, a tour of the Dudley Knox Library at the Naval Post Graduate School in Monterey was arranged for Sunday October 25. Organized by a chapter member, this tour was hosted by Greta Marlatt, Manager of Outreach and Collection Development at Dudley Knox.

We had a dinner program at SJSU in November with the speaker discussing "Evolution of Controlled Vocabularies." The speaker, Christine Connors, has extensive experience in taxonomy, ontology and metadata design and development. Prior to forming TriviumRLG, an information management consulting firm, Ms. Connors was the global director, semantic technology solutions for Dow Jones. This presentation was videotaped at the request (and expense) of SLIS. A tour of King Library was organized to precede this dinner program. The November dinner program was the first time out for this chapter to use SurveyMonkey as a program registration tool.

Our final event for 2009 was the chapter's annual business meeting and Holiday party. Though this is typically a celebratory event, at which special awards and leadership acknowledgements are given, we also had Roy Tennant as our guest speaker at this event. He shared his perspectives on the three things libraries of the future must have/do in order to succeed. It was a very interesting presentation enjoyed by members and guests alike.

Our Program Directors also organized two "for fun" screenings of *The Hollywood Librarian*, one in July and one in November.

Posted in [Career Development](#), [Chapter Events](#), [President's Letter0 Comments](#)

Evolution of Controlled Vocabularies

Posted on November 30, 2009.

Christine Connors, principal of TriviumRLG consulting firm, traced the evolution of controlled vocabularies in a challenging presentation at San Jose State University on November 18.

She began by polling the audience to find who were currently engaged in vocabulary work (a few) and who were interested in new career opportunities (quite a few). The current activities involved in building increasingly complex and powerful data architectures, she maintained, present exciting opportunities for those with an interest in organizing knowledge. All levels of vocabulary-based tools for improving content are available on the Semantic Web.

She took us through the continuum of ways of controlling vocabulary from the loosest to the most powerful and complex. Tag clouds or **folksonomies** where textual keywords are identified represent the lowest level of control and precision. **Lists** introduce control by featuring a single term for a concept. A **synonym ring**, which may be explicit or behind the scenes, improves recall by allowing synonyms to enhance the search. In a **taxonomy** the concepts are related in broader term/narrower term hierarchies. A **thesaurus** incorporates scope notes, see also or associative relationships, synonym control, as well as hierarchies. Finally, the most complex of all controlled architectures, the **ontology** introduces an array of custom relationships and a richness of links, data, and networks.

While the number of datasets and ontologies available on the Open Web is vast, Christine introduced a few of the many comprehensive resources available today: OpenCyc, a very large ontology based on the Cyc Knowledge Base; DBpedia, a set based on data within Wikipedia, useful but with the usual cautions; and UMBEL, a self-described lightweight ontology that relates Web content to a standard set of subject concepts. A diagram where circles represented Open Web ontologies that have been shared in recent years effectively demonstrated the explosion of what is out on the Semantic Web.

As the evolution of ontological systems continues, Christine made the point that those interested in better content are making

contributions from a variety of disciplines and backgrounds — from linguists, to cognitive scientists, to developers, to legal specialists.

Certainly the competencies of librarians in their abilities to organize, analyze, synthesize, and advocate for information sharing are playing a key role as the technology develops. She encouraged librarians interested in these growth areas to be flexible in their job search since the opportunities are found under a range of labels: data architect, information scientist, taxonomist, front-end engineer, knowledge manager, and others. Librarian/ontologists can help shape the new direction of Web search and improved knowledge sharing for all.

— Margot Diltz
margot DOT diltz AT cengage DOT com

Over 40 people attended this Chapter [dinner program](#) on November 18. If you'd like to comment on this event or Chapter programs generally, you'll find an evaluation form [here](#).

Posted in [Career Development](#), [Chapter Events](#) 0 Comments

Taxonomy & the Power of Controlled Vocabularies Will be the Topic on November 18

Posted on November 2, 2009.

The University Room at San Jose State will be the venue for our next Chapter evening program. Our speaker, Christine Connors, will discuss "Evolution of Controlled Vocabularies: Better Content, New Career Opportunities."

New technologies and data modeling methods are providing exciting new means for managing data in our organizations. Companies large and small, arts and cultural heritage organizations, academic institutions and governments are all embarking on projects to improve the transmission, clarity and often transparency of the data they curate. What are these technologies? Where can these methods be learned? What new career opportunities are there for info pros? Join us as we explore the possibilities.

Christine Connors has extensive experience in taxonomy, ontology and metadata design and development. Prior to forming TriviumRLG, an information management consulting firm, Ms. Connors was the global director, semantic technology solutions for Dow Jones, responsible for partnering with business champions across Dow Jones to improve digital asset management and delivery. In that position, she managed a worldwide team responsible for the development of taxonomies, ontologies and metadata that are used to add value to Dow Jones news and financial information products. She also served as business champion for the Synaptica® software application.

The wonderful University Room is located in the Cafeteria Building which is in the middle of SJSU campus, roughly at 7th Street. The evening will begin at 6 p.m. with a light meal and social hour — an opportunity to chat with SLA colleagues, and thank rep George Plosker and his employer [IEEE](#) for generous support of our Chapter programs this year. Ms. Connors will begin her presentation at 7 p.m.

The cost for this program is \$25 for SLA members (\$15 for our members who are retired or between jobs). The San Andreas Chapter welcomes those who are not SLA members to this event for \$35 and SLIS students for \$15.

The last day to register for this program is November 12. Please register [online](#).

PARKING at SJSU. Visitor parking is available on the upper floors in the South Garage (entrance on 7th Street). Cost is \$1 for 30 minutes; after 5:30 a flat rate (\$5) is available. There are two automated pay stations on each floor that accept coins, bills (\$1, \$5, \$10), Visa or Master Cards. Estimate the time you'll need, purchase a ticket and place it on your dashboard. Click [here](#) for a map.

NEW REGISTRATION PROCESS. To simplify matters for your Chapter program and hospitality teams, we are asking all attendees to register online. The **online form [here](#)** gathers the usual information — your name, contact information and payment category. After completing the form, you will need to send a check to the Registrar. She will send a confirmation email when she receives your check, which is due by noon on November 16. As usual, make the check payable to "San Andreas Chapter of SLA" and send it to:

SLA Reservations
c/o AIM Library & Information Staffing

P.O. Box 391210
Mountain View, CA 94039-1210

We're looking forward to seeing you in San Jose on November 18th! And thank you [IEEE](#) for being a sponsor of this event!

— Patricia Parsons & Jean Bedord
Chapter Program Directors

Posted in [Career Development](#), [Chapter Events](#)0 Comments

Copyright is Topic of Professional Development Program in Menlo Park, September 22

Posted on September 10, 2009.

Join your SLA colleagues for this half-day session that will answer all your questions about copyright. Ms. Dru Zuretti from the Copyright Clearance Center will be the speaker.

Session Topic: Copyright or Copywrong?

Speaker: Ms. Dru Zuretti, Copyright Education Manager, [Copyright Clearance Center](#)

When: Tuesday, September 22, 8:00 a.m. – 12 Noon

Cost: SLA Member – \$85; Non-member or guest – \$110; Retired or unemployed SLA member or SLIS student – \$65

Where: Exponent, 149 Commonwealth Drive, Menlo Park 94025

Deadline for submitting questions: Thursday, Sept. 17

Deadline for registration: Friday, Sept. 18

What issues will Ms. Zuretti address? That is up to YOU! Our focus is the corporate environment and possibly the academic community, based upon input from our Chapter members and potential attendees. Since a certain amount of anonymity might encourage more and better questions, attendees are invited to submit questions prior to the program. We will compile them, remove personal and company names, then forward the questions to our speaker, who will integrate them into her presentation. Of course she will take questions on the day as well, and has agreed to stay after the session for informal discussion.

Ms. Zuretti is Copyright Education Manager at [Copyright Clearance Center \(CCC\)](#). The CCC does not police copyright, but rather is an information and education resource, partnering with information professionals to find the way through the copyright mire. (A different organization polices copyright.)

Questions have started rolling in, but please send more! Send your questions as you think of them or hold onto them and send them all together, whatever your style. So if you are wondering if your interlibrary loan or document delivery behaviors are appropriate, then ASK!

Send the questions to lpharis@exponent.com, and include the word "COPYWRITE" in the subject line.

And don't forget to register! Print out [this form](#), fill it out and mail it with your check to our Registrar, to arrive by Friday September 18. Make your check payable to "San Andreas Chapter of SLA."

Please join us in thanking [Information Express](#), whose contribution has helped make this program possible.

Lee Pharis
Chair, Professional Development Committee
SLA San Andreas Chapter

Posted in [Career Development](#), [Chapter Events](#)0 Comments

"The Book is Digital" is the Topic of August 27th Program

Posted on August 19, 2009.

The Computer History Museum will be our venue for a dinner and program on August 27. A panel of librarians and ebook publishers will discuss the potential and the reality of ebooks.

What flavor of ebook is in your future? Ebooks have been "promising" for over ten years, but how significant are they right now in libraries, particularly special libraries? Join us for an update and discussion, moderated by Jean Bedord, author of "Ebooks Hit Critical Mass: Where Do Libraries Fit with Oprah?" in the June issue of Searcher. Helen Josephine will lead off the discussion with an overview of her experience in creating the "bookless" Engineering Library at Stanford's Terman Engineering Center. Then we'll hear from leading ebook vendors on the trends they see, and the successes of their customers.

The evening will begin with a light meal and social hour, an opportunity to talk one-on-one with our panelists and SLA colleagues. This is also your chance to see a working model of the [Babbage Engine](#), on loan to the Museum and displayed in the lobby. For those who are interested, we are making arrangements for a late afternoon tour at the museum; details will be announced shortly.

We are pleased to acknowledge our sponsors for this event: [Morgan & Claypool](#), [Knovel](#), and [CRC Press](#) (Taylor & Francis Group).

AGENDA:

4:00 – 5:00 Tour
5:30 – 6:30 Networking with colleagues and light meal
6:30 – 8:00 Program: Panel discussion
9:00 Museum closes

THE PANEL: Helen Josephine, Mike Morgan, Denis Kilian, Leslie Lees, and Barbara Wasserman

COST: \$30 for SLA members; \$37 for non-members (Retired/unemployed rate same as members for this event.) \$5 for Tour Only.

DEADLINE for registration: **Friday, August 21**

LOCATION: Computer History Museum, 1401 N. Shoreline Blvd, Mountain View

TRANSPORTATION:

- Caltrain offers a shuttle service from the Mountain View Caltrain station. Further information can be found here: http://www.caltrain.com/shuttles_sc.html
- VTA connections are possible from the San Antonio Caltrain station. The VTA trip planner is here: <http://www.vta.org/>
- If driving, take 101 to the Shoreline exit, near the merge with highway 85. Parking is free at the Museum. Directions with driving time estimates are here: <http://www.computerhistory.org/directions/>

Advance registration is required — see further information on the [downloadable registration form here](#).

— Patricia Parsons & Jean Bedord
Program Directors, San Andreas Chapter

Posted in [Career Development](#), [Chapter Events](#) 0 Comments

Kassel to Speak at Career Agility Session July 31

Posted on July 23, 2009.

**Career Agility: The Independent Information Professional
Speaker: Amelia Kassel**

Join your SLA colleagues for a breakfast program on **Friday** July 31, at Exponent in Menlo Park.

Ever considered becoming an information entrepreneur? Want to learn what's involved in setting up your own business? Are you curious about the skill sets needed to become an independent information professional? Want to learn how you market your services, get

engagements and get paid (it's not a paycheck!)?

Then sign up for our third session of Career Agility! This time we'll be talking about the steps to take if you want to establish yourself as an independent researcher or consultant. Amelia Kassel, independent consultant, teacher and mentor extraordinaire will be our speaker.

Amelia Kassel is President of [MarketingBase](#), specializing in industry, company and competitive and market intelligence research since 1982. Amelia holds a Master's Degree in Library Science from UCLA, and combines expertise in Internet research and fee-based databases with knowledge of business and marketing strategies. She has been a lecturer in the SLIS program at San Jose State, and taught at the University of California Berkeley Extension for 15 years.

Cindy Hill, our moderator, is the founder and president of Hill Information Consulting Group. She was previously Vice President, Information Management Service, with Outsell, Inc., a research and advisory firm focused on the publishing, information, and education industries. Prior to that, she had been the manager of Sun's Digital Libraries and Research Group.

Lee Pharis will be our host at Exponent on July 31. Exponent is located off Marsh Road on the Bay side of 101. A buffet continental breakfast will be served in our meeting room prior to the program. We are starting this one early and plan to end by 10 am, for a minimal impact on your work day.

Agenda:

- 7:45 – 8:15 a.m. Registration & Continental Breakfast
- 8:15 – 9:45 a.m. Program
- 9:45 – 10:00 a.m. Q&A

Cost: \$12 for members; \$16 for non-members and guests; \$8 for student/unemployed members

Location: Exponent — 149 Commonwealth Drive, Menlo Park, CA 94025

Parking: Free parking is available at Exponent.

DEADLINE: Make sure your registration form & check are received by **Wednesday, July 29.**

Download, print, fill out and send the form with your check to:
SLA Reservations, c/o AIM Library & Information Staffing, P.O. Box 391210, Mountain View, CA 94039-1210

Patricia Parsons
Jean Bedord
Program Directors, San Andreas SLA

[Download RegForm July31](#)

Posted in [Career Development](#), [Chapter Events](#)0 Comments

Solo Librarians Meeting on July 15th

Posted on June 6, 2009.

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, July 15th. Anyone with an interest in libraries is welcome, including students and recent grads of the MLIS programs.

Carol Chatfield will be hosting the meeting at **6 P.M. on Wednesday, July 15th** at The Career Development Center, 563 Salvatierra Walk, Stanford University, Stanford, CA. Carol has provided detailed information about the location and parking below.

Carol will give a tour of the Career Resource Library at the Career Development Center. We will also have a panel of librarians that attended SLA 2009 in Washington DC to share their impressions and experiences.

You are welcome to bring a snack or dinner to the meeting. There is a kitchen with water, ice, and a soda machine (\$1.25/bottle) next door to the conference room.

Those who are planning to attend need to contact Sonia Dorfman by July 10th at sdorfman@neuropace.com or (650) 237-2784.

Sonia Dorfman
Eric Kristofferson
San Andreas Solo Librarians

The Career Development Center at Stanford University is located in the Student Services Building at:
563 Salvatierra Walk
Stanford University
Stanford, CA 94305

<http://www.mapquest.com/mq/5-IX2x>

(Please note that our building is incorrectly labeled Student Services Center on this Mapquest map.)

Parking is available across the street (Campus Drive East) from the building. The parking lot can be seen on the Mapquest map, just above and to the left of the words, "Gould Center." Parking is free after 4:00 pm.

TIP for Driving Directions: The best online mapping service for finding our building is Mapquest.com. And I really recommend BEFORE starting out that you run a "get directions" from your starting address to the Career Development Center's address; the Stanford campus is large and can be confusing!

Posted in [Career Development](#), [Chapter Events](#), [Opportunities0 Comments](#)

Registration for June 4 Career Agility Program

Posted on May 28, 2009.

Join your San Andreas colleagues for a breakfast program on Thursday, June 4th at Exponent in Menlo Park.

Career Agility: Working with an Agency
Speakers: Linda McKell and Sarah Vogel, moderator Cindy Hill

Explore alternatives to working in a salaried position for a company. What are the opportunities, the pros and cons? What is the current situation? How do you get projects? And how do you market yourself?

Our speakers on this panel provide perspectives from both the contractor and agency viewpoint. After several layoffs at local pharmaceutical companies, Sarah Vogel, independent Information Research Consultant, became an independent contractor. Linda McKell is the founder and owner of AIM Library & Information Management ("AIM").

Cindy Hill, our moderator, is the founder and president of Hill Information Consulting Group. She was previously Vice President, Information Management Service, with Outsell, Inc., a research and advisory firm focused on the publishing, information, and education industries. Prior to that, she had been the manager of Sun's Digital Libraries and Research Group.

Lee Pharis has graciously agreed to host us at Exponent in Menlo Park on June 4. Exponent is located off Marsh Road on the Bay side of 101. A buffet continental breakfast will be served in our meeting room prior to the program. We are starting this one early and plan to end by 10 am, for a minimal impact on your work day.

Agenda:

7:45 – 8:15 a.m. Registration & Continental Breakfast
8:15 – 9:45 a.m. Program
9:45 – 10:00 a.m. Q&A

Cost: \$12 for members; \$16 for non-members and guests; \$8 for student/unemployed members

Location: Exponent — 149 Commonwealth Drive, Menlo Park, CA 94025

Parking: Free parking is available at Exponent.

DEADLINE: Make sure your registration form (below) and check are received by **Tuesday, June 2.**

Patricia Parsons
Jean Bedord
Program Directors, San Andreas SLA

Keep an eye on SLA and related events in the Bay Area — check out the "San Andreas Events" Google calendar. Click on the link in the top right corner of the Chapter blog webpage:

<http://sla-divisions.typepad.com/sanandreas/> or <http://www.san-andreas-sla.org>

Send your check payable to "San Andreas Chapter of SLA" and the registration form below to:

SLA Reservations
c/o AIM Library & Information Staffing
P.O. Box 391210
Mountain View, CA 94039-1210

Name: _____

Telephone: _____

E-Mail: _____

Employer/Affiliation: _____

SLA Member (@\$12): ____ Non Member/Guest (@\$16): ____

Student//Unemployed Member (@\$8): ____

Check enclosed for: _____

Please make check payable to San Andreas Chapter of SLA

DEADLINE: Make sure your registration & check are received by Tuesday, June 2

Posted in [Career Development](#), [Chapter Events](#)0 Comments

June 11, 2009 Colloquia Session

Posted on May 22, 2009.

The School of Library and Information Science at San José State University is pleased to invite you to attend our continuing Summer Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Our June 2009 featured Master's of Archives and Records Administration (MARA) speaker is:



Gina Jones, MLS

**Member, Web Archiving Team,
Office of Strategic Information, Library of Congress**

**Title: *Archiving the LIS
Elections Websphere: An Historical Perspective***

Thursday, 11 June 2009

Time: 5:30 – 6:30 p.m. (PST)

**Location: Live from San Jose
using Elluminate**

URL: https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1241060362863

Password: mara

ELLUMINATE: If you have not used Elluminate before, a student guide is available to help you prepare beforehand: <http://slisweb.sjsu.edu/software/illuminate/students/>.

More information about this presentation is posted on our Colloquia: Summer 2009 web page at <http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09su.htm>.

RSVP: Although virtual seating is unlimited, we'd appreciate an estimate of the number of participants. Please respond to Pat Franks at pfranks@slis.sjsu.edu if you hope to join us.

Presentations are free and open to the public. We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Summer 2009 calendar web page at <http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09su.htm> about a week after each event.

Posted in [Career Development](#), [Other Events](#) 0 Comments

June 17, 2009 Colloquia Session

Posted on May 22, 2009.

The School of Library and Information Science at San José State University is pleased to invite you to attend our continuing Summer Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession.

Our 17th June 2009 Master of Archives and
Records Administration speaker is



**Michael P. Martin, Records
Management Specialist**

**Archival Services,
Electronic Records Unit, New York State Archives**

**Title: *There's a Hole in
the Bucket: One Institution's Method of Preserving Electronic Records***

Wednesday, 17 June

**2009 Time: 5:30 – 6:30 p.m. (PST) Location: Live from upstate New York using
Elluminate***

URL: https://nexus.sjsu.edu:443/join_meeting.html?meetingId=1242112633470

Password: mara

*If you have not used Elluminate before, a student guide
is available to help you prepare beforehand: <http://slisweb.sjsu.edu/software/illuminate/students/>.

More information about this presentation is posted on our
Colloquia: Summer 2009 web page at <http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09su.htm>.
Presentations are free and open to the public.

RSVP: Although virtual seating is unlimited, we'd
appreciate an estimate of the number of participants. Please respond to
Pat Franks at pfranks@slis.sjsu.edu
if you hope to join us.

We videotape each presentation for those who are unable to
actually attend them live. Links to an Internet webcast (streaming
video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and
video versions) will be posted to the Colloquia: Summer 2009 calendar web page
at <http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09su.htm>
about a week after each event.

Feel free to distribute this announcement to interested
people, and please excuse any cross-postings you may see.

Posted in [Career Development](#), [Other Events](#) 0 Comments

Career Agility Series Breakfast Program June 4

Posted on May 11, 2009.

Plans for the next San Andreas Chapter breakfast program, our second event in the Career Agility series, are coming together.

Please save the date, **Thursday June 4th**. Join us for a continental breakfast and a presentation about tools and strategies for Career Agility. We'll be hearing about different employment options. Our speakers are **Linda McKell**, the founder and owner of Advanced Information Management, and **Sarah Vogel**, Information Research Consultant. Lee Pharis will be hosting us at Exponent in Menlo Park. As with the previous Career Agility programs, we expect to start this one early and end by 10 am,

for a minimal impact on your work day.

Details will be available soon.

Posted in [Career Development](#), [Chapter Events](#) 0 Comments

“Career Agility: The Brand is You”

Posted on April 20, 2009.

by [Alison Finch](#)

Advocacy, professional development, and networking highlighted in this talk on the "Resilient Career."

San Andreas Chapter's first breakfast program of the year got off to a great start on April 9th with this timely [presentation \(PDF\)](#) given by Cindy Hill, Affiliate Associate at Outsell, Inc. and founder and president of Hill Information Consulting Group, and by Christian Gray in charge of Business Development at Reprints Desk. Lee Pharis graciously hosted the event at Exponent's Menlo Park headquarters.

The talk spanned a variety of topics from identity management and personal branding to LinkedIn best practices and social networking etiquette.

- How do you ask for a recommendation on LinkedIn?
- What is the risk of identity theft?
- How should you manage your LinkedIn connections?
- Are there examples of effective LinkedIn profiles for librarians/information professionals?

The "Resilient Career" is one that is agile, opportunistic, and sustainable. Cindy and Christian demonstrated how librarians and information professionals can use Web 2.0 tools to develop

- professional portfolios
- visibility
- a community of colleagues

Cindy and Christian encouraged information professionals to start building their own reputation, to push their boundaries and reach out to people beyond their immediate circle of colleagues and friends, and to explore professional options. Christian Gray showed a "before" and "after" page SLA and former San Andreas Chapter member Jeanie Fraser developed.

LinkedIn Recommendations

- Use the Summary section to develop an introduction to who you are and what you are passionate about and remember to include important keywords that search engines can find.
- Use results-driven examples of past accomplishments but be careful not to use proprietary information.
- Invite people
- Search and surf. Search for hobbies and favorite past-times to see who might also share your interest in peregrine falcons, for example. Social networks are about people. Have fun with this!
- Consider adding a photo and remember to include your activities outside your day job.
- Turn on some of LinkedIn's applications such as SlideShare, TripIt, Company Buzz, etc.
- Look at Groups and add some.
- Consider using LinkedIn answers as a way to position yourself as an expert.

Rocky Mountain Chapter SLA member Kim Dority has written and presented on career agility for information professionals. Christian had arranged to make several copies of her recent book "*Rethinking Information Work*" available which were then raffled off at the end of the session.

San Andreas Chapter's own Jean Bedord contributed her poster, "Building a Web Presence from Domain Name to Website" and offered helpful suggestions for librarians and information professionals wishing to build an online identity.

The message was start marketing yourself now before you need to start looking for another job. These are difficult times but sites such as LinkedIn offer opportunities to take advantage of the power of networked relationships to get your name "out there" and

to let a larger circle of potential employers and colleagues know who you are and what you can do. Cindy Hill's parting comments were to anticipate, look for opportunities, enjoy the ride, and remember that career development is a continual cycle.

Did you attend this session? What did you think? Please feel free to post your comments to the Blog.



Posted in [Career Development](#), [Member News](#), [Resources](#) 0 Comments

SJSU-SLIS Colloquium Series – April 29 in Fullerton

Posted on April 1, 2009.

The School of Library and Information Science at San José State University is pleased to invite you to attend our continuing Spring Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Presentations are free and open to the public. We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 calendar web page at <http://slisweb.sjsu.edu/sliscolloquia/2009/colloquia09sp.htm> about a week after each event.

Our two end-of-April 2009 speakers are:



Dr. Dan Fuller
Assistant Professor, School of Library and Information Science, SJSU
Title: "Library Jobs in California and Economic Recession – 2009"
Wednesday, 29 April 2009
Time: noon – 1:00 p.m.
Location: CSU Fullerton campus, Pollack Library, Room 68



Joe Matthews
Lecturer, School of Library and Information Science, SJSU
Title: "The Value of a Library Balanced Scorecard?"
Wednesday, 29 April 2009
Time: 1:00 p.m. – 2:00 p.m.
Location: CSU Fullerton campus, Pollack Library, Room 68

More information about these presentations is posted on our Colloquia: Spring 2009 web page at <http://slisweb.sjsu.edu/sliscolloquia/2009/colloquia09sp.htm>.

Maps and directions to the CSU Fullerton campus can be found at <http://slisweb.sjsu.edu/sliscmaps.htm>. These presentations are wheelchair-accessible.

Please feel free to distribute this announcement to interested people, and excuse any cross-postings you may see.

Posted in [Career Development](#), [Opportunities](#), [Other Events](#) 0 Comments

SJSU SLIS April 2009 Colloquia

Posted on March 27, 2009.

The School of Library and Information Science at San José State University is pleased to invite you to attend our continuing Spring Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Presentations are free and open to the public.

We videotape each presentation for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and/or an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 calendar web page at <http://slisweb.sjsu.edu/sliscolloquia/2009/colloquia09sp.htm> about a week after each event.

Our April 2009 speakers are listed below:



Jeff Paul

Project Manager, Librarians for Tomorrow, SJSU
Title: "An Overview of SJSU's Librarians for Tomorrow Program"
Wednesday, 1 April 2009
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 304



Jane Light

Library Director, San Jose Public Library, San Jose, CA



Guest: Sarah Houghton-Jan
Digital Futures Manager, San Jose Public Library, San Jose, CA
Title: "The Filtering Challenge at San Jose Public Library"
Wednesday, 15 April 2009
Time: noon – 1:00 p.m.
Location: SJSU campus, Clark Hall 304



Thomas D. Norris
Public Records Manager, Office of the City Manager, City of San Jose, CA
Title: "Establishing an Effective Records Program: Considerations and Choices"
Wednesday, 15 April 2009
Time: 5:30 pm – 6:30 p.m. Pacific Time
Location: Live from San Jose via Elluminate
Live URL: https://nexus.sjsu.edu/join_meeting.html?meetingId=1234284973459
Password: mara

The Thomas D. Norris presentation is delivered live using the web conferencing tool, Elluminate Live! If you have not used Elluminate before, a student guide is available at <http://slisweb.sjsu.edu/software/illuminate/students/> to help you prepare beforehand. RSVP: Although virtual seating is unlimited, we would appreciate an estimate of the number of participants in the Live: Elluminate session. Please respond to Pat Franks at pfranks@slis.sjsu.edu if you hope to join us at the actual event broadcast.

More information about these presentations is posted on our Colloquia: Spring 2009 web page at <http://slisweb.sjsu.edu/sliscolloquia/2009/colloquia09sp.htm>. Maps and directions to the SJSU campus can be found at <http://slisweb.sjsu.edu/sliscmaps.htm>. Presentations are wheelchair-accessible.

Posted in [Career Development](#), [Other Events](#) 0 Comments

[SLA RESEARCH GRANTS 2009](#)

Posted on March 24, 2009.

The Special Libraries Association (SLA) has posted its 2009 SLA Research Grant guidelines and application materials at <http://www.sla.org/SLAresearchgrant/>. SLA supports two types of proposals.

- Research projects focused on the needs and concerns of information professionals in special libraries and related venues, with its current focus being on evidence-based practice, as in the Special Libraries Association (SLA) Research Statement, "Putting Our Knowledge to Work" (see www.sla.org/researchstatement). Awards may be granted up to \$25,000.
- Projects which directly benefit the operations of SLA and its units, by furthering the scientific, literary and educational purpose for which the association is organized and operated. Awards may be granted up to \$10,000.

This focus on evidence-based practice includes but is not limited to the following topics and approaches:

Impact of Information Professionals;
Roles of Information Professionals within organizations
Current/User Issues;
Core Competencies;
Measures of Productivity and Value;
Client/User Satisfaction Measures;

Grant applications are evaluated by SLA's Research & Development Committee based on the purpose and objectives of the proposed project within the context of evidence-based practice, the significance of the topic to the profession, the project's methodology, qualifications of staff, and the appropriateness of the project's budget and timetable.

Research should focus on the demand for increased professional competence and accountability through consciously and consistently making professional-level decisions that are based on the strongest evidence of what works best for our clients. Areas in which evidence-based practice may be applied are listed in SLA's revised **Competencies for Information Professionals of the 21st Century** (www.sla.org/competencies) and include selection and acquisition of information resources, methods of information access, selection and use of information technologies, and management of library and information services. Research techniques that support these competencies include: benchmarking, program evaluation, quality management, performance measurement, identifying best practices, and operations research.

The focus of **Association operation projects** should be on projects which directly benefit the operations of SLA and its members. They should focus on projects which can be adapted for wider use within SLA's community, and may include publications, study grants, continuing education programs, public awareness activities, special studies and reports, and information dissemination efforts.

Application Information

The grant is announced internationally. A new solicitation for applicants is made each year. Application materials are available on SLA's website at <http://www.sla.org/SLAresearchgrant/> or by contacting: Director, Information Center, Special Libraries Association, 331 S. Patrick Street, Alexandria, VA 22314-3501, USA; e-mail: resources@sla.org.

Timetable

March 2009

Application materials are made available.

August 3, 2009

Deadline for submission of the proposal and application form to SLA

December 2009

Notification of award decision.

John Latham

Director, Information Center

SLA

331 S. Patrick Street

Alexandria, VA 22314 USA

Tel. +1.703.647.4915 Fax +1.703.647.4901 jlatham@sla.org

Dow Jones & Company, Inc. is the exclusive sponsor of SLA's Information Center.

Knowledge Age Partner

<http://www.factiva.com>

Posted in [Career Development](#), [Opportunities](#), [Other Events](#) 0 Comments

Certified Content Rights Manager Course

Posted on March 19, 2009.

SLA has joined with the Software & Information Industry Association (SIIA) to develop a new professional development course for librarians and information professionals entitled the Certified Content Rights Manager (CCRM) course in **San Francisco, CA!**

The CCRM course is designed to help an organization properly manage their content rights and to help mitigate any risk in terms of the copyright law.

The goal of content rights management is to lower costs and lower liability.

Topics covered in the CCRM course include:

- Understanding vital copyright law components and concepts, including the fair use defense and orphan works
- Evaluating and managing different types of content rights within license agreements to help lower liability and costs
- Discussion of key copyright cases and settlements
- Developing, communicating, and maintaining a content rights management plan within your organization

Who Should Attend: All professionals who purchase, manage or create content and are responsible for ensuring it's used appropriately and that the content rights are maximized at all levels of the organization.

See the CCRM [Information Page](#) and [Syllabus](#)

Register today @ [San Francisco, CA-CCRM-May 6, 2009!](#)

Price: \$395 for SLA members with "SLA08" promo code/ \$495 for non-members

*Group discount – send 3 attendees from your organization for the original price of 2 (\$495 * 2) – call LicenseLogic @ (202) 789-4445 to register groups*

Presenter: Adam Ayer, LicenseLogic

[LicenseLogic](#) is the leading content rights management training organization chosen by the SIIA and SLA to administer the CCRM course.

For questions or additional information, please feel free to contact LicenseLogic at (202) 789-4445 or via email at ccrminfo@licenselogic.com.

Stacey Bowers

Director of Business Development
SLA

sbowers@sla.org

www.sla.org

Celebrate SLA's Centennial at the

[SLA 2009 Annual Conference & INFO-EXPO](#)

14-17 June, Washington, D.C.

Posted in [Career Development](#), [Conferences](#), [Opportunities](#) 0 Comments

SJSU Colloquia Spring 2009

Posted on January 16, 2009.

The School of Library and Information Science at San José State University is pleased to invite you to attend our first Colloquia event for the Spring 2009 semester:

Bill Somerville, Executive Director and Founder, Philanthropic Ventures Foundation, presents:

"How Do You Find the Philanthropic Doorbell?"

Wednesday, 4 February 2009

Time: noon – 1:00 p.m.

Location: SJSU campus, Clark Hall 322

Maps and directions to the SJSU campus can be found at <http://slisweb.sjsu.edu/slis/maps.htm>. Presentations are free, wheelchair-accessible and open to the public.

If you cannot attend this event in person, we also videotape each presentation. Links to an Internet webcast (streaming video), an RSS feed, and an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2009 calendar web page at <http://slisweb.sjsu.edu/slis/colloquia/2009/colloquia09sp.htm#feb0409> about a week after the event.

Posted in [Career Development](#), [Other Events](#), [Resources](#)0 Comments

Solo Librarians Meeting on September 11th

Posted on August 11, 2008.

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Thursday, September 11th. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Eric Kristofferson will be hosting the meeting at 6 P.M. on Thursday, September 11th at St. Jude Medical at 701 East Evelyn Ave. in Sunnyvale. Below is a map link.

Sharon Malakoff of Elsevier will be joining us. She will be presenting information on the following topics:

- Free Web Search vs. Paid Search Tools: A Comparison of Productivity
- The Value of Corporate Librarians
- New Collaborative Tools from Elsevier

[Continue Reading](#)

Posted in [Career Development](#), [Chapter Events](#)0 Comments

Report on Information Ethics Town Hall Meeting

Posted on August 11, 2008.

July 28, 2008

[Download this report in PDF](#)

Sixteen Chapter members attended the Information Ethics Town Hall meeting on Monday, July 28. Before introducing the evening's speaker, Wynne Dobyns, the Chapter's Ethics Ambassador, summarized an explanation of ethics as standards of behavior that tell us how we ought to act in the many situations in which we find ourselves. These are well-based standards of right and wrong that prescribe what we ought to do. They are the rules you follow even when no one is looking, the sum of your guiding values. This requires, of course, that you have consciously thought about and identified most, if not all, of the values by which you live. That may be our first challenge. Acting ethically requires consistency between our ethical standards and our actions. It also requires that we continually strive to ensure that we, and the institutions we serve, live up to standards that are reasonably solidly based on standards of right and wrong and rules derived from those standards.

What do we do, though, when there is pressure from colleagues, our users or our managers to do something we feel may not be right or we think is downright wrong? These situations provide the challenges we face in striving to act ethically. If doing something, or even not doing something, doesn't "feel right" by our own standards, it probably isn't. The only thing one cannot do when aware of an ethics problem is to do nothing. After getting the facts and evaluating options from an ethical perspective, one must intervene or one becomes part of the problem and bears some of the culpability for the consequences.

The evening's speaker, Geoffrey C. Bowker, is the Executive Director, Regis and Dianne McKenna Professor, Center for Science, Technology and Society, Santa Clara University. The Center's mission is to research and promote the use of science and technology for the common good. Geof's main current research interests are in the fields of classification and standardization: in particular asking how these play into the development of scientific cyberinfrastructure. His book, *Memory Practices in the Sciences*, published by MIT Press in 2006, was awarded the prestigious 2006 ASIS&T Award for "Best Information Science Book" of the year, judged to have made the most outstanding contribution in the field of information science.

Geof focused on three main points of discussion: releasing information, massaging the truth and librarians as ethics ambassadors. He began by stating that we often no longer know who knows what information or what they are doing with it, since information is no longer stored in archival boxes and cross-correlated by those who knew something about the subject matter at the time it was stored or by studying it afterwards. Instead, surveillance is being used to gather data that is mined in many ways. There is increasing pressure for primarily public and academic librarians to release information about their users, the users' records and the print and digital material they have used. He referred to the report, "American Library Association (ALA) Announces Preliminary Findings of Study Measuring Law Enforcement Activity in Libraries," American Library Association,

June 20, 2005 <http://www.ala.org/ala/pressreleases2005/june2004abc/lawenforcementstudy.cfm> (Document ID: 159984).
Gathering this information is legal but unethical by professional standards. Fighting this kind of information gathering is made easier by the presence of the profession's strong ethical standards.

[Continue Reading](#)

Posted in [Career Development](#), [Chapter Events](#), [Resources0 Comments](#)

Solo Librarians Meeting on July 30th

Posted on July 7, 2008.

The Solo Librarians of the San Andreas Chapter of SLA invite you to join them at their next meeting on Wednesday, July 30th. Anyone with an interest in small libraries is welcome, including students and recent grads of the MLIS programs.

Sonia Dorfman will be hosting the meeting at **6 P.M. on Wednesday, July 30th** at **NeuroPace**, 1375 Shorebird Way, Mt. View. Below is a map link.

We will have a panel of librarians that attended SLA 2008 in Seattle share their impressions and "best" experiences.

We will be serving a light meal (probably sandwiches & salads) prior to the presentation. As long as you let us know ahead, you can choose not to participate in dinner or bring your own food.

Those who are planning to attend need to contact Eric Kristofferson as soon as possible at ekristofferson@sjm.com or (408) 522-6697.

[Continue Reading](#)

Posted in [Career Development](#), [Chapter Events0 Comments](#)

Information Ethics

Posted on May 22, 2008.

What to do when two people want to use the single-user password available for an online service? Or when you're asked to contact a competitor for information using your home computer or personal phone and not identify yourself? Or when a user's colleague wants to know what information s/he has requested from you? Perhaps you have encountered other situations in which you have wondered what was the "right" thing to do or whether the action you took was really OK. What is ethical behavior in the workplace and how does it apply to using and providing information services? For that matter, what are "ethics" and does everyone experience them the same way?

These are questions that SLA has decided to address in a year-long initiative through its chapters and divisions to educate its members on ethics. By hosting dialogues, town meetings, surveys and reviewing reports from the trenches, SLA hopes to understand the ethics challenges members face and to identify concepts that should be included in its own ethics code or set of guidelines as well as resources to assist members to resolve the ethics issues they encounter in their libraries and organizations. Another major goal is to enable SLA members to become "ethics ambassadors" in their organizations, providing exemplary role models for others who also encounter ethics issues in their positions.

Information ethics has become a topic of increasing concern, one that impacts SLA members on a daily basis. SLA currently refers members to the [ethics guidelines of the American Library Association](#), the [Association of Independent Information Professionals \(AIIP\)](#), the [Society of Competitive Intelligence Professionals \(SCIP\)](#), and the American Society for Information Science and Technology (ASIS&T) (following the article at <http://www.asis.org/Bulletin/Feb-95/bjorner.html>). Realizing that these codes do not sufficiently address situations our members encounter, the Board of Directors wants to take the lead in recognizing the ethics of acquiring and using information and plans to draft a code

of ethics or a set of ethics guidelines that addresses information ethics. For this, they will rely on members' experiences, needs and suggestions.

The San Andreas Chapter will host a Town Hall meeting on information ethics on **Tuesday, June 3, from 4:00 to 6:00 p.m. at Santa Clara University**. Geoffrey Bowker, Executive Director, Regis and Dianne McKenna Professor, Center for Science, Technology and Society, Santa Clara University, provide us some background on ethics in information service before we break into groups for general discussion of ethics issues we experience and how we resolve them. There will be no charge for this meeting, and light refreshments will be served. As soon as details are finalized, the meeting announcement will be posted to the Chapter's discussion list. For a basic understanding of what ethics are, members should read the article, "A Framework for Thinking Ethically," posted at <http://www.scu.edu/ethics/practicing/decision/framework.html> before attending the meeting.

Please plan to attend the Town Hall meeting on information ethics on June 3. I look forward to a lively discussion.

Wynne Dobyns
Ethics Ambassador
San Andreas Chapter, SLA

wdobyns@netgate.net

Posted in [Career Development](#), [Chapter Events](#), [Member News0 Comments](#)

SJSU-SLIS Colloquia Series – George Plosker on April 30th

Posted on March 20, 2008.

The School of Library and Information Science at San Jose State University is pleased to invite you to attend another presentation in our continuing Colloquium Series:

George Plosker

Client Services Manager, Institute of Electrical and Electronics Engineers

Title: "scitopia.org – Collaboration for More Successful Science and Technology Research"

Wednesday, 30 April 2008

Time: noon – 1:00 p.m.

Location: SJSU campus, Clark Hall 322

[Continue Reading](#)

Posted in [Career Development](#), [Student News0 Comments](#)

The Nation's Fourth Executive MLIS Cohort!

Posted on March 20, 2008.

Do you have experienced managers or supervisors looking to take the next step in their professional growth? If so, they may be interested in earning an ALA-accredited MLIS degree that fits around their current responsibilities and places them in a stimulating learning environment with other successful professionals. The San Jose Executive MLIS complements their experience, offers relevant curriculum focused on management issues, and conveniently delivers instruction in a format that doesn't require them to move near campus or take long periods of time off work.

Please pass this information along to your experienced leaders who do not have an MLIS degree. The deadline to apply is

March 31.

[Continue Reading](#)

Posted in [Career Development](#), [Student News0 Comments](#)

Solo Librarians Meeting on May 7th

Posted on March 20, 2008.

The Solo Librarians will be meeting at the NASA Ames Library in Mt. View at **5:30 P.M. on May 7th**. Directions and a map are below. (Note the change in time from 5 P.M.)

There is expected to be a tour of the NASA facility followed by a more detailed presentation about the library. Please note that we will be meeting at the badge office adjacent to the front gate at NASA before 5:30 P.M. so that we can receive our badges in order to have access to the facility and have some daylight for the tour. We will need a few days notice of your anticipated attendance in order to get the badges made.

If you are a U.S. citizen, you will only need to show one piece of picture ID at the gate. For foreign nationals, including permanent residents, we need 30+ days of processing time. So if anyone who is NOT a US citizen wants to attend, we need to know within the next week.

There may be a limit to the number that can attend, so get your reservation in ASAP.

We will be sharing a meal after the tour of the library. The present intention is to have a Cinco de Mayo meal from Chilis.

Those who are planning to attend need to contact Eric Kristofferson as soon as possible at ekristofferson@sjm.com or (408) 522-6697.

Eric Kristofferson
Sonia Dorfman
San Andreas Solo Librarians

[Continue Reading](#)

Posted in [Career Development](#), [Chapter Events](#), [Member News](#), [Student News0 Comments](#)

Spring Colloquia Series

Posted on March 18, 2008.

The School of Library and Information Science at San Jose State University is pleased to invite you to attend our continuing Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Presentations are free, wheelchair-accessible and open to the public.

Each presentation is videotaped for those who are unable to actually attend them live. Links to an Internet webcast (streaming video), an RSS feed, and an iTunes Portal podcast (usually both audio and video versions) will be posted to the Colloquia: Spring 2008 calendar web page at <http://slisweb.sjsu.edu/slis/colloquia/2008/colloquia08sp.htm> about a week after each event.

The April 2008 speaker is **Lori Lindberg**, full-time lecturer at the School of Library and Information Science, San Jose State University. Her presentation, "A New Frontier for Recordkeeping Education: the San Jose Master of Archives and Records Administration (MARA) Degree," will be on Wednesday, April 2, 2008, from noon to 1:00 p.m. in Clark Hall 322 on the SLSU campus.

More information about this presentation is posted on the Colloquia: Spring 2008 calendar at <http://slisweb.sjsu.edu/slis/colloquia/2008/colloquia08sp.htm>. Maps and directions to the SJSU campus can be found at <http://slisweb.sjsu.edu/slis/maps.htm>.

Marcia Laughrey
School of Library and Information Science

San Jose, CA 95192-0029
Ph: 408-924-2490
Fax: 408-924-2476

Posted in [Career Development](#), [Other Events](#) 0 Comments

UCB Distinguished Lecture Series

Posted on February 27, 2008.

San Andreas Chapter members may be interested in the Distinguished Lecture Series at UC Berkeley's School of Information. "*Is the Web a Threat to Our Culture*" is scheduled for Wednesday, March 19; and "*Privacy in Context*" is scheduled for Wednesday, April 2. Details for both of these lectures, as well as for previous ones, can be found on the UCBSI Web site at <http://www.ischool.berkeley.edu/about/events/dls>

Helen Josephine
Engineering Library
Stanford Terman Engineering Center

Posted in [Career Development](#), [Other Events](#), [Student News](#) 0 Comments

SJSU SLIS presentation: "How to Get Published"

Posted on February 27, 2008.

San Andreas Chapter members are invited to attend the SLIS presentation, "How to Get Published," being presented by Charles Harmon, Vice-President, Neal-Schuman Publishers and SLIS Advisory Council member, on **Thursday, March 6th, 1:30-4 pm**, at **SJSU Clark Hall 304**.

This workshop looks at the two major print arenas for publication in the LIS field: scholarly and professional books and journals. The difference between "scholarly" and "professional" media is described, and the various approaches to both venues are discussed. Guidance is given for contacting editors prior to submission and for preparing initial e-mails and query letters for optimum response. Both financial consideration (fees for articles and royalties for books) and intellectual property consideration (copyright ownership, right of first publication, etc.) are described.

[Continue Reading](#)

Posted in [Career Development](#), [Other Events](#), [Student News](#) 0 Comments

SJSU-SLIS March Colloquia Series

Posted on February 20, 2008.

The School of Library and Information Science at San Jose State University is pleased to invite you to attend our continuing Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Presentations are free, wheelchair-accessible and open to the public.

Our March 2008 speakers are listed below:

John G. Dove

Chief Executive Officer, Credo Reference

Title: "What Could Search Engine Designers Learn From the Reference Interview?"

Monday, 3 March 2008

Time: noon – 1:00 p.m.

Location: King Library, Room 255/57 – San Jose State University

David V. Loertscher Professor, School of Library & Information Science, San José State University

Title: "How Can Librarians Get Back in the Information Game?"

Friday, March 7, 2008

Time: noon – 1:00 p.m.

Location: SJSU campus, Clark Hall 322

Mengxiong Liu, Ph.D.

Librarian, San Jose State University King Library

Title: "My Fulbright Experience in Uruguay"

Wednesday, March 19, 2008

Time: noon – 1:00 p.m.

Location: SJSU campus, Clark Hall 322

More information about these presentations is posted on our Colloquia: Spring 2008 calendar at <http://slisweb.sjsu.edu/slis/colloquia/2008/colloquia08sp.htm>.

Maps and directions to the SJSU campus can be found at <http://slisweb.sjsu.edu/slis/maps.htm>.

Marcia Laughrey

School of Library and Information Science

San Jose State University

Posted in [Career Development](#), [Other Events](#), [Web/Tech0 Comments](#)

Notes on KMWorld 2007 San Jose Conference

Posted on December 10, 2007.

By [Karen Takle Quinn, Ph.D.](#)

KMWorld 2007 in San Jose this Fall was an extremely well-organized and well-managed conference by Information Today, Inc. These conferences deliver high value to sponsors, vendors and attendees. Hugh McKellar, Editor in Chief, for KMWorld provided (on page 3 of *The Buyer's Guide* publication) an excellent introduction to and current perspectives on the field. This 35-paged publication was made available to attendees providing contact, background and highlight information on over 60 participants. In the introduction Hugh pointed out that many businesses and other organizations have made innovative changes over the years that go far beyond just assessing their technology needs or investing in their infrastructures. The factors influencing these enhancements appear to go beyond a simple focus on service-oriented architecture. Some may be as a result of vendor consolidations, which in turn may have contributed to new products and services across broad industry segments. For example, business intelligence software may better address user needs across complex industries or global enterprise markets by simply adding graphic desktop functions to better facilitate rapid decision making in real time environments or by providing user-friendly reports thus making information readily available at a glance.

Hugh reminds us that "Knowledge Management" is currently seen as an attitude more than a technical application. In addition, content management has become recognized as the organization's agile knowledge resource pool...thereby enhancing the value and usefulness of multiple interrelated resources now often relying on new navigational tools which are interlinked with user friendly essential taxonomies.

Karen Takle Quinn, Ph.D. can be reached at ktq@ndnu.edu

Posted in [Career Development](#), [Conferences](#), [Other Events0 Comments](#)

Continuing Education Courses

Posted on October 31, 2007.

The SJSU School of Library and Information Science is partnering with the Neal-Schuman Professional Education Network (NS PEN) to offer alumni, students, and the greater SLIS community access to library-related audio and web-based seminars and

workshops.

Below are some of the upcoming course offerings. For the complete schedule for months ahead, program descriptions, faculty credentials, and how to register, see the [calendar](#) on the NS PEN website.

Programs for November 1 and 2, 2007

Click on the links below for more information on each session

Thursday, Nov 1, 2:00 pm ET

[Troubleshooting Techniques for Wireless Networks](#)

With Louise Alcorn – 1 hour WEB CONFERENCE – \$109.95

Wireless Internet access is becoming ubiquitous in libraries throughout North America. It is a flexible, cost-effective solution for providing Internet access to patrons. As a new technology, however, it is not without its concerns and headaches. This “quick tips” course will address some simple troubleshooting options – both for library staff and for library patrons – with the goal of empowering both groups to feel comfortable with this technology.

Friday, Nov 2, 1:00 pm ET

[PowerPoint: Working with Media](#)

With Bruce Roxburgh, Lily Alberry, Kris Purdy – 1 hour WEB CONFERENCE – \$109.95

Capture and bring different types of media to presentations (sound, pictures, movies etc.) to enhance your message. Build a better understanding of media formats and their use in getting your information across. Get to the heart of developing presentations with a variety of media using PowerPoint. This workshop includes a discussion of media sources, practical tips for integrating media into your presentations, publishing, and using PowerPoint presentations effectively as a result.

Posted in [Career Development0 Comments](#)

Creating Web Site A-Z Indexes

Posted on October 15, 2007.

Date: November 11, 2007, 2-4 pm

Speaker: Heather Hedden

Presented by the Golden Gate Chapter of the [American Society of Indexers](#)

A-Z indexes are the standard means of searching within books, manuals, and online help, but are often needlessly replaced by on-site search engines when it comes to web sites and intranets. This presentation shows the advantages of A-Z indexes for web sites and how and when to implement them.

In this program, Heather will present the following:

- * Examples of web site A-Z indexes
- * Benefits of A-Z indexes and the types of sites for which they are most suitable
- * Demonstrations of how to use two different web site indexing tools, HTML Indexer and XRefHT
- * Special considerations in indexing web sites
- * A discussion of other kinds of indexes, databases, and taxonomies

Location: San Mateo Main Library, 55 West Third Avenue, San Mateo, CA 94402

Parking is free in the underground garage. The library is fully accessible.

This event is free, but registration is requested. To register contact Margot Diltz, Cengage Corp., 650-413-2724 or margot.diltz@cengage.com.

About the Speaker: Heather Hedden is an information taxonomist with [Viziant Corporation](#) in Boston and also principal of [Hedden Information Management](#), through which she provides contract indexing services. Previously she worked on thesauri and

taxonomies as senior vocabulary editor at Gale here in Belmont (previously Information Access Company in Foster City). She was a member of the Golden Gate Chapter of the American Society of Indexers (1994-1997) before moving back East and joining the New England Chapter, where she served as vice president (2005) and president (2006). She was also manager of the [Web Indexing SIG](#) of the American Society of Indexers for two years (2005-2006). In addition to giving conference workshops on web site indexing, Heather teaches an online course in web site indexing through the continuing education program of [Simmons College Graduate School of Library and Information Science](#), and she is the author of the book *Indexing Specialties: Web Sites* published by Information Today Inc. Heather can be reached at Heather@Hedden.net.

For more information, contact Roslyn Donald, Business Librarian, [San Mateo Main Library](#), 650-522-7815 or rdonald@cityofsanmateo.org.

Posted in [Career Development](#), [Web/Tech0 Comments](#)

SJSU SLIS October Colloquium Series

Posted on October 7, 2007.

The School of Library and Information Science at San Jose State University is pleased to invite you to attend our continuing Colloquium Series featuring SLIS faculty and invited guests, as they address the challenges and promises of our rapidly changing profession. Presentations are free, wheelchair-accessible and open to the public.

Our October 2007 speakers are listed below:

Beth Gallaway

YALSA Serving the Underserved Trainer

Title: *Gaming by the Numbers*

Monday, 8 October 2007

Time: noon – 1:00 p.m.

Location: SJSU campus, Clark Hall 322

Dr. Dan Fuller

Assistant Professor, SLIS, San José State University

Title: *Can Statewide Digital Libraries be Sustainable in K-12 Environments?*

Wednesday, 10 October 2007

Time: noon – 1:00 p.m.

Location: Fullerton campus, Room PL 68

and

Joe Matthews

Lecturer, SLIS, San Jose State University

Title: *Determining and Communicating the Value of Your Library*

Wednesday, 10 October 2007

Time: 1:00 p.m. – 2:00 p.m.

Location: Fullerton campus, Room PL 68

[Continue Reading](#)

Posted in [Career Development](#), [Other Events](#), [Resources0 Comments](#)

San Andreas Solo Librarian Meeting Summary: HighWire Press

Posted on September 28, 2007.

By [Lee Pharis](#), Manager – Information Resources, Exponent

On August 29, the Solo Librarians met at St. Jude Medical in Sunnyvale for a meeting hosted by Eric Kristofferson with guest

speaker Bonnie Zavon from HighWire Press, a division of the Stanford University Libraries. <http://highwire.stanford.edu/>

Started in 1995, HighWire Press currently hosts the primary, definitive version of 1,065 sites from more than 130 scholarly publishers, typically independent societies, associations, university presses and other publishing houses which produce high-impact journals. The topical focus has generally been in the biosciences areas, but the subject matter is expanding.

Full-text articles, high-resolution images, data supplements, and back issue content are all available through HighWire. As soon as an article from one of the journals collections is published, it is available on HighWire (before or sometimes instead of the print copy).

HighWire-hosted publishers have collectively made almost 2 million scholarly articles free, the largest repository of free, peer-reviewed full-text content on the web. (Publishers determine which articles are free, and which require payment, not HighWire.)

About 300 of the journals on HighWire offer some form of free access to full text, often after only a year, thanks to the business policies of the various publishers.

Using the HighWire search engine portal to publisher web sites is free; you can register for free with HighWire, and customize your free account. It is easy to access and to navigate.

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SAN ANDREAS AND SAN FRANCISCO BAY REGION CHAPTER PROGRAMMING EVENT

Posted on September 26, 2007.

Thursday, October 25, 2007, Stanford University Faculty Club, 5:30-8:00 p.m.

5:30-6:00 p.m. Check-in

6:00-7:00 p.m. Dinner and Awards

7:00-8:00 p.m. Program

Social Libraries: The 2.0 Phenomenon

Stephen Abram, always an engaging and thought-provoking speaker will join us for our October meeting.

There is a global conversation going on right now about the next generation of the Web and the next generation of users. It's happening under the name of Web 2.0. It's the new hot Web where true human interaction takes precedence over merely "cool" information delivery and e-mail. It's about putting information into the real context of our users' lives, work and play.

Concurrently, there's another big conversation about the vision for what Library 2.0 might look like in this Web 2.0 ecosystem. The social Web is coming fast and it's BIG! What are the skills and competencies that Library 2.0 will need? Come and hear what Web 2.0 is and the adaptations we'll need to make to thrive in the future. Are we focusing on the real end users' needs? Special Libraries are not immune to these shifts. What can we do to prepare our users and learners for this new world? Stephen Abram will run us through the changes that are being wrought by Google, the Millennials and 2.0. It'll be a roller-coaster!

Stephen Abram, MLS, is the President-elect of SLA, the past-President of the Canadian Library Association, Vice President Innovation for SirsiDynix, and Chief Strategist for the SirsiDynix Institute. He has been VP of Corporate Development for Micromedia ProQuest and Publisher, Electronic Information for Thomson. He ran libraries for Suncor, Coopers & Lybrand, Smith Lyons Torrance Stevenson and Mayer, and Hay Group. Stephen has been listed by *Library Journal* as one of their first "Movers and Shakers," the "key" people influencing the future of libraries and librarianship. He has been awarded SLA's John Cotton Dana Award as well as being a Fellow of the SLA. He was Canadian Special Librarian of the Year and Alumni of the Year for the Faculty of Information Studies at the University of Toronto. He is an adjunct professor at the University of Toronto, Faculty of Information Studies. He was President 2002 of the Ontario Library Association as well as sitting on the SLA Board of Directors as Director and Secretary. He gives over 90 international keynote talks annually to library and information industry conferences and writes articles and columns for *Information Outlook*, *Felicitier*, *Access*, *Multimedia & Internet @ Schools*, and *Library Journal*. He is the author of ALA Editions' *Out Front with Stephen Abram*.

[Continue Reading](#)

Posted in [Career Development](#), [Chapter Events](#), [Chapter News](#), [Member News](#) 0 Comments

[The Big Blog To Do List Still Needs Some Doing](#)

Posted on September 21, 2007.

The 'new' website has been up since January. It looks great, but with some fine-tuning it can look even better. If you're interested in using or enhancing your tech skills – and helping the Chapter – please click on the original Big Blog To Do List:

http://sla-divisions.typepad.com/sanandreas/2007/03/the_big_blog_to.html#more

And let me or [Mary-Lynn Bragg \(marylynn@gmail.com\)](mailto:marylynn@gmail.com) know which Q3 and/or Q4 tasks you'd like to work on.

Claudia Cohen
Bulletin Committee
Claudiarp02@yahoo.com

Posted in [Career Development](#), [Opportunities](#), [Web/Tech](#) 0 Comments

[Seeking Volunteers for Chapter Board](#)

Posted on September 17, 2007.

The San Andreas Chapter is recruiting for the following Board positions for 2008:

Secretary (2 year term to start Jan 2008)—responsible for taking minutes at the chapter board meetings (3-4 per year) and the annual business meeting, submitting the minutes for approval to the board, publishing minutes to the Chapter blog.

Program Director (2-year term to start Jan 2008)—responsible for working with the other Program Director, Hospitality Committee and the Board to organize program meetings and neighborhood dinner events for the Chapter. Member of the Executive Board of the Chapter .

President-Elect (3-year term to start Jan 2008)—as President-elect(2008), responsible for membership recruitment and attending Chapter Board meetings. As President (2009), responsible for fostering chapter activities, reporting to SLA HQ, attending the annual Leadership Summit and the Annual Conference. As President and President-Elect, member of the SLA Chapter Cabinet which meets at both the Leadership Summit and the Annual Conference. As Past-President (2010), chair of the Chapter Awards Committee and Chair of the Chapter Governance Committee.

[Continue Reading](#)

Posted in [Career Development](#), [Chapter News](#), [Member News](#), [President's Letter](#) 0 Comments

[Notes from Search Engine Strategies \(SES\) Conference 20-23 August 2007 San Jose, CA Conference & Expo](#)

Posted on September 4, 2007.

By Dr. Karen Takle Quinn , Ph.D.

Why Attend This Event in the Future?

The San Jose, California, Search Engine Strategies Conference & Expo held August 20-23, 2007—one in a series of global conferences—featured presentations and panel discussions covering all aspects of search engine-related use and promotion. It provided a unique setting for attendees to network with search engine industry professionals, newbies, entrepreneurs and marketers. This setting offered the rare opportunity to discuss current, as well as future, trends in search engines and their marketing, analytical and other performance improvement techniques, in addition to participants' past experiences. With a

reputation as a lively forum where people learn as much from colleagues as experts, SES San Jose always draws an interesting and enlightening crowd. This year's meeting environment offered many opportunities to learn the ins-and-outs of search engine marketing not only from top experts but, at times, from the search engines themselves. This popular conference included over 60 panels and sessions on timely topics including video search, link baiting, click fraud, and mobile search.

Please read on for the complete report on SES San Jose '07 and a list of the sponsors' Web sites...

[Continue Reading](#)

Posted in [Career Development](#), [Conferences](#), [Opportunities](#), [Resources](#), [Web/Tech0 Comments](#)

Internet Librarian 2007 Conference Discount

Posted on August 25, 2007.

This is a reminder for those considering attending the **Internet Librarian** conference this year; it's not too soon to start planning.

Once more, our Chapter has received an offer from Information Today, Inc. for discounted registration prices for the full 3-day Internet Librarian conference taking place Oct. 29-31, 2007 at the Monterey Conference Center. The conference web site is <http://www.infotoday.com/il2007/>.

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Track Your Volunteer Efforts!

Posted on April 9, 2007.

Are you keeping your professional volunteer resume current? Hadn't thought about it?

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tracks your commitments if you have an Executive Board position in a chapter or division, or at the association level, but not committee positions. In the chapter some of the committee work can be tracked on an as-need basis through our bulletin issues, especially if you chaired a committee, but not always if you were a member of the committee, and identifying committee members over time gets increasingly harder.

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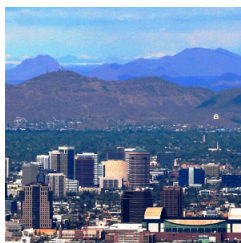


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Volunteers Needed!



SLA 2017 Phoenix

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