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TO: Board of Directors

FROM: Cindy Hill (aka Sydney Delphin in Second Life), Chair, SLA Virtual Worlds Council

DATE: January 2010

RE: SLA Virtual Worlds Council Annual Report, March – December 2009

BACKGROUND INFORMATION:

The SLA Virtual Worlds Council was created in March 2009. President Gloria Zamora appointed the council with the following direction:

Six members appointed for overlapping terms of two years each. The Advisory Council shall:

1. Recommend short and long-term direction for SLA's presence as an association in virtual worlds.
2. Oversee SLA's presence in virtual worlds.
3. Interface with other SLA units, including the Innovation Lab Task Force, ClickU and the Professional Development, Public Relations and Student Academic Affairs Advisory Councils, to:
 - a. consolidate efforts
 - b. develop and promote opportunities for members to participate and build virtual world skills.
4. Investigate and estimate the cost of creating, maintaining and promoting virtual world activities and recommend funding sources and report findings to the CEO.



The council members are:

Council Member 2009: Scott Brown
Council Member 2009: Heather O'Daniel
Council Member 2009: Patricia Alderman
Council Member 09-10: Cindy Hill
Council Member 09-10: Marcella Dulka
Council Member 09-10: Christy Confetti Higgins

Board liaison 2009: Stephen Abram

Staff liaison 2009: John Lowry (March-September) – Constance Denning (October – December)

Jill Hurst-Wahl is our first Honorary Member

2009 Goals: At our first few meetings we discussed and agreed to several goals:

1. Bring SLA leaders into a virtual world environment
2. Explore other virtual worlds beyond Second Life, evaluating their potential usefulness for SLA members
3. Revisit and evaluate current SLA space in Second Life to determine if it needed renovating
4. Increase visibility of the potential of virtual worlds to the SLA membership

Stephen Abram, board liaison, encouraged the council to evaluate every opportunity for the lessons learned, repeatability, and to capture that information for future use by SLA members.

Accomplishments:

1. **Renovated the SLA space in Second Life:** Worked with Jainschigg, (World2Worlds.com) on the redesign/remodeling of our space. Based on the Council's input, the space is designed to be "not normal" meeting space, but a space that invites people to think differently and interact more easily with other SLA members; to lower or remove communication barriers, and to experiment with emerging social media tools. It is projected to be completed in time for the post-Leadership Summit session.
2. **Hosted ClickU series about Virtual Worlds, focusing on Second Life.** Three 2-part sessions were provided to SLA members in 2009. They were modeled after the first sessions offered by the original task force, with updated information. The first session was in WebEx and the second session was in Second Life.
3. **Hosted sessions in Second Life for SLA members.** These events are opportunities to reach members in new venues, provide a 3-dimensional meeting experience, and be learning opportunities for SLA leadership to experience presenting in a virtual world environment.
 - **February 2009:** SLA CEO, Janice Lachance, and SLA President, Gloria Zamora highlighted the Alignment Project and the 2009 Leadership Summit.
 - **November 2009:** PR Council members and ambassadors discussed the Alignment Project with SLA members and guests
 - **2010 schedule:** SLA CEO, Janice Lachance, and SLA President, Anne Caputo, will host a conversation in SL, providing 2010 Leadership Summit highlights
4. **Assumed responsibility for monthly Second Life Alliance Virtual Library "Library Buzz" events.** These events are opportunities to increase the visibility of SLA, the value of SLA membership, the importance of information and knowledge sharing in a virtual environment across all information professionals (public, academic, government, corporate, students, etc.) and learning opportunities for the speakers to experience presenting in a virtual world environment. At least three of the speakers were first-timers in giving a presentation in a virtual world.

The council created and hosted 7 events in Second Life:

- July 30, 2009 - Scott Brown (SLA member), *"Putting Social to Work: Real-Life Examples of Organizations and Info Pros Using Social Networking Tools"*
- August 25, 2009 – Marcy Rodney (SLA member), *"What Doors Did You Leave Open?"*
- September 24, 2009 - Christian Gray & Cindy Hill (SLA members), *"Career Agility: The brand is YOU!"*
- October 6, 2009 - Richard Hulser (SLA member), *"Getting the Most Out of Vendor Partnerships and Negotiations"*
- November 10, 2009 – Springer (Major SLA 2009 Conference sponsor), *"New Look at ROI in Corporate Libraries"*
- November 19, 2009 - University of Hawaii MLIS students, *"Are LIS Programs on Target for Today's Workplace?"*

- December 15, 2009 - Dru Zuretti, Copyright Clearance Center, *"Copyright in the Digital Age"*
 - **2010 topics:** Griefing, New Alliance Virtual Library, SLA President chats, TBD
5. **Fundraising and sponsorship**
- Raised \$2500 to fund the renovated SLA space in Second Life
 - World to World doing this work at 50% of the actual cost
 - Sponsors: Military Libraries Division of SLA, Safari, IEEE, Reprints Desk
 - Details: http://sla-divisions.typepad.com/sla_in_second_life/2009/07/sla-in-sl-looking-for-a-few-good-sponsors.html
6. **Partnered with University of Hawaii's graduate program for library and information science**
- One of their assignments was to work with the SLA VW Council to organize and lead a Library Buzz session
 - Council members Pat Alderman and Christy Confetti Higgins gave them a presentation on how to run and market an event in a virtual world
 - Council provided support to the students before, during and after event
 - **2010 Plan:** Work with another student group, intern(s) and/or volunteers on virtual world events
7. **Increased awareness of virtual worlds to the SLA membership and others**
- Using the original SL Task Force's model, created 2009 Conference badge inserts for council members
 - "Ad" in Information Outlook
 - Blog postings – SLA, SLA VW
 - Twitter handle #librarybuzz
 - Articles
 - Align in 09 – SLA's Virtual World Advisory Council, RezLibris, October 2009
<http://rezlibris.com/institutions-a-organizations/55-special-libraries-association/522-align-in-09-slas-virtual-world-advisory-council.html>
 - Chapter & division newsletters and discussion lists carried announcements and articles (written by Council members) about the virtual world opportunities available to their members
 - Connected with SLA units including Centennial Commission, Public Relations, Student Relations, Board and Staff leadership
 - Created web banner for blog and wiki (see image above)
 - Created SLA tee-shirt (see SL image below)
 - RezLib also covered the *"Putting Social to Work"* session:
<http://rezlibris.com/social/communities/483-sla-marks-their-sl-involvement-by-hosting-their-first-library-buzz-session.html>
8. **SLA Research Grant Application**
- a. The council started to apply for a SLA research grant but decided not to pursue it as we had not determined how to create a team that spanned multiple years when our terms ended. We would still like to find a way to apply as there are several possibilities that we could undertake if there was funding.
 - b. We also worked with San Jose State University's SLIS grant office, exploring the possibility of partnering with them on a grant proposal. While that did not pan out, the Council Chair was invited to be a sponsor of their grant proposal, representing SLA.
 - c. **2010 idea:** Pursue SLA grant proposal

Looking Ahead to 2010: A Representative List of Ideas and Plans

- Work with SLA staff and 2010 conference planners to introduce the virtual world sessions to SLA members. Be beta testers for the virtual world, participate in the development of training sessions, and actively promote this new venue to members who are unable to attend the conference in person.

- Continue to connect with other SLA units including Professional Development, Student Relations, Public Relations, and others (divisions, chapters, caucuses) that are interested in learning about and/or meeting in a virtual world
- Continue to explore other virtual worlds to determine their viability for collaboration, meetings, learning
- Continue Library Buzz sessions; encourage and train SLA members to host own Library Buzz or SLA session
- Explore the potential of hosting student interns and volunteers for virtual world activities

SLA in Virtual Worlds Links:

- Wiki: <http://wiki.sla.org/display/SLASECONDLIFE/Home>
- Blog: http://sla-divisions.typepad.com/sla_in_second_life/
- Google Events Calendar:
http://www.google.com/calendar/embed?src=slasecondlifecalendar%40gmail.com&ctz=America/Los_Angeles

Respectfully submitted by Cindy Hill, Chair SLA Virtual Worlds Council

Prepared by: Cindy Hill, Chair SLA Virtual Worlds Council

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