

hurry up please it's time

K.G. Schneider

kschneider@mailier.fsu.edu

Acting Associate Director for Libraries
and Technology

Florida State University

February, 2007

things important to me (a sampling)

- my family
- my faith life
- libraries
- writing
- free speech
- the right to read
- standards
- gardening
- good food
- books

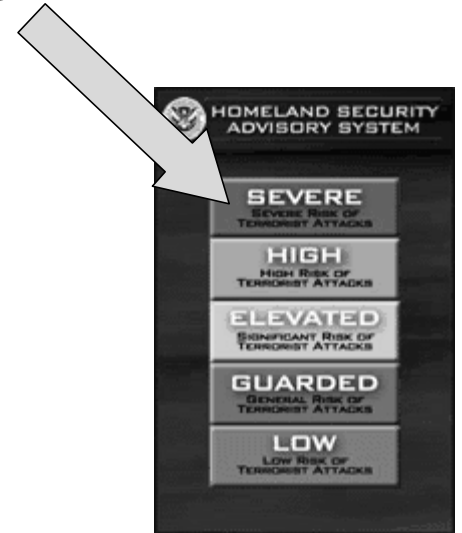
on my reading table (a sampling)

- *Suite Francaise*
- Two CLIR reports on technology
- *Atlantic, Vanity Fair, and People*
- A *DLib* article on digital preservation
- An unpublished mss. by a writer friend

state of emergency

- We have given away our collections
- We don't build or own the tools that manage them
- We provide complex, poorly-marketed systems
- We function like a monopoly service when our competition is thriving right under our nose

you are here



- "Every profession has a heartland of work over which it has complete, legally established control."

-- Andrew Abbott, *The System of Professions*

memory work

5-3-1 rule

- Pick 5 issues you believe are important
- Focus on 3

now, make that 1 happen.

five things we can fix*

- digital preservation
- standards adoption
- the sucky state of most library software
- third-party library content hegemony
- scholarly awareness of key issues in LibraryLand

* there are many more

three

- digital preservation
- the sucky state of most library catalog software
- scholarly awareness of key issues in LibraryLand

one

- the sucky state of most library software



4 nifty happenings with library software

- Evergreen
- Umlaut
- Scriblio
- The solr search engine you are all going to bolt on top of your geezy old ILS middleware as soon as you get home from code4lib

the renaissance of librarian-built software...

- Begins to restore the balance of power
- Reinstates the direction of our profession
- Puts the emphasis back on the library as memory organization
- Sends the message that we mean business

other outcomes

- Creative decoupling of components
- Interesting re-use of other tools, such as wordpress
- Resocialization of librarian artisans

my big "1" today: Evergreen

- Evergreen is big... really big
- Timing is perfect: an era of worrisome consolidation, even as... paradoxically...
- The centrality of the ILS is weakening

useful over-generalizations

- Nobody cares about open source
- Nobody cares about standards
- Nobody cares about usability
- Nobody cares about Evergreen

more useful generalizations

- The ARL body count continues to drive too many decisions
- IT directors do not have the resources to take on unfunded mandates
- Most libraries cannot provide developer time

how directors see the world

- how much does it cost, and what are we getting for the money?
- what are other directors doing?
- what problems will it create?
- why would I spend time/money on this rather than on X?
- Is this thing fully baked?

what directors “know” about open source

- One guy in a garage... probably in a torn Duran Duran tee-shirt
 - One car accident away from orphan software
- No support model
- Cheesy “make-do” quality
- Arcane and developer-oriented
- Nobody else is doing it

quick take-aways that work well with directors

- The third-party vendor support model
 - Library administrators intuitively understand the value and ROI of third-party support
- High-participation projects can be very successful
- In a blind taste test, some open source always wins (e.g. Apache)
- They're probably *already using* open source products



About us

FAQ
Mission

Development

Blog
Documentation
Downloads
Bugzilla
Mailing Lists

Links

GPLS
PINES

Frequently Asked Questions

1. What is *open source* software?
2. Why did we decide on the open source software model?
3. How is the PINES ILS going to be different from past models? And how has software development changed over the past 20, or even 10, years, to make this possible?
4. How will PINES member libraries, other Georgia libraries, and the general library community have input in the development process?
5. I want to help. What can I do?
6. What license is Evergreen released under?
7. Who from the PINES central office is involved in this development effort?
8. What core technologies are you utilizing?

1. What is *open source* software?

Open source software is also known as free software. The term "open source" refers to several things:

1. A specific set of software licenses.
2. A practical method of developing software.

several flags

- “This software can be downloaded for free, and anyone can contribute to development efforts.”
- Opening an FAQ with an explanation of open source software
- No special information for potential users who are not developers
- No timeline for activity discernable to the non-developer eye



VS.



Equinox · Home - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

esi http://esilibrary.com/esi/home.html

Customize Links Free Hotmail Windows Marketplace Windows Media Windows

Lists (10714/7709) Evergreen Titles Open-ILS.org | Home of the Evergreen ILS. esi Equinox · Home

equinox.software

Welcome to esilibrary.com
Home of the Evergreen Experts † Question? [Contact us!](#)

Home Services Software Blog FAQ Company

Evergreen: The Future of Library Automation



Created by the same team who planted the seed of Evergreen and grew it into a full-featured library automation system, Equinox Software is the only choice for the experience and expertise you need from your Evergreen development, support and integration team. Drawing on proven real-world experience, Equinox Software knows what it takes to succeed in today's libraries. Every library is different. Only Evergreen is built with the flexibility to support them all, and only Equinox Software is built to support Evergreen.

Equinox · Bringing libraries and technology together into a new season of library automation.

[Migration and Deployment](#) † [Custom Development](#) † [Hosted Systems](#) † [24x7x365 Support](#)

"... stands tall on the library computing landscape."
"... signals the end of the world as we know it."
"... may revolutionize the way large-scale libraries are run."

Development News

- Feb 7 - [Evergreen 1.0.2 released](#)
- Dec 23 - [Evergreen, meet Slashdot](#)

Evergreen Events

- Feb 8-Feb 9 - [eXtensible Catalog \(XC\) partner's meeting](#)
- Feb 28-Mar 2 - [Code4Lib 2007 Conference](#)

Done

Equinox · FAQ - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

esi http://esilibrary.com/esi/faq.html

Customize Links Free Hotmail Windows Marketplace Windows Media Windows

Lists (10714/7709) Evergreen Titles Open-ILS.org | Home of the Evergreen ILS. esi Equinox · FAQ

equinox
software.


Welcome to esilibrary.com
Home of the Evergreen Experts † Question? [Contact us!](#)

Home Services Software Blog FAQ Company


Frequently Asked Questions

1. [What is Evergreen?](#)
2. [Who is Equinox Software?](#)
3. [What services does Equinox Software offer?](#)
4. [What license does the core of Evergreen use?](#)

1. **What is Evergreen?**
Evergreen is an open-source enterprise-grade [Integrated Library System \(ILS\)](#) or [Library Management System \(LMS\)](#) built from the ground up to support the largest of library systems. See open-ils.org, the project's home page, for more information.
2. **Who is Equinox Software?**
We are a group of software developers and librarians who have been involved with the Evergreen ILS project from the beginning. Our team includes the original development team responsible for the creation of the Evergreen software product, as well as experienced library automation consultants/trainers.
See our [Company](#) page for details.
3. **What services does Equinox Software offer?**
We offer comprehensive services for the Evergreen ILS including migration, project

**Development News**

- Feb 7 - [Evergreen 1.0.2 released](#)
- Dec 23 - [Evergreen, meet Slashdot](#)

**Evergreen Events**

- Feb 8-Feb 9 - [eXtensible Catalog \(XC\) partner's meeting](#)
- Feb 28-Mar 2 - [Code4Lib 2007 Conference](#)

Done

how not to sell Evergreen

- Start by saying “it’s open source!”
- Use the word “cool”
- Talk about benefits to the profession at large
- Describe it as software built by a volunteer community
- Express your interest in hiring lots of coders to help build Evergreen
- Hold back facts that will become evident as soon as the director phones a colleague

how to sell Evergreen

- Start with describing the fully-baked product you plan to deliver
- Your first sentence has to be the money line
- Focus on the short and long-term cost-effectiveness
- Point up the *ROI* and *smart value*, particularly of the third-party vendor support model
- Tell success stories
- Provide a development timeline

5 strategies

- The riveting lede
- The elevator talk
- The pre-visit background investigation
- The well-versed acolyte
- The speed-dial for key stakeholders

biblio-creature-feep

- Some last-gen librarians love complex systems they have to teach people to use
- “Our users need it”
- “There’s no way to do X without it”
- “We can’t migrate until X feature is delivered”
- “It’s a loss of functionality”

you know the cure

- Search log analyses
- Ethnographic studies
- Q&D usability tests
- "Heuristic" evaluations
- Brute force
- Convincing people to do all of the above

Rosenfeld Media - Search Analytics for your Site - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.rosenfeldmedia.com/books/searchanalytics/

Customize Links Free Hotmail Windows Marketplace Windows Media Windows

Lists (10714/7709) Evergreen Titles Open-ILS.org | Home of the Ever... esj Equinox · Home Rosenfeld Media - Search A...

Rosenfeld

Home | Contact

TALKING POINTS WHO'S INVOLVED HOW TO PARTICIPATE WHAT WE'LL PUBLISH

Search Analytics for your Site

BOOK IN PROGRESS CONVERSATIONS WITH YOUR CUSTOMERS

A book in progress by **Louis Rosenfeld** and **Richard Wiggins**. Publisher: [Rosenfeld Media](#). Anticipated publication date: spring, 2007.

Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs.

About this Book

- Full description
- Author biography
- Table of contents
- Acknowledgments

Reader Input

- Take a survey
- Survey results
- Open questions

Free Book Content

- Sample chapter
- Bibliography
- Code samples

- Keep Up with this Book**
 - Questions, ideas, updates, news, and publication notices via this book's [RSS feed](#).
- Help us Write Better Books**

Your comments on this blog will improve our book. If we include your information in our book, you'll be acknowledged.

Send quick feedback directly to the authors and editors:

Done

every library needs a developer

- This will be as basic to our work as the ILL or reference librarian is today

every developer needs a library

- The rest of us are your avatars
- We keep you real

recap

- No less than the future of the profession is in your hands
- Remember Ranganathan!

contact

- K.G. Schneider
- kschneider@mailier.fsu.edu
- Associate Director for
Technology and Research
- Florida State University