



2013 ALIA National Advisory Congress

Sydney, NSW, 28 October

Attendance

Chair: Alyson Dalby
Minute Taker: Julia Garnett
Attendance: 17

First Name	Last Name	Sector
Holger	Aman	Law/government
Irma	Birchall	Services provider
Kirsty	Butler	Corporate
Kate	Byrne	University
Crystal	Choi	School
Tim	Cotsford	University/Public
Amy	Croft	University
Jennifer	Dyer	School
Gabrielle	Fury	Special academic
Andrew	Gates	Private Tertiary
Jasmine	Jordan	Special
Jeremy	Macpherson	Public
Clare	McKenzie	University
Alison	Neil	University
Larissa	Reid	Law/government
Thais	Turner	TAFE
Marilyn	Wagstaff	Private Tertiary

Apologies: Edmund Balnaves, Kathryn Cass, Katrina McAlpine.

Really pleased by the diverse representation of sectors.

Welcome and introduction video

Alyson summarised a few of the changes that have been made in the last year. ALIA Weekly came up and the feedback was: "Love it, like it, really like it."

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Rockdale Library struggled with temporary premises for 50 years! ALIA could send Sue McKerracher to council meeting and argued for funding, among other people. Success! Because ALIA was aware of it.

- When you pay your ALIA membership fees this is some of what you are funding
- National Election
- Dumb Ideas campaign (QLD)
- Greg Hunt letter (NSW)
- Advocacy – ALIA is more visible!

Alyson also invited attendees to use ALIA and to keep us informed. "Tell us before the event or problem if you would like to have ALIA's help – for instance if you are prevented from speaking out in your current job situation."

Comment: ALIA members have access to health libraries' training

The Future of the Profession project

- More collaboration between ALIA and other organisations
- Future of the Profession was not done in isolation but with other libraries
- We hope other sectors will endorse the final report
- This will drive our advocacy and agenda
- We'd like to bring educators together for an education and skills summit
- The findings of the report will help Board of Directors with strategic plan

Question 1: What do you see?

The big picture:

- Expanding skillsets
- New funding models an option: fees for services?
- Tech – outsourcing – multi-skilled professionals
- Uncertainty (in the job market and the profession itself)
- Open access
- Digital and e-everything





Trend/Issue	Impact	Likelihood	Opportunity	Challenge
Political: Uncertainty	High Sector wide as uncertainty is paralysing.	High	Yes/no	Yes
Economic: Shrinking budgets and rising costs Publishers' e- business models are restrictive	High Can't do more with less Personal relationships	High – common and likely to continue	Yes for concept and activities	Yes
Social: Divergence in tech skills (range from hackers to tech-free) Online learning modes Moves to group learning	High	High	Yes	Yes
Tech: Online everything! Courses; content; communication. Multi format challenges; danger of obsolescence for devices and content	Medium – already on that path (copyright; e-content; ILL guidelines)	High – already happening	Yes Digitisation practices	Yes Funding Time Choices Accessing obsolete data
Environment: Disaster readiness Sustainability	Ran out of time to complete			
Funding e.g. more entrepreneurial approach - fee for service	High	High	Y	Yes Traditional model





Open Access	High	High	Yes	Yes
Learning resources Open source Sharing/creating				Quality and skills
Social media	High	High	Yes	Yes
			Keeping in contact	Haves and have nots
			Access to personal info	Generational gap More directed info provided without being asked
Part time workers Multiple roles	High	High	Yes	Yes
Outsourcing	Medium	High	Yes	Yes
IT and tech skills as a necessity	High	High	Yes	Yes
Risk of becoming outdated				

Question 2: How should we respond?

Situations and solutions:

- Part time work/contracts/juggling jobs
- You don't have to work in a library to work in the industry
- Institutions need to be flexible = be aware that staff are juggling multiple responsibilities
- Do you have to work in a library to be a librarian? No. ALIA needs to accept this and open the idea up to include traditional L Librarians. Outside the square.

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- Library schools also intrinsically focused on traditional roles
- Training, customer service, marketing & promotions
- Increasing awareness of skills required to work in the industry
- Taking a more entrepreneurial approach that is more business focused
- Shared organisational goals
- Could PD in business skills be offered by ALIA? e.g. budgets?

Alyson would rather people see issues and discuss them, even if they don't agree with ALIA's perspective or the way they frame issues? e.g. Greg Hunt & Wikipedia and ALIA's letter to the editor

Trend/issue	Individuals	Institutions	ALIA	Other Stakeholders
Political: Uncertainty	Lobby better Be informed; Belong to associations Convince faculty & friends	Lobby better Collaborate/ act as consortia; Be informed; Support associations	Lobby better Guide individuals & org's to be informed; Be a 'voice' e.g. Greg Hunt issue	





<p>Economic: Fixed/cut budgets vs. rising costs Publishers' e-business models are restrictive</p>	<p>Letting go of services no longer needed; Creative approaches Professional development and skills to do more with less</p>	<p>Negotiate more effectively; Manage expectations of what is possible; Act as consortia for purchasing See the library as an asset and a selling point</p>	<p>Negotiate and act as voice for consortia; Manage expectations of what is possible Increase awareness of skills and importance</p>	<p>Advocate for the community</p>
<p>Social: Divergence in tech skills (range from hackers to tech-free) Online learning modes Moves to group learning</p>	<p>Learn more Get the right mindset Challenge our assumptions and be open</p>	<p>Understand your client's needs and provide it where possible Manage expectations Be adaptive and flexible</p>	<p>Resources & info; communicate. Leadership and info sharing cross-sector</p>	





<p>Tech: Online everything! Courses; content; communication. Multi format challenges; danger of obsolescence for devices and content</p>	<p>Learn more Get the right mindset Challenge our assumptions and be open Share knowledge</p>	<p>Facilitate intra-organisation knowledge sharing Support staff to learn about new tech Implement digital sustainability processes</p>	<p>Lobby for digital standards and interoperability</p>
<p>Environment and sustainability</p>	<p>Digitisation Collaborative archiving Offsite servers and backups Manage environmental costs</p>		<p>Policies and procedures Communication and guidance</p>
<p>Funding</p>	<p>Business skills Building partnerships, internal and external</p>	<p>Work on shared goals</p>	<p>Offer PD in business skills</p>





<p>Part time workers Multiple roles</p>	<p>Being a contractor is okay</p> <p>Variety is okay</p> <p>Don't have to work just in a library</p>	<p>Be flexible</p> <p>What other roles can a librarian do</p>	<p>Shift thinking: Not working in a library is okay</p> <p>Stop discussing the name 'librarian' – talk in broad terms</p>	<p>Broaden ideas (especially library schools) and think outside the square.</p> <p>Expand training to include marketing, promotions, customer service</p>
<p>Outsourcing</p>	<p>Be open to change</p>	<p>Sister libraries</p> <p>Create a consortia</p> <p>Open channels for consultation</p>	<p>Provide advice and recommendations</p> <p>Consult with IFLA to create potential directories</p>	<p>State and Federal Governments</p>
<p>IT and tech skills as a necessity</p>		<p>Look for and encourage flexibility in staff</p>	<p>Professional development</p>	<p>Training</p>

(Ran out of time to add social media and open access to question 2)





Conclusion and Discussion from the Floor

Alyson: There are 5 positions that will be open at next year's election – think about nominating! (Alyson happy to talk to people about Board of Directors)
The discussion then turned to voting and proxy votes.

Re: proxies and interstate conferences, Speaker 1 suggests ALIA could facilitate a carpool/share accommodation that would include more people. Where to promote this? ALIA Weekly? Speaker 2 says using social media would cut out half the audience.

Speaker 1: Do sectors have a silo mentality? Alyson says it feeds into convergence but there's no definite answer here.

Speaker 3: GLAM – how is ALIA feeling about that? There's no definite answer here either, however, Alyson thinks we're better at seeing it as a family.

Speaker 4: Corporate sector doesn't see value in ALIA any longer. Does ALIA have a plan to get them back? Alyson puts the question back to Speaker 4. Public perspective is that ALIA is about academic and public libraries – ie talks at conferences often don't apply to the corporate sector. Alyson suggests ALIA Sydney could hold small local events to support the corporate sector. What could ALIA do to support this?

Speaker 4 says getting the word out is important.

Institutional membership is almost worthless according to Speaker 2 – almost no financial value. Doesn't see why ALIA handed journals to Taylor & Francis. Why should she treat ALIA like a subscription?

Speaker 5 responded: You don't need to pay for the subscription b/c some of them are available in the e database

Alyson Dalby offered to speak to Speaker 2 further about journals and ALIA institutional membership.

Speaker 3: (feeding into Speaker 4's point) Most of his colleagues are members of ALLA – they run free events and their membership fees are much lower. It would be great to see ALIA supporting their members in a more financial way. It would be an obvious way of providing value.

The meeting ended with this query: Is it the cost of ALIA membership that is stopping people from joining up, or do people not see value in it?

