CALA 21st Century Librarian Seminar Project
Team Leader Report

**Seminar Location:** International Conference Center, National Taiwan Normal University Library

**Seminar Dates:** August 10-14, 2009

**Seminar Theme/Title:** In Search of Excellence: Library Management in the New Age

**CALA Participants/Presenters:**
Min Chou (Team leader) (New Jersey City University)
Julie Su (San Diego State University)
Diana Wu (San Jose State University)

**Hosting institution:**
National Taiwan Normal University (NTNU) Library
Graduate School of Library and Information Science of NTNU

**Sponsors:**
Chinese American Librarians Association (CALA)
NTNU Library
Graduate School of Library and Information Science of NTNU
Library Association of China (Taiwan)

**The topics each CALA presenter gave are:**
During August 10-14, 2009, three CALA presenters - Min Chou, Julie Su, and Diana Wu - made presentations, moderated discussions, and answered questions from seminar participants. On August 12, CALA presenters were invited by National Taiwan University Library to give presentations on academic library services and management in new technology age. CALA members’ presentation topics are listed below in boldface; actual titles of presentations are focused on specific areas under those topics.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 10</td>
<td>09:00-09:50</td>
<td>Registration</td>
<td></td>
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<tr>
<td></td>
<td>10:00-10:10</td>
<td>Opening</td>
<td>Mei-Lan Kuo</td>
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<tr>
<td></td>
<td>10:10-12:00</td>
<td>Internet Media and Libraries</td>
<td>J. R. Chen</td>
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<tr>
<td>August 11</td>
<td>09:10-12:00</td>
<td>New Technology Brings on New Services</td>
<td>Yuhfen Diana Wu</td>
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<td></td>
<td>13:30-16:20</td>
<td>The Myth and Truth of “Learning Organization”: Based Upon the Implementation Experience Services Industry</td>
<td>Shu-Te Peggy Liu</td>
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<tr>
<td>August 12</td>
<td>09:10-12:00</td>
<td>Excellent Management and Services</td>
<td>Julie Su</td>
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* Add more paper as need.
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>13:30-16:20</td>
<td>Invited by National Taiwan University Library to give presentations in the main library: Min Chou, Yuhfen Diana Wu, and Julie Su</td>
<td></td>
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<tr>
<td>09:10-12:00</td>
<td>User Needs Exploration</td>
<td>Yuhfen Diana Wu</td>
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<tr>
<td>13:30-16:20</td>
<td>Experience Sharing</td>
<td>All participants in three groups. Moderators for the groups: Min Chou, Yuhfen Diana Wu, Julie Su.</td>
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<tr>
<td>09:10-10:30</td>
<td>New Tasks in Libraries</td>
<td>Julie Su</td>
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<tr>
<td>10:40-12:00</td>
<td>Learning for Librarians in A New Age</td>
<td>Min Chou</td>
</tr>
<tr>
<td>13:30-15:20</td>
<td>Internship Studies in Creative Marketing</td>
<td>Chao-Chen Chen &amp; Graduate students of GLIS</td>
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<tr>
<td>15:30-16:30</td>
<td>General Discussion</td>
<td>Panelists to answer questions: Chao-Chen Chen, Min Chou, Yuhfen Diana Wu, Julie Su</td>
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<td></td>
<td>Closing</td>
<td>Mei-Lan Kuo</td>
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</table>

**Estimated number of participants of the seminar:**
There were over 80 registrants and about 70 attendees.

**List major participating institutions:**
Academic libraries from such universities as: National Taiwan Normal University, National Taiwan University, Chung Yuan Christian University, National Chung Cheng University, National Taitung University, Fu Jen Catholic University, Tamkang University, National Chengchi University and more; some law libraries, special libraries, and government libraries as well.

**Outcome of the seminar:**
The Seminar was aimed to address the changing roles that libraries play in the new digital age to meet the diverse needs of users. CALA presenters were invited to give presentations focusing on best practices of academic librarianship in the United States. This is the 10th seminar of CALA Twenty-first Century Librarian Seminar Series since 2007 ([http://tigger.uic.edu/depts/lib/projects/resources/calamw/project/workshop.shtml](http://tigger.uic.edu/depts/lib/projects/resources/calamw/project/workshop.shtml)).

The five-day seminar was attended by about 70 librarians, library administers, and library staff from different types of libraries (i.e. academic, public, government…) in Taiwan; and the participants brought a valuable mix of experiences and perspective to the seminar. The presenters also came from different backgrounds, including one speaker from a different profession (Chinese Television System) and three CALA presenters from the U.S., presenting the audience with different practical experiences, insights, and views.
The seminar was structured to have the presenters share their thoughts, experiences, and discuss the issues in their presentations, and then followed by a short Q and A at the end of each presentation. Lunch breaks were offered at the seminar site every day to provide a good opportunity for speakers and participants to know each other better in a casual environment. Additionally, a small-group session for experience sharing and a general discussion session were scheduled at the last days of the seminar to encourage a more focused exchange of practical information. During these sessions, participants shared thoughts with each other and also with speakers based on some practical questions.

Evaluation results have shown that the seminar was very successful. National Taiwan Normal University Library has summarized the collected survey forms (see Seminar Evaluation at http://tigger.uic.edu/depts/lib/projects/resources/calamw/project/2008/Taiwan09/evaluation.pdf). In regards to overall presentations, 48% participants were satisfied and 33% were very satisfied. Participants gave high marks to content (52% satisfied, 26% very satisfied), clarity (62% satisfied and 24% very satisfied), novelty (59% satisfied, 22% very satisfied), informativeness of content (46% satisfied, 35% very satisfied), and practicality (54% satisfied, 26% very satisfied). The following are some positive comments provided by participants on what they liked the most about the seminar:

- Learned a lot and gained new knowledge
- How to manage change – thought provoking for librarians at home (in Taiwan)
- Introduction of libraries overseas on how they provide new library services in social networking environment, and new online information services using twitter, facebook…
- Trends of overseas libraries in using new technology
- Users needs exploration, new services using new technology, management of electronic resources
- New trends and useful case studies
- Presenters are very approachable and their professionalism is impressive – they are wonderful, better than expected!
- Presenters used their strengths in their lectures. There were two opportunities for interactive discussions and experience sharing.
- Diana did a wonderful job in her presentation (reference services and use of new technology)
- Small group discussions
- Lunches were arranged well; staff members are thoughtful and helpful; and presenters are experts.

Evaluation results have also shown the following comments for future consideration:

- More discussions on practical aspects
- To compare the library practice in Taiwan with that of practice in other countries
- Increase coverage of case studies and best practices of libraries at home (in Taiwan) and invite these libraries’ directors to present as well
- Hope to add lectures on acquisition and cataloging
- To include more on assessment of library services
- More on increasing library’s visibility on campus
- More in depth discussions on electronic resource management
- More in depth discussions on the use of new technology
- More on library administration
Overseas librarians need to learn more about current status of libraries in Taiwan
Hope to include library web design and management
To avoid overlaps in presentations

Your suggestions:
The group discussion session was very well received. In the future, more discussion
sessions can be planned as they could provide opportunities for participants to exchange
ideas on practical issues and allow everyone to learn from and to contribute to the group
discussions.

The two-hour-and-fifty-minute presentations were pretty long. In the future, depending
on the content, some long presentations may be broken down to presentation (delivering
of core content) - Q&A - discussion/sharing (contributed by both the presenter and
participants).

Acknowledgement:
CALA seminar team members are very grateful for the excellent facilities and remarkable
hospitality of our hosts. NTNU library staff was very effective and efficient in taking
care of all the details to ensure a smooth and successful seminar.

Thank you also goes to all colleagues in Taiwan who attended the seminar. The pleasure
of meeting them in person, the excitement of exchanging ideas and experiences, and the
kind words from them after each presentation have made our experience so rewarding
and our long journal worthwhile.

We would like to thank National Taiwan University Library for inviting us to present in
their main library, and for their warm reception and the tour of the library. The
experience of "coming home" to their Alma Marta means very special to Julie Su and
Diana Wu.

Thanks Haipeng Li, CALA Executive Director and Chair of the CALA 21st Century
Librarian Seminar Series Taskforce in 2009 for his effective leadership, his
encouragement and strong support to the team’s work. Thanks Lisa Zhao, Xudong Jin,
and members of 2008-09 CALA International Relations Committee and CALA 21st
Century Librarian Seminar Series Taskforce for giving us the opportunity to represent
CALA to present at the seminar.

Last but not the least, the team leader would like to thank Diana Wu and Julie Su for their
contribution to the success of the seminar. Their team spirit, expertise, dedication to the
seminar, and professionalism are exemplary.

View seminar photos at:
http://www.flickr.com/photos/40939869@N07/sets/72157622558835910/

Respectfully submitted: Min Chou, Team leader of Taiwan seminar 2009
October 7, 2009