LIBRARY + INFORMATION
gazette

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Chartered Institute of
Library and Information
Professionals

www.lisjobnet.com   www.buyersguideonline.co.uk   **22 May - 4 June** 2009

Picture: Johnny Ring

**Next issue
Andrew
Motion
interview:
Umbrella
special
preview**

Umbrella registrations top 450

Umbrella 2009

Registrations for
Umbrella 2009
continue to grow
and have now passed the 450 mark.
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NEWS BRIEFS

New e-books service launched

The launch of new public library
service Bloomsbury Library Online
sees a unique development in '…the
relationship between publishers and
libraries, and between libraries and
readers', according to the publisher.
Libraries buy annual subscriptions to
'Themed shelf' selections of bestselling
titles, which users read online at library
terminals or on home pcs and
handheld devices via their library card.
The price varies according to the size
of population served. Users will be able
to access author interviews, reviews
and links to specially commissioned
reading group guides.

Ovid waives health info fees

To help combat the H1N1 flu outbreak
Ovid is offering health professionals
free 30-day access to the Ovid Medline
database and Cabi's Global Health
database. In addition, UpToDate, Ovid's
sister company within Wolters Kluwer
Health, is providing free access to
professional and patient articles. Cabi
has also created an H1N1 'dashboard'
at www.netvibes.com/cabialerts
for healthcare workers and the public
to get real-time information about the
current outbreak.
www.ovid.com/site/index.jsp

Get ready to use your expertise creatively

It's both exciting and daunting to witness the
rapidly changing roles of LIS staff. **Sheila Corrall**
casts her expert eye over what the future holds for
workforce development, ahead of her seminar at
the annual conference of the Society of College,
National and University Libraries.

LAST YEAR JISC (the Joint Information
Systems Committee) launched its
Libraries of the Future Campaign[1] to
encourage debate about the future of the
academic library. The people who work
in library and information services (LIS)
are central to this debate. When we talk
about what libraries will look like and
how they will operate, we have to think
about the future roles of LIS staff, the
competencies they will need and how
they can be acquired. It is hard to plan

among service users has forced LIS man-
agers – as in other sectors – to rethink
staff roles and ask how they can create
value, in an era where everyone looks to
Google for information. The present
economic downturn brings all this into
sharper focus. Info pros in the commer-
cial sector face particular pressure as they
constantly search for ways to 'move up
the value chain' and add more value to
the business.[2] This is part of a wider
trend, evident since the 1990s.[3]

> **'The shift towards self-service
> and self-sufficiency among
> service users has forced LIS
> managers – as in other sectors
> – to rethink staff roles and ask
> how they can create value.'**

ahead in an environment subject to pow-
erful, but unpredictable, political, eco-
nomic, sociological and technological
forces but, even though we don't know
exactly what the future holds, we can look
for signals, and we may spot trends that
will help us prepare for whatever is in
store.

Technology has been a key driver of
change in libraries for the past two
decades, having an impact on services,
structures, staffing and skillsets. The shift
towards self-service and self-sufficiency

Specialists in all sectors have had to per-
form at higher levels and get more
involved in the core work of their organi-
sations. This means getting better at net-
working and gaining a deeper under-
standing of business issues to comple-
ment their specialist expertise and pro-
fessional know-how. The professional
development challenge is significant.
Professionals face continual upskilling,
more specialisation in an already spe-
cialised field, an ever-expanding knowl-
edge base and the need to acquire cross-
functional skills and competencies
reflecting the shifting boundaries of their
jobs.

We have seen this happening in the aca-
demic sector. Subject/liaison librarians
have recognised the need to engage with
the core activities of their institutions –
the processes of teaching, learning and
research – at a progressively deeper level,
to work out where their expertise can be
used and target their interventions effec-
tively.

Many librarians have acquired skills in
teaching and an understanding of
learning styles. Some have added higher-
level technological know-how and taken
on specialist roles in digital libraries, e-
learning, institutional repositories and
research datasets. All sectors now need
hybrid specialists and 'blended profes-
sionals' to deal with the complexities of
the networked world.

Another related trend is the upskilling
of library and information assistants, who
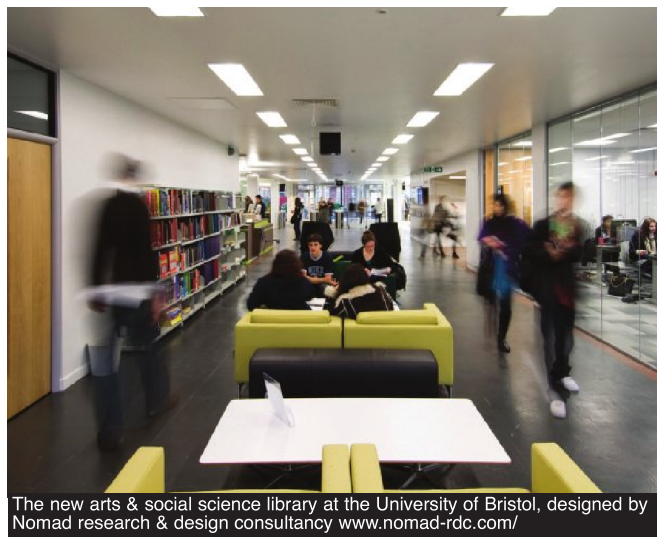
The new arts & social science library at the University of Bristol, designed by
Nomad research & design consultancy www.nomad-rdc.com/

Find out what your rights are

'Copyright should not be thought of as a single entity, but should instead be viewed as a 'bundle' of rights. Each one of the restricted acts can be handled separately. The owner may choose to sell some rights without selling them all...'

There are four main types of intellectual property:

1 patents
2 trade and service marks
3 designs
4 copyright

Patents

Patents are for inventions, new and improved products and processes that are capable of industrial application and which involve an inventive step. Patents have to be applied for. Their maximum lifetime is 20 years from their filing date.

Trade marks

Trade and service marks are for brand identity of goods and services allowing distinctions to be made between them.
Trade marks fall into two types – registered and unregistered. In the case of unregistered trade marks it is possible to take out an action using the common law of passing off. However, in order to be successful in such an action you would have to prove that:
1 the mark is yours;
2 that you have built up a reputation in the mark; and
3 that you have been harmed in some way by the other person's use of the mark.

Designs

Designs are for product appearance of either the whole or part of a product resulting from the features of, the lines, contours, colour, shape, texture and/or materials of the product itself and/or its ornamentation.

Copyright

Then there is copyright for literary, dramatic, musical and artistic material, sound recordings, films and broadcasts.
Within copyright there are a series of rights:
- economic rights
- moral rights
- database right which augments copyright is a property right that subsists in a database if there has been a substantial investment in obtaining, verifying or presenting the contents of the database
  - publication right which is the right to issue copies of the work to the public
    - performers' rights, namely the rights to perform, show or play the work in public. This would include delivery of a lecture, speech or sermon as well as a visual or acoustic presentation using a sound recording, film or broadcast
- rental and lending right which controls the hiring or lending of a work or a copy of the work to the public

Copyright should not be thought of as a single entity, but should instead be viewed as a 'bundle' of rights. Each one of the restricted acts can be handled separately. The owner may choose to sell some rights without selling them all – for example this could involve the author retaining all rights to his or her work in electronic format, while assigning the other rights to a commercial publisher.

In addition to the four main types of intellectual property (patents, trade marks, designs, and copyright) there are also a couple of other areas of law which are relevant here:
- the law of confidence, which can be used to protect trade secrets, government secrets and also personal secrets
- the law of passing off.

Then there are what are referred to as 'neighbouring rights' which is a general term taken to refer to rights which are outside copyright law, but which are nevertheless related to it. They would include:
- performers' rights (rights intended to protect the performers of dramatic works, musical works, some literary works and 'variety acts' (CDPA 1988 s180(2))
- 'sui generis' database right
- Public Lending Right.

Continuing our series of exclusive articles from Facet Publishing's Keeping Within the Law online intelligence service, Paul Pedley takes another look at intellectual property, following on from last issue.

For instant access to KWtL's continually growing database, packed with useful resources on all aspects of copyright and information law, you need to become a subscriber. Call 020 7255 0590 or visit **www.kwtl.co.uk**

FEATURE

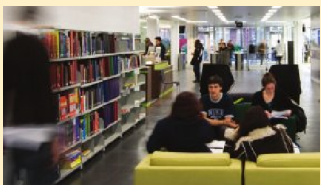# Get ready to use your expertise...

Continued from front page

have moved into roles undertaken before by professionally qualified staff. The last major forward look at human resource development in academic libraries, the Fielden Report of 1993,[4] forecast that 'the main burden of change' would fall on library assistants, along with subject librarians and senior managers. This prediction has proved largely correct, although the implications for their skills and development needs have often received less attention than they deserve.

Fielden noted that para-professional and clerical grade staff were taking over both backroom technical tasks (cataloguing and classification) and frontline enquiry work. He also suggested roles for assistants in subject-based teams, seeing this as a way to enrich the job for a mainly graduate-level workforce.

Information assistant posts advertised in *Gazette* confirm that several academic libraries have moved in this direction. But other changes that he didn't predict have also happened. Some of these will gather pace in the next decade, as self-service issue and return becomes the norm and the shift to e-delivery accelerates. The roles of library workers at all levels will have to be proactive, not reactive, and we must ensure that all staff have the competencies needed.

While we cannot predict exactly how technology will evolve and what people will be doing in libraries, we can be confident that the pace of change will not slacken and workforce development will be a continuing, crucial requirement. Development must be multi-faceted, both for the array of abilities needed and in the methods used to acquire them. All library staff will need a mix of professional, technical, organisational, managerial, interpersonal and personal skills and knowledge. Learning through work-based activities can be highly effective in many cases, but giving staff time out for reflection enhances their learning. LIS practitioners are increasingly recognising that more formal approaches to reflection can contribute significantly to both individual and organisational development.[5]

Further education is another option, which supports reflective practice and is already popular with librarians wanting to develop their pedagogical knowledge and skills. Professional education programmes in LIS and other sectors are being designed with workplace learners in mind, blending e-learning with short residential blocks and work-based projects to help busy practitioners develop new specialisms.

Online courses are also an attractive, flexible option for staff who need to meet the professional knowledge requirements for moving from Certification to Chartership within CILIP's Framework of Qualifications.

So, whether you see the future for libraries as daunting or exciting, the key message is to look ahead, keep learning and get ready to use your expertise creatively.

'The key message is to look ahead, keep learning and get ready to use your expertise creatively.'

- Sheila Corrall is Professor of Librarianship & Information Management and Head of the Department of Information Studies at the University of Sheffield.
Sheila is speaking on 10 June at 'Picking the Winners', the Sconul Conference and AGM, 10-12 June, Bournemouth (*see p.5*).
www.sconul.ac.uk/events/agm2009/

References

1 www.jisc.ac.uk/whatwedo/campaigns/librariesofthefuture.aspx
2 Foster, A. (2008) Battening Down the Hatches: business information survey 2009, *Business Information Review*, 26 (1), 10-27.
3 Watkins, J. et al. (1992) *From Evolution to Revolution: the pressures on professional life in the 1990s*, University of Bristol.
4 John Fielden Consultancy (1993) *Supporting expansion: a report on human resource management in academic libraries for the Joint Funding Councils' Libraries Review Group.* Bristol, HEFCE.
5 e.g. Brine, A. (2004) *Continuing Professional Development: a guide for information professionals*, Oxford: Chandos; Booth, A. (2004) 'Evaluating your performance' in Booth, A. & Brice, A. (eds) *Evidence-based Practice for Information Professionals: a handbook*, pp.127-137. Facet.