Liaison 2.0 – Liaisonship
Work in a Web 2.0 World

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Learning Outcomes

• Discuss liaison work within the RUSA “Guidelines for Liaison Work in Managing Collections and Services” in order to identify innovative ways to enhance or initiate communication/liaison work with the faculty members.

• Critically discriminate effective and non-effective communication in order to evaluate success of 2.0 liaison work.

• State several Web 2.0 tools and their application to liaison work with the faculty in order to apply it practically in the participant’s local library.
RUSA Guidelines
http://www.ala.org/rusa/resources/guidelines/guidelinesliaison

• In your own words, what is liaison work?
• Discussion – What are some ways that you preform liaison work now at your library?
• Discussion – What are some innovative ways do you think that liaison work can be done at your library?
Communication

• What is communication?
• What is effective communication?
• What is non-effective communication?
• What are some ways of assessing liaison work?
Web 1.0 vs. Web 2.0

- Read-only web vs. read/write web
- Yahoo mail vs. Gmail
- E-mail vs. IM
- Newsletters vs. blogs
- Static vs. dynamic
- Isolated vs. interactive
Web 2.0 Difference for Libraries

- Social, social, social
- Info sharing
- Opportunity!
  - Branding/getting your name out there
  - Community building
  - Truly user-centered libraries create superpatrons
Web 2.0 Tools for Liaison Work

- Social Media
- QR Codes
- Wikis
- Cloud Computing
- Blogging
- Social bookmarking
- RSS Feeds
- What are some other tools that you can think of to use for liaison work?
Questions and/or Comments
Thanks for your participation