

*TEXAS***Library**ASSOCIATION

Technology Plan 2010 - 2015

**Prepared by the TLA Technology Taskforce
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Executive Summary

This Technology Plan for 2010 to 2015 was created for the Texas Library Association in 2009 by the Technology Task Force, which TLA created for this purpose. It outlines technology goals the association and includes the reasons for recommending these goals. The intent of these goals is to insure the current and future activities of the association are not hampered by a lack of technological preparation.

The immediate recommendations address areas where the association's lack of monitoring have allowed our resources to grow stale and inhibit our current efforts. The association's archival needs are addressed in the intermediate goals. The intermediate and long term goals address the association's role in sharing information technology expertise among its members.

This report is divided into 6 sections. The first recounts the history and purpose of the task force. The next three sections summarize, respectively, the membership survey, the in-depth interviews, and the association's current technological resources. The last two sections recommend specific goals and a methodology for keeping the plan responsive to unforeseen technological changes.

Background

The Texas Library Association was established in 1902 by a gathering of 30 librarians. Since then, the professional association for librarians in Texas, has grown to 7,200 members from a wide variety of backgrounds and library settings. The association has the following objectives (as outlined on the [TLA website](#)):

1. To encourage the identification, development, and maintenance of library services which will meet the informational, cultural, educational, and recreational needs of the citizens of Texas;
2. To provide for and stimulate the professional and career development of personnel in academic, public, school, and special libraries of Texas;

3. To facilitate effective cooperation among library personnel in academic, public, school, and special libraries of Texas;
4. To increase the effectiveness of libraries;
5. To advance the standards and ideals of the profession;
6. To provide a vehicle whereby library personnel may be aware of and cooperate with other associations and organizations which have similar or allied interests;
7. To increase attention to intellectual freedom and social responsibility as an action-oriented association;
8. To provide appropriate services to members for the benefit of the profession;
9. To work cooperatively with other associations in developing joint activities which relate to the provision of library services, the selection, distribution and use of books and other materials, the support of intellectual freedom, and the enhancement of educational opportunities, provided that:
 - i. The purpose of the joint activity is supportive of the emphases named above;
 - ii. The other association has a major role in those activities relating to libraries;
 - iii. The financial commitment required does not place a major burden upon the regular financial responsibilities of the Association;
 - iv. The activity has been approved by the Executive Board;
 - v. To operate exclusively for charitable, scientific, literary, and educational purposes.

The Texas Library Association is headquartered in Austin. The Association's governing body is a Council comprised of both voting and non-voting members. Voting members are the president, president-elect, past president, treasurer, ALA councilor, five representatives-at-large, and one councilor from each division, district, and round table or an alternate designated by the unit. Non-voting members are chairmen of standing committees and ad hoc committees, executive director, journal editor, association legal counsel, chairmen of statewide organizations affiliated with TLA, councilors of interest groups, and the parliamentarian. At least two meetings are held each year at the Annual Conference and at Annual Assembly. As the Association's policy making and chief governing body, the Council adopts the annual budget and the legislative platform.

A general membership meeting is conducted during the Annual Conference to give members an opportunity to discuss professional and Association concerns and to make their opinions known.

The Executive Board, which serves as the central management board of TLA, recommends to the Council matters of policy, budget, and operations. Board members are elected annually by the entire membership. Serving on the executive board are the president, president-elect, past president, ALA councilor, treasurer, five representatives-at-large, and the executive director as secretary and non-voting member.

TLA Bylaws govern the policies and functions of the Association.

At the 2008 TLA Annual Assembly, the TLA Council adopted the following motion:

That the Executive Board form a task force to establish a structure to guide the short, intermediate, and long term technological directions for this Association, including usability, accessibility, preservation, and delivery—such as web harvesting, continuing education, archiving email and other digital materials—to include members of DLRT, ATRT, History of TLA, and other interested groups and to work closely with the schools of library and information science and TSLAC.

With this in mind, the following taskforce was formed to develop a Technology Plan for the Association.

Task Force Members

[Adam Wright](#), *Chair, North Texas Library Partners*

[Cecilia Hurt Barham](#), *Decatur Public Library*

[Dreanna Belden](#), *University of North Texas*

[Joe Dahlstrom](#), *University of Houston at Victoria/Victoria College*

[Valerie Hill](#), *Lewisville ISD*

[Mary Jo Humphreys](#), *Round Rock ISD*

[Ling Hwey Jeng](#), *Texas Woman's University SLIS & TLA Executive Board Liaison*

[Chris Jowaisas](#), *Texas State Library and Archives Commission*

[Christine Peterson](#), *Amigos Library Services, Inc.*

[Gene Rollins](#), *Harris County Public Library*

[Eddy Smith](#), *Abilene Library Consortium*

[Paul Waak](#), *North Texas Library Partners*

Resources

[Joshua Casario](#), *Riata Technologies, Inc.*

[Mary Ann Emerson](#), *TLA - Publications & Graphics Specialist*

[Luke Figg](#), *Riata Technologies, Inc.*

[Brian Knaack](#), *TLA - Meetings Assistant*

[Catherine Lee](#), *TLA - Director of Administration*

[Gloria Meraz](#), *TLA - Director of Communications*

[Kathy Pustejovsky](#), *TLA - Conference & Membership Manager*

[Pat Smith](#), *TLA - Executive Director*

[Ted Wanner](#), *TLA - Continuing Education Specialist*

Methodology for Compiling the Plan

The taskforce met for the first time at 2009 TLA conference in Houston. At this meeting, a methodology was developed to seek the feedback from the TLA community on what they required of the association when it came to technology. Two approaches were developed:

- A subcommittee was created to develop a survey and make it available to the membership.
- A second subcommittee was created to interview select TLA members about their technology needs.

In addition, a third subcommittee was created to document the current TLA Technological landscape and provide recommendations.

The taskforce met two additional times. At a meeting at 2009 Annual Assembly, the taskforce reviewed the survey and interview results. The group decided to meet again

in October 2009 in order to give more time to perform some additional interviews. At this second meeting, the taskforce developed a list of goals for the technology plan. These goals are outlined in the TLA Technological Goals section of this plan.

Summary of Survey Results

Introduction

The findings of the 2009 Technology Task Force survey based on the source material from the information collected during the months of May, June, and July 2009 are below. The survey had a total of 812 respondents out of 6,683 members, which represents 12.15% of TLA membership at the time. Representation is broken down as follows:

	% of Survey Respondents	% of TLA membership
Academic	20.2%	10.2%
Public	33.5%	24.0%
School	37.0%	53.5%
Special/Other	3.7%	2.2%

Two services stand out at mandate levels: new service development (a technology incubator) at 81% and self-guided tutorials at 79%. Two more services have majority interest: virtual classrooms for CE (69%) and advocacy in social networks (65%). The news dissemination services show signs of an increasing need for further development with one of them already in distress.

NOTE: Survey results can be found in Appendix A - Survey Results.

Continuing Education

There is significant interest in TLA-provided continuing education in the form of self-guided tutorials (79%) and virtual classrooms (69%). While library practitioners have a strong interest in continuing education, members of governing bodies seemed reluctant with a near split on the issue. If there are concerns about the quality and delivery of online instruction, it would be helpful to identify and address them.

Based on the modal responses in the surveys and interviews, most TLA members are looking for online continuing education opportunities on:

1. Important library topics not covered by other continuing education providers;
2. "New" library tools, which may include social media such as Twitter or Facebook for some less experienced users, but also keeping pace with the latest popular technologies;
3. How to use the tools and services of TLA itself, from a redesigned web presence to event planning systems for annual conference and district meetings.

The continuing education offerings are desired to be free or low-cost, and content to be in both synchronous (webinars or longer real-time courses) and asynchronous (self-paced tutorials) format.

Open Questions to Address:

- Why do those who reject online continuing education, particularly within governing bodies, do so?
- What specific topics are sought for professional continuing education offerings?
- Which social media tools should receive first priority in training?
- Which online format(s) would be most effective for training on TLA structure and processes?

News Dissemination

TLA's broadcast announcements and newsletters are well received. Academic, public, and school librarians as well as governing bodies are generally satisfied while seeing some room for improvement. Other categories of respondents, including special librarians, library supporters, and students see far more room for improvement. It is noteworthy that the groups with the most exposure to what other organizations have accomplished are also the most likely to think we can do better. The primary value of these services is professional development and improved management / governance.

There is a particular issue with the blogs. A combined 41% are aware of TLA's unit blogs but do not consider them useful/useable. Another 26% were not even aware of

them. Only 28% of respondents use them appreciably with only 13% expressing satisfaction. Of those who have considered the blogs, the majority have declined to use them. We need to find out whether this is due to accessibility, relevance of content, both, or something else. Perhaps respondents simply prefer other methods of communication, such as newsletter articles that allow comments. This subject requires careful investigation.

Open Questions to Address:

- What are the requirements to make our news dissemination services most effective?
- Do the blogs have actual value?
- If the blogs do have value, what is it?
- How can TLA promote blog use?

Collaborative Services

Twenty-eight percent of respondents were not aware of TLA's collaboration services, and another 25% have not used them. Among those who do use the services, the majority likes what TLA provides but would also like them to be further developed. Developments here should be predicated with very specific surveys along the line of "Should units have automatically allocated wiki spaces?" or "Should virtual conference rooms be available for business meetings? Please describe what a virtual conference room should support." Multiple versions of some services may be called for if mutually exclusive feature sets are identified.

Social Networking

Sixty-two percent of respondents want TLA to have organizational representation in social networks with 18% undecided. 65% are in favor of advocacy in social networks with 17% undecided. Successful advocacy requires an organizational presence to serve as a focal point, so the 65% in favor of advocacy can reasonably represent both efforts. Governing boards and students both identified support for better decisions as a reason. More generally, adding value to existing services and professional development were the most given reasons. Curiously, about 3% of those who want TLA to maintain a presence specified that a reason to do so was not applicable.

Fifty-three percent of respondents support the development of a TLA-provided social network, with another 23% undecided. In every group, professional development was the primary reason given for having a social network.

New Service Development

Eighty-one percent of respondents want TLA to take a leadership role in the development of new services as new information technologies make them possible. Only governing bodies, with 62% approval, showed reservation with the idea. The primary alternative for where new services can be developed is within the library schools, where 93% of faculty and 85% of students want TLA to take charge.

Summary of Interview Results

A second subcommittee was formed to interview select TLA members about their technology needs. The purpose of this group was to get some more intimate responses from TLA members without having to convene focus groups. The results of these interviews can be found in Appendix B - Interview Results.

During July - September 2009, the Task Force interviewed random TLA members and asked open-ended questions regarding their use of technologies and what they thought TLA should be doing in this area.

In all, 33 members were interviewed. The representation from various types of libraries is as follows (compared to the overall TLA membership):

	Members Interviewed		Percentage of TLA Membership
Academic	13	39%	10%
Public	8	24%	24%
School	10	30%	53%
Special	0	0%	2%
Other	2	6%	11%

Current TLA Technological Landscape

TLA currently contracts with RIATA Technologies for technology support and management; there is no internal technology support. The website is split into two parts: secure pages are hosted internally; non-secure pages are hosted at Hosting.com. This has caused some confusion with navigation across the site and with gathering accurate statistics on use.

Computer & Network Infrastructure Summary

Hardware - Desktops:

TLA desktops are generally adequate to meet the tasks of staff. There is a mixture of Windows-based desktops and a limited number (2) of Mac-based OS desktops. The Mac desktops are primarily used for graphics-based work.

Hardware - Servers:

Virtual servers were installed in November 2009, which revamped the technology landscape for the organization. This virtualization of server resources should provide the flexibility and capacity to implement many of the services described in the plan.

Hardware - Network & Internet Connectivity:

Internal Local Area Network (LAN) appears to be suitable for existing purposes. TLA has redundant internet connections into the TLA office and bandwidth appears to be suitable for current needs. Additional bandwidth might be considered in the future if entire website is hosted at TLA offices.

Applications:

The majority of member services are provided through several custom-designed databases built utilizing Microsoft SQL. These are accessed by TLA staff through a Microsoft Access interface. These databases are included in the data backup plan that is performed nightly to the data centers. A hard drive is shipped to the data center, then changes to the databases are checked and sent at 15 minute intervals with a nightly summary of any remaining changes.

There are five primary databases (membership, conference registration, exhibits, meeting schedules & officers/committees) for TLA business processes. During conference these databases are exported into Microsoft Access for on-site conference access and then re-imported after conference. There is the possibility that a new process would involve renting an on-site server for future conferences.

Policy & Procedures Summary:

An electronic records policy is in place. An archival records retention policy is also in place. Storage needs for electronic records of an archival nature needs to be determined and planned for as TSLAC does not currently accept electronic records for archival materials. Current electronic materials, such as the TLA web site and databases, are backed-up on a regular basis through full snapshots. One note is that each TLA unit or committee makes their own decisions regarding archiving electronic records.

TLA Website:

TLA is beginning the process of redesigning the website with NFI Studios. TLA will leverage Drupal as the CMS platform and MemberFuse as the association's new social networking space. Projected Beta site launch is Conference 2010.

The new TLA website will include (but not limited to) the following new features: search capabilities, statistics gathering, administrator roles, cleaner/shorter URLs, revised taxonomy based on member input and usability testing, better multimedia integration, and a single sign-on.

MemberFuse offers the following functionality:

- Robust member profiles (pictures, professional interests, contact information, etc.); a member may set their profile to public or private, based on their preference.
- Allow members to more easily connect with other members via the "member matching" feature, which suggests likely professional connections based on interests filled out in a member's profile.

- Customize a member's "my TLA" page (seen upon log in) so that they may see the information relevant to them.
- Member messaging (like other social networking sites messaging tools).
- "Collaborative group" feature, giving TLA's units/committees their own collaborative group space, which will also function as the group's website. These collaborative spaces come with: discussion forums, a resource library, announcements (which can replace a group's email list), a wiki, a group directory, and a blog. Collaborative groups functioning as a group's website empower the group to more easily maintain accurate, updated information without going through a TLA staff member to do so.
- "Content alerts" feature, which allows TLA to replace the existing email lists for its groups. Updated group announcements, news items, new/modified events, etc. trigger a notification email to be sent to members. Members can set how they wish to receive this information (frequency as well as format).

Assessment/Review Process of TLA Technology Plan

As a member-driven organization, TLA actively solicits feedback and input from the members to evaluate current programs and services and to plan future programs and services. Technology topics will be addressed in these evaluations from two standpoints: (1) the effectiveness of TLA's interactions with its members and (2) areas in which the members benefit from TLA's technological services.

- Periodically, TLA will hold focus group sessions to discuss TLA's technological services. Most likely, these focus groups will occur at conference and Annual Assembly. In addition, TLA will conduct annual surveys for evaluation of technological services and to determine the direction of future services.
- TLA's round tables and committees meet at least once a year. Over the next three years, TLA will ask each group to discuss the technological services and report back to TLA staff the conclusions reached during these conversations.
- TLA staff and Executive Board will also discuss the plan on an annual basis to review its progress. A report on this review will be released to the membership after its completion. If TLA determines a need after 2012, a Technology Plan Task Force can be established to update the plan accordingly.

TLA Technology Goals

As with most technology plans, this one includes many services that will be new to TLA staff and/or its members. As part of the implementation of this plan, it is understood that various types of continual awareness, introductions, demonstrations and training should be an inherent part of the introduction and maintenance of each of these services.

Providing new services without continuing education is a formula for failure.

Short Term Goals - 1 year to 3 years

- Hire TLA staff member who is tasked with overseeing the technology infrastructure, maintaining existing services, and implementing new services.
- Implement regular usability studies of major sections of website; make the website accessible and mobile device-friendly. **Note:** TLA is already in the process of accomplishing this goal; the writers of this plan acknowledge this and encourage its continuation.
- Continually ensure that TLA staff technology meets current standards (e.g., desktops, servers, network, Internet, applications, operating systems).
- Continue to pilot web-based continuing education options.
- Allow TLA communications to arrive in member's preferred format.
- Create an ad-hoc group to develop a plan to digitize and preserve TLA historical records.
- Continue work on building a robust conference web application.
- Provide virtual meeting platform for the use of members and units.
- Investigate the adoption of new virtual world technologies such as Second Life, e.g., by forming an ad-hoc group.
- Investigate relatively new methods for meeting member's needs, e.g., augmented reality, in anticipation of the technology incubator in the midrange goals.

Mid-Term Goals - 3 to 5 years

- Design and implement plan for archiving TLA electronic internal and external materials; provide searchable archive of public materials.
- Implement single sign-on for all TLA electronic services.

- Investigate social networking/virtual communities options and how they fit within or enhance current TLA communication; implement as appropriate.
- Continue to evolve hands-on opportunities at conference and throughout the year.
- Provide opportunities and training to TLA staff to ensure that they can utilize popular, new technologies in member communications, programs, and services.
- Implement digitalization plan formed by the digitalization ad-hoc group.
- Continue to provide virtual meeting platform for the use of members and units.
- Consider, investigate and possibly implement a technology incubator that will include a think tank of "Futurist" Librarians to keep the Texas Library community aware of new technologies.
- Consider, investigate and possibly partner with TSLAC or other providers to create a technological help desk for librarians.
- Implement plan set forth by the virtual world ad-hoc group.
- Consider, investigate and possibly implement an application to accept submission of statistics and stories from libraries - salary information, standardizing position descriptions, school library data, other useful information.
- Create handheld applications, e.g., iPhone.

Long-Term Goals - 5 years and beyond

- Consider, investigate and possibly implement a virtual membership level.
- Provide audio/video recordings of conference sessions/meetings for use after the conference; investigate using a "channel" on a popular service, e.g., iTunes, YouTube.
- Evaluate cutting-edge technologies as to their benefit to members.

Appendix A – One-on-One Interview Results

Complete responses to questions (grouped by content) are recorded on the subsequent pages.

Online Continuing Education.

What type of online continuing education have you used in your professional development? (examples: short web seminars, real-time interactive classes, online college courses, or self-guided instruction like self-paced courses, podcasts, and streaming videos)

- 1 Live interactive and some self-paced
- 2 Online courses (via Blackboard), webinars, real-time (via OPAL, Wimba, WebEx)
- 3 Have taken both real-time and self-paced in past; also, distance ed via video
- 4 Have taken many online classes (both synchronous and asynchronous); lots of webinars (which is just information delivery) and some self-paced things (which usually are not memorable)
- 5 Online college course for LIS (via Blackboard), some interactive classes
- 6 Teleconferences, podcasts, real-time interactive
- 7 Online college courses (via Blackboard), self-paced courses, some interactive video distance ed
- 8 Online courses (via Blackboard), pre-recorded webinars, some video distance ed
- 9 Online courses for LIS, some self-paced courses, some interactive courses.
- 10 Online courses for LIS, many webinars (usually on specific technologies or job functions); some archived recordings of previous live classes via OPAL
- 11 Self-guided instruction – that is pretty much all I have done
- 12 I have not participated in any online continuing education.
- 13 I have done some version of all of these.
- 14 I have used a lot web seminars, whatever they use for school, like Black Board or WebCT at UNT, also used streaming video. So I think I am pretty familiar with everything that was mentioned and having used them and in have used them before for professional development. I have participated in LEAD, which is probably what I have used most, have done some with the State Library online. Besides getting my Masters, that is all I can think of.

- 15 Podcasts, online courses, webinars, taught online college courses but not taken any
- 16 all the above, except not real-time interactive classes or no online college courses
- 17 has used all of the types listed above
- 18 got her MLS online, also various certifications online, various webcasts
- 19 has used all of the above, but she has to drive some distance to Amarillo to do Webinar
- 20 She received her MLS from UNT online, likes webinars, is attempting to learn Spanish from podcasts, lots of streaming video
- 21 Webinars
- 22 Webinars and online tutorials
- 23 Yes. I have taken all of these in form or another.
- 24 All kinds of webinars and some online courses for security training.
- 25 Some real-time lectures, some podcasts, some recorded powerpoints, and an online conference.
- 26 Online university course, online real-time interactive classes, some self-paced, and some vendor webinars
- 27 mainly webinars related to products, some streaming videos. I don't really have time for online interactive things during the day.
- 28 Self-paced only
- 29 self-paced, some webinars
- 30 web seminars, self-paced courses, podcasts and streaming video
- 31 college courses, and reads blogs for professional development. She doesn't need to document CPEs, so not a big drive for her
- 32 yes, have done them all at one time or another
- 33 mostly live webinars, some prerecorded

When you participated in online training in the past, was it purchased?

- 1 yes
- 2 yes
- 3 No, usually only participate if free
- 4 Usually a fee was paid, but have had a variety of free things.

- 5 Yes
- 6 Most have been free
- 7 All purchased
- 8 Generally free
- 9 *only* free. Won't take them if have to pay.
- 10 Most are free. But some were purchased.
- 11 No
- 12 N/A
- 13 Some was purchased, some was free.
- 14 Some have been free and some have had a cost associated with them. Additionally, anything with UNT, such as the Management Certification courses, I had to pay for as a student.
- 15 Yes, for online courses and webinars.
- 16 most of the ones she has done are free. Podcasts are free, and you can find a lot of good content on YouTube.
- 17 have paid for some, and many have been free.
- 18 most have been free.
- 19 all of it has been no cost to her because it is free, or supported by grants.
- 20 She has purchased podcasts from iTunes, paid for education at UNT, but others have been free.
- 21 Free
- 22 Free
- 23 No. Some of them were purchase by NTRLS.
- 24 No.
- 25 Mostly free.
- 26 Some purchased (by me and some by university). Some free.
- 27 Free.
- 28 It was purchased by the district
- 29 Free mostly. some purchased by the district...we have no individual funds to do this.
- 30 had both free and purchased.
- 31 purchased college classes herself

- 32 some paid, but mostly free
- 33 mostly free, some purchased

Who was the provider?

- 1 Amigos, ACRL
- 2 ACRL
- 3 Amigos, TSLAC
- 4 Amigos, U of Wisconsin, Insync Learning, NYU Online, SirsiDynix Institute
- 5 UNT
- 6 Amigos, some commercial things
- 7 TWU, UNT, TSLAC, EASI.CC
- 8 UNT, Amigos, some commercial sessions
- 9 Amigos, UNT LEAD, OCLC
- 10 UNT, ACRL, SirsiDynix
- 11 It was an individual who provides online instruction – but can't remember her name at this time.
- 12 N/A
- 13 University of North Texas, Follett, Region XI Service Center
- 14 UNT, LEAD, State Library
- 15 ACRL or various vendors
- 16 various universities, library associations, educause
- 17 Amigos, BCR, an online forum at Rice Un.
- 18 Follett, can't remember others
- 19 TWU, and has used WebJunction, and UNT's LEAD
- 20 iTunes, UNT
- 21 Polaris
- 22 Vendors either showing off their products or providing training.
- 23 UNT, TWU, WebJunction, TSLAC
- 24 ALA
- 25 GPO, OPAL, Handheld Librarian conference
- 26 Federal Depository Library program, OPAL, Amigos, OCLC, Springbranch ISD ("23 Things"), Ebsco, Gayle and other library vendors

- 27 Amigos, Proquest, other vendors
- 28 Learning Cast
- 29 Atomic Learning, Follett, Discovery
- 30 various vendors & district 11
- 31 TWU
- 32 AASL and some others that can't recall
- 33 Linwood, some through Region 20 (on K-12 databases), and various other library vendors (like Ebsco, TLC, etc.)

Should TLA provide such online continuing education to members? Why/Why not?

- 1 Yes. Have found them useful in the past and helps cut travel costs.
- 2 yes. Great for just-in-time training on hot topics; saves travel budgets
- 3 Yes, should be a perk of membership. If affordable, it is a sustainable way for members to share their experiences
- 4 Not necessarily. There is a lot of CE out there (both good and bad, both expensive and inexpensive). It is already too competitive and we would further devalue CE by dilution. It's a complex question and deals with not only content issues, but also infrastructure issues of how the content is delivered.
- 5 Yes, with caveats. It needs to be worthwhile. It can be good when done really well, but can be inefficient when not done well and is a waste of time and money.
- 6 Yes, but only if it can be provided free to members. It would have to be financially viable.
- 7 Don't really see the need. There are lots of organizations that already do it; perhaps TLA could partner with them.
- 8 Yes. Helpful for staff with tight budgets and can't afford travel. They need to be online and free to members.
- 9 Yes. If done well, it can be beneficial and there are good examples of other organizations that do it well and cost-effective (i.e. Oklahoma)
- 10 Only if it fills a gap in what's already available (or that is only available for a fee), There is no need to duplicate existing CE offerings out there.
- 11 Yes. Because it is a cost effective way to provide continuing education which is one of TLA's goals and it's also convenient for TLA members, who aren't always able to attend onsite things. And I would guess that it could probably be done cost effectively.

12 Yes. I have a problem with that though, but when are you going to do it? Will it be at work, some places may block it, particularly for those who work in school districts. I am all for continuing ed, but I don't know if online is the best way.

13 Yes. Well, part of our job as librarians is to continue education and why wouldn't our professional organization provide that for us?

14 That is an interesting question. I think that would be great. I feel that within our Region, which is NETLS, doesn't provide as much as NTRLS and so I always feel a need for more continuing education, especially online. That would be fabulous to have more options for continuing education. It would be particularly great if TLA could partner with the State and get classes offered for free for TLA members.

15 No, I do not. After having taught online courses, I think that even if the quality is very good that sometimes the students don't have the same level of experience. Sometimes it works well and sometimes it doesn't. It can be difficult to tell if students understand the material.

16 Unsure. If TLA did, it should come from the units or RTs. Can't imagine TLA administration overseeing something like this because content would need to be targeted to specific needs

17 Yes, with caveats. Many could benefit from quality, low-priced training, if TLA could offer it. She thinks success for TLA will depend on the price point. Prices are generally free or prohibitively expensive. Free training is not sustainable, but if it could be a low price that could work.

18 yes. might be a good thing to offer because people are so busy, having it online could be very convenient

19 no. there is already so much out there, she doesn't think TLA needs to get into offering this. She thinks it would be helpful if TLA maintained a web page with a list of CE resources

20 Yes. the more information that is available online, the more accessible it is for everyone

21 Yes. Probably so... What will it cost? Small libraries have small staffs and no funds for training so they could not afford to pay for any additional training.

22 yes. It would seem to be a waste if everything is set up and planned and no one uses it. It would be nice to have available to save on travel expenses.

23 Yes. If they are free...Because we need to keep up with trends and rural librarians are hard pressed to attend live face-to-face workshops. Online courses are more convenient.

24 No. This is not effective training for me. Some people might be able to learn that way but I need the human interaction.

25 This would be very appropriate...and a significant benefit to membership cost if provided at no or low-cost. It would help maintain a more consistent membership. Always a good idea to reduce travel costs.

26 This would be great, especially self-paced where members can choose what interests them. Interactive classes are good, but they are difficult to work into my schedule. The hard part for TLA would be deciding what content to provide.

27 This would be helpful. Many of us can't afford conferences. This would also be especially helpful for school librarians who need CE credit. It should be provided as part of membership (or at a small additional fee). A tier of membership perhaps?

28 Yes. It's easier than arranging to leave the workplace.

29 Yes. It should be free to members. It is difficult to find technology training specific to library settings at low costs. Since district budgets are strapped, this would be very helpful.

30 yes, it would be wonderful. Obviously would need to be targeted by type of librarian

31 this would be good for members. Providers like Linworth are too pricey, so less expensive options would be good.

32 Yes. they should. But don't reinvent the wheel of what's out there already. But something like this would be very helpful for unique topics... like legislative day training.

33 Yes. This would be great! Even for a minimal fee. It is needed in school libraries as travel budgets are very small. TLA conference is really the only professional event we can go to.

News Dissemination.

Would it be beneficial to you to receive TLA news through other means besides (or in addition to) the ones listed?

1 No.

2 Facebook presence would be helpful for news dissemination

3 Tend to use print journal and email. Will usually read the electronic newsletters

4 No. How many places do I need to get news? Email works for most things...especially since TLA is conservative in sending messages.

5 Not really.

6 Not really.

7 Like formats that can be easily modified for accessibility purposes (visually impaired) like e-newsletters.

- 8 No, TLA seems to be covering all the bases.
- 9 Nothing really... I don't see them lagging at this point.
- 10 Can't think of any additional formats. But please continue to offer messages that have bullet points vs. messages with big blocks of text which don't get read. For example, the recent messages announcing Annual Assembly were just big blocks of text which could not be quickly skimmed.
- 11 For me personally, I would have to say no, those are all adequate – at the present time.
- 12 No, what they have is sufficient.
- 13 Yes
- 14 Do they provide, can you add, a regular TLA Blog rather than just unit blogs. I would like for there to be a unified blog that has ALL TLA related news posted in one spot – unit information, TLA news, legislation news all in one place that can be pushed out to a reader. I don't use the unit blogs, it seems like a lot of work to decide which ones to follow.
- 15 No
- 16 don't need to have in another format – RSS would be the best
- 17 an RSS feed would be nice. She doesn't like getting the same news through five different channels.
- 18 notices she gets a lot of duplicated news from TLA, wishes they could do something to streamline it. Online news is good
- 19 She likes the way TLA is delivering news now, no changes needed.
- 20 she likes the way TLA sends out news, she runs it all through her Google IReader
- 21 No
- 22 I use the current system
- 23 No. The current system is fine.
- 24 No. The current system is fine. The TLA blogs I have visited have been out of date.
- 25 I really like the ways it comes now. I like the electronic options but still read the print journal as well.
- 26 No. I can't think of any other ways. What they do do now is good.
- 27 They are doing a good job as is. I can't think of other ways.
- 28 No.
- 29 None.

- 30 as many ways as possible is best, podcasting might be a good thing to add
- 31 all of those are good, but would like to see more on wikis because they are more participatory – more on facebook would be good
- 32 I like email best.
- 33 I haven't really thought about it, but like the ways they have now.

Through what ways do you prefer to receive professional news?

- 1 Email is preferred, although am inundated by it; I avoid blogs and only rarely read print materials.
- 2 Email is preferred
- 3 Email, listservs, and e-newsletters
- 4 Depends on the moment (and the news). Don't really have a preference.
- 5 Really like reading paper journals. Will read e-newsletters as time permits. Would rather pull the news myself than be pushed news (like via email). It requires a balance as I already have too many emails.
- 6 I use RSS almost exclusively. Though not opposed to receiving email on pressing/urgent issues.
- 7 Email is preferable and especially easy and helpful to change fonts size, etc. for accessibility.
- 8 I like hard copy. I like to sit and look through them and often print electronic things.
- 9 I like paper, but get much of my news through email. Email is best. I'm not interested in visiting a bunch of different sites to get news.
- 10 Email updates are preferred (as long as they remain infrequent). Some of the level of activity on the listservs can be overwhelming and don't get read. Most of the print material sent to me does not get read...would like an opportunity to opt out to save TLA some money.
- 11 Generally email and I don't know if this would be a sp. category, but an email that refers me to online newsletter or web site change.
- 12 Email and electronic/online journals.
- 13 I guess through email, with a summary. Not the whole thing, just summary and highlights, bulleted lists.
- 14 I use iGoogle to read blogs, used to use Bloglines, but it became too cumbersome and was not as user friendly. I very rarely use listservs, but do use listserve archives to research specific questions on some of the public library listserve.

- 15 I like online newsletters, but I don't mind emails, either.
- 16 needs to be in email or RSS
- 17 She is format agnostic: likes news in print, email listserv, RSS when possible
- 18 online, email
- 19 email, blogs
- 20 email, consolidating in her iReader
- 21 Email. RSS newsfeeds
- 22 RSS Newsfeeds/Google Alerts, Email
- 23 I prefer the current set up.
- 24 Email works well.
- 25 I prefer email or RSS. I like news to be easily scannable (like headlines easily readable). But it really depends on the news content. Some things are appropriate for quick electronic updates...some topics I want the greater depth of a journal article.
- 26 Email is the most effective for me. I don't like spending time on pulling info, and prefer something that pushes out to me.
- 27 Prefer email, but I do look at print journals. I don't generally read most listserv activity, and I certainly don't want text msg alerts on my phone or anything that intrusive.
- 28 E-Newsletters
- 29 Email preferred
- 30 email, newsletters, not blogs
- 31 blogs, wikis
- 32 Facebook and Twitter are helpful... but is there a way to make them more visible to the membership? Icons on the homepage maybe?
- 33 I am still old school and like things in print. But I do read emails and keep up with the listservs

Collaborative Services for Library Professionals.

What are some of the ways you collaborate with your colleagues? (examples: face-to-face meetings, conference calls, online meetings like WebEx, or online workspaces like wikis and blogs.)

- 1 Email mostly used now. But a WebEx type solution would be helpful for committee meetings.
- 2 Mostly F2F; WebEx; some IM, and use Google Docs

- 3 Phone, email, F2F meetings
- 4 Prefer conference calls if group size is manageable; meeting technologies (like WebEx) can impede the flow of conversation in meetings.
- 5 F2F meetings & email mostly. Have used IM for some coursework.
- 6 Email, Google Docs
- 7 Have used discussion lists, email, and wikis (especially helpful for minutes and meeting notes)
- 8 F2F meetings mostly, email, a few conference calls
- 9 Email, wikis, blogs, and have used Skype and View (WebEx-like online meetings).
- 10 Mainly use wikis (especially for writing projects), F2F, Skype works well for small groups.
I avoid phone conferences because you can't tell who is on the call.
I avoid discussion lists and forums (it's yet another place to login).
- 11 Well, every committee that I have been on recently has conducted its business through traditional email exchange. LARIAT is using Google Docs to manage submissions. Other than that, face-to-face meetings at conferences.
- 12 Face-to-face and district blogs.
- 13 Face-to-face, conference calls and email
- 14 I am guilty of being not very advanced in this area, so conference calls for me and using contact list in Outlook to use email for communicating. I have not gotten into wikis. I have actually used snail mail for communicating.
- 15 We use face to face, wikis, but not blogging.
- 16 Face to face, conference calls, wikis, Google Docs, Skype. For international collaborations, Google Docs and Skype are especially useful because everyone can access them.
- 17 email files back and forth; wikis; google documents
- 18 mostly uses face to face, hasn't used any of the others besides wikis
- 19 face to face and email
- 20 her district uses a lot of wikis, and skype
- 21 Listservs
- 22 Email, Internal Chat, Wiki, Face-to-Face meetings
- 23 Phone, Face-to-Face, email

- 24 The PLANT Forum seems to work well. We have a lot of participation on it. Wikis have been useless to me when it comes to collaboration with others. Others have found them useful however.
- 25 Mainly use face to face, conf calls, email, and even some snail mail! Have had a few meetings online, but rare.
- 26 Locally, mainly email and some face to face. nationally, I like wikis and have used Meebo chats.
- 27 Face to face is the most helpful and valuable. Email works well for some groups (like the scholarship committee). The Visioning Task Force wiki/blog was effective, I thought.
- 28 Email & IM
- 29 within the district, we mainly use face to face, email, and file sharing. We do have websites (blogs) for some programs.
- 30 All the above
- 31 conference calls are good, emails, wikis
- 32 We use IM internally. And have district wide listservs. Everyone I work with prefers email.
- 33 I've done this long enough to have experience just about everything. I've packed up the car and driven to meetings, conference calls, wikis, etc. And I am very pleased at how collaborative the new technologies (like wikis) are. So much better than running to Austin for meetings all the time.

What other collaborative services would be helpful to you when working on TLA committees or working groups?

- 1 None at the moment
- 2 WebEx access (or something similar that has robust features like sharing desktops and uses VoIP); something more robust beyond text-based online forums
- 3 IM or group chat would be helpful for some situations. WebEx w/ collaborative screen sharing would be very useful.
- 4 Conference call bridges; online meeting technology (perhaps we can rent space from someone else's infrastructure)
- 5 N/A
- 6 N/A
- 7 I like WebEx seminars and think some collaborative document editing (like Google Docs) would also be helpful.
- 8 None.

9 I would like to see TLA use something with a visual component, like Skype video or some kind of video conferencing. I like seeing who I'm talking to.

10 None that I can think of.

11 I can't think of any in addition to what I have already used.

12 Nothing that I can think of, each group will be different, but for TAYSHAS, we use face-to-face and email and it works fine. I can't think of what else would be beneficial.

13 Phone conferencing, videoconferencing, For example TTRAC members are all over the state and it would be nice to be able to meet without having to travel.

14 That is a really good question. You know what I have been thinking about is phone and video conferencing from Annual Assembly or Conference. Travel has been cut with the City, so all employees must take their own time and pay for travel themselves, also we are understaffed due to a hiring freeze. Economic factors are playing a huge role. Has discussed the option of video/web seminar/phone conferencing with members of ACDRT when she was unable to attend a past meeting (when she was an officer) and it would be nice to have some sort options for virtual attendance of meetings.

15 I hate blogs, you can't really do work through a blog. You can only communicate out. Other types of tools require software installation and that can be a stumbling block. I can't think of any others that would be helpful.

16 what can TLA really afford to support? It would seem to make better sense to educate people about the great free resources that are out there to use.

17 The issue is not what services TLA offers, but how they are implemented. There have been problems with this, and TLA not really understanding how technology professionals use these technologies. Examples: setting up blogs that only one or a few administrators can edit; making people email someone to get access to a wiki. TLA needs to concentrate on providing better service to the technologies it is currently trying to provide. TLA has not been very flexible in implementing new technologies.

18 providing wikis makes it easier for people to communicate – this is very important since people are so busy.

19 thinks what TLA offers now is sufficient

20 she finds wikis and skype to be the easiest

21 Nothing comes to mind that is easier to use than what we currently have in place. For example, I have known many groups that have moved from listservs to ning.com and had membership fallen off because ning is more complex to use, at least to them it is.

22 Wikis work well. We would use Google Docs but it is blocked at the district level. Many tools we would like to use online is blocked by the school district so even if it was made available by TLA there is no guarantee that we could use it.

- 23 Wikis and Blogs would be good. Twitter and Facebook are not good fits for business purposes.
- 24 I have not found any online tools that work well at the moment. I do not want to type to have to communicate with others. Conference calls are good way, but difficult to set up.
- 25 Some kind of online meeting capabilities would be helpful. Especially for Annual Assembly which many members cannot attend for budget reasons.
- 26 I would suggest using NING, a special interest social networking group.
- 27 Can't think of anything.
- 28 N/A
- 29 None that I can think of.
- 30 None. She is happy with what TLA offers
- 31 No. Likes what TLA offers
- 32 If TLA chooses a new technology, please request that it be something with robust editing features. Most blogs and online forums have poor functionality for spellchecking, etc. that make it awkward to engage professionally. The wikis they have are better at this... but it seems like participation on the wiki is minimal and hard to reach a broader audience.
- 33 I can't think of anything additional.

Social Networking.

If you use social networking for professional development (i.e. sites like Facebook, Twitter, Second Life, etc.), how has using such sites been beneficial to you?

- 1 Uses Facebook, but does not use social network for professional development
- 2 Uses Facebook, but not for professional development; but it is helpful for connecting with people or sending a quick IM to them
- 3 Don't use for professional development
- 4 Not really used for professional development
- 5 Don't use social networking sites for professional development
- 6 Facebook is my primary tool for networking both for people and organizations (ACRL, ALA, etc.)
- 7 Do not use them for professional development. I'm cautious about using such technologies especially when dealing with patrons because it is almost too casual
- 8 Use Facebook, but not for professional development

9 Don't use them for professional development. These are technologies for very sophisticated users, but have used Facebook for some reference work in the past.

10 Twitter has been helpful professionally & useful for quick reference questions, as well as keeping up with colleagues and news.

My Facebook use is mostly personal and not professional.

ALA Connect – AM beginning to use more and more and specifically like the dedicated committee spaces.

11 Mostly for informal networking, just kind of keeping track of where my colleagues are and what they are up to and what they are involved in. Not necessarily committee work, but just keeping my finger on the pulse of the profession. Another thing, a lot of people in Facebook use apps like What I Am Reading, so that has just been like one more way of keeping current on the publishing industry.

12 I don't use it for professional development. It is blocked by our district. It would be fun to have a Facebook page for my library at school.

13 The only way it has beneficial to me is for collaboration of ideas. I would like to see more involvement in these areas from professional organizations.

14 I have added, the only thing that I currently use, is Facebook. I would like to use it more for professional networking, but I have currently not used it for such. I am a member or a fan of the TLA and ALA groups. I don't ever see information pushed out from them, unlike orgs like NPR that I get information from everyday. They should push out news and information to members/fans. I think they are missing the boat on Facebook, as they are not using it to disseminate information.

15 We [UNT] use Facebook in the library and I would say that it is not at all useful. Not on persona/ professional level either. Occasionally I connect with a colleague via Facebook, but I just don't get it.

16 doesn't use them very much, but has started using Twitter more. It's a great way to keep up with what people are working on. She wishes it was all professional, and no personal info though.

17 Twitter and Facebook are good at conferences, they help to focus on information that may have been missed the first time around, the real time aspect is most useful. She likes using Facebook "to spy on people." Likes to know what they are up to.

18 she has used Facebook some, but has not noticed that it would be useful for professional development. Has not used other social networking tools.

19 she does not use any

20 she uses Twitter to follow library leaders like Joyce Valenza and Jenny Levine, she is on Facebook, and is in ALA and TLA groups, she has tried 2nd life, but doesn't think that technology is quite there yet

- 21 I have used ning in the past for Youth Librarian groups. It makes it easier to share information.
- 22 Have not used it professionally.
- 23 I don't use these tools for professional development.
- 24 I don't use these tools for professional development.
- 25 not really into social networking. I use LinkedIn, but not really for development.
- 26 Don't use them for professional development
- 27 use linkedIn, but not heavily. Only use them for social purposes mainly, not professional development.
- 28 Yes. I use them for keeping in touch with people who might be helpful to me in the future.
- 29 Don't use for professional development
- 30 they are good for promoting events or services
- 31 yes, she gets a lot of professional development by following leaders in school libraries through their twitter feeds – a professional learning network. On Facebook she follows TLA and School Library Journal
- 32 Yes. we use Delicious for sharing bookmarks here locally. It's great.
- 33 I don't use them for professional development... but I do for personal use.

Would it be beneficial to you if TLA maintained organizational representation on such sites?

- 1 yes, useful for presence and news, but not sure how useful it would be beyond that
- 2 Yes, definitely
- 3 Yes, would be good to be connected in that way. But would be used mainly for news.
- 4 No... but that's just my personal opinion
- 5 Not to me... but can see how it might be beneficial to others.
- 6 Yes, but I wouldn't follow on anything other than Facebook.
- 7 No. And TLA should be cognizant of legal issues around using 3rd party software and what is posted in the public view (state institutions have restrictions on such things).
- 8 Yes, is helpful for staying connected.

9 It certainly doesn't hurt, but it seems hard to justify the amount of time involved. But would certainly make for quick dissemination of information.

10 Depends on the purpose and how it is used. Can be a good place to make connections with people. Can be very helpful for quick news dissemination.

11 I would say –likely. I would say yes.

12 No – but it would just be one more thing that I would have to look at.

13 Yes, but you know what, I don't want them to be on my personal pages. Just like I don't want the kids that I work with to be on my personal pages. I would want it to be separate, but then I would have too many logins. But, yes I think they should have do this.

14 Yes, if there was more activity.

15 No. I would still go to the TLA web site.

16 she wouldn't use it, but imagines Facebook could be a great way to keep up with TLA members who use it a lot. Also Twitter could be good for issuing out messages about legislative action.

17 It's cute to have a "fan page" on facebook, but it doesn't add a whole lot. It's a fun extra, but TLA needs to focus on improving existing technology services.

18 she would try it, some members would probably like to get news from Facebook

19 no, because she doesn't use those sites

20 yes, she thinks people would use it

21 Yes

22 Yes

23 Yes. It would allow TLA committees to do some of their work through social networking sites instead of face-to-face.

24 No

25 Wouldn't be beneficial to me, but know many who are heavy users...so it's important to maintain a presence where people are.

26 Not to me. But could be beneficial to members who use these tools.

27 I think this would be useful... until the "next thing" comes along. I question how important these efforts really are and would caution TLA against putting a lot of resources into their continued maintenance.

28 Yes. I tried to use them to find information on acquisition practices, but was unsuccessful.

29 Not beneficial for me. I didn't even know they had a Facebook page...but I'll go look at it now.

- 30 Yes. TLA should do this
- 31 Yes, and thinks TLA should be twittering
- 32 Yes, it would be beneficial for the visibility
- 33 Yes, that would be great. I'd become a fan!

Should TLA develop a social network specifically for TLA members? (Something similar to ALA Connect or PLAspace, but for Texas librarians)

- 1 I have used ALA Connect. Don't think a TLA one would be necessary.
- 2 Yes, this would be very helpful. ALA Connect is useful for committees and group work.
- 3 Would be useful to have one just specifically for TLA... and might serve to introduce members to social networking in general
- 4 Yes, this would be helpful
- 5 Yes
- 6 Don't think so. Success is based on buy-in. If you build it, they don't necessarily come.
- 7 Not at this time.
- 8 Yes
- 9 This is debatable.
- 10 Could be worthwhile if conducted similar to ALA Connect
- 11 I would tend to think no because the benefit is in the volume of users, so if something like Facebook or ALA Connect is already in place it would be more efficient to use what is in place.
- 12 I am not familiar with these.
- 13 Yes, why not?
- 14 That is a hard question, there are so many current social networking avenues that people are starting to get lost. I would say they would have to be very careful how they do it and make sure to keep things updated. I don't know.
- 15 Yes, even though I wouldn't use it, I think other people would.
- 16 not sure why TLA would want to do this. Just use Facebook or other existing sites that people are already using.
- 17 not just no, but *hell* no. At ALA, the Lita Education Committee had a big discussion about ALA Connect and the fact that it really was not being used much, and was not a good investment.

- 18 some people might use it. This person has tried Texas Library Ning
- 19 yes, she does think younger librarians would use it
- 20 Yes, she likes the idea of this
- 21 Yes
- 22 Yes
- 23 Yes.
- 24 I do not know enough to form an opinion on this.
- 25 Not really familiar with ALA Connect, so I don't know.
- 26 TLA should explore this.
- 27 Depends on the purpose of such a site. Would it be mainly to connect members?
- 28 Yes.
- 29 yes.
- 30 yes
- 31 Does not use ALAConnect, although she is an ALA member, so don't know.
- 32 Yes, this would be of interest
- 33 Not familiar with ALA Connect, so really can't answer

What would the benefits be of such a site?

- 1 there are connections that can be made with colleagues in this way, but these are volatile technologies and it's difficult to predict what its usefulness will be in future.
- 2 Being able to easily post content & have presence would be useful to TX librarians; especially useful for more informal day-to-day activity
- 3 Would be good to keep in touch with other colleagues specifically about what is happening day-to-day
- 4 Would allow for sharing of ideas on projects and connect with members (especially for groups that do little F2F); needs to be a cross between LinkedIn (which is almost too professional) and Facebook (which is too informal)
- 5 Could be useful if done specifically to deal with professional issues. Not interested in another Facebook with only TLA members.
- 6 N/A
- 7 There are too many such sites already and too much proliferation of groups, committees, etc.

- 8 Would make it easy to stay in the know & keep current with what's going on in the state
- 9 Would this be like a next generation listserv? How would it be different from the listservs?
- 10 Would be helpful to know what committees I'm on (sometimes, it's hard to keep up!), or who to interact with on what committees, might also make it easier to keep membership info up to date.
- 11 Do not think there are benefits.
- 12 None that I can think of for myself.
- 13 Definitely the collaboration, planning and development opportunities. Instead of emailing for committees you could post to the site.
- 14 I am not sure.
- 15 Younger librarians would prefer that type of social networking and are used to it.
- 16 N/A
- 17 N/A
- 18 N/A
- 19 N/A
- 20 N/A
- 21 Right now, if you do not belong to a certain group focused on a particular topic in TLA, you receive no information about that topic even if you are interested in the subject matter. Most of us cannot afford to belong to more than one or two groups but we have many other interests. A social networking site would bring all this information together in place that any of us could read.
- It would also give us an opportunity to use a social networking site as most sites are blocked by the city's firewall.
- 22 It would allow school librarians to have a social networking site to use at the schools because the main ones are blocked by the school district. We could request that the one site be allowed through the firewall. It would be a great boon for us.
- 23 It would allow TLA to inform its members on what is going on more readily. For example, legislative, trends and issues brought forth through library literature like Library Journal.
- 24 N/A
- 25 N/A
- 26 Not too familiar with ALA Connect, so hard to say what the benefits would be.
- 27 Professionals who find value in making connections will make them... online and everywhere else. But such a site probably won't draw in the other members who do not

value such connections. TLA should be cautious of the resources dedicated to this...it needs to carefully weigh the benefits it might bring.

28 Will help support staff find out how other libraries do things and share best practices.

29 My district has blocked mass market social sites (like Facebook) but a professional site can be justified and allowed access. It would be an easy, convenient way to connect with other school librarians and get ideas.

30 It could be beneficial, but would depend on the way it was set up

31 N/A

32 ALA Connect has helpful info to stay on top of what's going on. And I like the comprehensive info related to membership all in one place.

33 N/A

Would you use it?

1 No, not regularly

2 Yes

3 Would definitely try it...but usefulness would be dependent upon member participation

4 On the surface, yes, but would depend on complexity and usability and how intuitive the interface.

5 Sure, if it had worthwhile content and could get involved in what others are doing around the state

6 No.

7 No.

8 Yes

9 Would use it only if my other colleagues were on it.

10 Yes

11 Probably not because I am so information overloaded right now and learning new stuff would not work into my schedule.

12 No

13 Yes

14 That is a tricky question. I don't know if I would be involved with something like that. It seems like it would just contribute to information overload.

15 No

- 16 N/A
- 17 N/A
- 18 N/A
- 19 N/A
- 20 N/A
- 21 yes
- 22 Yes
- 23 Yes
- 24 No
- 25 Probably not.
- 26 I think so.
- 27 Depends on the purpose.
- 28 yes
- 29 Oh yeah... but it has to be fast and easy! I don't have a lot of time during the day to wander around a site.
- 30 N/A
- 31 N/A
- 32 Yes.
- 33 It sounds interesting. I'd try it. Seems like a great idea.

Do you think it would be used by other members?

- 1 Some on my staff would for sure, but not everyone.
- 2 Yes, definitely
- 3 I think it would.
- 4 Yes
- 5 Don't really know. I presume so. I can't imagine TLA *NOT* having something like this in 5 years.
- 6 It requires critical mass to be effective. I don't know if there would be enough interest.
- 7 Some would. But if it was used throughout all of TLA and folded into all groups... and becomes a single place like a portal, then yes, it would be highly effective.
- 8 I believe so, especially if promoted as a one-stop shop for all TLA things

- 9 I don't really have a good feel for other TLA members
- 10 Possibly not. Hard to judge.
- 11 I am sure that it would be, especially by younger members.
- 12 If you are a school librarian, no, one because it would be blocked and it would be a big hassle to get it unblocked and also, we don't have time to look at this sort of thing.
- 13 Yes
- 14 I don't know if I can answer for other members.
- 15 Oh, yes.
- 16 N/A
- 17 N/A
- 18 N/A
- 19 N/A
- 20 N/A
- 21 Yes, as long as it was kept user friendly
- 22 Yes
- 23 I think newer members would, but old timers would probably not use it.
- 24 I don't know
- 25 Don't know.
- 26 May take time to get people plugged in, but then yes.
- 27 These things are not "If you build it, they will come." TLA will have to come up with ways to drive members there for purposes that cannot be accomplished in any other way.
- 28 Yes
- 29 Sure!
- 30 N/A
- 31 N/A
- 32 Yes. I think it would.
- 33 I think so. But they won't come just because you build it.

New Service Development.

What new service(s) would you like to see from TLA in the future? What would be the most help to you, your professional development, and your daily work?

1 A way to reach librarians (not necessarily TLA members) with some basic level of professional development, perhaps a low-level membership just to get technology-type training.

2 Informal “conferences” via a social network or other online presence. Also need more robust online collaboration (like WebEx sessions... or OPAL rooms) available to committee groups for meetings on their own. More technology training is always useful. Would like to see coordinated open-source ILS development. Also, a digital archive for meeting minutes both current and past.

3 Haven’t really thought about it. A state-wide reference service would be helpful... but maybe it could be something simple like via a forum (or on Facebook or some other coordinated virtual space)

4 Difficult to answer off the top of my head.

5 Not off the top of my head. But new services should stem from the purpose of the organization. What is the purpose of the org in the first place? I would want new services to fit into that.

6 Training on how to teach *basic* computer skills (as an expert it’s hard to go backwards)... but many patrons know very very little. Programs and training and other services geared at serving the lowest-tech users would be very helpful to me.

7 An expertise clearinghouse would be helpful for reference referrals. More coordination between school curriculum and higher ed libraries. Training on how/what other libraries are doing to save money and share resources.

8 Virtual conferences w/ TLA leadership and various committees to introduce non-member librarians & staff to the organization (like virtual town hall meetings) to generate membership interest

9 A clearinghouse of “best practices” of how things could/should be done would be helpful. I’d like to see coordinated mentoring program of people new to the profession. More training on working with multiple “generations”

10 I would like to see free training to members that are introductions to TLA, what Annual Assembly is, how Council works, how to get involved in conference planning, etc. These should be video recordings on YouTube or recorded WebEx with slides of org charts, etc. but with conversational-style voice-overs.

Mobile applications: conference schedule for mobile phones; and a mobile version of the website w/ prominent placement of the Jobline and conference reg (this would be even better as an iPhone App).

11 Well, I think a state-wide realtime online reference would be great. Right now it there are really only patch work solutions to this need. I think people expect instant gratification and that a statewide solution would be useful. Hmm. . . that is a pretty

broad question. You know, maybe, technical support for using some of these new technologies – for example Facebook doesn't have any tech support and most libraries either won't let you access or use it – much less train or support it. Like a user group for new technologies that provides support. I guess access to an expert knowledge base and I am thinking of something like publib, but through a different mechanism of email or a discussion list. Something that is like a merger of a wiki and a discussion list. A place where you can get instant answers that is limited to Texas. I liked the idea of the Texas 23 that NTRLS did—something like this would be useful. If something like this could be offered that would be great.

12 The reference line sounds good. Database seems like a replication of other services, like Stumpers, LMNET, etc. I can't think of anything else off the top of my head.

13 I can't think of anything specific right now. Again, I don't have an answer off the top off my head. I hate the web site. To me it is not appealing, it is not easily navigable, and I mean I am just thinking as a new member, I would be like – What is this? Where do I go, what do I start.

14 I don't know. That is a tough question. I tend to get stuck in terms of thinking of new "great" ideas like that. I need to mull over this type of question for a long time. I am not sure.

15 The difficult research question service sounds great. I hadn't heard about TLA considering this. I think it would be great if TLA provide librarians that are willing to be mentors a way to connect to new librarians and vice versa. That may also work in a social networking, Facebook type resource. Of course they would need to find people willing to mentor.

16 not sure these would be useful. Our institution is already partners with a provider of an online reference desk. If TLA wanted to launch a statewide solution, they should probably partner with someone who already has an existing structure set up like Ask Colorado.

17 TLA needs to get a website that works. TLA should not concentrate on anything new until it fixes the existing website and technology it offers. There are so many issues there, that this should be the main focus.

18 those suggestions sound good. Another helpful thing would be a way to get professional advice from others in the field. She is in a very small school district, and sometimes wishes she had a group of people to ask for professional advice, even after 8 yrs in the field.

19 she thinks what TLA does now is fine, new services not needed. She really appreciates the annual conference, but thinks it has too many sessions. Thinks TLA should scale back.

20 she likes the idea of being able to call in an expert, but can't think of any other services.

21 It would be nice to have more regional groups in the state collect together to help each other online, like a regional technology support desk. This would tie people together that are closer in proximity. Not much more to me.

22 Nothing comes to mind

23 I would love to see computer assistance offered through TLA aka a Technology Support Desk. I would love to see an Answer Board for TLA members, answered by librarians who are experts in a certain field. It would be like a Yahoo Answers for Librarians. I would use it for collection development advice and weeding assistance.

24 I think statewide virtual reference is a good idea if you have enough people willing to do it, but I am not sure TLA is the right agency to take this on. I have not seen anything online that would work for me as far as making TLA a more valuable organization.

25 Some kind of continuing education as part of the membership via online would be really useful. Things like: maintaining skills, copyright issues and electronic reserves, web development, latest MARC issues, Drupal and other open source products, and other changes in the profession.

I'd like to see an RSS feed for jobline changes.

Conference session recordings should be available for free (after a period of time) via podcasts and linked to the slides (via SlideShare a free online service) as a member benefit. I don't like that even if I attend the conference, I have to pay to get a recording of the sessions I attended.

26 I haven't given this much thought...but I always like to see continued advocacy efforts and expanding continuing education opportunities.

27 TLA is already a leader in state organizations. It would be helpful to improve the continuing ed situation by TLA serving as a clearinghouse or broker in other formats besides just attending the annual conference. The organization is very good about always looking toward the future...and I appreciate that.

28 A way to easily compare the procedures of many libraries when looking for solutions to problems or when reevaluating existing procedures. I'd like to see any easy way to connect with peers and more online training.

29 One idea: a database of lesson plans for school librarians based on TEKS...like an ideas database for library lessons that align with the classroom teaching where school librarians can contribute their ideas and we can pool all that creativity. I would also like to see more professional development/training for school librarians about using technology *in* library settings (similar to TCEA).

30 a reference database would be good, and perhaps a homework helpline for students.

31 thinks a database of resources vetted by TLA would be good

32 Nothing comes to mind immediately. Though the website clearly needs to be redesigned...it is the key to everything. It does not represent the organization well in its current form.

TLA could provide more free services to school libraries that would encourage best practices without costs, as part of a membership service. For example, could TLA provide the Bluebonnet video to school libraries for free?

33 Having more professional development online (via webinars or podcasts, etc.) would be hugely popular so that we are not just learning at the Conference in the Spring.

One idea for schools: Could TLA provide live webcasts w/ big name authors? (someone that we could not afford to bring locally)

Final Thoughts

Is there anything else you'd like to add regarding TLA and the use of technology to better serve the membership?

1 The most important part of TLA, as I see it, is training and CE. It is still needed in our profession; to introduce how to use technologies in library settings.

2 Allow for more virtual membership (to save travel costs). Also, explore opportunities in mobile technologies: mobile membership info page, and during conference use twitter feeds and SMS for emergency notifications or last minute schedule changes.

3 Not been a member for long, but appreciate the breadth of info TLA makes available especially at conference. Nothing appears to be lacking, TLA seems to be an impressive operation.

4 TLA should put more effort into their web site design, it's almost too utilitarian, but I do appreciate the members-only section and have found it useful.

Start at the opposite end of technology: what does TLA need to achieve? Then determine what technologies can achieve this.

If F2F activities will continue to be available, that is where I will gravitate. But if less of those are available, then some technologies are worth exploring to compensate for the gap.

5 None.

6 A simple web page is always a good thing...I find the current web site awkward (though it doesn't suffer from page overload like ALA's site)

7 I'm very grateful to TLA and the Tall Texan Program (2000).

I appreciate the increased interactions with LIS students around the state.

Would like to see more active involvement with students (of all ages) to recruit them into the profession (and with LIS students to recruit into TLA).

I would like to see more effort in recruiting veterans to the library profession (with military knowledge and backgrounds, strong leadership skills, and very detail oriented).

I would like to see training on veterans/military information like we do for medical.

8 None...it's going well right now.

9 Nothing to add

10 I would really like to see training on how TLA works. This would be helpful to teach new professionals about what goes on, how to get involved, how conference gets planned, governance, how districts are structured, even how to make motions and vote.

I also think they should consider making the purpose and audience of Tall Texans more transparent. It is confusion among us about what it is and who it's for.

11 Not off the top of my head.

12 Not that I can think of.

13 I will say there is a good mix of services for school librarians, but I don't see enough services for public and academic librarians.

14 Maybe as a member provide some sort of back office tools for members to utilize – like professional apps that members could use – like time management, organizational tools, etc. I think they are doing a really good job of communication concerning conference planning, but in term so the technology stuff, other than getting news out more through available tools, such as Facebook. Email is not always the best way.

15 What would be most helpful to me is to know how much librarians doing similar jobs make – salary information. Like a database of Texas librarians' salaries.

16 Fix the website. It needs a very thorough and comprehensive evaluation from a professional information architect. It's almost impossible to find what you need on the TLA website, and it needs a complete restructure and redesign. Currently it is very badly done architecture.

17 A repeat of the above, TLA needs to focus on improving the website and delivery of existing services. TLA would need to do this to build trust, because there are a lot of problems with what exists currently. Examples of things that are an issue: 1) the wikis are invisible, and you can't find them unless you know they exist. And then you have to email someone to get registered, this is just not the way things are done. 2) news clip service – hopes TLA is not paying for this. Google Alerts can do this for free and is more useful. 3) the conference event form only works 2/3 of the time – and this is not acceptable. Need to invest in a conference mgmt system that is reliable, since the conference is such a big part of what TLA is about. 4) the website needs major work.

18 Need to do something to the TLA website to make it more professional and modern. It is not appealing.

19 She likes what TLA is doing now.

20 happy to see TLA interested in Web 2.0 stuff, it is becoming increasingly important

21 I don't see TLA as being "up-to-date" on technology. Overall, it does not seem like technology-oriented organization. Many of the technical programs at conference are always about technology that I have been using for two years. It would be nice for TLA to focus on technology relevant today and not be two years behind the curve.

22 Nothing comes to mind

23 I would like TLA to let us know what we need to know when it comes to technology. I would like hands-on advice on what to do daily for maintenance of our technology. It might be an extension of the Technology Support Desk in the form of an email to me on a weekly basis on what I need to do to maintain my computers that week.

24 I recently went to a seminar where it was revealed that research has shown that cultural and economical status plays an important role in what social tools are used. For example, Facebook users were found to be better off financially as were Twitter users. Myspace users were not better off financially. This type of research should be taken into consideration when thinking about the viability of these tools for TLA.

25 Nothing else to add.

26 Some sort of virtual attendance/committee work can really help with engaging more members in participating with the association...to make people feel connected.

TLA could issue some guidelines or encourage libraries to look at how things should be done online for ADA compliance, etc....like online good/best practice guides.

Tall Texans is a good program...but the application is daunting and exclusive. Could there be a similar model program geared at members early in their career that might help them plug into the profession and the association that was not so excluding?

27 Nothing to add. I think they do a good job.

28 Round tables need to be more readily accessible and identifiable.

There needs to be a support staff level of membership for those who want to be involved/informed but cannot afford full professional membership

29 Any CE that TLA offers needs to be self-paced (asynchronous). It is very hard for school librarians to participate in live, real-time sessions during the day.

30 No, TLA is being proactive with using wikis, blogs and other technology

31 She can see that TLA is trying to do more, so that is good. She is pleased by the directions they are taking. Perhaps Twitter would be good at a unit level too.

32 I'd like to see free online education (that is not readily available elsewhere) all year round... we can't save all our learning for April! Especially for school librarians. We have large blocks of time in the Summer when we could participate in those kinds of learning. For example, could TLA start a "23 Things" program in the late Spring?

33 I can't say enough good things about TLA. It's a great association. I've been a member since 1985, been on numerous committees, been to Tall Texans, and it's been wonderful. The staff at the TLA offices are fantastic and great to work with. And I appreciate them always looking for new ways to serve the membership.

Appendix B – TLA Membership Summary

All figures as of 12/15/2009 based upon 7,409 current members

Type of Membership	Percentage
General	73.13%
Student	13.77%
Retired	4.40%
Lay	4.35%
Institutional	1.54%
Life Member	1.47%
Commercial	<1%
Supporting	<1 %
Exchange	<1%

Division Affiliation (Affiliation to multiple divisions allowed)	Percentage
College and University Libraries	10.43%
Public Libraries	23.51%
Special Libraries	2.23%
Texas Association of School Librarians	51.76%
No Preference	12.07%

District Affiliation	Percentage
District 1	2.11%
District 2	1.61%
District 3	14.74%
District 4	7.15%
District 5	18.49%
District 6	1.35%
District 7	13.75%

District 8	27.25%
District 9	3.02%
District 10	7.61%
Out of Country	0.03%
Out of State	2.89%

Round Table or Interest Group (Affiliation to multiple groups is allowed)	Percentage
Acquisitions & Collection Development Round Table	2.72%
Archives & Local History Round Table	1.31%
Automation & Technology Round Table	2.87%
Black Caucus Round Table	1.44%
Cataloging & Metadata Round Table	2.53%
CE Providers Interest Group	0.40%
Children's Round Table	22.09%
Digital Libraries Round Table	1.45%
Disability & Aged Interest Group	0.33%
Distributed/E-Learning Interest Group	0.62%
Doo-Wop Round Table	0.68%
E-SMART Round Table	0.68%
Friends of School Libraries Round Table	1.33%
Gay, Lesbian, Bi, Trans Interest Group	0.65%
Genealogy Round Table	1.24%
Government Documents Round Table	0.66%
Interlibrary Loan Round Table	0.89%
Lib Serv to Spanish Speaking Round Table	1.00%
Library Instruction Round Table	3.96%
Library Support Staff Round Table	0.85%
LiFTA Round Table	2.49%

M(RT)2 Round Table	1.73%
New Members Round Table	9.11%
No Preference Interest Group	4.58%
Prog Adult Interest Group	0.35%
Reference Round Table	4.87%
Small Community Libraries Round Table	2.72%
SMART Round Table	3.89%
Storytelling Round Table	2.51%
TALL Texans Round Table	2.52%
TPALS Round Table	0.53%
Young Adult Round Table	16.97%

2009 Conference Demographics from post-conference survey

Type of Library	Percentage
Elementary School	26%
High School	19%
Public Library	19%
Middle School	14%
University	5%
Other	4%
Private K-12 School	3%
Community College	1%
Library School	1%
Law Library	<1%
Library Science Student	<1%
Medical Library	<1%
Network/Consortium	<1%
Other Special Library	<1%
Trustee/Friend	<1%

Business Library	0%
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