

# IT TAKES TWO: TECHNICAL SERVICES AND PUBLIC SERVICES COLLABORATIONS

With Jaleh Fazelian and Erin Leach

# Who are we?



Erin Leach, Head of Serials  
Cataloging at the University  
of Georgia

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Jaleh Fazelian, Head of  
Research, Learning, &  
Information at John Carroll  
University

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# Converse about this session

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- Use twitter to talk about this session, if you are so inclined.

□ #TS2PS



# Our library experience



Ladue Middle School

All Students Will Learn at High Levels Because of What We Do.



Washington University in St. Louis

UNIVERSITY LIBRARIES



INDIANA UNIVERSITY BLOOMINGTON



# Polls



- What type of library do you work in?
  - Academic, public, special, school?
- Have you engaged in collaborative activities between technical and public services?

# Let's start at the very beginning...



# Back to school, back to school



# Technical Services work is a public service



# Silos aren't just for farming



# Building the unified scene



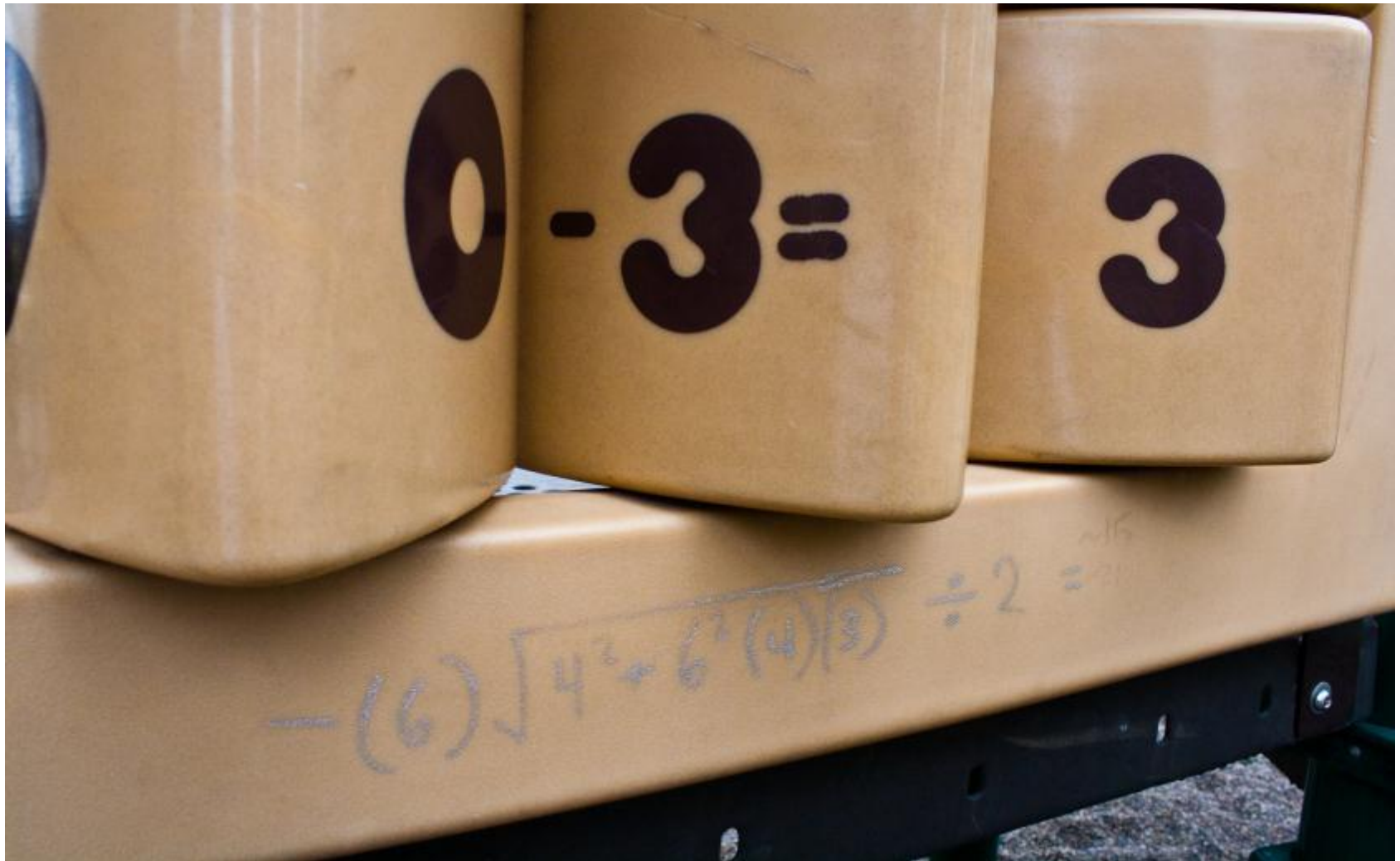
# Advocate!



# Erin's elevator pitch

**Well-formed metadata is an information literacy issue. In order to develop information literate people, library resources should be discoverable. And that discoverability comes from well-formed metadata. Well-formed metadata allows library resources to be discovered through a variety of searching methods and a variety of platforms. In addition to making purchased collections discoverable, well-formed metadata uncovers hidden local collections that bring prestige to the organization. While many metadata creation tasks can be automated, successful metadata creation--the kind that makes resources discoverable--requires human intervention. Well-formed metadata, and the people who create it, are the foundation upon which library instructors build their instruction. Metadata creation is a public service.**

# Be a problem solver



# What's going to work? Teamwork!



# Risk = Reward



# This is how change happens



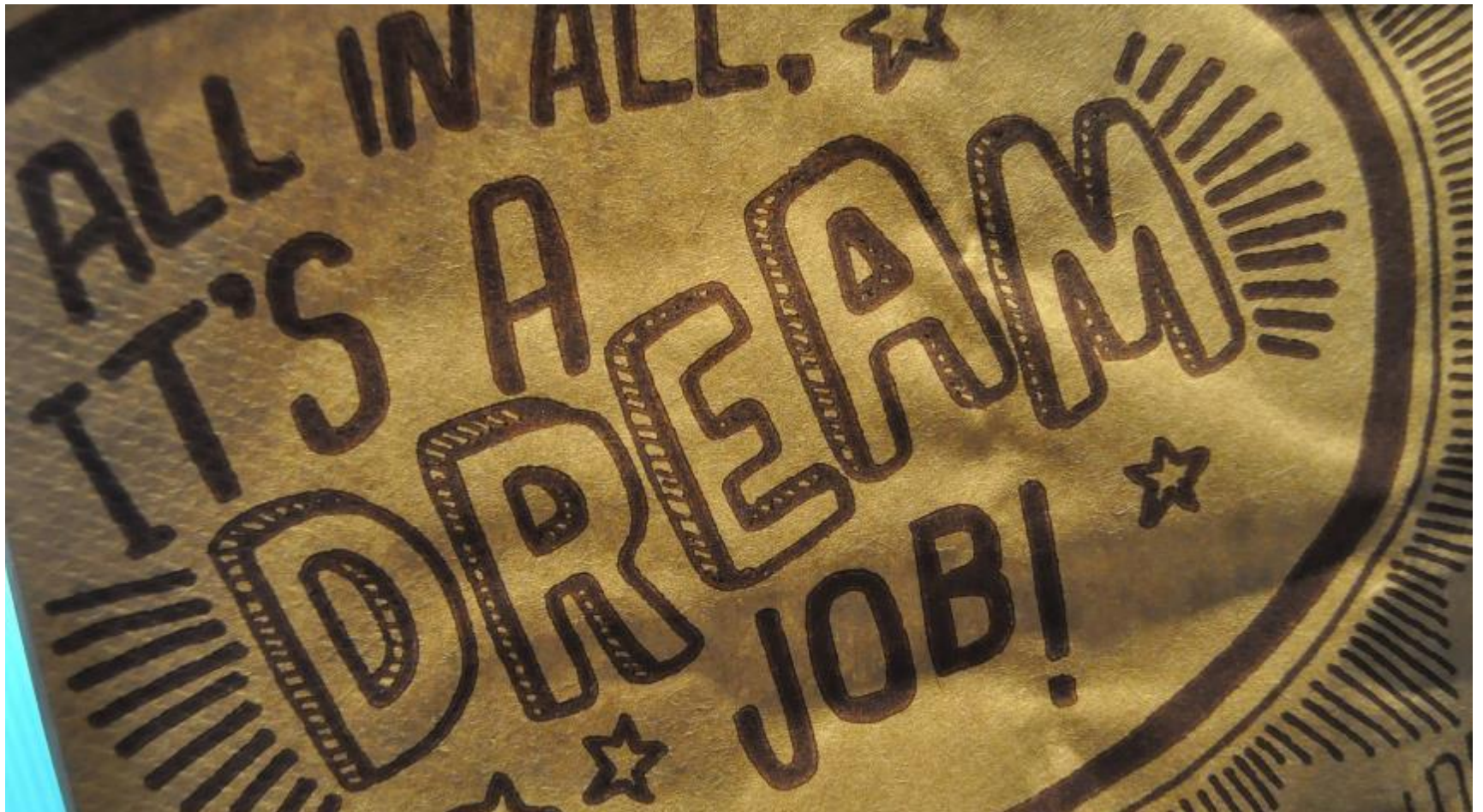
# A very good place to start



# Prepare for the Unexpected



# Landing the Dream



# The Uphill Battle



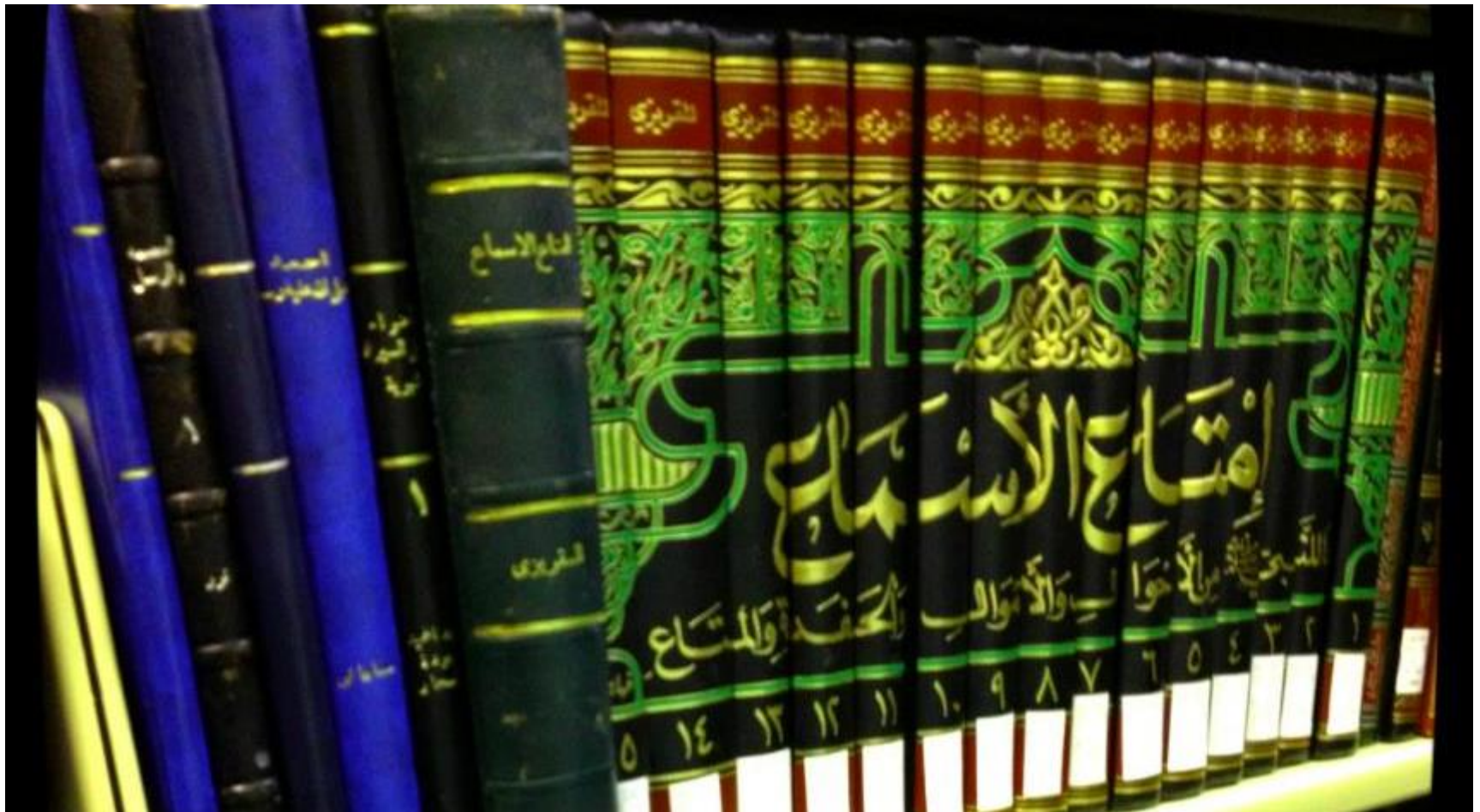
# Owning It



# Attend Meetings



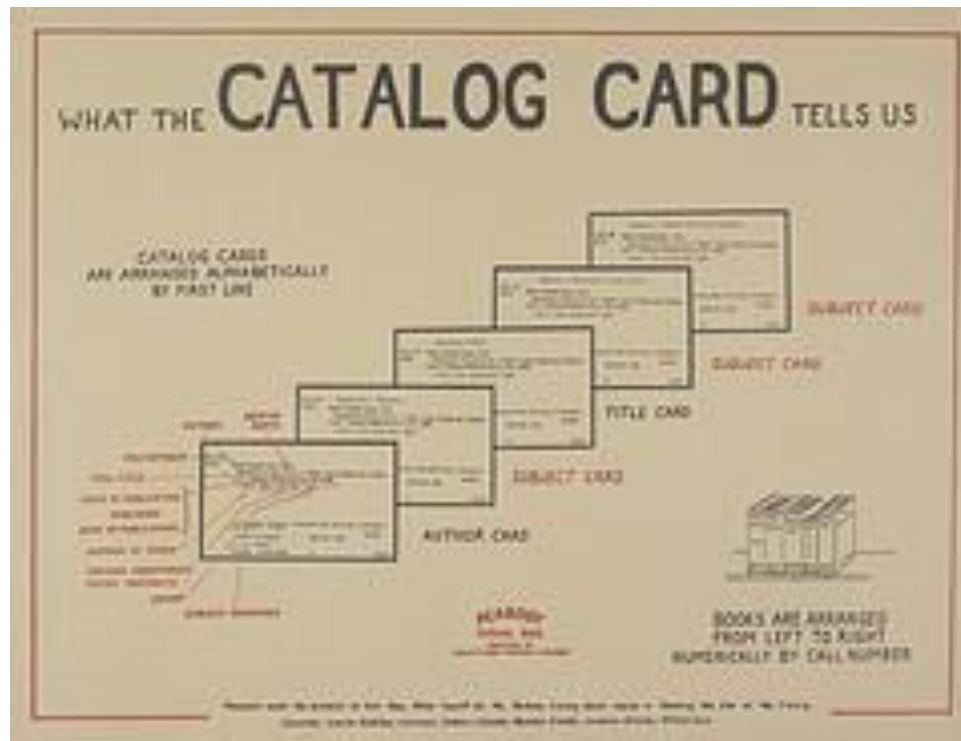
# Where Being a Cataloging & Subject Librarian Meet



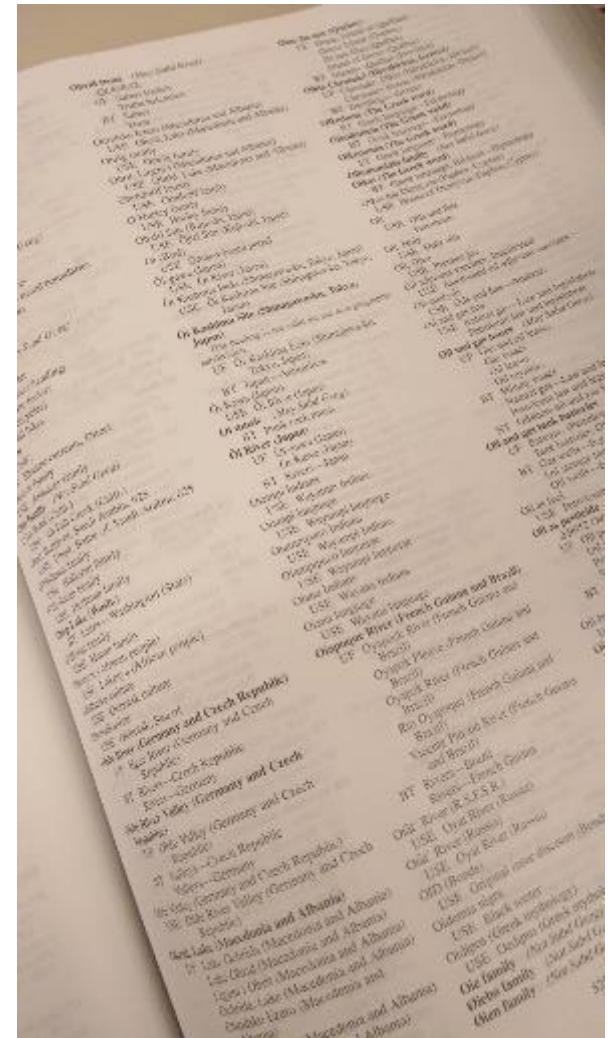
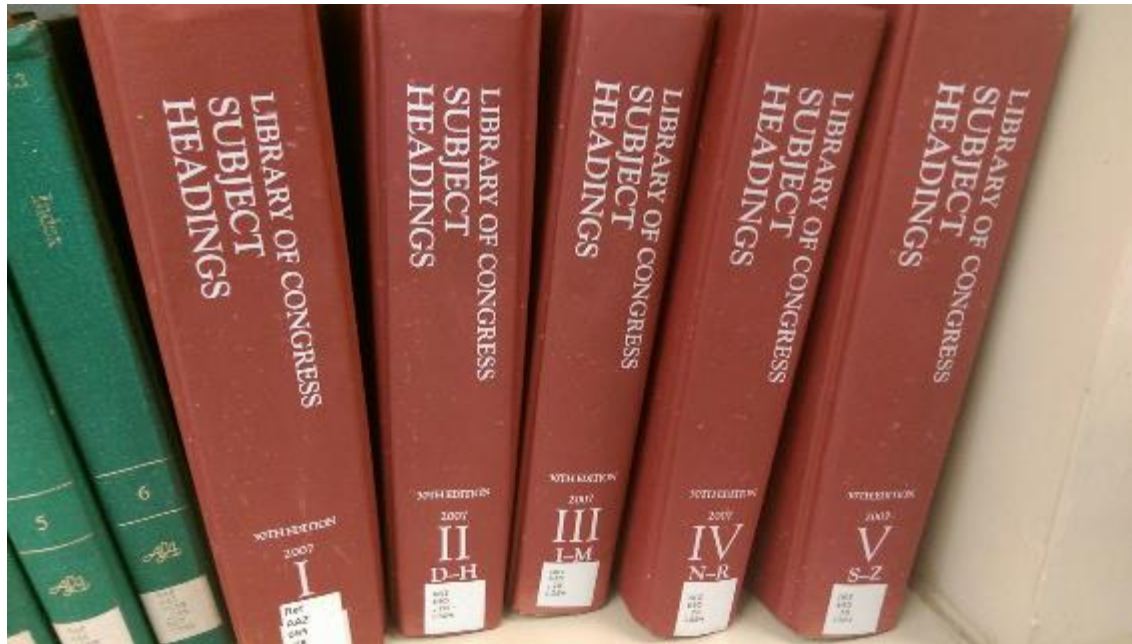
# Cataloging as Outreach



# Working outside your Unit



# Working outside your Unit



# Pairing up to explain processes

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# Get up!



# But what about now?



# Erin and Jaleh's Collaborations

## Twitter Team



## Twitter and Social Media Classes

- Twitter 101
- Twitter 201
  - Photography
  - Social Movements
  - Marketing
  - Networking

# Erin and Jaleh's Collaborations



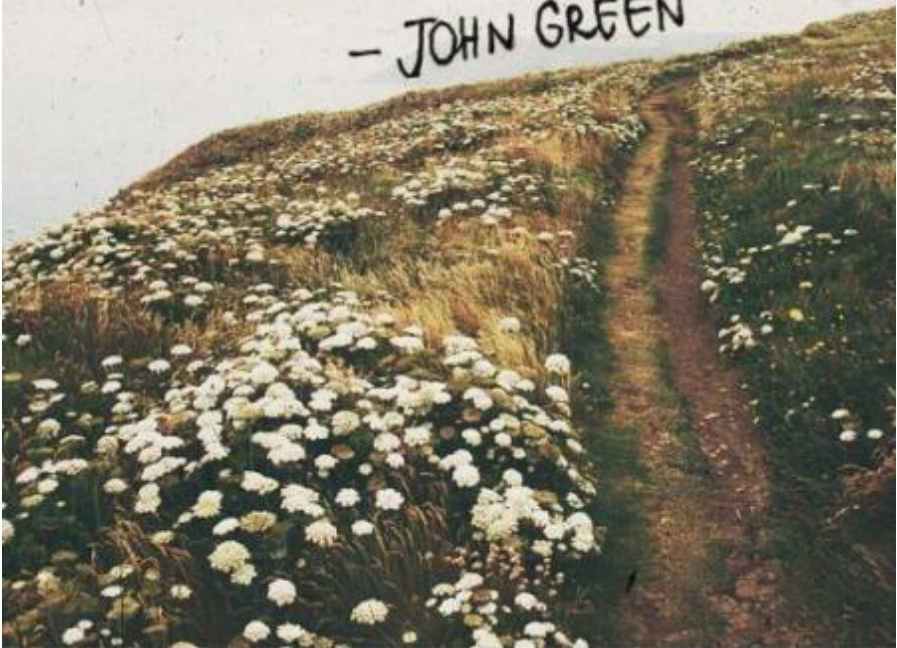
# It comes to this: trust



It comes to this: imagine

if you don't  
imagine, nothing  
ever happens  
at all.

— JOHN GREEN



# Questions



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