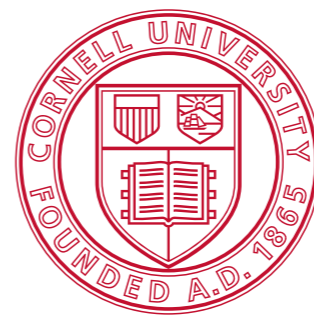
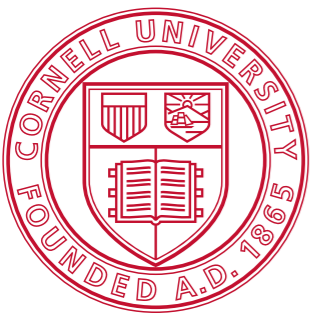


Taking the Library Outside the Library: A Light-weight Innovation Model for Heavy-weight Economic Times

Dean B. Krafft, Dianne Dietrich, and Baseema B. Krkoska
April 12, 2010



Cornell University
Library



Cornell University
Library

Library Outside the Library

Mission: To find, configure, distribute, and assess electronic tools and services that take the library to its users, wherever they may be

The LOL model is perfect as a lightweight innovation model for tough economic times

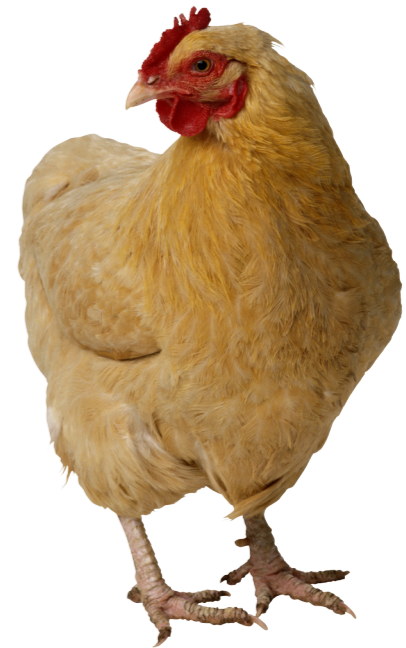
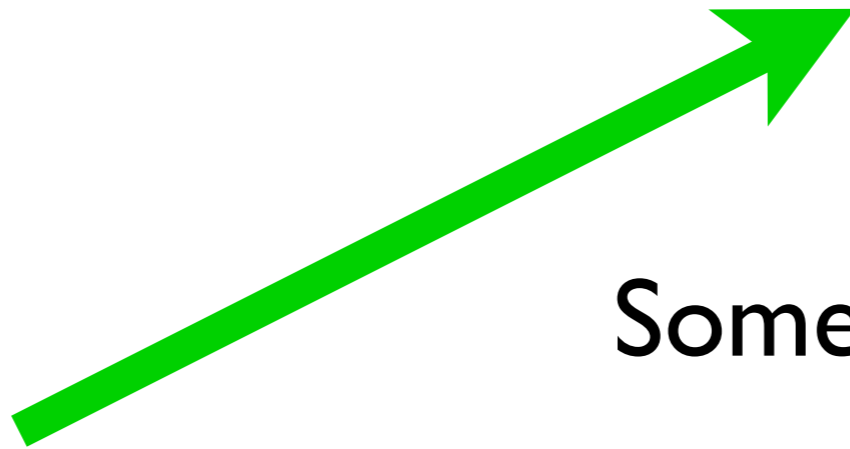
Overview

- How LOL works
- Keeping It light
- Letting Go
- Making It Move
- Exposing Ourselves
- Shameless Promotion
- Hot New Ideas

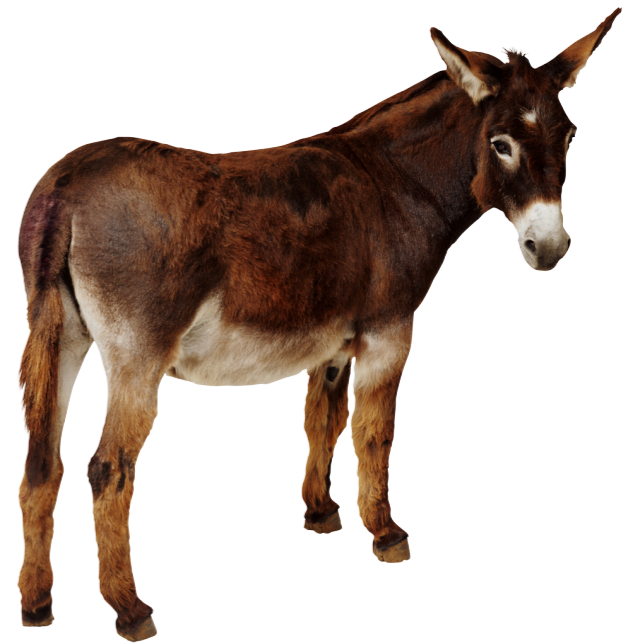
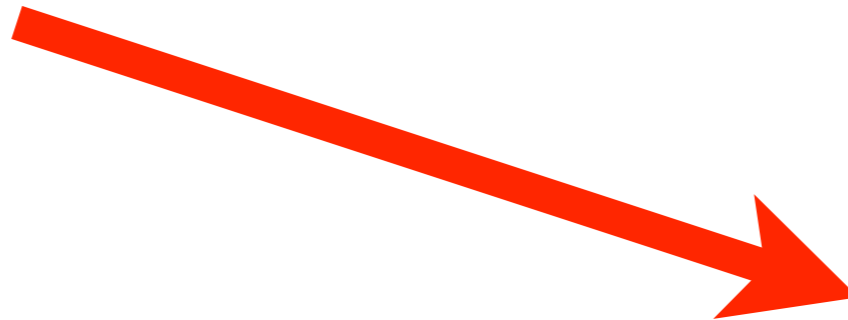


How LOL works

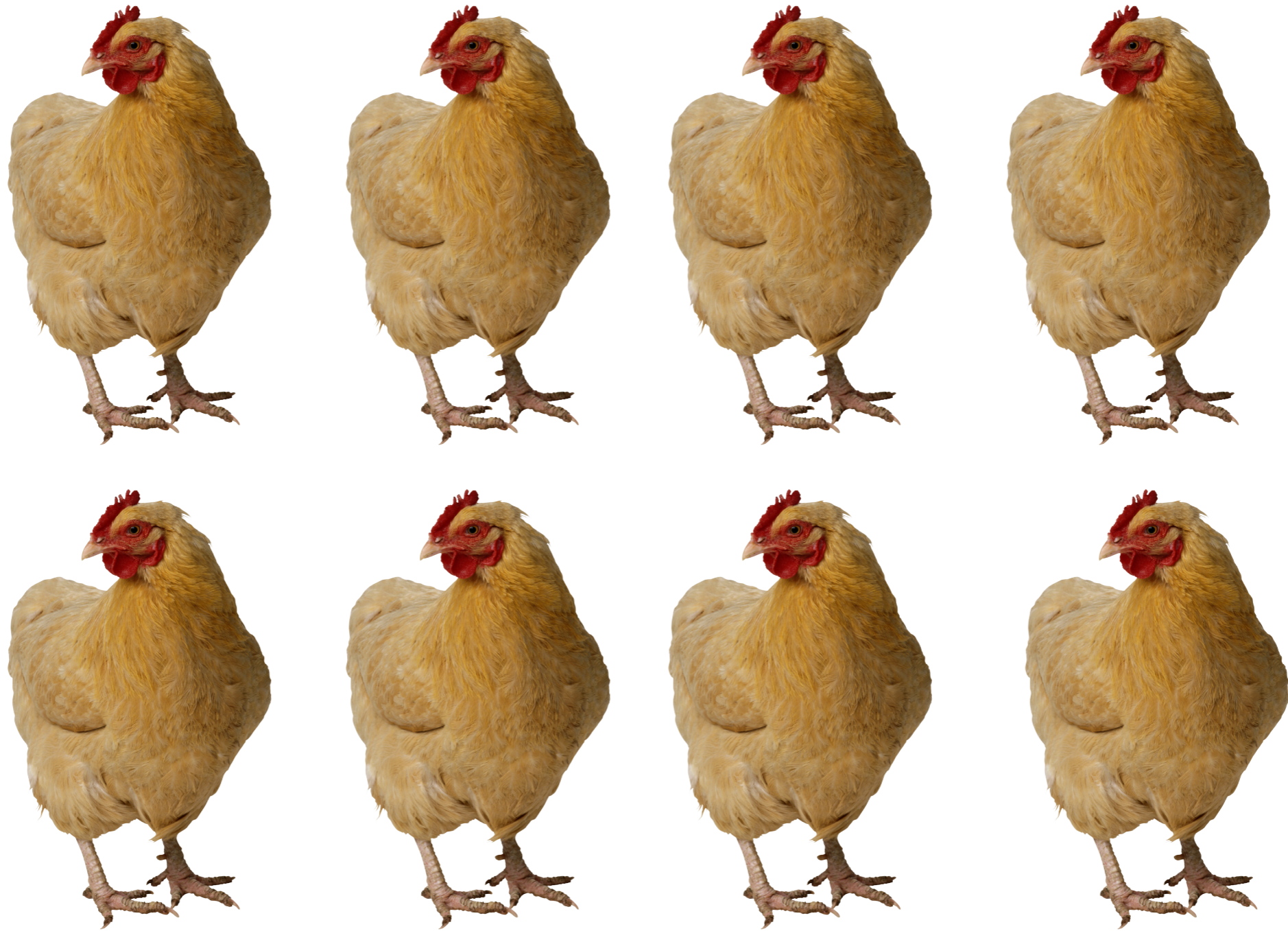
LOL
incubates
ideas



Sometimes they work
out



Sometimes they don't

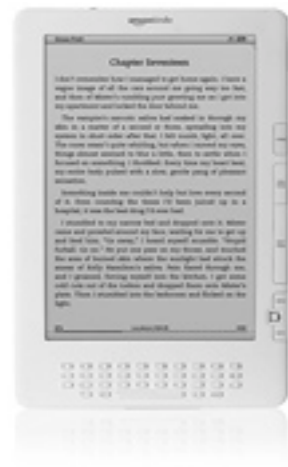


If they go into production, LOL sets them free (and they have to move in with someone else)

The LOL team only does pilot projects – it doesn't support production processes or systems

Rules

- Embrace trends - even if they are fleeting
- Build things for today - not for the ages
- All the services are supplementary - a layer on top of fundamental services



Friday, April 16, 2010

8

These are the kind of trendy things that LOL might try to build on

Strategies for Low Effort

- Form partnerships
- Use outside tools
- Lightweight investment only
- Support a continuum of effort: from trivial to moderately easy

LOL Logistics

- Started as part of Web site redesign in 2007
- Consists of 8-10 members drawn from Library IT, Rare & Manuscript Collections, Metadata Services, and Public Services
- Time commitment is expected to be 5% or less from team members
- 2-year terms: new members, new ideas

Keeping it Light



Getting outside cheap

CUL New Books

CUL New Books lists books, e-books, and other monographs that have recently been added to the Cornell University Library collections.

- Browse the list of new titles by location, language, or subject classification.
- Create RSS feeds for your custom list, which will be updated automatically each month.

Your Rating: ☆☆☆☆☆ Results: ★★★★★ 27 rates

Developer: [Keith Jenkins](#)

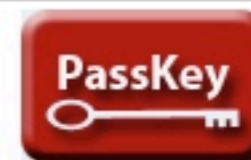
Passkey Bookmarklet *BETA*

A key to getting quick, off-campus access to electronic resources

- Connect to databases and journals without going through the library web site
- Find a link to a licensed article or database, click on the passkey and connect to licensed resources

[More info](#) | [Passkey Help](#) | [Tell us what you think](#) | [Demo](#) | [Demo with audio](#)

Contact Programmer/Analyst: [Rick Silterra](#)



Bookmark the icon or Add to Favorites

In firefox, drag the icon to your bookmarks toolbar
In Internet Explorer, right-click the icon, add to favorites

Research made easy with LibX *BETA*

A toolbar for Library catalog searches, whenever or wherever you need them

- Off-campus access to electronic resources
- Full text access to articles
- Quick links in Google, Amazon, & elsewhere to Cornell resources

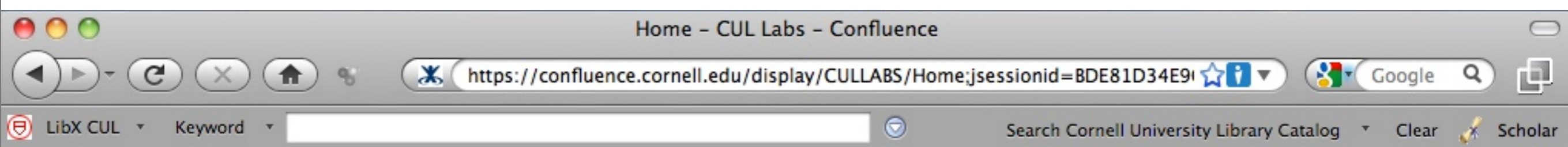
[More info](#) | [LibX Help](#) | [Tell us what you think](#) | [LibX in the news](#)

Contact Programmer/Analyst: [Rick Silterra](#)

LibX 1.5.9	Download ↓
Firefox	Download
Internet Explorer	Download

Simple tools that we configured and localized – or scripted up quickly

LibX Toolbar



- Originally developed at Virginia Tech
- Facilitates searching library catalogs
- Integrated in Firefox
- Works with a number of OPACs

The group is charged with finding things outside that we can leverage quickly

Passkey

- “Bookmarklet”
- Line of javascript to route library patrons through CUL proxy for licensed resources for off-campus
- Minimal effort, maximal positive feedback

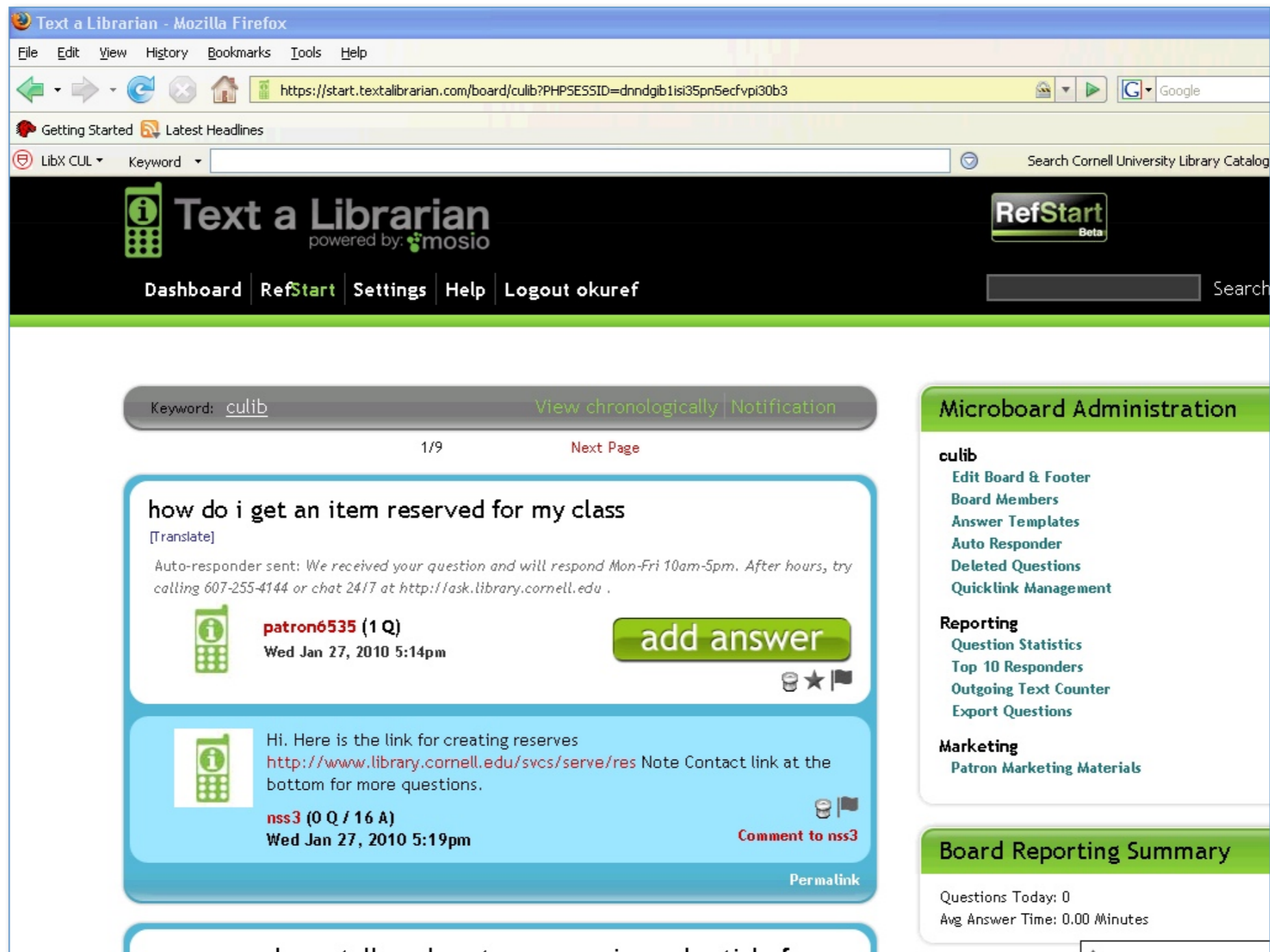
“I love this! whoever created this is a genius!”

“If there was a librarian superhero action figure, it would look like you.”

“Best. Thing. Ever.”

“this is the definition of awesome for those accessing journals online off campus”

Text a Librarian



Friday, April 16, 2010

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Started by Library's Digital Reference Committee – promoted by LOL. Uses a commercial product called Mosio – does require students to enter a keyword (culib) in their message

Letting Go



Resources in Wikipedia


- Created page on “Core Historical Literature in Agriculture”
- Result: Took significant effort to get it accepted into Wikipedia and the page generated insignificant traffic to CUL resources
- Linked to KMODDL and HEARTH resources from existing Wikipedia articles
- Result: Generated significantly more traffic, but cost/benefit not clear
- Conclusion: Report results to CUL and move on



Sign in | Not yet a member? Search Blurb

Photographs from the A.D. White Colle...

Home | Make Books | Pricing | Bookstore | Help



PREVIEW BOOK!

EMAIL | + SHARE

COMMENTS (0)


Photographs from the A.D. White Collection

By Cornell University Libraries | [cutflickr](#)

	US \$	UK £	EUR €	AUD \$
Softcover	US \$22.95			
Hardcover, Dust Jacket	US \$33.95			
Hardcover, ImageWrap	US \$36.95			

ADD TO CART

ABOUT THE BOOK



About the Author
[cutflickr](#)
[cutflickr](#)

Publish Date | January 18, 2010
Dimensions | Standard Landscape | 34 pgs | Premium Paper
Category | Arts & Photography

BROWSE BOOKSTORE

- Just Published
- Photography Book Now
- Staff Picks
- Best Sellers


TOP CATEGORIES

- Arts & Photography
- Travel
- Wedding
- Fine Art Photography
- Children
- Portfolios
- Sports & Adventure
- Fine Art
- Biographies & Memoirs
- Poetry
- See All Categories...


CREATED WITH

- Flickr
- Picasa
- SmugMug
- TypePad

MAKE A BOOK

 **DOWNLOAD BLURB BOOKSMART®**
free for Mac & PC
[Learn more](#)

or

 **USE YOUR**

Friday, April 16, 2010

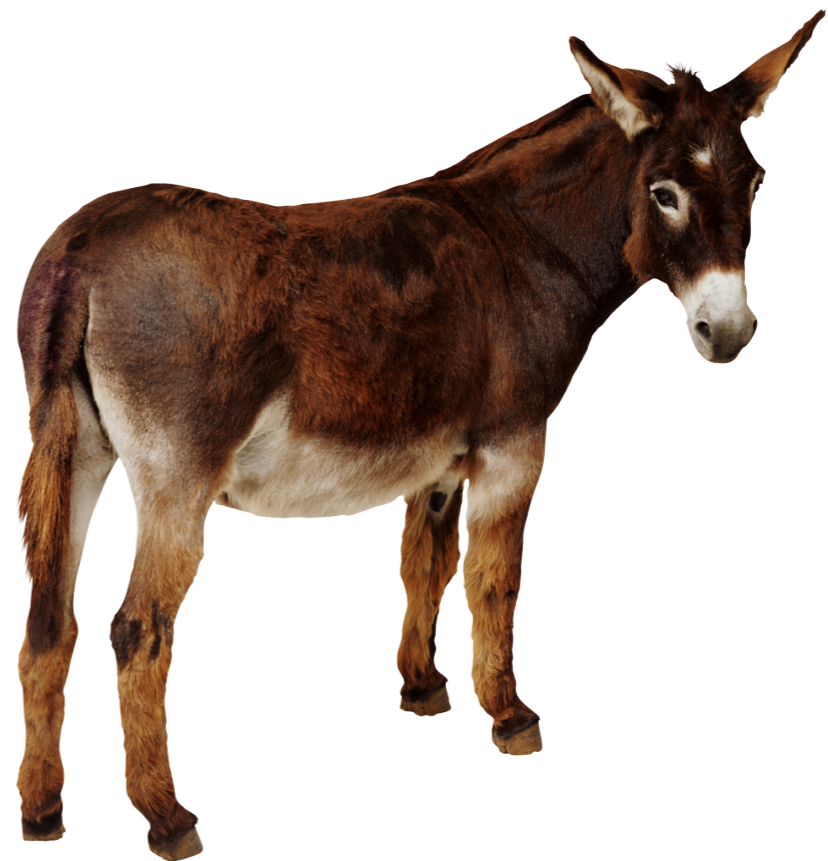
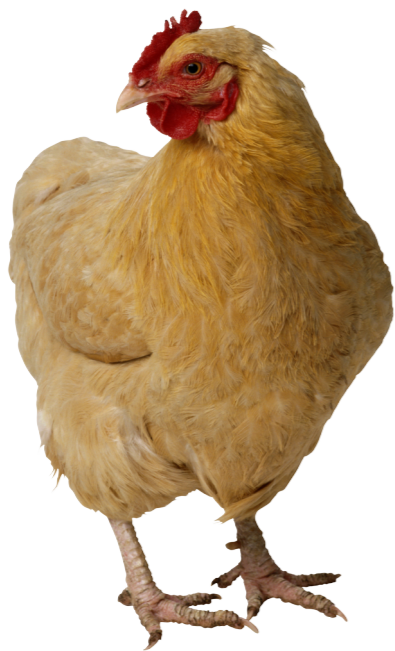
18

Physical book had issues: color match wasn't great; hard to select images; no clear market or distribution channel

Re-mixing it up

- Blurb physical book failed
- We're trying variants: e-Cards
- Using Blurb as example of how to build on Flickr images - "How-to video"
- Creating a how-to beyond Blurb: mugs, t-shirts, calendars

There is no blame in
trying something that
doesn't work



It's worth hatching new ideas, even if you get some
donkeys

Making it Move



Why we mobilized

- LOL continuously looking for ways to bring library to our users.
- Saw students actively using their handheld devices in the library.
- Talked with student representatives on the Student Library Advisory Board.
- Many library staff members had handheld devices.
- Horizon report (and many others).

CUL's multi-prong strategy

- Text a Librarian in 2009
- Mobile Instant Messaging
- iPhone app
- Mobile-friendly web site



[Home](#)

Mobile IM

Users of mobile devices can now chat with a librarian from their phones

- Visit <http://ask.library.cornell.edu> on your mobile devices and click on the icon to launch the widget
- iPhone users will be able to download a direct link to the IM client onto their home screen, represented by an icon (similar to an 'App' icon)
- All compatible mobile device users will be able to add a bookmark to the IM client in the mobile browser

Contact: [Digital Reference Committee](#)





The graphic features a light blue background with white diagonal stripes. In the top left, a black basic phone displays the Cornell University Library mobile site. In the center, a large white banner with a green border contains the 'CULite' logo (with a signal icon) and the text 'Library Mobile Interface'. Below the banner, a green diagonal bar lists features: 'Cornell Library Catalog * Hours & Contact Info * Text a Librarian'. In the bottom right, an iPhone displays the app interface. Text at the top right says 'Works on all devices' and 'www.library.cornell.edu/m'. Text at the bottom left says 'Works on the iPhone or iPod touch' and 'Free download at the Apple App Store'. The Cornell University Library logo is in the bottom left corner.

Works on all devices
www.library.cornell.edu/m

CULite
Library Mobile Interface

Cornell Library Catalog * Hours & Contact Info * Text a Librarian

Works on the iPhone or iPod touch
Free download at the Apple App Store

Cornell University Library

Both a high-end solution and one that anyone can use

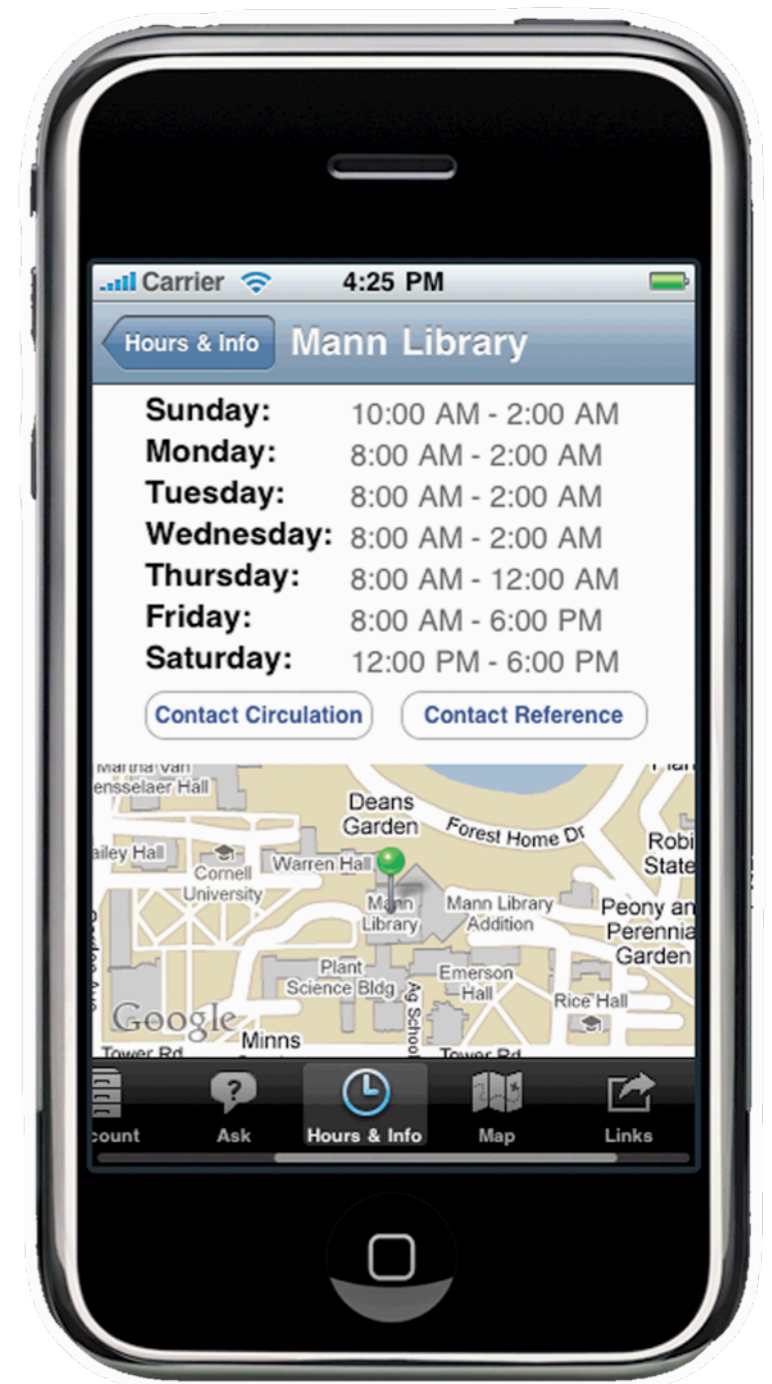
iPhone app at the high end

Basic mobile web site at the low

CU Library iPhone App

Computer Science Software Engineering Course student project - for credit

- Library LOL team was the client
- Negotiated features with team
- Provided a lot of latitude for their ideas
- Formal user testing to provide feedback to team
- Central IT provided support and app store provisioning





CU Library

Description

The Cornell University Library is now mobile. Take it wherever you go. Use the mobile app to search the library catalog, find library hours, manage your library account and ask questions of Cornell librarians!

[Cornell Information Technologies Web Site >](#)

[CU Library Support >](#)

Free App

Category: Reference

Released: Mar 10, 2010

Version: 1.0

0.5 MB

Language: English

Seller: Cornell University, CIT

© 2010, Cornell University Library

Rated 4+

Requirements: Compatible with iPhone, iPod touch, and iPad.
Requires iPhone OS 3.1 or later.

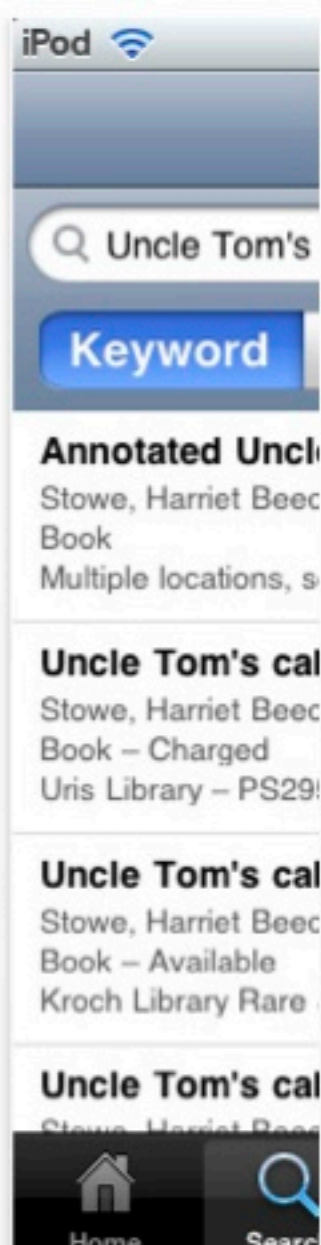
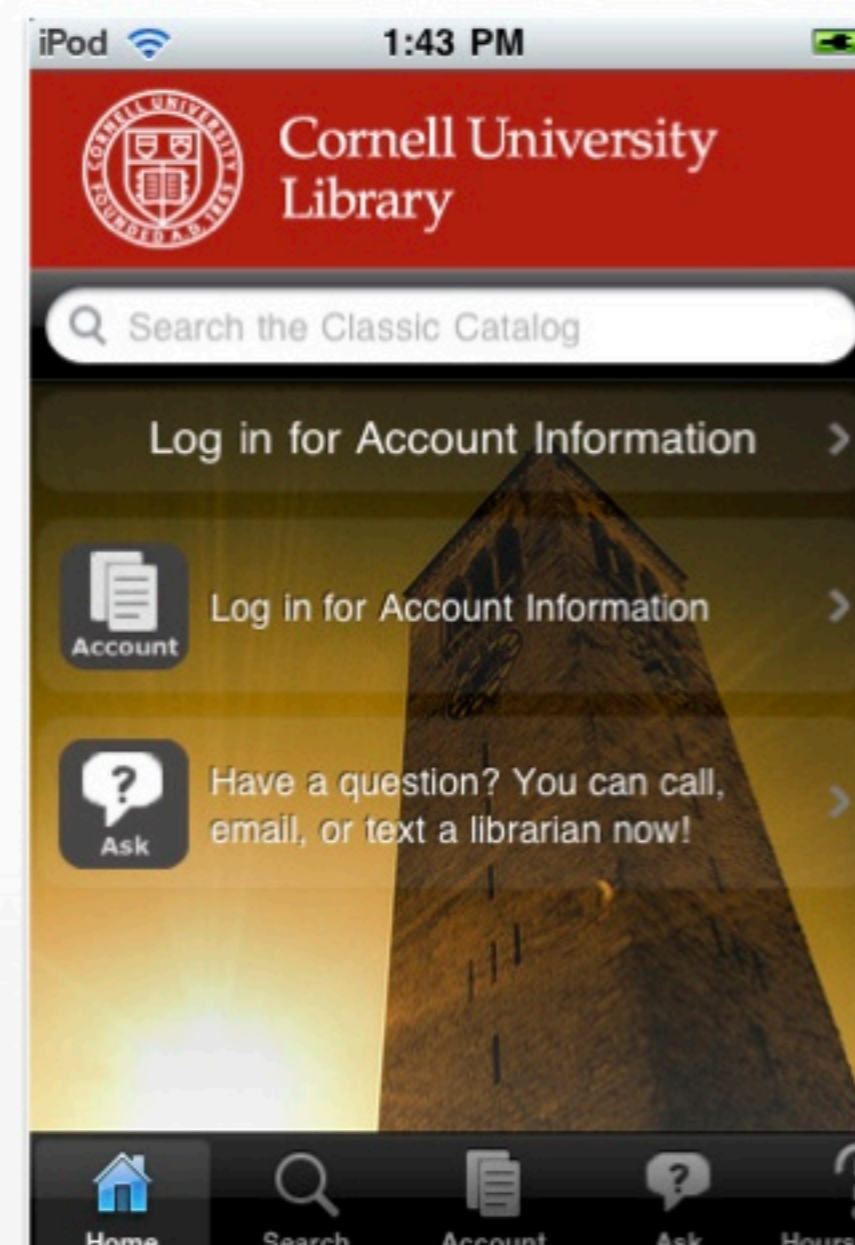
Customer Ratings

★★★★★ Rate this

▼ Current Version:
7 Ratings

★★★★★	6
★★★★	0
★★★	1
★★	0
★	0

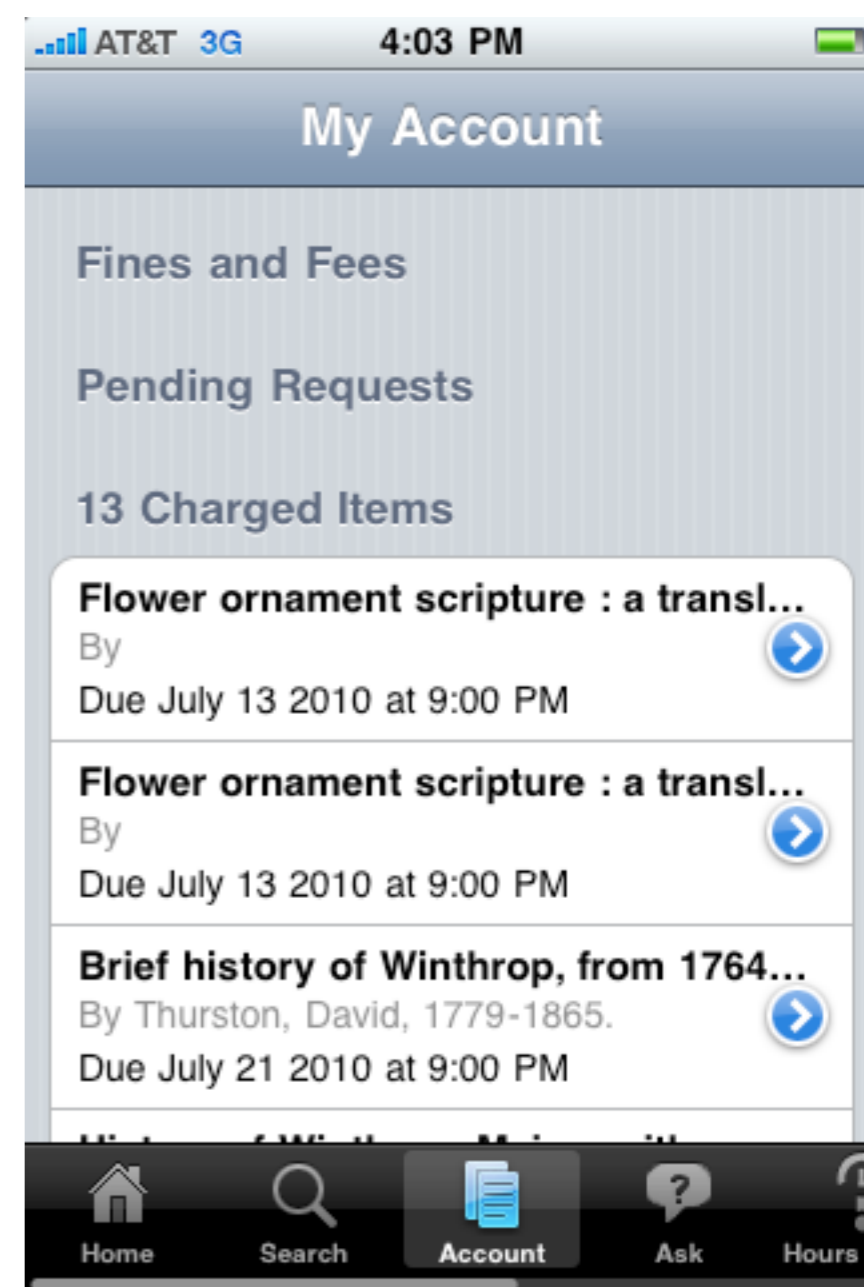
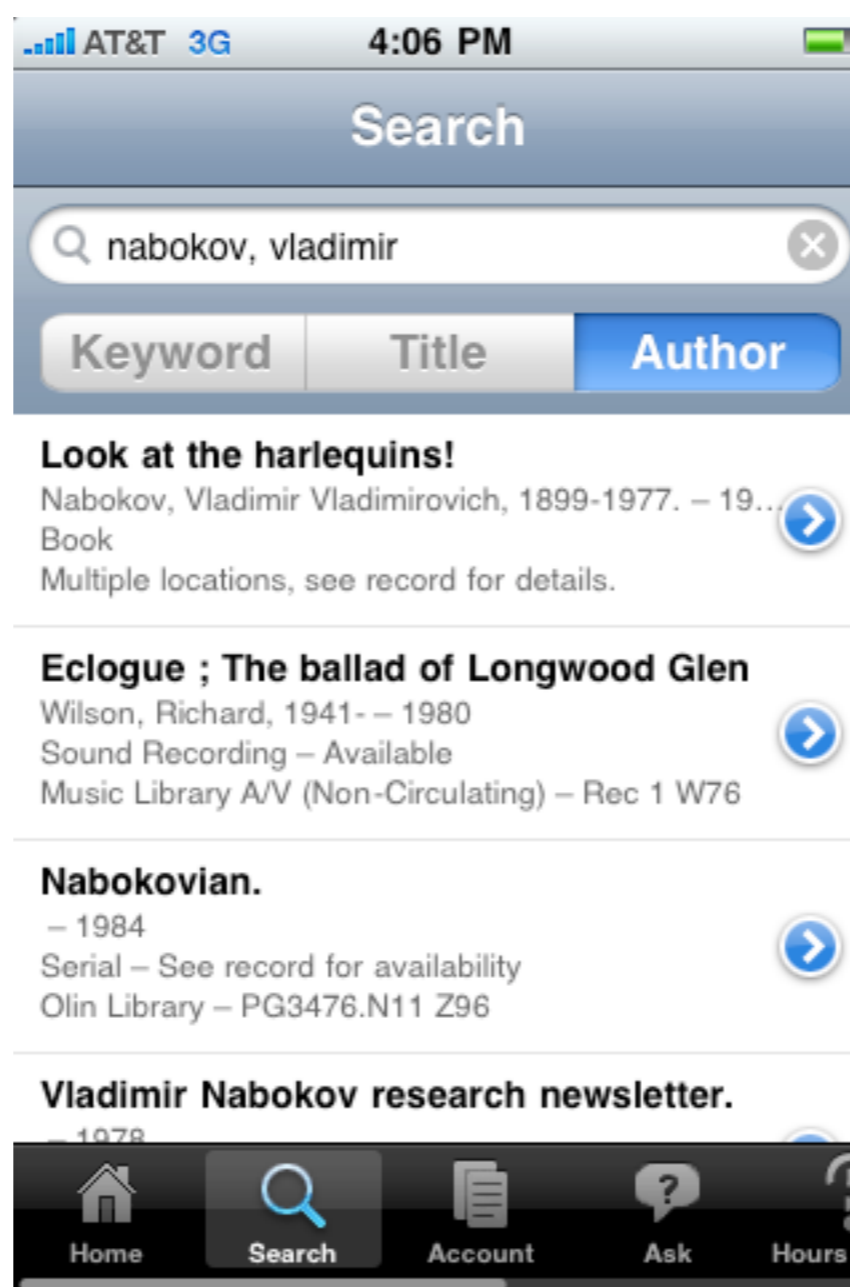
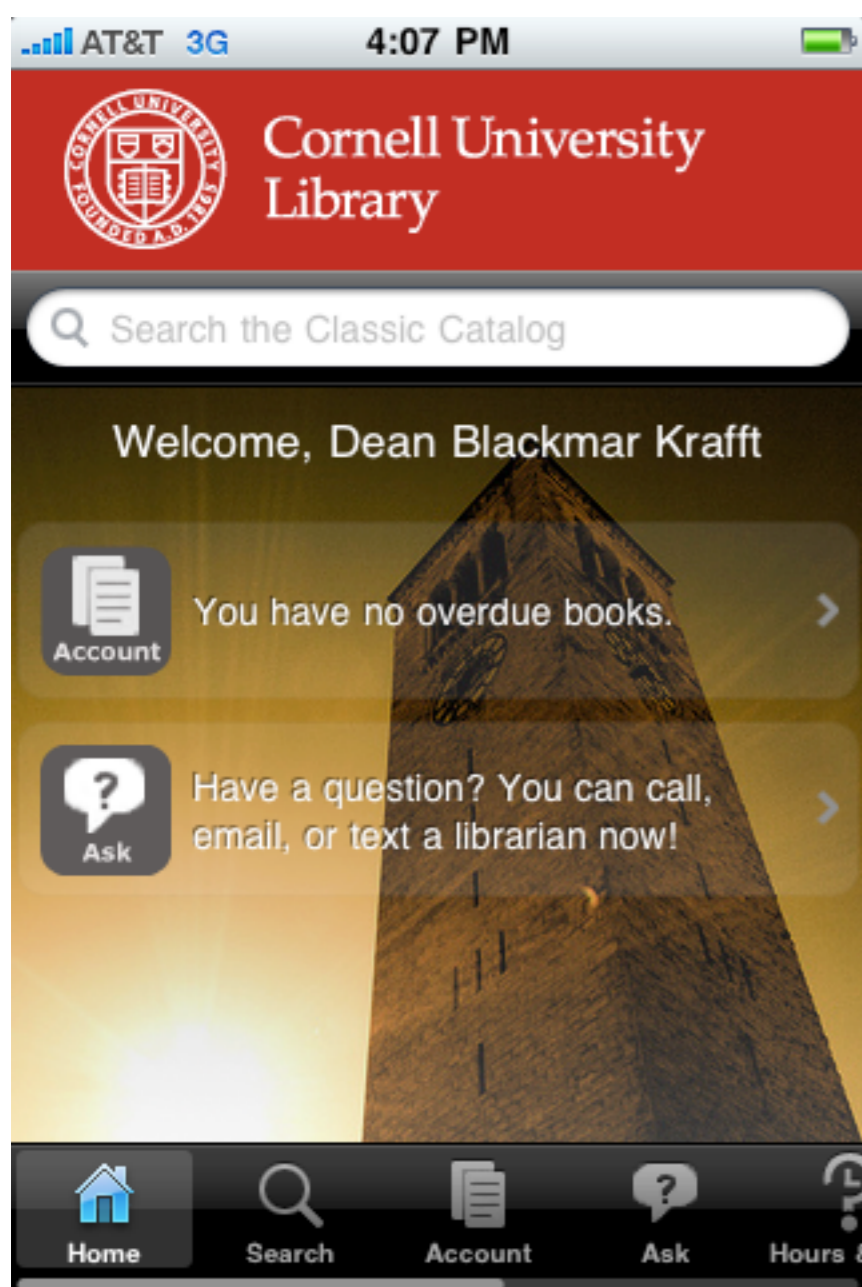
iPhone Screenshots



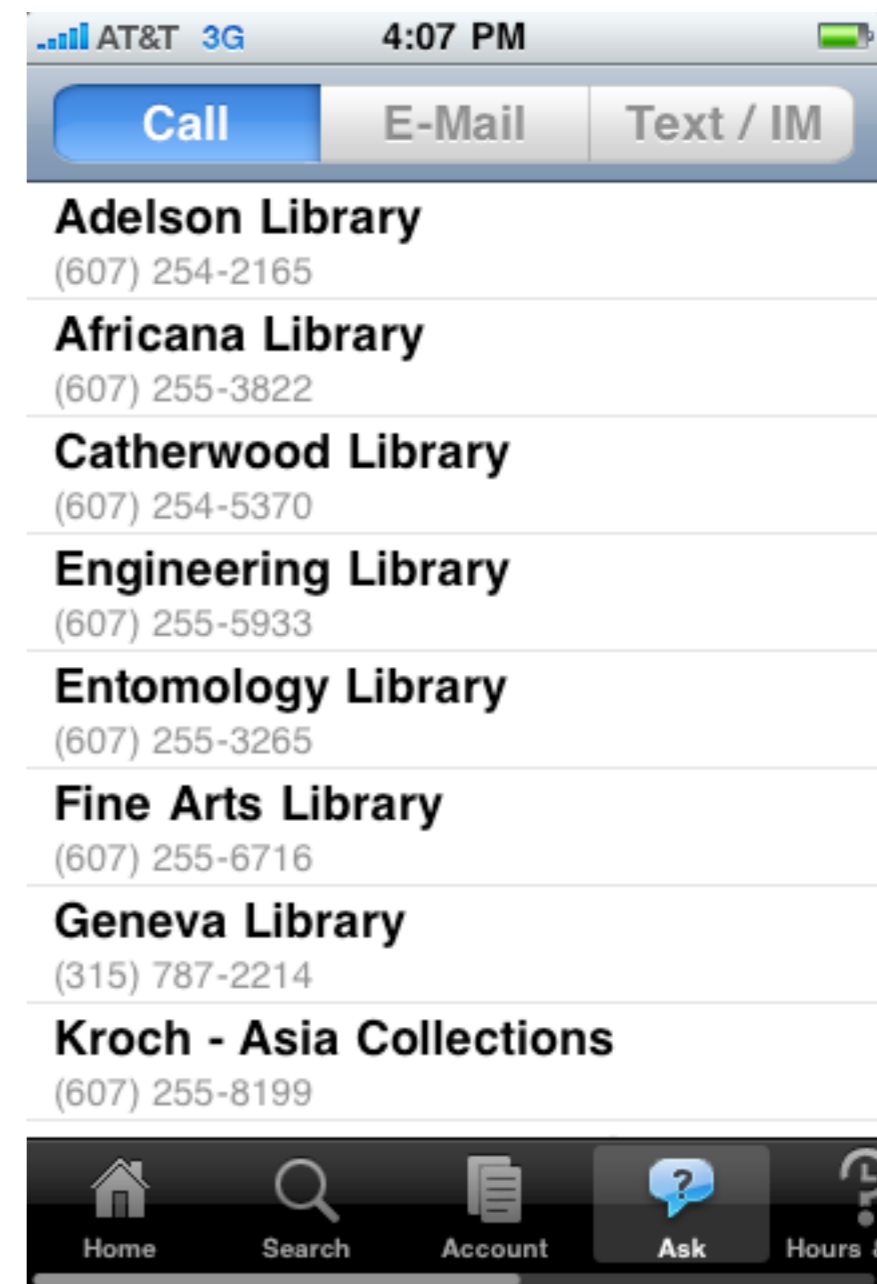
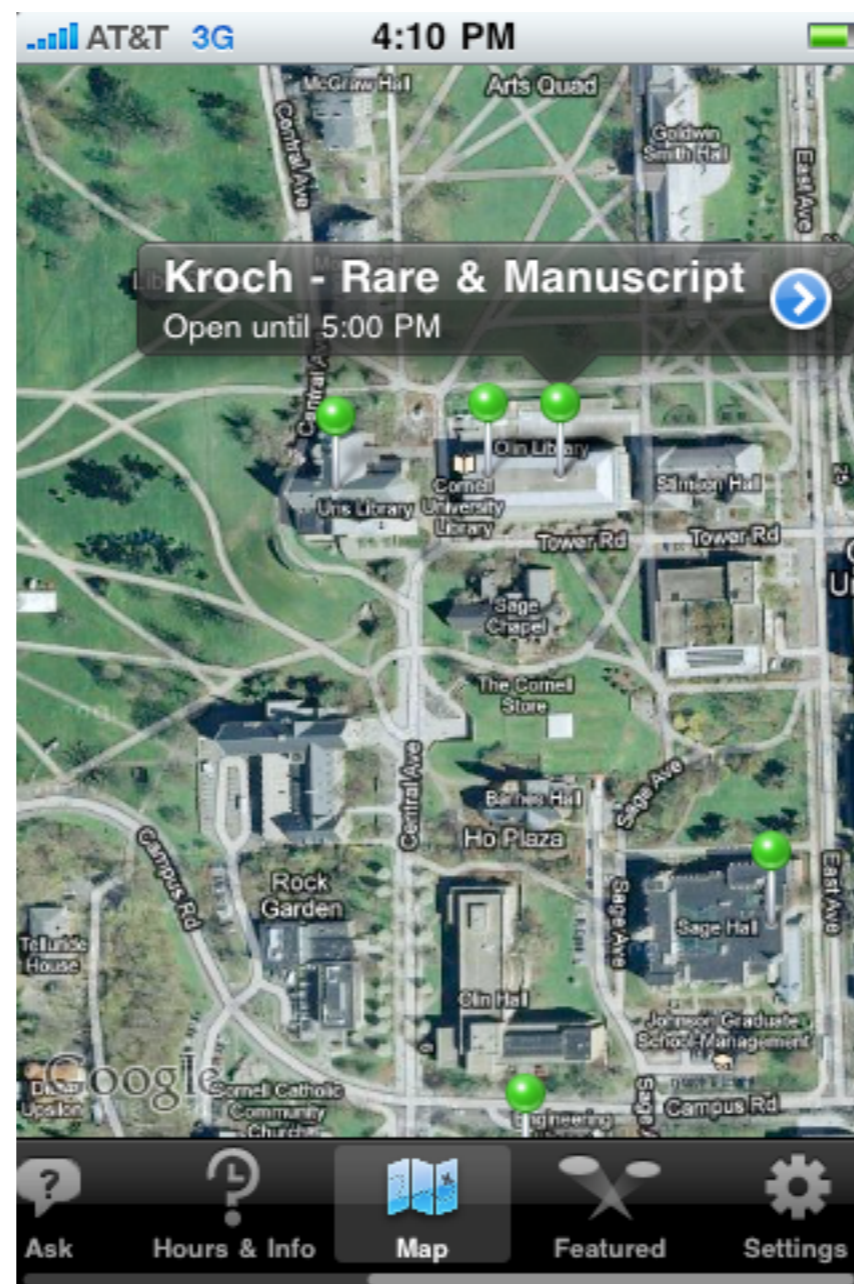
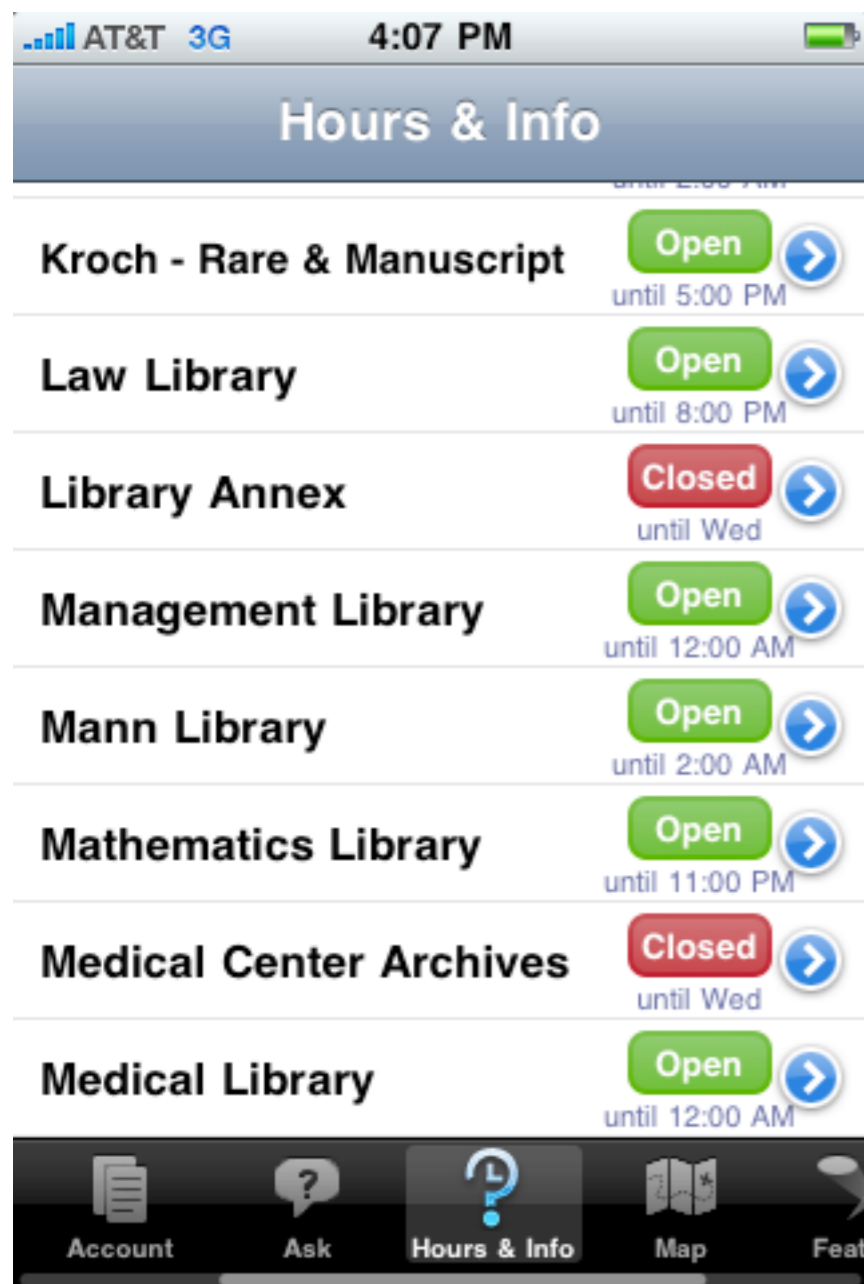
Friday, April 16, 2010

27

Available in iTunes app store; we now have 11 ratings, and we still have 4 and a half stars



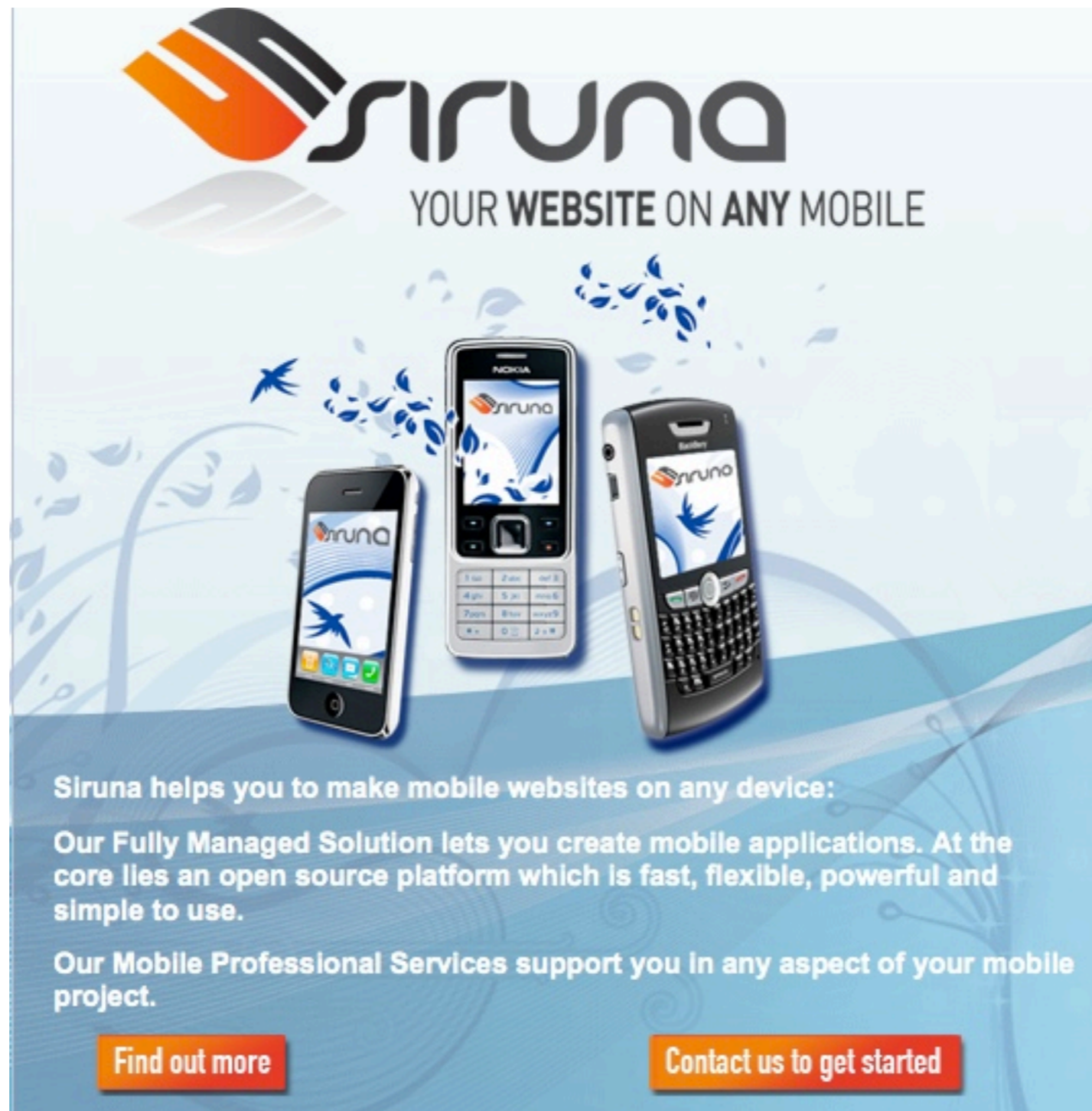
Examples of the home screen, search, and my own account showing items checked out – credentials are cached



Lots of ways to find a library that's open and talk to them

What about the people
who don't have
iPhones?

Going Mobile lightly



The advertisement features the Siruna logo at the top, which consists of a stylized orange and black 'S' shape followed by the word 'siruna' in a lowercase, sans-serif font. Below the logo is the tagline 'YOUR WEBSITE ON ANY MOBILE'. In the center, three mobile phones are displayed: an iPhone on the left, a Nokia slider phone in the middle, and a BlackBerry on the right. All three phones show the Siruna website on their screens. The background is a light blue gradient with decorative blue leaf and bird motifs. At the bottom, there are two orange buttons with white text: 'Find out more' on the left and 'Contact us to get started' on the right.

Siruna
YOUR WEBSITE ON ANY MOBILE

Siruna helps you to make mobile websites on any device:

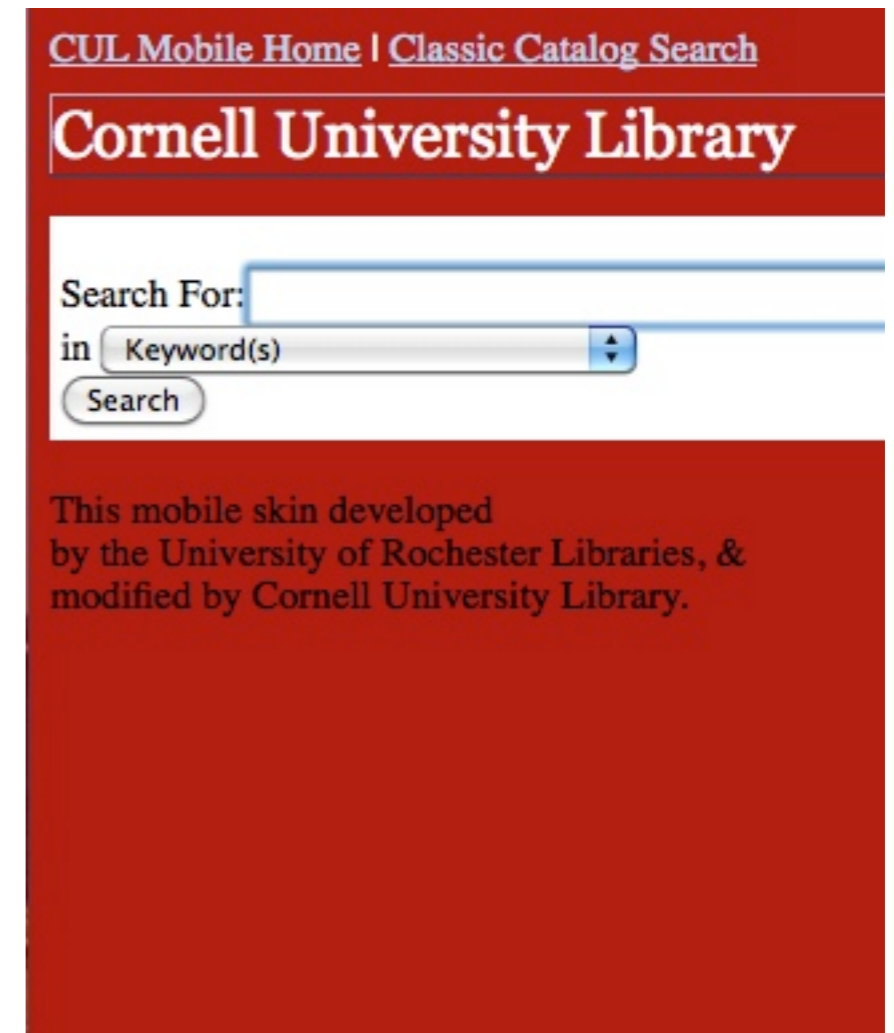
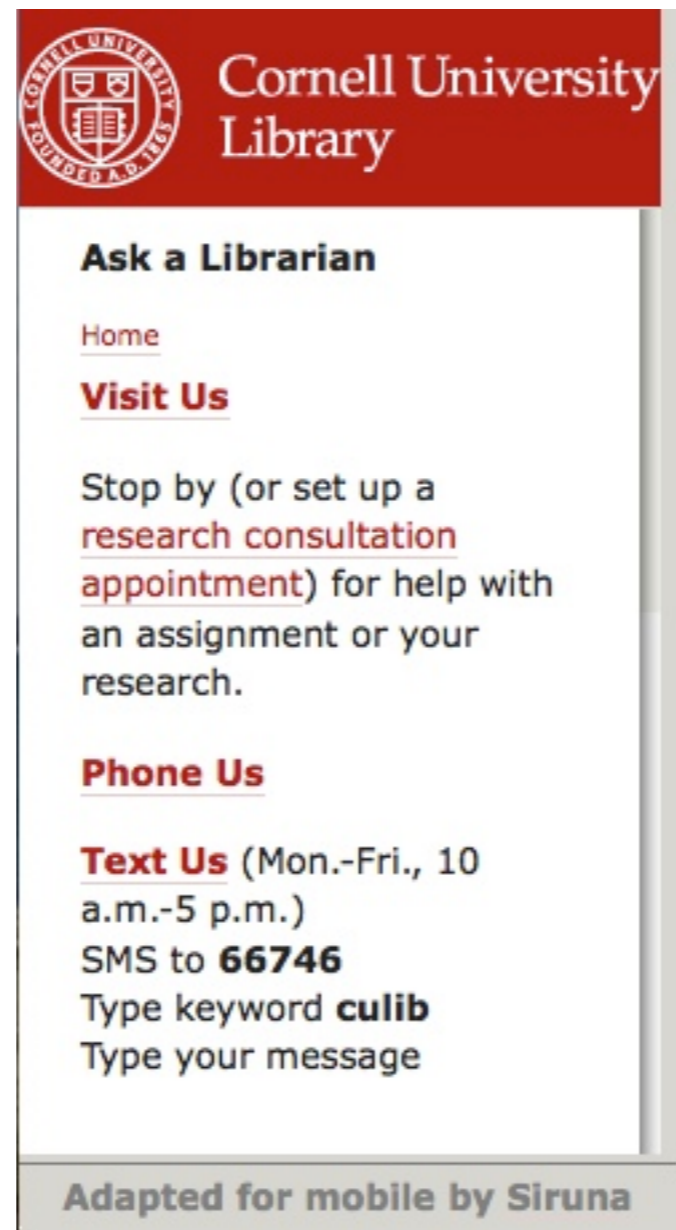
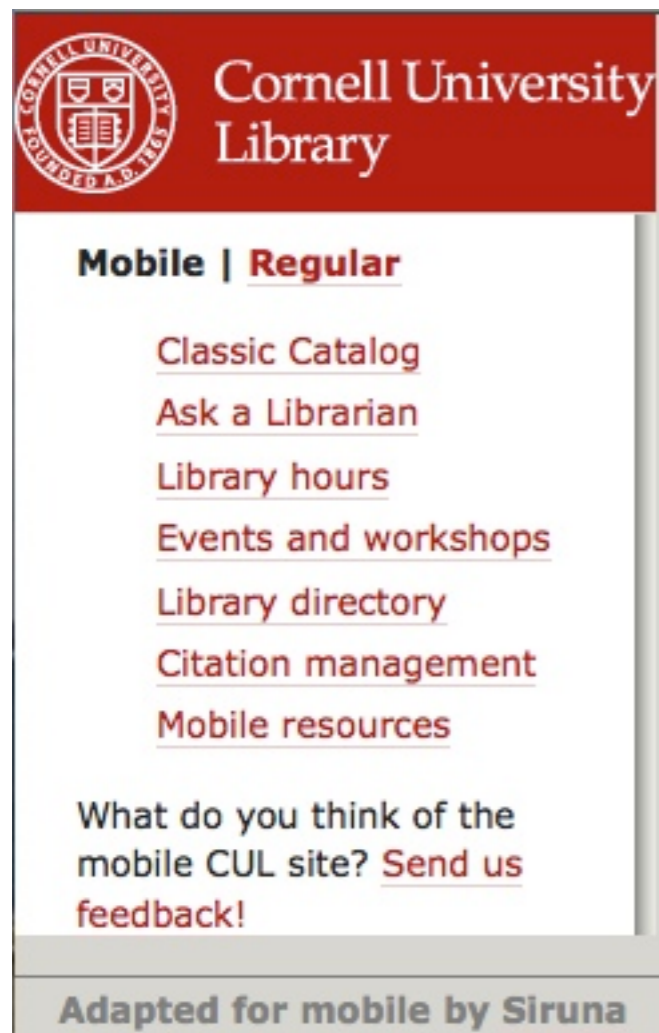
Our Fully Managed Solution lets you create mobile applications. At the core lies an open source platform which is fast, flexible, powerful and simple to use.

Our Mobile Professional Services support you in any aspect of your mobile project.

[Find out more](#) [Contact us to get started](#)

Siruna is a hosted solution that lets you select elements from an existing web site and remap them to create a mobile-friendly site.

library.cornell.edu/m



Examples of home page, Ask a Librarian, and catalog search transformed with Siruna

“It’s not just good - it’s good
enough!”

Krusty the Clown

It doesn't have to be perfect to be useful to our patrons!

Exposing Ourselves



Our “hidden” collections

The screenshot shows the website for 'The Andrew Dickson White Collection of Architectural Photographs', part of the 'Division of Rare and Manuscript Collections' at 'Cornell University Library'. The interface includes a navigation bar with links for 'Collections', 'Explore', 'Create', 'Share This', and 'Help'. The main heading is 'Browse A. D. White Architectural Photographs'. On the left, a 'Collection Selection' sidebar lists various collections, with 'A. D. White Architectural Photographs' highlighted. The main content area features 'Featured Media' with a 'Media Summary' pop-up for a photograph titled 'New Louvre, Pavillion Turgot' by Lefuel, Hector Martin, Visconti, Louis Tullius Joachim, dated 1852-1858, ca. 1865-ca. 1895. Below the featured media, a paragraph describes the collection's scope and history.

The Andrew Dickson White Collection of Architectural Photographs
Division of Rare and Manuscript Collections
Cornell University Library

◀ ▶ Collections Explore Create Share This Help

Browse A. D. White Architectural Photographs

Collection Selection

- All Collections (49,152)
- Cornell University Collections
 - NYS Aerial Photographs
 - Willard Straight
 - Cornell Vicos
 - Rare and Manuscript Collections Images
 - Inscriptions of Eleusis
 - Billie Jean Isbell Andean Collection
 - Beyond the Taj
 - Herbert F. Johnson Museum of Art
 - Howell Icelandic Collection
 - **A. D. White Architectural Photographs**
 - Claire Holt Indonesian Art Collection
 - Reuleaux Kinematic Mechanisms Collection
 - Cornell University Political American ...

Featured Media

Media Summary

Repository: Cornell University Library

Title: New Louvre, Pavillion Turgot

Creator: Lefuel, Hector Martin, Visconti, Louis Tullius Joachim

Date: 1852-1858, ca. 1865-ca. 1895

Category Pages Browse All

The Andrew Dickson White Architectural Photographs Collection is comprised of approximately 13,000 nineteenth- and early twentieth-century photographs of architecture, decorative arts, and sculpture. White (1832-1918), the first president of Cornell University, established the collection by donating several thousand images from his personal architectural library.

Much of CUL's digital content is in "silos" or systems. Our image collections are in Luna, which is not discoverable from the outside, does not allow patrons to interact with the collection in ways they're used to in social media sites, or to get the images beyond Luna. Luna does have a wealth of contextual information, including structured metadata, names, dates, places, and descriptions.

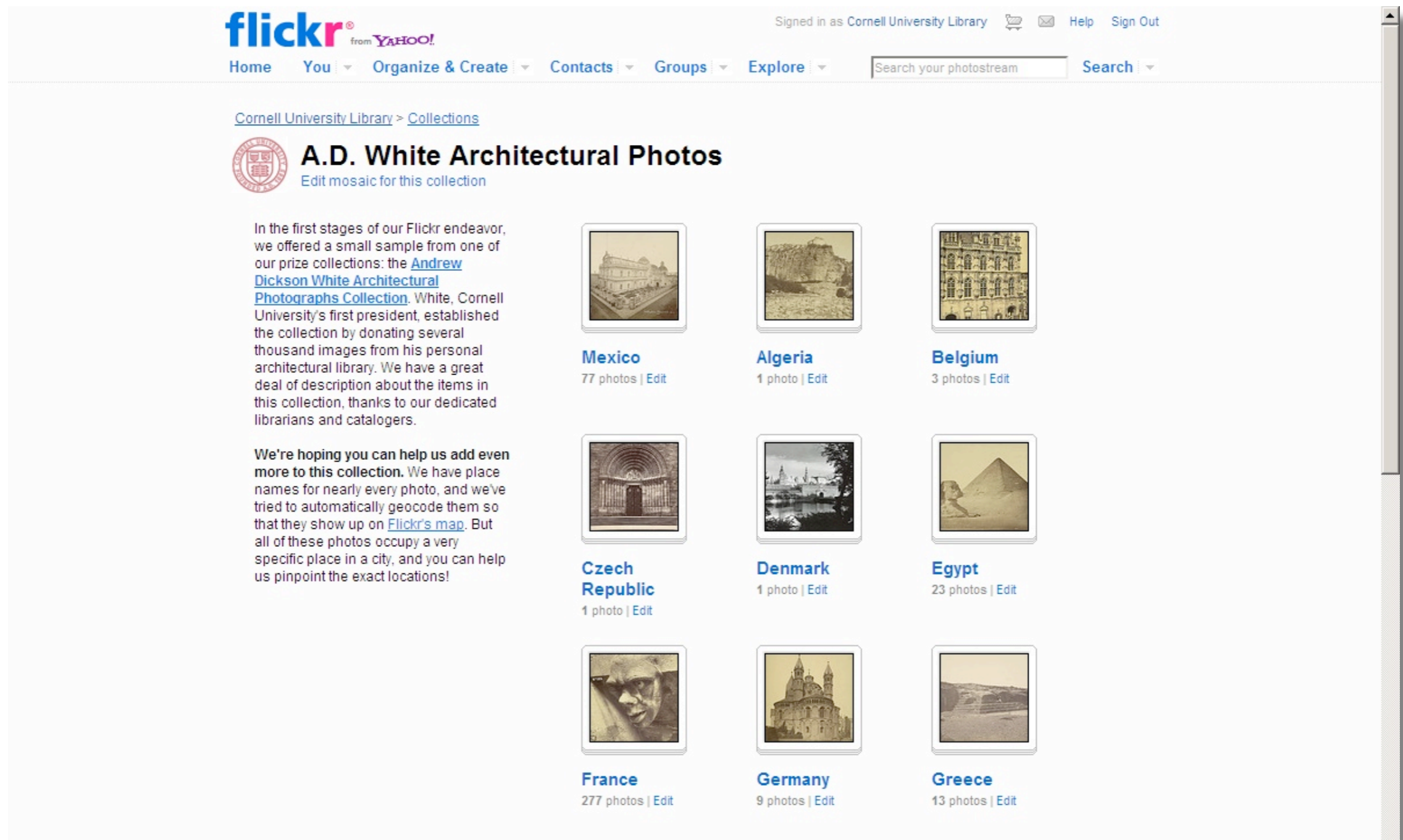
Exploring Flickr

- Flickr Commons had just been launched
- We had many images that were out of copyright and in the public domain
- Explored Flickr as another pathway to discovering CUL's collections

Our Flickr strategy

- Upload one collection (entirely public domain)
- Leverage library metadata to make the images more “discoverable” in Flickr
- Point patrons to our account (via library website, “We Recommend”)

Increase visibility



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Friday, April 16, 2010

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Before, the images were in a library-centered silo. If you didn't know it existed, it was hard to find. You had to already know how to navigate library resources. After -- our images were up on Flickr and available to a much wider audience, much easier to discover by chance. This was not a replacement for our image collection! LOL wanted another pathway for discovery of these images; everything links back to CUL's hosted version of the image.

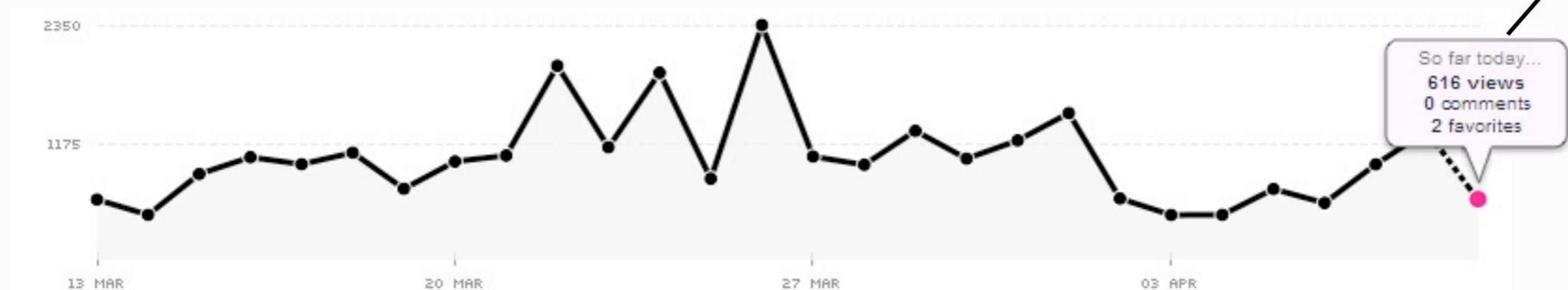
The response



Hi, Dianne!

616 views so far that day

Recent activity: [comments](#), [tags](#), [notes](#), [faves](#) → [See All](#)



Views

	Today	Yesterday	All Time
Photostream	112	131	22,533
Photos	496	1,047	162,700
Sets	6	87	11,237
Collections	2	33	2,372
Total	616	1,298	198,842

All time totals: 198,842

In a word: overwhelming. As of April 9th, we were close to 200K hits. Our first collection -- architectural photos -- are the most popular, but the others are catching up. We have five collections in total: AD White Architectural, Diver Railroad Photographs, Human Ecology Photographs (public domain subset), Willard Dickerman Straight Photos (from Korea), Political Americana (public domain subset). The majority of our referrals come from Flickr, Google, Yahoo Images and Google Images.

we've found our images crop up...

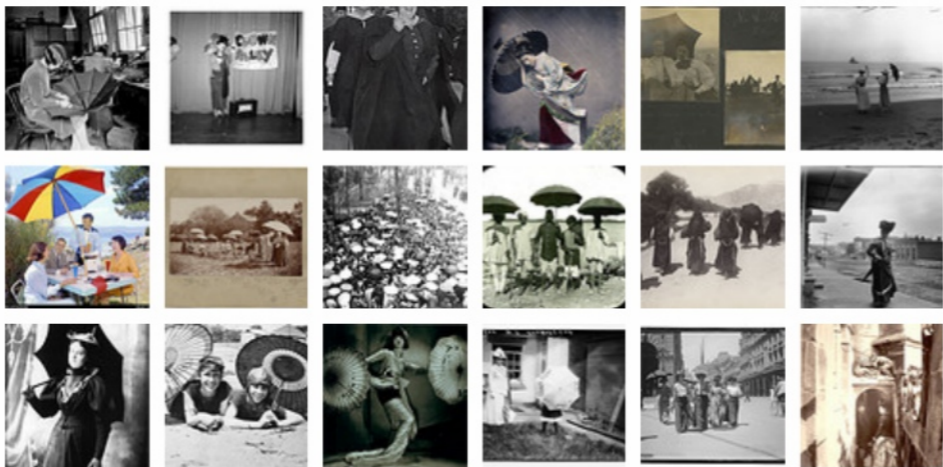
[Kate the Archivist](#) · [Galleries](#)



They had rain back then? Yes, umbrellas from the archives

A gallery curated by [Kate the Archivist](#) | 18 photos | 113 views

Yes, well, there are parasols here too, and other kinds of umbrellas, but let's not stand on ceremony.



[Troyes--Cathedral--Outer gallery...](#)
by [Cornell University Library](#)

Kate the Archivist says: This wasn't the most prominent umbrella, but I just loved the picture.



in other's curated galleries

we've found our images crop up...

Radio 4 Blog

[« Previous](#) | [Main](#) | [Next »](#)

Miriam Margolyes on Bluestockings

Post categories: [book](#), [history](#), [reading](#)

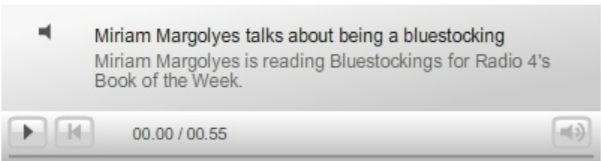
 **Steve Bowbrick** | 16:02 PM, Monday, 10 August 2009



While Miriam Margolyes was recording the current Book of the Week, **Bluestockings**, it became clear that the text had particular meaning for her because she had been a Bluestocking herself. Producer Justine Willett writes:

Cambridge University is celebrating its **800th anniversary** this year. And on this week's Book of the Week, you can hear award-winning actress Miriam Margolyes reading Jane Robinson's **Bluestockings**, the remarkable story of how the first British women went on to get a university education. Miriam, herself a former **Newnham College** gal, in the early 60s, found reading the book took her back to those extraordinary days at Cambridge, where she shone in the **Footlights**, made life-long friends, and embraced eccentricity by smoking a pipe...

After the recording, Miriam recorded a few words about Bluestockings:



Miriam Margolyes talks about being a bluestocking
Miriam Margolyes is reading Bluestockings for Radio 4's Book of the Week.

- The **picture** shows Newnham College for Women in 1871. It's from **Cornell University Library's photostream** and it's **used under licence**.

[Jump to more content from this blog](#) ▼


About this blog

Behind the scenes at Radio 4
A blog from the people who brought you the Editors' blogs for **News**, **Sport** and **BBC Online**.

Follow **Radio 4 blog** on Twitter for web site news, programme highlights and interesting retweets.

Subscribe to Radio 4 Blog

You can stay up to date with Radio 4 Blog via these feeds.

-  **Radio 4 Blog Feed** (RSS)
-  **Radio 4 Blog Feed** (ATOM)

If you aren't sure what RSS is you'll find [our beginner's guide to RSS](#) useful.

on the BBC website

we've found our images crop up...



WEDNESDAY, JULY 22, 2009

Hogwarts Ceiling



I just saw the latest Harry Potter movie and couldn't help but be impressed by the interior shots of Hogwarts-especially its elaborate ceilings. Above is an old photo of the Divinity School at Oxford University, apparently it was used in the movies as Hogwarts' Hospital. Next post I'll put together some artwork based on this ceiling.

Photo courtesy of Cornell University Library.

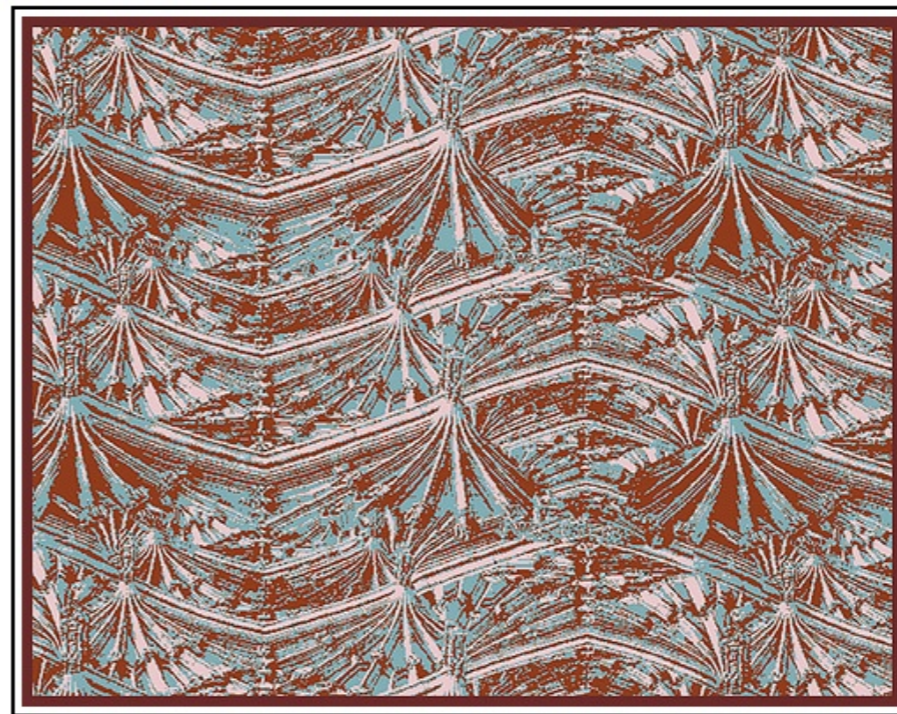
SHARE

POSTED BY NICOLE AT 9:45 PM
LABELS: DESIGN INSPIRATION



THURSDAY, JULY 23, 2009

Hogwarts Ceiling Art



I took the ceiling from yesterday, reduced the colors and flipped it all around to make this pattern. The V-shaped lines are the arches and the fans are scattered on top. It's abstract but I like it as a texture.

SHARE

POSTED BY NICOLE AT 9:39 PM
LABELS: DESIGN PROJECT

on
blogs

People use our images to illustrate a wide variety of things. The Human Ecology photos are especially popular with "do it yourself" blogs -- cooking, sewing, etc. The posted image is of a textile artists' interpretation of one of our architecture photos.

User contributions

Federal Triangle, Washington, D. C.

ALL
SIZES



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Friday, April 16, 2010

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Communities have value to our images. The railroad community is very active, and have already added a wealth of information supplementing our descriptive metadata. The posted image is an aerial shot of Washington DC where a commenter points out a since-destroyed office building and notes the construction of a museum.

User contributions

Borenhult Lock on the Göta Canal, Sweden

ALL SIZES



Collection: A. D. White Architectural Photographs, Cornell University Library
Accession Number: 15/5/3090.00731

Title: Borenhult Lock on the Göta Canal, Sweden

Photographer: Axel Sjöberg

Canal date: 1823-1825
Photograph date: ca. 1865-ca. 1895

Location: Europe: Sweden

Materials: albumen print

Image: 6 1/4 x 8 1/2 in.; 15.875 x 21.59 cm

Provenance: Transfer from the College of Architecture, Art and Planning

Persistent URI: <http://library24.library.cornell.edu/collections/adw/75915-628.html>

Uploaded on June 9, 2009
by [Cornell University Library](#)

Cornell University Library's
photostream



This photo also belongs to:



+ Sweden before 1945 (Pool)

Tags

- Cornell University Library
- Göta Canal, Sweden
- Canals
- Bodies of water
- Locks (Hydraulic structures)
- Steamboats
- Leisure
- Transportation
- Smokestacks
- Landscapes
- Canal boats
- Borenhult
- Motala
- Östergötland
- Göta Kanal

Tags

- Cornell University Library
- Göta Canal, Sweden
- Canals
- Bodies of water
- Locks (Hydraulic structures)
- Steamboats
- Leisure
- Transportation
- Smokestacks
- Landscapes
- Canal boats
- Borenhult
- Motala
- Östergötland
- Göta Kanal

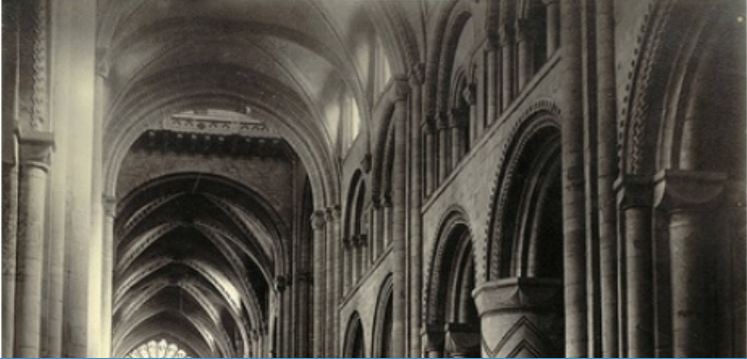
Creative remixes!

flickr Signed in as Cornell University Library Help Sign Out

Home You Organize Contacts Groups Explore Search

Durham Cathedral, Interior


ADD NOTE SEND TO GROUP ADD TO SET BLOG THIS ALL SIZES ORDER PRINTS ROTATE EDIT PHOTO DELETE



step 1 of 4

Started by adjusting the Cornell University source background to get the some colors for reference.

Changed Hue/Saturation to a suitable color. Changed Intensity/Contrast, added a glowing layer (the usual; copied layer, gaussian blur, layer blending).

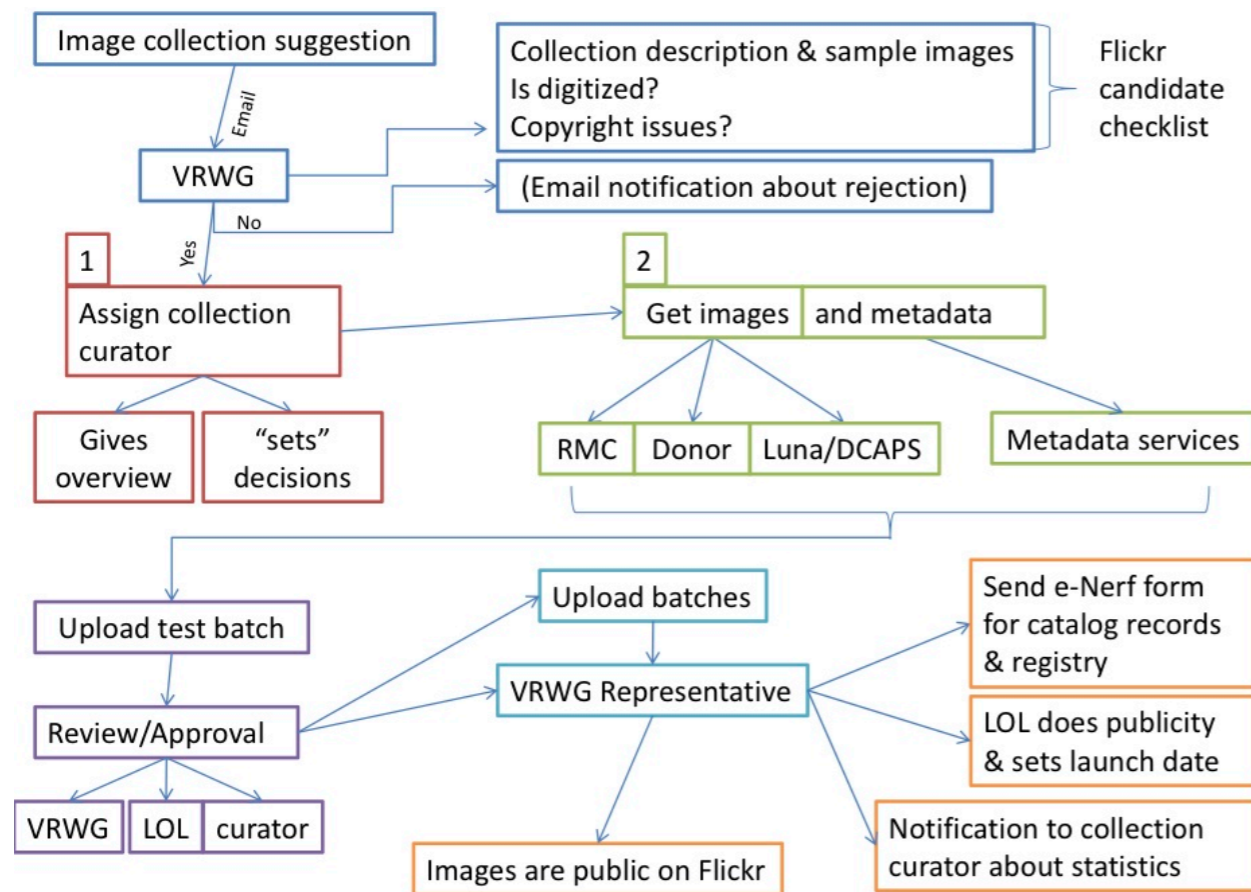


sources used for this step:
: [source](#)



Mainstream the process

- Visual Resources Working Group
- Rare and Manuscript Collections
- Metadata Services
- Library outside the Library



It's the LOL way to set things free. We found a number of library groups to sustain the Flickr project. We picked portions of the Flickr workflow that fit in with existing missions/responsibilities of groups. VRSG/RMC – identify and vet collections; Metadata Services – converts library metadata to Flickr metadata; LOL – does promotion.

Shameless Promotion

Getting the word out

- Presentations to Library staff
- CULLabs web site
- Posters, bookmarks, table tents, digital display screens
- Cornell Cybertower video on Flickr
- YouTube “handmade” stop-action video for mobile tools



Hot New Ideas



Upcoming

- QR Codes: Library exhibits can link directly to resources or background materials
- YouTube videos: Delving into the special collections treasure trove
- More iPhone features: Authenticated journal and database access
- Any suggestions from the audience?

Summarizing



Rules

- Embrace trends - even if they are fleeting
- Build things for today - not for the ages
- All the services are supplementary - a layer on top of fundamental services
- Invest lightly, iterate, and let go quickly
- There is no blame for trying something that doesn't work

Embrace trends: Flickr, YouTube, iPhone. This is where our patrons are right now, if we want to reach them.
Build things for today: It's quicker, it gives us room to experiment All services are supplementary: We want to enhance what's already there, bring patrons to our core services, even if they're far away from the physical library.
Invest lightly: Trends are fleeting and fast-paced. We need to be able to keep up, otherwise we won't reach our patrons.
No blame: It's essential to foster a culture of experimentation. Without it, we would be too afraid to try. We learn from what doesn't pan out.

What we covered

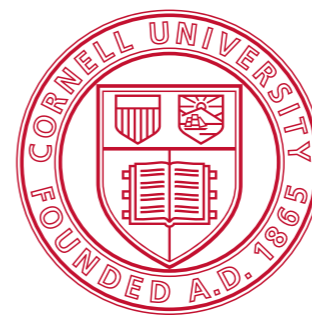
- How LOL works
- Keeping It light
- Letting Go
- Making It Move
- Exposing Ourselves
- Shameless Promotion
- Hot New Ideas



Questions?

Acknowledgements

- The LOL team: Eleanor Brown, Matt Connolly, Tony Cosgrave, Jeremy Cusker, Laura Larrimore, Rick Silterra, and Susette Newberry (former member and chair)
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- All the Cornell University Library Staff who help make LOL possible



Cornell University
Library



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