A Gentle Introduction to LAMA Web Resources

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More and more LAMA members turn to its Web pages first for the latest information. In order to meet that need, and to coincide with LAMA's fiftieth anniversary, great efforts were committed to updating LAMA's Web presence. Blogs, RSS feeds, YouTube, and Flickr are all recognizable tools in the Web 2.0 movement and are being utilized to increase awareness and communication between current and potential LAMA members.

Blogs

Today, bloggers are major opinion-makers in the American Library Association (ALA). The association's new blog systems (http://blogs.ala.org) has created a new mechanism for divisions, sections, or other groups to publish information, collaborate, and collect comments from others. LAMA has been a leader in developing the new blog system by creating several of the first twenty blogs that were established. For example, the old *LEADS from LAMA* e-mail newsletter had been converted to a blog that allows multiple authors, reader comments, and subscription by RSS feed. This is where members can find breaking LAMA news. Further, it will guarantee current relevant information and increased features such as images and hyperlinks to additional resources. The LEADS from LAMA blog (see figure 1) is available at http://blogs.ala.org/lamaleads.php. ALA blogs are now nearing a total of thirty individual sites.

In 2007, LAMA is making history. So, an additional blog has been developed to collect the stories, accomplishments, and photos that highlight LAMA's first fifty years. The LAMA Fiftieth Anniversary Blog (see figure 2) can be found at http://blogs.ala.org/lama50.php. If you are interested in being an author or submitting a single story or photo, please contact the Web coordinator at bcg8@case.edu.

The newest LAMA blog, called LA&M Editors Desk, was developed as a companion to the new LA&M Online. LA&M Editors Desk (see figure 3) is located at http://blogs.ala.org/LAandM.php or directly linked from LA&M Online. Because the journal has recently undergone several changes, not the least of which is going electronic and offering special features online for members only, the editors are especially anxious for readers' feedback. Instead of writing letters to the editors, blogging is encouraged as a means of sharing and receiving comments in a timely, effective manner.

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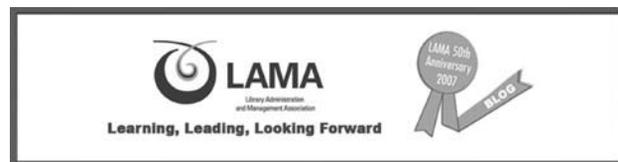
Figure 1. LEADS from LAMA Blog

Figure 2. LAMA Fiftieth Anniversary Blog

Figure 3. LAMA Editors Desk Blog

Web Tools

LAMA will also be utilizing some other Web 2.0 tools to increase membership participation and awareness. LAMA now has an account on Flickr, an online photo-sharing Web site. At the Web address www.flickr.com/photos/ala_lama, people can enjoy various photos of LAMA activities, but also they can link directly to the photos in blogs or other online tools. LAMA wants your photos to celebrate fifty years. Many members may have unique photos that help to represent LAMA's history. If you have something to share, please submit a single photo to the Web coordinator, or a password can be e-mailed so that a user can add multiple photos.

LAMA's strategic plan emphasizes recruitment of new library leaders into the division. The LEAD with LAMA promotional video (see figure 4), designed for that purpose, has also made its Web debut at www.youtube.com/view_play_list?p=BABFA6F858DFE8A1. By using the popularity and ease of use of YouTube, LAMA hopes to increase awareness and allow the video to be used by its membership in meetings or other activities.

LAMA leadership also recognizes the importance of involving its members in new and different ways, and for that reason has decided to utilize ALA's Communities (http://communities.ala.org, see figure 5) platform for its various committees and task forces. It will act as a virtual workroom by offering tools like a group calendar, discussion forum, document storage, online chat, and various other collaboration tools. If you are currently on a LAMA committee, login with your current ALA Web site password to see what your committee is doing. New virtual commu-

nity for your LAMA work team can be set up by contacting the LAMA Web coordinator.

LAMA's Online Future

New online tools will assist LAMA in sharing its first fifty years with the world, but also position the organization to promote user participation and individual ownership in all activities well into the future. Web 2.0, or even more importantly, Library 2.0, is all about the user's contribution and ability to customize their personal information experience. LAMA and all its members should greatly benefit from these virtual tools in improved communication and collaboration. Watch for new resources and services in the future as LAMA and ALA continue to experiment with new Web capabilities.

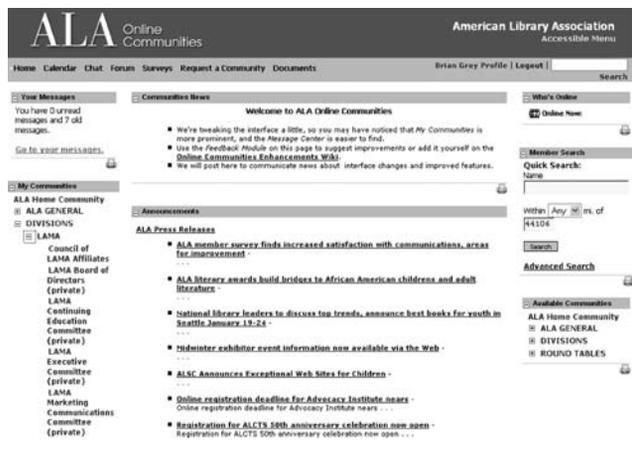**Figure 4. Linda Dobb is interviewed by Sarah Long for the *LEAD with LAMA* video.**

Figure 5. ALA Online Communities Web Site