President’s Message

Kathryn Frederick

Systems Librarian, Lucy Scribner Library, Skidmore College

The SMART Board has been busy fine-tuning NYLA conference programs and planning special events for our members. Patti McCall, Conference Programmer extraordinaire and SMART President-Elect, has been hard at work planning a fabulous Section Reception. We also hope that you will be able to join us for the SMART Membership Meeting, at which we announce new board members, plan programs, and network with fellow SMARTies. If you’ve ever wondered how you can get involved in a committee or serve on the SMART Board, the membership meeting is the place to find out! This year’s meeting will be held on Friday from 10:30am to 11:45 am in Broadway 1 (Saratoga Hilton).

We have a great slate of programs for the 2008 conference. Digitization, Search Engine Optimization, and a variety of other topics will be highlighted. I am particularly excited to see Jim Hendler present on the Semantic Web at our annual Rudi Weiss Lecture. Please look inside for more detailed information on conference programs.

This summer has been an uncertain, difficult time for libraries across the New York State. Now, more than ever, it is important to reconnect with our profession and colleagues. I hope to see all of you at the NYLA Conference!
Search Engine Optimization at Your Library!*  
Marcy A. Strong

By Catalog Librarian at Binghamton University

Search engine use is one of the most popular online activities. A Pew Internet & American Life report noted that 84% of adult Internet users (about 108 million Americans) have used search engines to find information on the web. University students in particular show a preponderance toward search engines. For example, a recent OCLC report, Perceptions of Libraries and Information Resources, found that 89% of college students started their electronic research using a search engine while less than 2% started from a library website. When asked why they didn’t use the library website, approximately 15% of students reported that they didn’t know the library had a website. In almost all instances, when asked about familiarity, satisfaction and worthiness, students rated library websites lower than search engines.

Librarians, concerned that library services and resources are being bypassed, have adopted innovative reference, instruction and outreach services in an attempt to lure students away from search engines. However, despite these efforts it is unlikely that libraries will replace search engines as the preferred information source. While this may sound bleak, there is hope. Instead of viewing search engines as competition, libraries can employ search engine optimization strategies to make their services and resources more visible on the web. Search engine optimization or SEO is the practice of improving ranking on search engine result pages and also increasing targeted traffic to a website. Broadly speaking, SEO activities include adhering to accessibility standards, providing descriptive HTML title tags and metatags, creating search-engine friendly text and ensuring that the site architecture allows for easy indexing by search engines. While SEO is regularly used by commercial websites, the practice of optimizing websites has not yet been embraced by libraries. This is alarming because while other sites get better at making their content accessible, library websites will be left behind.

Binghamton University Libraries recently embarked on an SEO pilot project and tried optimizing selected library web pages to determine if SEO practices do result in higher usage. Despite having little knowledge of SEO theory and practice, librarians used key resources to aid them in developing and implementing SEO strategies. To hear the results of the study and find out how you can optimize your library’s web pages, be sure to check out the SMART session “Get noticed! Search engine optimization” at the NYLA Conference.

Rudi Weiss Lecture: The Semantic Web with Jim Hendler
Kathryn Frederick

The SMART Section is very pleased to welcome Professor James Hendler as our Rudi Weiss lecturer at this year’s NYLA Conference. Professor Hendler is the Tetherless World Senior Constellation Chair at Rensselaer Polytechnic Institute. He has been integral in the development of the World Wide Web as we know it, and has most recently lent his skill and insight to the development of the Semantic Web. As a member of the W3C’s Semantic Web Coordination Group, Professor Hendler is in a unique position to introduce to us the concepts and technologies behind the Semantic Web. He will also give us a sense of how libraries can participate in the development of this powerful new technology and how our services and patrons will benefit from those development efforts. Please join us (Broadway 1, Thursday at 2:30pm) for this thought-provoking lecture on the future of the Web.
Resource Description and Access (RDA) was very much a matter of discussion at the ALA Annual Conference in Anaheim, California. At the RDA Update Forum, it was revealed that technical issues had caused the Committee of Principles to realize that the previously announced release date for the full draft and the interface would need to be pushed back by two months to early October.

The representative of ALA Publishing, one of the co-publishers of RDA, was subsequently peppered in multiple venues regarding the pricing structure of the online product and also the eventual availability of a print product. In the eyes of many, the two issues are intimately connected since it is expected that small libraries and independent librarians will lack the financial resources to maintain an ongoing subscription to the online service. Unfortunately, definitive answers to either question were not forthcoming. The pricing structure will ultimately depend on the development costs for the product, which are still mounting. ALA Publishing is doing its best to equitably distribute those costs across the various market segments for RDA. But there is a universally frustrating lack of specifics to provide to members of those market segments attending the conference — academic libraries of all sizes, public libraries and public library consortia, special libraries, school libraries, cataloging service vendors, educators, metadata-ists, etc. For the moment, we can only rely on an awareness that, as a business venture, the publishers will not wish to price their product out of the reach of the market. ALA Publishing also appeared to be dodging its responsibility to provide a print product, but was brought to heel by citations of early promises to support RDA in print. Conference attendees representing the interests of library educators and of small libraries at home and abroad were particularly vocal in expressing the need for a full print version. On a brighter note, the presentation by the technical developer for the online product had the look and feel of something on the right track. Snapshots of the coding shown during a presentation were too detailed to make out specifics, but the “gross anatomy” of the slides looked very promising.

If I understand the reports correctly, the full draft due out in October will be accessible in the online interface. As a community, this will be our chance both to see how the complete “text” hangs together and to see how the functionalities meet our needs. As in the past, the commenting process will be open to all, not just the representatives on the committees and organizations making up the constituencies of the Joint Steering Committee (JSC). The JSC will request that comments focus on new material and the interaction of sections previously released in separate drafts. Here in the U.S., ALA’s Association for Library Collections and Technical Services (ALCTS) will be the funnel through which such comments can be made. It is expected that ALCTS will make a web comment form available as it has for previous drafts. It is vitally important that we identify any “show stoppers” for resolution before the general release to market and subsequent implementation efforts. Look for announcements on the usual cataloging lists (RDA-L and AUTOCAT should be particularly reliable for receiving notification of the release of the draft and timelines for the comment period). If RDA is a mystery to you, the following url will lead to the portion of the JSC’s website concerning RDA, the development process, and past presentations:

http://www.collectionscanada.gc.ca/jsc/rda.html

For the present, the market release date should be around June 2009. Once that occurs, the Library of Congress and other major national libraries will be testing its use for 6-12 months. Laying the groundwork for implementation should take place in that time frame and shortly after. If all goes well and on time, implementation should be starting in 2010.
## SMART Conference Programming
### Concise Guide to SMART Programs

### Wednesday

**SMART Board Meeting**  
**Wednesday 7:00 PM - 10:00 PM**  
**Saratoga Hilton, Broadway 2**  
**Sponsor: SMART**  
This is a meeting of the SMART Board Members

### Thursday

**Know Your P's & Q's**  
**Thursday 9:00:00 AM - 10:15:00 AM**  
**Saratoga Hilton, Alabama**  
**Sponsor: SMART**  
Have you ever wondered "What is RSS?" or "How do I podcast?" This entertaining and informative program reveals the answers and examines other technologies in your library program. Discover new technology from Google, MSN, and Yahoo.

**Speaker:** Paige Jaeger - Glens Falls School District

**Rudi Weiss Lecture:**  
**The Semantic Web with Jim Hendler**  
**Thursday 2:30:00 PM - 3:45:00 PM**  
**Saratoga Hilton, Broadway 1**  
**Sponsor: SMART**  
The Semantic Web, an extension of the World Wide Web, is based on philosophies, design principles, and enabling technologies that allows content users to find, share and integrate information more easily.

**Speaker:** Jim Hendler - Rensselaer Polytechnic Institute

### Friday

**Get Noticed! Search Engine Optimization**  
**Friday 8:00:00 AM - 9:15:00 AM**  
**Saratoga Hilton, Broadway 1**  
**Sponsor: SMART**  
It seems nearly all students begin their research utilizing search engines instead of their library's web site. Instead of viewing search engines as competition, savvy librarians are employing search engine optimization strategies to bring their web sites to the top of the results pages and remind students why the best resources are right at the library!

**Speaker:**  
Erin Rushton - Binghamton University Libraries  
Marcy Strong - Binghamton University Libraries
SMART Membership Meeting  
Friday 10:30:00 AM - 11:45:00 AM  
Saratoga Hilton, Broadway 1  
Sponsor: SMART

Mingle with fellow SMARTies and share ideas for future programs. Think you’d like to "get SMART?" Come to the membership meeting and find out what we’re all about!

Speaker:
Kathryn Frederick - Skidmore College  
Susan Dague - East Greenbush Community Library

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Saturday

eXtensible Catalog: Putting the X in Federated Searching  
Saturday 8:00:00 AM - 9:15:00 AM  
Saratoga Hilton, Broadway 4  
Sponsor: SMART

Learn about the University of Rochester's eXtensible Catalog (XC) project, an innovative collaboration between the Library and the Information Technology and Anthropology Departments to create an open source interface, enabling users to search and navigate with ease. Discover XC's potential to help users get more out of their libraries’ collections.

Speaker:
Judi Briden - University of Rochester  
Jeff Suszczynski - University of Rochester

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Keep It Alive and Digitize!  
Saturday 9:30:00 AM - 10:45:00 AM  
Saratoga Hilton, Broadway 4  
Sponsor: SMART  NYLINK, ASLS

Learn about the challenges and collaborative efforts of three grant-funded digitization projects--digitization of student newspapers and college yearbooks, implementation of a regional digital repository, and creation of lesson plans using digital images.

Speaker:
Ann Penwarden - Monroe Community College  
Sheryl Knab - Western NY Library Resources Council  
Tessa Killian - Southeastern New York Library Resources Council

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Interactive Websites on a Budget  
Saturday 11:00:00 AM - 12:15:00 PM  
Saratoga Hilton, Broadway 4  
Sponsor: SMART

Web designers are creating web sites that are more interactive, utilizing Web 2.0 trends of web design. How do we as librarians take advantage of and incorporate Web 2.0 features into our library web sites when we barely have the time and the funds to learn about this new technology? Come join us for an open discussion. Learn about some simple free tools or share your own timesaving budget techniques to make your web site more interactive.

Speaker:
Ken Fujiuchi - Buffalo State College
President 2007-08
Kathryn Frederick, kfrederi@skidmore.edu
Systems Librarian
Lucy Scribner Library
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J. James Mancuso, jimancuso@mabtsne.edu
Assistant Director of Library Services
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518-355-4000

Director-at-Large 2006-09
Nora Fitzgerald Hardy, nhardy@lakenet.org
Assistant Director
South Central Regional Library Council

Director-at-Large 2007-10
Laura Osterhout, loserhout@wnylrc.org
Regional Services Librarian
Western New York Library Resources Council
455 Genesee St., PO Box 400,
Buffalo, NY 14225-0400
716-633-0705 X116

Section Rep. to NYLA Leg. Comm. 2007-08
John Myers, myersj@union.edu
Catalog Librarian, Schaffer Library
Union College
807 Union St.
Schenectady, NY 12308
518-388-6623

Committee Chairs 2007-2008

Archives
This committee will oversee the creation and management of an archive of SMART documents.
Chair
Nancy Howe, howe@clrc.org
Assistant Director
Central New York Library Resources Council
6493 Ridings Rd.
Syracuse, NY 13206
315-446-5446

Awards
This committee will work closely with SMART’s Past-President to help identify candidates for awards and nominees for elections, as well as advise on the physical/monetary awards to be given.
Chair
Mary Edgerton, edgertonm@nylink.org
Sr. Network Liaison Officer, Collections & Technical Services
Nylink, State University of New York State University Plaza
Albany, NY 12246
518-443-3444

Bylaws Review
This committee will conduct a periodic review of SMART’s bylaws, recommend changes, and oversee approval by the membership.
Chair
Ann P. Penwarden, apenwarden@monroecc.edu
Assistant Director for Systems & Extension Services
ETS: Libraries
Monroe Community College
PO Box 92810
Rochester, NY 14692-8910
585-292-2322

Communications
This committee will handle all of SMART’s official communications and publicity materials, including oversight of the SMART website, and represent SMART on NYLA’s Web Committee.
Chair
Ken Fujiuchi, fujuck@buffalostate.edu
Emerging Technology Librarian, E.H. Butler Library
Buffalo State College
1300 Elmwood Ave.
Buffalo, NY 14222-1095
716-878-6312

Conference
This committee will work closely with SMART’s President-elect to develop program ideas, contract with speakers, and oversee setup of SMART’s programs at the annual NYLA Conference.
Chair
Zahra M. Baird, zjanmo@hotmail.com
Youth Services Librarian
Chappaqua Central School District Public Library
195 South Greeley Ave.
Chappaqua, NY 10514
914-238-4779 ext. 3

Membership
This committee will oversee engagement with SMART members, including the membership booth at the annual conference, and represent SMART on NYLA’s Membership Committee.
Chair
Sue Dague, dagues@uhls.lib.ny.us
Head of Technical Services
East Greenbush Community Library
10 Community Way
East Greenbush, NY 12061
518-477-7476 ext. 124

Mentoring
This committee will work closely with SMART’s Membership Committee and NYLA’s New Members Round Table to...
identify and work with new SMART members looking for a mentor in their field.

Chair
Maggie Horn, maggie.horn@suny.edu
SUNY Office of Library & Information Services
State University Plaza
Albany, NY 12246
518-443-5564

Workshop
This committee will oversee all aspects of the annual SMART Spring Workshop.

Chair
Marcy Strong, mstrong@binghamton.edu
Catalog Librarian, University Libraries
Binghamton University
PO Box 6012
Binghamton, NY 13902-6012
607-777-6867

Call for Articles!
Ken Fujiuchi
Emerging Technology Librarian, E. H. Butler Library, Buffalo State College

Interested in submitting articles to the SMART News & Notes? SMART News & Notes is devoted to bringing you the latest news about our section and to let you know what our members are up to. We accept articles for our biannual newsletter, as well as for our frequently updated SMART blog at nylasmart.wordpress.com. We look forward to hearing from our members!

Please send submissions electronically to:

Ken Fujiuchi
fujiuck@buffalostate.edu
Emerging Technology Librarian
E. H. Butler Library
Buffalo State College Colleges
Buffalo, NY 14222
This workshop is the follow up to Cataloging 4-1-1 with the low-down on subjects and classification. An overview of the different strengths that subject assignment and classification offer, the benefits subject assignment afford in a keyword environment, and the difference between subjects and genres will be presented. Use of key resources and how to use them as well as useful tips and techniques for the novice and/or underfunded cataloger will be covered.

Presented By: John Myers, Schaffer Library, Union College
Maggie Horn, SUNY Office of Library and Information Services

Subject Analysis 4-1-1
(or “What is It and Where Do I Put It!”)

November 5th, 2008
10 A.M. - 5 P.M.
Saratoga Hilton

Sponsored by the NYLA SMART Section - Management of Information Resources and Technology
Contact kfrederi@skidmore.edu for registration info.