



# Program Brief

## **“FROM VIRTUAL REFERENCE TO FUNDRAISING: CHALLENGES FACING LIBRARIES”**

Library Program with

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## **Dr. Marilyn K. Parr**

Is currently the Public Service and Collections Access Officer and Head of the Digital Reference Team, Collections and Services Directorate, Library of Congress. She has reference and supervisory experience in the Main Reading Room, Manuscript Reading Room, Music Division, and Local History & Genealogy Reading Room at the Library of Congress. At present she directs a staff of 15 digital reference specialists who serve as the reference staff for the Library's digital collections.

Dr. Parr earned degrees at the University of Minnesota (BA), University of Maryland (MLS) and The George Washington University (PhD). Her academic work focused on the early republic period of the United States with emphasis on foreign relations with Great Britain.

Her publications include numerous book reviews on the subject of American history and a study of early Washington, D.C. She is a member of the American Library Association and several professional organizations with a focus on American history.

## **Sally Gardner Reed**

Is the Executive Director of Friends of Libraries USA, a national association that provides support, education and consultation to local Friends of Libraries groups for increasing and maximizing their support for libraries. Prior to accepting this position in 2002, Ms. Reed spent nearly 20 years in library administration running small public libraries in New England and the Midwest, and most recently she was the director of the Norfolk Public Library in Virginia.

Ms. Reed is the author of seven books on library management, advocacy, volunteers, and fundraising and numerous articles for professional library journals. She is the 2000 recipient of American Library Association's Herbert and Virginia White Award for promoting libraries and librarianship.

Ms. Reed lives and works in Philadelphia.

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## Mag. Elisabeth M. Edhofer

Since 2002, Mag. Edhofer has been the Director of Development and Event Management for the Austrian National Library. She is also managing secretary and a member of the Board of the Association of Friends of the Austrian National Library. Prior positions include Financial Adviser in the banking industry, Project Manager for Vienna and Lower Austria at the World Exhibition EXPO Hannover 2000, and a Senior Consultant in a communications agency.

Mag. Edhofer holds a MA in Art History (Vienna, Austria). She completed the course "Principles and Techniques of Fund Raising" given by The Fund Raising School of Indiana University, USA. In 2004 Mag. Edhofer participated in the U.S. government sponsored International Visitor Program Museum Development and Marketing, United States Department of State.

She is a member of the Austrian Fund Raising Association and the Austrian Association of Art Historians.

# BIBLIOGRAPHY

## VIRTUAL REFERENCE

### **Being Virtual**

By Marydee Ojala

(*Online*, May/June 2004, Vol. 28, Issue 3, pp. 5)

Online digital libraries, 24/7 reference, Web conferencing, and e-mail have removed from people's professional lives the necessity to ever meet anyone face to face. Editor Marydee Ojala recognizes that the virtual world has its attractions, particularly when it comes to "always on" reference services and virtual training. Where she questions total virtuality is the conference world. Personal interactions during conferences are the unorchestrated, unscripted, and unplanned encounters that enhance the overall conference experience. No matter how carefully a virtual conference is staged, whether it uses conferencing software or even streaming video, attendees are unlikely to catch the raised eyebrow or shoulder shrug of a fellow attendee.

### **Gale Virtual Reference Library Supersizes Reference E-Books**

By Mick O'Leary

(*Information Today*, May 2004, Vol. 21, Issue 5, pp. 41)

Thomson Gale, a subsidiary of the supersized Thomson Corp., has created the Gale Virtual Reference Library (GVRL: <http://www.gale.com/ebooks>). It's a big collection of big reference books on a big range of subjects. By the end of this year, GVRL will have more than 200 titles and almost 800 volumes, including some of the biggest reference sources around. GVRL is supersized in ways that count, especially in its range of subjects and the quality of its reference content. It covers many topics of importance in academic, public, school, and some special libraries, including arts, literature, history, religion, science, social science, multicultural studies, and business. GVRL is competing not only with other online reference collections, but with several of its own siblings. Gale Virtual Reference Library is a major addition to their ranks. If you're interested in ways that libraries and publishers can counteract the siren song of search engine research, this is one of the best.

### **Internet Librarian**

By Joseph Janes

(*American Libraries*, August 2004, Vol. 35, Issue 7, pp. 82)

Academic librarians nationwide are pretty fed up with the continuing serials licensing problem and are mobilizing themselves and their constituencies to think about what the faculty might actually do about it. Betsy Wilson, library director and Joyce Ogburn, associate director for a collection management, suggested a list of actions that faculty

might take: rethinking where and how they publish, inviting librarians to faculty meetings for discussion, refusing to serve on editorial boards of usurious publishers, self-archiving, publishing in open-source journals.

### **Is the Reference Librarian Real or Virtual?**

By Janet L. Balas

(*Computers in Libraries*, April 2003, Vol.23, Issue 4, pp. 48)

Librarians requesting for digital references can resort to the Virtual Reference Desk or collaborate with other libraries in remote locations, such as the QuestionPoint Web site and the online reference systems in the Library of Congress and Monroeville Public Library. The reference librarian is both virtual and real; virtual in meeting the demands of online users through advanced automated software systems that process their research demands, and real, in providing quality, personalized service when it comes to voice queries.

### **It's All about Reference: Expanding the Vision of the Virtual Reference Desk Conference**

By Nancy Huling

(*Reference & User Services Quarterly*, Spring 2004, Vol. 43, Issue 3, pp. 190-191)

Huling expresses her appreciation for the 5th Virtual Reference Desk Conference, which was held last November 17-18 in San Antonio TX. The conference, which carried the theme Reference Roundup--Integrating the Virtual Reference Experience: Theory and Practice, was attended by over 500 librarians and discussed digital reference issues.

### **Libraries in the Digital Age 2004**

By Emil Levine and Koraljka Golub

(*Information Today*, July/August 2004, Vol. 21, Issue 7, pp. 24)

"Human Information Behavior" and "Competences for Digital Libraries" were themes of the sixth Libraries in the Digital Age (LIDA) conference. Co-organizer Tefko Saracevic, from Rutgers University's School of Communications, said there are "no neat answers" for defining a digital library, only a set of concepts consisting of digital content, access, users, technical infrastructure, and networks, and an institutional context which includes policies and cooperation, and it is a global phenomenon. In her session "User Behavior in an Academic Library's Digital Reference Environment: Implications for Service Development," Jo Kibbee, from the University of Illinois-Urbana-Champaign, discussed access (40 percent by library Web site), who uses the services (88 percent are institutional affiliates), why they use the service (convenience and because the library is too far), what they ask (about the library rather than facts), and how they ask (chat or e-mail).

### **Managing the reference desk online**

By Greg Sennema

(*Reference Services Review*, 2003, Vol.31, Issue 3, pp. 257)

Communication between reference librarians is vital for the provision of enhanced reference services. This article discusses the creation and application of three Web-based tools that allow librarians to offer quick answers to questions posed on the library's e-mail reference service, to easily share news and ideas with each other between reference desk shifts, and to be actively involved in the scheduling of reference desk shifts.

### **Now That You've Fired Your Boss**

By Mary Ellen Bates

(*Searcher*, May 2004, Vol. 12, Issue 5, pp. 8)

IAOTWFF probably isn't as familiar an acronym as ASAP or IMO, but it should be. It stands for It's all On The Web For Free, and all info-entrepreneurs - as well as most librarians and info pros - have to battle this misperception daily.

### **Online Chat Reference: Survey Results from Affiliates of Two Universities**

By Corey M. Johnson

(*Reference & User Services Quarterly*, Spring 2004, Vol. 43, Issue 3, pp. 237)

Reference librarians have converted a significant portion of library resources to electronic format and are now beginning to move the reference interview itself to the electronic environment. This study consisted of a survey carried out at two four-year public universities in the South Atlantic region. The survey inquired about university affiliates' awareness of, use of, and interest in reference services, with a particular focus on online chat reference (synchronous digital reference). Survey respondents reported strong prior use of face-to-face reference and a desire to use this service first when pursuing research topics. Awareness and use of the online chat reference service at each institution was comparatively low, but respondents forecasted the service would be among the most heavily used in ten years.

### **Pushing the Envelope**

By Dick Kaser

(*Information Today*, December 2003, Vol.20, Issue 11, pp. 27)

In an interview, Jay Jordan, CEO of the Online Computer Learning Center (OCLC), discusses his organization. Jordan said that the biggest thing underway today is an Oracle implementation. This will move WorldCat from its present proprietary environment to a very robust operating environment. It is excited about QuestionPoint, the virtual reference service it has done in conjunction with the Library of Congress. It is very excited about large projects where it can really start to build out, to optimize the OCLC cooperative model. OCLC now comprises more than 8,000 libraries outside the U.S. who participate in

some level in the global enterprise. It has worked diligently with member libraries and our advisory council over the last 12 months to understand how does it get somebody that's using one of the popular Web search tools connected back to the library.

### **QuestionPoint Fortifies Libraries in Internet Age**

By Mick O'Leary

(*Online*, May/June 2003, Vol.27, Issue 3, pp. 70)

QuestionPoint ([www.questionpoint.org](http://www.questionpoint.org)) is a collaborative reference service developed by OCLC and the Library of Congress with input from the Global Reference Network ([www.loc.gov/rr/digiref](http://www.loc.gov/rr/digiref)), an international library group for the advancement of digital reference. QuestionPoint puts the collective expertise of libraries around the world at the service of individual reference question. QuestionPoint starts when the questioner links to a participating library's reference page and fills out the formatted QuestionPoint form. If the query is beyond scope for the receiving library, it can engage QuestionPoint's powerful collaboration features to refer it throughout the membership. QuestionPoint even has an institutional memory in the form of Knowledge Base, a database of completed Q&As. Responses are uniformly thorough, accurate, and demonstrate a lot of diligent, imaginative reference work.

### **The Technological Challenges of Digital Reference**

By Jeffrey T. Penka

(*D-Lib Magazine*, February 2003, Vol. 9, Issue 2)

Much has been written about the various tools for digital reference, technical issues associated with their implementation, and the potential for these tools to reach new patrons. In this article, the author focuses on the need to understand the technical environment within which digital reference occurs, from issues of patron definition and access, to the role of cooperative relationships and networks in meeting the shared needs of librarians and patrons. The author provides an overview of today's reference environment along with data and practical examples from services like QuestionPoint™ [1], the Library of Congress, and Ask Joan of Art® to demonstrate the importance and effect understanding audiences, appropriately using technology, and working cooperatively can have for libraries in digital reference.

(<http://www.dlib.org/dlib/february03/penka/02penka.html>)

### **To Chat Or Not to Chat-Taking Another Look at Virtual Reference: Part I**

By Steve Coffman and Linda Arret

(*Searcher*, July/August 2004, Vol. 12, Issue 7, pp. 38)

At this point, we are about 4 years into the virtual reference "phenomenon" - also described as a "movement," an "explosion," and sometimes even a "fad." Thousands of articles have appeared on the subject. (Pity poor Bernie Sloan who tries to keep track of all of them at <http://www.lis.uiuc.edu/~b-sloan/digiref.html> and <http://www.lis.uiuc.edu/~b-sloan/bernie.htm>.)

### **To Chat OR Not to Chat. Part II**

By Steve Coffman and Linda Arret

(*Searcher*, September 2004, Vol. 12, Issue 8, pp. 49)

We've looked at the history of virtual reference. We've seen how libraries scrambled to move their reference services to the Web. We've documented what happened - or what didn't happen - once we set up shop there. We've examined how we might increase usage and/or reduce costs of existing chat reference services.

### **The Ubiquitous Library Is Here**

By Neal Kaske

(*Portal: Libraries And The Academy*, April 2004, Vol. 4, Issue 2, pp. 291)

Kaske explores if chat services are just a fad or if there is an infrastructure being built to support them. He concludes by reviewing how well some of these services are performing and what their users have to say.

### **The Virtual Reference Librarians Handbook**

By Michael Austin Shell

(*Public Libraries*, March/April 2004, Vol. 43, Issue 2, pp. 128)

Shell reviews *The Virtual Reference Librarians Handbook* by Anne Grodzins Lipow.

### **Virtual Reference Service and School Library Media Specialists**

By Feili Tu

(*School Library Media Activities Monthly*, March 2004, Vol. 20, Issue 7, pp. 49)

Reference librarians historically have tailored the delivery of their services to meet the patrons' needs. But with the emergence of the Internet, the challenge of today to deliver traditional library services in electronic ventures has been fulfilled causing the most sweeping changes in library services. Tu examines the beneficial effects and impact of virtual reference services, which includes all electronic methods by which libraries fulfill patrons' information needs, and details the summary of the results of a research, which investigates what information and skills should be taught in reference courses in library information science curricula and continuing education.

### **Virtual Reference Services: Issues and Trends**

By Deborah Lynne Wiley

(*Online*, March/April 2004, Vol. 28, Issue 2, pp. 63)

Wiley reviews *The Virtual Reference Services: Issues and Trends* edited by Stacey Kimrnel and Jennifer Heise.

## **DIGITIZATION**

### **Anatomy of a Digitization Project**

By Eileen Mathias

(*Library Journal*, January 2004, Vol. 129, Issue 1, pp. S2)

Related to file size is image presentation. When sizing images, consider monitor size and output or printing size. Cater to the lowest common denominator by processing images for the web at a width of no more than 640 pixels, the smallest monitors. It is frustrating to scroll both across and down when viewing web pages, so don't require users to do it. Our file sizes are no more than 400 to 500 pixels across, to discourage unauthorized use of the images and to decrease download time.

### **Beyond the Gallery Walls: Tools and Methods for Leading End-Users to Collections Information**

By Erin Coburn and Murtha Baca

(*Bulletin of the American Society for Information Science and Technology*, June/July 2004, Vol.30, Issue 5, pp. 14)

The library and archive communities have a longstanding history of organizing and managing their information in a way that facilitates access to their holdings, both within their home institutions and via union catalogs and consortial bibliographic utilities such as the Research Libraries Information Network (RLIN) and OCLC's WorldCat. Metadata element sets and information protocols, such as MARC and the Encoded Archival Description (EAD), and controlled vocabularies and authority files, such as the Library of Congress name and subject authorities, the Thesaurus for Graphic Materials and the Art & Architecture Thesaurus (AAT), are the data standards and structures that have become synonymous with the way that the library and archival communities provide access to information about their holdings. In the traditional library world, for instance, the AAT is typically used for data values in the form/genre field in a MARC record when cataloging rare books and special collections materials. Erin Coburn is data standards administrator at the J. Paul Getty Museum and Murtha Baca is head of the Getty Vocabulary Program and Digital Resource Management, Getty Research Institute.

### **Copyright's Digital Dilemma Today: Fair Use or Unfair Constraints? Part 2: The DMCA, the TEACH Act and Other E-Copying Considerations**

By Lee S. Strickland

(*Bulletin of the American Society for Information Science and Technology*, December 2003/January 2004, Vol. 30, Issue 2, pp. 18)

One of the most significant changes brought by the Digital Millennium Copyright Act (DMCA) - the criminal and civil provisions prohibiting the circumvention of technological protection measures - must be examined. Technology and the legal protection of the technology through the DMCA can be used in conjunction with licensing in order to present a most formidable scheme of protection to intellectual property - far in excess of

that generally envisioned by the Copyright Act. Within the last two years, momentum has developed for the passage of so-called super-DMCA laws on the state level - model legislation being pushed by the Motion Picture Association of America to amend statutes aimed at cable television theft to include any receipt and use of broadcasts except as expressly allowed by the provider. In comparison, the TEACH Act allows the electronic display of most types of works, allows reach to any location, allows reasonable storage of transmitted content, and allows the digitization of analog works. Between extreme overreaching of the music and video industry and equally extreme advocates of unrestricted sharing of copyright content, people are faced with a digital dilemma. Technology has provided unparalleled tools not only for creation and use but also for infringement.

### **Developing digital libraries**

By Howard Falk

(*The Electronic Library*, 2003, Vol. 21, Issue 3, pp. 258)

Looks at the long-term implications of library digitization and suggests that the changes thus far may be merely an introduction to a much greater transition that lies ahead. Refers to the experiences of academic libraries, where there has been a sweeping transition to electronic journals and growth in the availability of other digital collections. Wider access to rare and special collections is offered by digitization and steps to achieve more universal access to international repositories are under way. Also examines the experience to date of digital library operations beyond academia - public libraries, and schools - and the growth of online library reference services. Feels that as digital library resources increase, the importance of the library as a physical setting where patrons go to find information and borrow books appears to diminish and increased reliance on digital collections is leading to a decline in the importance of collections of printed materials.

### **Digital Imaging and Conservation: Model Guidelines**

By John F. Dean

(*Library Trends*, Summer 2003, Vol. 52, Issue 1, pp. 133)

Artifacts are now being included in digital imaging projects at an increasing rate. Digital imaging staff are rarely experienced in the handling or disposition of artifacts and often regard the artifact as being "preserved" simply through the act of digitization. The guidelines refer to some of the problems likely to be encountered in the intersection of conservation and digitization and make some recommendations on procedures designed to address them.

### **Digitization, Economics, and the Humanities**

By Peter B. Kaufman

(*Information Outlook*, July 2004, Vol. 8, Issue 7, pp. 17)

Kaufman explains that digital technologies and processes are taking society on the evolutionary ladder of scholarly communication. One of the points to consider in any such analysis is that there is real worldwide demand for the products stewarded by those in

libraries, museums, archives, and historical societies today. Libraries, museums, and other information institutions have to face the challenge of converting their data into digital form to satisfy growing consumer demand for these products.

### **For Research, Virtual Beats Brick and Mortar**

By Judith Gelernter

(*Information Outlook*, August 2004, Vol. 8, Issue 8, pp. 16)

Gelernter discusses the advantages of digital library (DL) resources over print with its features of copiousness, inexpensiveness, and its ability to be scattered randomly over the storage. He further remarks that even though robust Web DLs open collections to an international audience, still part of the DL appeal is guaranteed by the fact that one can work at home and enables searching in less time. However, he nevertheless affirms that the reading preference or physical materials coupled with high digitization costs will keep paper collections safe in possibly hybrid arrangements with digital materials.

### **Googling DSpace**

(*Information Today*, June 2004, Vol. 21, Issue 6, pp. 17)

These days, every gesture by the scholarly publishing camps can easily become a reason for applause, anguish, or angst. But one of the biggest surprises of all came recently when Google, the current ruling house of Internetdom, came calling on the youthful but relatively arcane DSpace project. These two are now involved in an intriguing but vague courtship in which neither party seems to know exactly where this is all going. DSpace is a digital repository designed to capture, store, index, preserve, and redistribute the research output of a university's faculty. One projected goal is to have a resource that will search across the superarchives at the Google Web site either as an advance feature or perhaps in a designated intellectual zone. Until this project announcement was made, few people probably would have considered that a company like Google would have much, if any, interest in helping to steer the course of scholarly communication.

### **Libraries Translate Digital Information into Knowledge You Can Use**

(*Information Outlook*, December 2002, Vol. 6, Issue 12, pp. 46)

The US federal government gave \$7,179,673 to 27 leading university libraries and research institutions across the country for research, model demonstrations, and preservation and digitization of their resources. The libraries will match the amount with an additional \$7,131,502.

### **Local History in E-Books and on the Web**

By Don Litzer and Andy Barnett

(*Reference & User Services Quarterly*, Spring 2004, Vol. 43, Issue 3, pp. 248)

A medium-sized (forty thousand service population) public library digitized a substantial number of local history documents and posted them to its Web site. The materials selection process, digitization process, and resultant products are reviewed. Relevant Web-

use statistics are analyzed to assess use frequency, one measure of the digital products' value, and to further determine which products and methods were most frequently used. This case study illustrates that digitization and Web publication of local history materials is within the technical and financial capabilities of even small libraries, and that such projects are valuable at several levels: by adding to the historical record, by providing exemplary service to a library's patrons, and by affording opportunities for library collaboration with organizations and individuals within a community.

### **Navigating the Point of No Return: Organizational Implications of Digitization in Special Collections**

By Shan Sutton

(*Portal: Libraries And The Academy*, April 2004, Vol. 4, Issue 2, pp. 233)

The digitization of archival materials is becoming a fundamental duty of special collections in academic libraries. This article examines organizational trends that have emerged at selected academic libraries in support of digital initiatives in special collections, with an emphasis on collaboration between special collections and digital library departments.

### **Yes, Let's Get Our Libraries Online**

By Deanna B Marcum

(*Liberal Education*, Winter 2004, Vol. 90, Issue 1, pp. 64)

Massive digitization for widespread online access to the resources held in academic libraries is technologically possible. Marcum discusses whether one can build on existing efforts the collaborative commitment necessary to develop accessibility to educational resources.

## **FUNDRAISING**

### **An Amazing Bookstore**

By Nancy Barr

(*American Libraries*, January 2004, Vol.35, Issue 1, pp. 60)

Barr discusses how the Friends of the Juneau Public Libraries turned an annual one-day book sale into a successful year-round business. The business, which was initially called Friends of the Library Bookstore, is now named the Amazing Bookstore and takes in unwanted books, sells them at reasonable prices, and uses proceeds to support the local public libraries.

### **FOLUSA Turns 25**

By Sally Gardner Reed

(*American Libraries*, February 2004, Vol.35, Issue 2, pp. 40)

While libraries have changed dramatically over the past 100 years, Friends of Libraries

USA (FOLUSA), the citizens who support libraries with their time and money, continue to play the same crucial role they did during the days of Andrew Carnegie, which is ensuring the viability and sustainability of libraries by raising money, awareness, and political support. Reed highlights the strategies that FOLUSA has adopted in supporting the libraries' problems and needs. She observes that for 25 years, FOLUSA has been very effective in uniting library advocates.

### **Foundations of the future**

By Andrew Richard Albanese

(*Library Journal*, May 1, 2002, Vol.127, Issue 8, pp. 40)

Professional fundraising consultants agree that libraries have great potential for fundraising. Robert Hartsook, president of his eponymous Wichita, KS-- based fundraising firm, says it's about time libraries took full advantage of their status in the community. "We haven't done too much work with libraries in the past," he notes. "The fundraising opportunity was one that many libraries until late in the last decade generally didn't understand or seize."

### **Funding a new training center**

By Jean M. Holcomb

(*Computers in Libraries*, February 2003, Vol.23, Issue 2, pp. 10)

Holcomb shows how an underfunded public law library managed to create partnerships and raise enough money to build a state-of-the-art training center for its users. The King County Law Library in King County WA turned its dream into a reality through grant funding, gifts in kind, and the support of a network of nine community partners.

### **Fundraising for Libraries: 25 Proven Ways to Get More Money for Your Library**

By Kevin D. Barron

(*Reference & User Services Quarterly*, Winter 2002, Vol.42, Issue 2, pp. 178)

*Fundraising for Libraries: 25 Proven Ways to Get More Money for Your Library* by James Swan is reviewed.

### **Fundraising: It's not just about the money**

By Janet L. Balas

(*Computers in Libraries*, February 2003, Vol. 23, Issue 2, pp. 32)

Fundraisers bring in money and people, but most importantly they connect a library with its community. Librarians looking for ideas other than the tried-and-true book sale can turn to the Web for guidance and suggestions.

### **Grassroots Report**

By Jennifer Burek Pierce

(*American Libraries*, February 2004, Vol.35, Issue 2, p. 51)

Public libraries came into being to allow people to read and learn freely even if they could not afford to buy books. With the desire to give the public a worthwhile information and good books, the New York Public Library is launching their Take Out Give Back fundraising campaign to meet the \$18-million revenue shortfall, asking the public to contribute a little amount for book acquisition and other operating expenses.

### **Grateful Recipients: Library Staff As Active Participants in Fund-Raising**

By Anne Ruggiero and Julia Zimmerman

(*Library Administration & Management*, Summer 2004, Vol.18, Issue 3, pp. 140)

Ruggiero and Zimmerman reveal that libraries have an important resource that should be tapped in fund-raising activities: a skilled, talented, and people-oriented staff. Library staff can participate in identifying, cultivating, and maintaining relationship with philanthropic individuals. Their bibliographic and information skills can be showcased to actual and potential donors, providing opportunities for illustrating the richness, complexity, and value of the library.

### **Higher stakes: Cultural programming pays off**

By Christine Watkins

(*American Libraries*, June/July 2002, Vol.33, Issue 6, pp. 18)

The Los Angeles Public Library's (LAPL) foundation raises friends and funds for the library with many events. All the events showcase the library's strength as a center for books and literature as vehicles for presenting issues of importance to the community.

### **Library Grant Money on the Web: A Resource Primer**

By Bill Becker

(*Searcher*, November/December 2003, Vol. 11, Issue 10, pp.8)

A former public and corporate librarian, who declined to be named for this article, said of outside funding, "One morning you wake up and you've got McLibrary. But it's come at a cost to local government's 'sponsorship.' Before long, the 'public' in 'public library' becomes lost or obscured. Government takes its money and runs. Now you're back to where you started."

### **Mutually Assured Survival: Library Fund-raising Strategies in a Changing Economy**

By Lisa Browar and Samuel A.. Streit

(*Library Trends*, Summer 2003, Vol.52, Issue 1, pp. 69)

This essay examines the current international economic disruption and its effect upon the scholarly and academic community, an effect that is exacerbated by what appears to be a fundamental shift in donor philosophy. Taken together, these factors are forcing academic

and cultural institutions to reevaluate traditional areas of support in light of broader societal pressures. The implications for research libraries, including their special collections departments, are profound, and much of this essay is devoted to strategies for coping with an unfamiliar and competitive fund-raising environment. The approach is to stress the need for librarians, including those in special collections, to develop a long-term vision and strategy based upon a flexible working knowledge of the evolving goals and mission of the parent library and institution. Additionally, the essay emphasizes the necessity for understanding the broader philanthropic environment and the tools required to exploit philanthropic opportunity, from planned giving and investment vehicles to donor-advised giving instruments.

### **Restore Our Destiny: Full-Not Plural-Funding**

By Thomas J. Hennen Jr.

(*American Libraries*, August 2004, Vol.35, Issue 7, pp. 43)

In his article "Saving Ourselves: Plural Funding for Public Libraries", Steve Coffman chooses "plural funding" - an approach dependent on a variety of funding streams - and a greater emphasis on private fundraising as a means of ensuring libraries' viability. Hennen chooses instead full funding for libraries based on increased tax support. He endorses that the value of the tax-supported value of libraries is a good thing because they can and do rely on multiple sources of funding; but first, foremost, and always they are a tax-supported public good.

### **Shop for the Library**

By Jennifer T. Ries-Taggart

(*Public Libraries*, November/December 2003, Vol.42, Issue 6, pp. 350)

The Woodland Public Library has opened an Internet shopping mall to help offset budget cuts related to the statewide recession. The venture, called Shop for the Library, features more than 200 merchants, including popular sites such as Amazon.com, eBay, and Expedia. Every purchase initiated through the site generates a commission for the Woodland Public Library.

### **Small library, big fundraising: Community support is way above par**

By Stephanie Rawlins Gerding

(*Computers in Libraries*, February 2003, Vol.23, Issue 2, pp. 14)

The Shuter Library in Angel Fire NM proved that with strong community support, one doesn't have to be a pro to master fundraising. Its all-volunteer staff hosted flea markets, raffles, and benefit golf tournaments to raise money, and one volunteer even learned how to write successful grant proposals.

**For full text of these articles please contact the American Reference Center at: [arc@usembassy.at](mailto:arc@usembassy.at).**

## WEB RESOURCES

- **QuestionPoint**

<http://www.questionpoint.org/>

QuestionPoint connects hundreds of experienced reference librarians around the world who share a common purpose: to answer users' questions with quality information, and to save these answers in a central location for even more effective service in the futures. Cooperative reference services help you meet the information needs of more users in more places, with the same staff and resources, by blending your current reference capabilities with the latest technology.



- **Friends of Libraries U.S.A.**

<http://www.folusa.org/>

Friends of Libraries U.S.A. is a membership organization of more than two thousand individual and group members. Our mission is to motivate and support local Friends groups across the country in their efforts to preserve and strengthen libraries.



- **American Memory – Historical Collection for the National Digital Library**

<http://memory.loc.gov/>

American Memory is a gateway to rich primary source materials relating to the history and culture of the United States. The site offers more than 7 million digital items from more than 100 historical collections.



- **Ask A Librarian**

<http://www.loc.gov/rr/askalib/>

Have a question that needs an answer? Interact with real librarians on the Web through this "online reference service from the Library of Congress." Services available for live chat are marked with yellow balloons. Hours of availability are noted in each section. Be sure to check the "Reference Correspondence Policy" at the bottom of the main page. Note: your local library may offer virtual reference services - check there first.

- **Virtual Reference Shelf**

<http://www.loc.gov/rr/askalib/virtualref.html>

This site gathers a collection of links to Internet sites organized into about thirty subject divisions, including public and university library links organized by state, city, and county. If you don't find an answer among the links, click Ask a librarian for e-mail help from a division, specialized reference service, or reading room in the Library of Congress.

## Virtual Reference Shelf

Selected Web resources compiled by the Library of Congress

- **Washington State Library Digital Best Practices**

<http://digitalwa.statelib.wa.gov/newsite/best.htm>

- **Digital Library Federation**

<http://www.diglib.org/dlfhomepage.htm>

The site offers you information about developing digital collections and managing networked information for the benefit of scholarship, education, and cultural progress.

The Digital Library Federation (DLF) is a [consortium](#) of libraries and related agencies that are pioneering in the use of electronic-information technologies to extend their collections and services. Through its members, the DLF provides leadership for libraries broadly by -

- identifying standards and "best practices" for digital collections and network access
- coordinating leading-edge research-and-development in libraries' use of electronic-information technology
- helping start projects and services that libraries need but cannot develop individually.

The DLF operates under the administration umbrella of the Council on Library and Information Resources ([CLIR](#)).

**DIGITAL LIBRARY  
F E D E R A T I O N**

- **ARL Digital Initiatives Database**

<http://www.arl.org/did/>

Welcome to the ARL Digital Initiatives Database, a collaboration between the University of Illinois at Chicago and ARL. The ARL Digital Initiatives Database is a Web-based registry for descriptions of digital initiatives in or involving libraries. The goal of the effort is to capture basic information for a wide range of digital initiatives. It is intended that the database include a wide variety of digital projects. "Digital Initiative" is not defined in order to encourage the broadest possible interpretation thereby making the database a richer resource.

The database provides access to initiatives underway highlighting technical features, policy choices, and subject matter of the content. Libraries are encouraged to register information about all projects both large and small in scope. Pointers to the details of the projects and contact persons are also be provided.

Contributors to this database are welcome to provide information about projects in progress, in planning stages, or already completed. A goal in developing the database is to provide a venue for those in the library community to share project specifics as well as lessons learned.

- **D-Lib Magazine**

<http://www.dlib.org/>

*D-Lib Magazine* is a solely electronic publication with a primary focus on digital library research and development, including but not limited to new technologies, applications, and contextual social and economic issues. The magazine is published eleven times a year and is released monthly, except for the July and August issues which are combined and released in July. The full contents of the magazine, including all back issues, are available free of charge at the D-Lib web site (<http://www.dlib.org>) as well as multiple mirror sites around the world.

The primary goal of the magazine is timely and efficient information exchange for the digital library community. To meet this goal, both the articles and the shorter pieces are solicited or selected from among unsolicited submissions. If you would like to contribute to the *D-Lib Magazine*, or if you have any questions and comments about the magazine, please send e-mail to [editor@dlib.org](mailto:editor@dlib.org).

## **D-Lib<sup>®</sup> Magazine**

- **Digital Library Building Blocks**

<http://www.cdlib.org/inside/diglib/>

The California Digital Library provides software, best practices, and other tools to facilitate digital library operations.

- **Digital Librarian: a librarian's choice of the best of the Web**

<http://www.digital-librarian.com/>

An excellent directory of online resources, organized by topic, and maintained by a librarian. Although most of the many links are only briefly annotated, the "see" and "see also" references assist searchers. The simplicity of the page makes it load quickly, and this is a good starting place for new Web searchers and librarians alike.

- **DIGLIB**

A discussion list for digital libraries researchers and librarians

<http://www.ifla.org/II/lists/diglib.htm>

The DIGLIB mailing list is for librarians, information scientists, and other information professionals to share information about the many issues and technologies pertaining to the creation of "digital libraries."

- **Library Digitization Projects and Copyright**

<http://www.llrx.com/features/digitization.htm>

This "extensive guide for libraries documents the process of determining whether works have expired into the public domain so that they may then be made available via the Web." From lawyer and former librarian Mary Minow, for the Law Library Resource Xchange (LLRX) site.

- **Digital Reference Resources**

[http://vrd.org/pubinfo/proceedings99\\_bib.shtml](http://vrd.org/pubinfo/proceedings99_bib.shtml)

This bibliography cites articles examining the implementation and effects of digital reference service. It has about 165 citations, sorted by setting: public, academic, business, government, and special libraries. The articles are generally pro digital reference and written for librarians or other information professionals; about 40 of the references are linked to full-text articles. Most papers were written between 1990-2000 and the site is updated sporadically. Compiled by Joann Wasik, a consultant and communications officer for the Virtual Reference Desk (VRD), which is sponsored by the United States Department of Education.

Please visit the homepage of the U.S. Embassy Vienna, Austria at: <http://www.usembassy.at>



The program page on **“From Virtual Reference to Fundraising: Challenges Facing Libraries”** will be available at: [http://www.usembassy.at/en/embassy/photo/library\\_prog.htm](http://www.usembassy.at/en/embassy/photo/library_prog.htm)

Information about the services and resources of the American Reference Center is available at: <http://www.usembassy.at/en/embassy/arc.htm>



This program brief was prepared by the American Reference Center. For your convenience all links included in this brief are hyperlinked in the online pdf-version, which will be made available on the program page at [http://www.usembassy.at/en/embassy/photo/library\\_prog.htm](http://www.usembassy.at/en/embassy/photo/library_prog.htm). For printouts of items referred to in this brief or for any additional information please contact the American Reference Center at: [arc@usembassy.at](mailto:arc@usembassy.at).