

Search Newsletter

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News You Can Use Outreach on Twitter

Taking an idea from the Nebraska Library Commission, which answers the "second-level" reference questions for Nebraska libraries, we are implementing outreach via [Twitter](#) on the [System Reference Center](#) site.

Although neither answers nor questioners' identities will be posted, perhaps seeing these questions will demonstrate the scope of the questions we answer. About 60% of requests are for hard-to-find sheet music.

Pew Surveys

The [Pew Internet and American Life Project](#) researches Americans' use of the Internet for their daily lives. Summaries of research reports are free and contain statistics which can be used to plan programs, manage collections and justify funding.

Here is a sample of recently posted reports:

[Libraries Aid in Information Searches to Solve Problems](#)

For information and resources to help with a variety of common problems, more people turn to the Internet at home, at work or at the library than consult experts or family members. Over half of the phone survey respondents (53%) visited the library in the past year. The age group with the greatest number of visitors was Generation Y (age 18-30). More people in the Generation Y group said they will use libraries in the future when they encounter problems: 40%, compared with 20% of those above age 30 who say they would go to a library.

- [Teens and Technology- Creating and Interacting with Online Content](#)
Nearly 2/3 of teens online (64%) create content on social media sites, including blogging and posting photos and videos, and they report that they receive comments on their posts. Boys and girls use different media for their content, and many limit access to their personal posts.

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Events and Training

Mary Madden - Americans Online - February 6, 2008

The San Francisco Chapter of the Special Libraries Association ([SLA-SF](#)) in cooperation with [Baynet](#) presents an evening in San Francisco with Mary Madden, Senior Research Specialist at the [Pew Internet and American Life Project](#). [Mary Madden](#)'s recent reports have examined the burgeoning field of online identity management, the adoption of online video, and the arc of teen content creation fueled by social media. The cost for just the talk is \$5. [Details and registration](#)

Spring Workshops

Peggy Sharp - What's New in Children's Literature - February 12 and 13 -
[Details](#)

Duncan Smith -We Recommend-Readers Advisory - April 30 and May 1 -
[Details](#)

Certified Public Library Administrator Local Courses

February 19-20, 2008: Budget and Finance, with Sandra Nelson

April 29-30, 2008: Fundraising, with June Garcia

[Information, full schedule, instructor profiles, CPLA description and registration](#)

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Reference Picks

Election 2008

Find your polling place, download voter's guides, order handouts and tent cards, research the propositions, and compare the Presidential candidates' positions on the System Reference Center's [Election 2008](#) webliography.

Redroom - Online Salon for Authors

[Redroom](#) offers authors a free web page with links to photos, bios, writing, books, and appearances, including those at libraries. Authors speaking at library programs, discussed in book groups, or linked on [del.icio.us](#) booklists, can now provide a free newsy link to a library's site to Redroom viewers. Viewers can sign up for a free Redroom newsletter subscription and click on videos and podcasts.

Questions and Answers

System Reference Center's Quarterly and Yearly Statistics

Below are the statistics on the number of second-level questions received from each system last quarter, with last fiscal year, year-to-date, and same quarter last year statistics for comparison.

System	Q2 2007- 08	Q2 2006-07	YTD 2007-08	YTD 2006- 07	FY 2006-07
BALIS	41	65	85	178	268
MOBAC	28	21	38	37	62
PLS	17	42	58	82	144
SVLS	71	79	148	167	332
Totals	166	207	329	464	806

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News from Our Members

Oakland Public Library Reaches Out with Homework Initiatives

When the grant funding for [Oakland Public Library's](#) homework assistance program, Partners for Achieving School Success (*PASS!*), expired, staff applied the lessons learned to develop and operate two new drop-in programs, [Homework Assistance Program \(HAP\)](#), for middle and high students, and [Oakland Libraries After School \(OLAS\)](#) for children in K-6 grades.

Unlike *PASS!* which employed paid teen mentors and two library workers at each site, both new programs rely on volunteer tutors recruited from the community and from local colleges, such as UC Berkeley and Mills College. With *PASS!*, staff discovered that children's homework needs are often satisfied by small groups working with an adult tutor, in addition to peer homework support. Staff expect that this different structure will allow the service to reach more users.

At the beginning of the school year, Oakland Public Library (OPL) inaugurated the drop-in

program, HAP, at four of its libraries. Funding is entirely underwritten by OPL, and the program is coordinated by Jessica Snow, Teen Services Librarian.

In January, OPL launched its four-days-per-week-after school service, OLAS, funded by OPL and individual donors, as a pilot project until June 2008. OLAS offers children in K-6 grades access to computers, drop-in homework help, and the opportunity to participate in a variety of enrichment activities. Tamar Kirschner, Children's Program Librarian, and part-time OLAS Volunteer Coordinator Adam Twain, manage OLAS as part of their regular duties. In addition, each of the four OLAS locations is funded to hire additional staff for 12 hours per week.

In setting up OLAS, staff consulted with Jessica Snow about outreach strategies, volunteer training and management (database) tools, and they are sharing "best practices."

In January, OLAS is offering workshops on Microsoft Word, [Lego Engineering](#) and searching the library's catalog and databases. Community partners, such as the [Oakland Museum of California](#), the city's [Parks and Recreation Department](#), [Museum of Children's Art \(MOCHA\)](#), the [Berkeley Repertory Theater](#), the [Alameda County Community Food Bank](#), and [Helpers Engaged in Reaching Oakland's Excelling Schools \(HEROES\)](#) contribute to enrichment programs in art, theater, dance, calligraphy, nutrition and computer literacy training.

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If your library has interesting statistics or press releases, please share them with your staff, post them on committee listservs, and send them to [Mary Beth Train](#) for inclusion in *Search*. One good idea begets another!

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BALIS/PLS/SVLS System Reference Center

www.systemref.org

- For libraries to submit an article or a suggestion for *Search*, email Mary Beth Train at train-AT-plsinfo-DOT-org.
- Find *Search* archives at [Search Newsletters](#).

- We're part of the Library!
 - [Bay Area Library and Information System \(BALIS\)](#)
 - [Peninsula Library System \(PLS\)](#)
 - [Silicon Valley Library System \(SVLS\)](#)
 - [Monterey Bay Area Cooperative Library System \(MOBAC\)](#)
- To send a Second Level reference request:
 - [Web form](#)
 - Email us at info-AT-plsinfo-DOT-org
 - Fax: (650) 349-5089 or (800) 505-5583
 - Phone: (650) 349-5538 or (800) 644-6244
- [System Reference Center Flyer](#)  Use for staff orientation and training.

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