

2012 CEAL Membership Committee Program

Time: Wednesday, March 14, 9:30 PM-11:00 PM

Location: Dufferin Room at the Sheraton Centre Toronto Hotel

- **Round Tables: "Mobile Technologies/Social Media and Their Applications in the Library" and "Paraprofessional Get-Together"**

Facilitator: Yunshan Ye (not present) and Hikaru Nakano, University of Florida Libraries

Present: Harpreet Ahluwalia, Cathalina Chow, Hyunjoo Eom, Shirin Eshghi, Tomoko Kitayama, Adam Lisbon, Hikaru Nakano (Chair), Keiko Suzuki, Eleanor Yuen

During the 2012 CEAL / AAS Annual Conference, the CEAL Committee on Membership hosted three Roundtable Meetings. Two of these Meetings were combined to become one joint session: the Meeting on "Mobile Technologies/Social Media and Their Applications in the Library" and "Paraprofessional Get-Together".

Adam H. Lisbon, a Program Associate of the North American Coordinating Council of Japanese Library Resources and a Japanese Information Instructor at the State University of New York at Albany, led the first half of the session and presented on his social media-related work for the NCC.

Social Media is changing how people consume information, and libraries may not have embraced a PR model that harnesses its full potential. Yet they also provide a myriad of services with staff performing many different tasks. Social media as a tool to disseminate information to potential users mean acknowledging that:

- Younger generations explicitly use social media to get their news.
- It is inherently decentralized; and in some ways neither are libraries, no one person can post all the relevant news about all the library's activities.
- News cannot be confined only to important events. Details like interesting reference questions or unusual stories from individual employees' and users' experiences that frame the library in a positive are good for PR.
- Including humorous but relevant content sparingly provides a 'hook' to get users to follow the library on their own social media accounts. An excellent example is BYU's [Study like a Scholar](#).

There are of course concerns to consider when promoting a decentralized social media campaign. Libraries, especially academic ones, are highly structured bureaucratic institutions. It is justifiable that administrators will want some form of control in place for content that will reflect upon the library:

- Is the workplace environment conducive to such an endeavor?
- What are the criteria for being allowed to contribute?
- What are the guidelines and scope of the stories that will be posted?

The second part of the session focused on the roles of paraprofessionals in Asian libraries in North America led by **Tomoko Kitayama**, Team Leader, Asian Languages, Library Technical Services, the University of British Columbia .Among the issues noted were:

- Changing roles of paraprofessionals and their relationship with professional librarians
- Changing job descriptions in a union environment
- Revisiting the roles of professionals and paraprofessionals
- Cooperation and collegial working relationships between the professionals and paraprofessionals within institution and the larger library community

Toward the end of the meeting, the following suggestions and comments were made:

- Boost CEAL membership numbers by recruiting paraprofessional members
- Create a pre-conference programme targeted towards a paraprofessional audience
- Arrange post-CEAL debriefing sessions at home institutions and strategize to engage more paraprofessionals in the CEAL community
- Make good use of the CEAL Directory that lists many paraprofessionals who may or may not be official CEAL members
- Utilize the opportunity provided through CEAL (e.g., Menor/Mentee program)
- Use Google groups for paraprofessionals connecting with other library support staff; the Small Collection Roundtable has used this tool successfully
- Use Google Docs to share ideas among paraprofessionals

The meeting adjourned at 11:00 pm.

▪ **Round Table: "Meet and Greet"**

Facilitator: Kazuko Hioki, University of Kentucky Libraries

Present: Lucy Gan (U. of Toronto), Jim Cheng (Columbia U.), Yasuko Makino (Princeton U.), Mieko Mazza (Yale U.)

Prior to the meeting, Kazuko sent email to all the mentorship program participants of 2011 for asking the feedback of their experience and also presenting at the mentorship roundtable in Toronto. Only one pair- Yasuko and Mieko- was able to join the roundtable, but three participants responded by email on their experience. Overall, their feedback was very positive and recommended the program to junior librarians or someone who has expanded responsibilities. A comment offered an idea of team mentorship with one mentee and a team of seniors.

New applicants of 2012 program were also contacted by email and asked for their presence at the roundtable meeting. Since only one pair-Lucy Gan and Jim Cheng- can attend the roundtable, Kazuko notified the other four pairs, introduced each partner, and helped the pairs to arrange face to face meeting during their stay in Toronto by email. The names of five mentors and five mentees are found below table.

CEAL Mentorship Program 2012

Mentee	Institution	Mentor	Institution
Lucy Gan	University of Toronto	Jim Cheng	Columbia University
Yukari Sugiyama	UCLA	Kazuko Sakaguchi	Harvard University
Kelly Yuzawa	Library of Congress	Kristina Troost	Duke University
Shanna Pritchett	Ft. Bend Country Library	Robert R. Britt	University of Washington
Kazuko Hioki	University of Kentucky	Yunshan Ye	Jon Hopkins University

At the roundtable meeting, Yasuko and Mieko (2011 participants) shared their experience with others. The participants exchanged their expectations of the program, questions, and advices. The discussion included below comments:

- Building trust is a key for successful mentor-mentee relationship.
- Mentees need to lead and make effort to develop the relationship, including open up themselves.
- Mentees do not need to worry about exploiting mentors and their time. It is a mutual volunteer program benefitting both mentors and mentees. For mentors, enthusiasm and energy from mentees give mentors joy and hopes for the profession. For mentees, it is a rare chance to have excuses to approach (and ask trivial questions) the experienced senior colleagues and learn from them.

The meeting adjourned at 11:00 pm.