

... *In touch with*  
**TALTA**

THE OFFICIAL PUBLICATION OF THE TORONTO AREA LIBRARY TECHNICIANS ASSOCIATION - OALT/ABO, Toronto Region

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### *From the Editor*

By the time you read this issue, you will have received your planning package for the provincial conference in Sudbury. Explorations '92 will offer a slate of interesting speakers and workshops. The mood will be casual and congenial, so get ready to have some fun!

Accompanying this issue is a Membership Renewal Form. Our fiscal year is drawing to a close, and its time to renew your membership. Please send in your cheque to Sue Craig with changes of address ASAP. We have also included a Strategic Planning Survey which the TALTA Executive will use to plan the future direction of the association. Your participation in this survey is crucial in ensuring quality workshops and programs. Please take the time out to fill in the survey and return it with your Membership Renewal Form.

This issue also includes a review of our January meeting on Marketing Yourself with guest speaker, Jim McDermid. The turnout was overwhelming as this was a useful topic for unemployed technicians and those looking to advance in their own organization.

We also have an update on the Ontario Public Library Strategic Plan from Marina Ross, who attended this meeting in January. Comments about the plan should be directed to Marina Ross or Pat Graham (Ottawa Region).

Our Annual Business Meeting will take place on Saturday March 28. There will be scrumptious sandwiches, salads and desserts. Awards will be distributed and voting for the 1992/93 Executive will

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Views expressed in this newsletter are those of the individual contributors, and do not necessarily reflect those of the Ontario Association of Library Technicians/Association des Bibliothéchniciens de l'Ontario

*From the Editor Cont'd*

also take place. Come out and join us for an entertaining afternoon.

This will be my last newsletter as Editor of In Touch. It has been a very rewarding and challenging experience over the past two years. I have met many interesting technicians and I hope to continue my involvement in TALTA in other capacities. This newsletter is hard work, but the satisfaction was worth it! It is now time to pass on to someone with new and fresh ideas.

See you at the ABM!

**Angela Carito**  
Editor 1990-1992

## ***Job Placement Update***

### **How to list with the service:**

Employers should mail in a job description or call Grace directly. A full job description or advertisement stating salary is a must. Employers will be provided with a list of candidates to contact or copies of resumes. Employers are requested to call back when the job has been filled.

Library Technicians interested in using the service should send six copies of their resume (or as many as you want distributed) to Grace. Due to rising costs, we can no longer photocopy resumes. You will be notified if we require more copies. Do not send stamps or envelopes. As a courtesy, please call Grace when you have found a job. The service is only available to TALTA members.

For more information call Grace Lofters at: 394-5351 (w) or 239-5646 (h) or write to her at:

TALTA Job Placement Service  
9 Rollins Place  
Islington, Ontario  
M9B 3Y4

### **Employment Advertising**

Due to space limitations, we cannot print employment ads in our newsletter. However, we will distribute job ads with our newsletter and publicity mailings. Employers are requested to provide us with 250 copies of the insert. We charge a fee for this service. Please contact the Editor for advertising rates.

## ***President's Message***

My message for this issue is brief and simple: REMEMBER MARCH 28!

This is the date for our Annual Business Meeting and as meetings go, this one should rate pretty high in terms of your attendance. Consider the following:

- If you have been aching to complain or praise the Executive for its overall performance this is the time for catharsis,
- If you have a vision, an insight or a suggestion for change, this is the time to share it with the membership,
- If the latest wording of our Constitution did not satisfy you, this is the time to bring forth amendments,
- If you want to run for one of the many positions on the Executive or you wish to nominate someone, this is the time to do it!

There are of course many other reasons for attending an Annual Business Meeting. But the main fact remains that this type of meeting offers all members an opportunity to play a decisive role in charting the direction of our Association. Don't miss this opportunity! Come to the ABM and share your ideas with the rest of us. Better still, transform those ideas into reality by running as a candidate for the Executive.

P.S.: To those who will not be able to attend but would like their ideas or concerns addressed, please phone me at 325-3901 or FAX 325-3925 before the ABM.

See you soon,

**Toni Ariganello**  
President  
1991-1992

## ***TALTA EXECUTIVE 1991/92***

President: Toni Ariganello	325-3901 (w)
Vice-President: Marina Ross	480-7674 (w)
Memberships/Treasurer: Sue Craig	425-1808 (h)
Newsletter Editor: Angela Carito	398-8461 (h)
Secretary: Sue Callaway	327-2534 (w)
OALT/ABO Board of Directors Rep.:	
Linda Yarema	259-0480 (h)
Publicity Coordinator: Lynn Norval	699-0563 (h)
Job Placement Liaison: Grace Lofters	394-5351 (h)
Seneca LT Advisory Committee:	
Radikha Jaggernauth	392-8918 (w)

## Marketing Yourself

TALTA's January meeting drew a large crowd as technicians gathered to hear **Jim McDermid** speak about Marketing Yourself. Jim McDermid is Director of Employee Relations for Cooper Industries. In addition to teaching management courses at Durham College, he is a partner in 'Profits & People', a firm providing training in self management and development for the workplace. Jim's talk was relevant for both technicians looking for employment and those seeking advancement in their own organizations.

There are three stages to an effective marketing campaign—know the product (you and your skills); know the market; and develop a marketing campaign.

### Know Your Product

The first step is to determine the essential skills you can bring to the marketplace. From a marketing perspective, you must identify what unique products you can offer a buyer that differentiate you from your competitors. Jim recommends following the self-awareness exercises presented in *What Color is Your Parachute?* by R. Nelson Boyles. A good exercise in self-awareness involves answering the following questions:

- FORKS IN THE ROAD: How did I get where I am today?
- LIFE MISSION: What do I want out of life?
- NEAR-TERM PRIORITIES: What is most important?
- VALUES & MOTIVATION: What are my preferences?
- SKILLS AUDIT: What are my product specifications?
- ORGANIZATIONAL FIT: Where will I thrive?
- FIRST IMPRESSIONS: Do others see me as I see myself?

Phase one also requires describing your ideal job. It is important to know the organization you work for (or would like to work for), your role and reporting relationships and the effects a job will have on your life (i.e. hours, distance, etc).

### Know Your Market

Step two involves knowing your market. It is important to investigate the market for price (i.e. the going rate for your skills). You must also determine your market's primary needs. For example, what skills are required, level of education, years of experience. Before setting off for an interview do research on the prospective employer and their market. Libraries have a wealth of company information and this should be used to give us a competitive advantage.

### Develop a Marketing Campaign

A good marketing campaign involves the use of sales literature—your cover letter, resume and a product demonstration (the interview). Jim outlined the various types of cover letters you can use. Thank you letters are often overlooked, but are essential. A good cover letter is succinct and honest.

Jim recommends trying out different resumes on various employers. Characteristics of a good resume are: it is concise; reads well; highlights accomplishments; assists the reader; and has a focus. For interviews, Jim recommends that you pick the middle days of the week. A positive state of mind during the interview is essential.

The technicians in attendance had many questions for Jim and he recommends the following titles for further reading:

- Allen, Jeffrey G. How to Turn an Interview Into a Job
- Burton, Mary Lindley. In Transition
- Sinetar, Marsha. Do What You Love, The Money Will Follow
- Wegmann, Robert. The Right Place at the Right Time: Finding A Job in the 1990s
- Yate, Martin J. Knock'em Dead

## Annual Business Luncheon Meeting

Saturday March 28, 1992

12 noon

**Gerry McAuliffe**  
**Director of Issues Management**  
**Office of the Secretary of Cabinet**

Metro Toronto Reference Library  
 Meeting Room "D"  
 789 Yonge Street

Gerry McAuliffe has had several interesting careers. Last year he was the investigative reporter for CBC Radio. Currently, he is a trouble shooter in the NDP Cabinet office. He brings to the meeting a wealth of experience that will give members insight into management issues. Scrumptious sandwiches and decadent desserts will be served. Voting for the 1992/93 Executive will take place.

**\$10.00 per person**  
**preregistration required!**

Please call SUE CRAIG at 425-1808 (h)  
 for more information.

See you there!

## ***Nominations and Elections***

At the Annual Business meeting, elections will be held for the positions of Vice-President, Secretary, Newsletter Editor, Publicity Co-ordinator, Treasurer/Membership, and OALT/ABO Board of Directors Representative. The President's position will be filled by the current Vice-President, Marina Ross (As per Article 5: Term of Office, 1991 Constitution).

If you are interested in any Executive position, you are required to fill out a nominations form. Valid nominations shall be sponsored by two members, be submitted in writing to the Nominations Committee and must include the nominee's written consent to stand for election. (Article 11: Nominations and Elections).

## ***Position Roles and Responsibilities***

The **Vice-President** is responsible for scheduling speakers and meetings for TALTA. He/she also performs duties designated by the President and assists with the Public Relations function.

The **Secretary** maintains the minutes of the Executive and Official Meetings. He/she is also responsible for maintenance and distribution of the records.

The **Treasurer/Membership** person is responsible for all the financial transactions of TALTA. He/she presents a written financial statement at Executive meetings and to the membership at the end of the year. He/she also acts as the signing officer along with the Secretary and keeps current the membership listing.

The **Representative to OALT/ABO Board of Directors** represents the views and decisions of TALTA at the annual provincial conference. He/she reports to the TALTA Executive on OALT/ABO activities and decisions before presenting them to the membership.

The **Publicity Co-ordinator** notifies the membership of all TALTA functions, in co-ordination with the Vice-President, and prepares materials for TALTA. He/she is also responsible for chairing the In-Touch Committee.

The **Newsletter Editor** edits, publishes, and mails out this Newsletter four times a year.

### ***TALTA Strategic Plan Survey***

Included with this issue is a copy of TALTA's Strategic Planning Survey. The Executive has developed this survey in order to better fulfill the needs of our members. Please complete the survey and return it with your membership renewal form.

You can also fax your survey to: Toni Ariganello FAX 325-3925 or Marina Ross FAX 480-7700.

## ***Seneca College Library and Information Technician Program Advisory Committee Update***

Report on the Advisory Committee Meeting, October 28, 1991 at Seneca College, Sheppard Campus by Radikha Jaggernauth.

Representing TALTA, I attended the Seneca College LIT Program Advisory Committee meeting in October. This meeting dealt mainly with the program review and the changes made, or needed to be made, to the curriculum.

In 1991 a change was made to the name of the Library Techniques Program; it is now called the Library and Information Technician Program. Also, all college diploma programs were required to reduce the total hours of instruction for their courses effective September 1991. Since Seneca College was undertaking a review of the LIT Program (the last review was done in 1983), they decided to wait until the review was completed before implementing this requirement.

While reviewing the program, problems were addressed and suggestions for the addition and deletion of courses made. Communication skills were seen as the major problem facing LIT graduates and to correct this problem, it was decided to shift the emphasis from a strong English Literature background to communication skills. While the students will continue to take English Literature courses, a subject in oral communications will be introduced. The Records Management and Reader's Advisory courses were deleted from the program.

The LIT faculty are in the process of acquiring an integrated library system that will be networked in the computer lab. Students will then have the opportunity to work on an integrated system and gain some experience in this area before entering the workforce.

The program is now housed at the Sheppard Campus. The Advisory Committee was given a tour of the facilities. There are some adjustments to be made by the faculty and students at the new location since classrooms are small and cramped.

Highlights of the February 24th Meeting: At the February meeting, program changes were further discussed. Seneca College is considering implementing a Library Clerk Certificate. The aim of this new program will be to relieve library technicians of clerical duties. TALTA will also be offering a student award, consisting of one-year free membership to a student enrolled in the third semester of the LIT program.

**Radikha Jaggernauth**  
TALTA Representative

## *From Statistics Canada*

### **The Small Area & Administrative Data Division**

Today's decision makers know the value of quality data. The Small Area and Administrative Data Division (SAADD) of Statistics Canada studies the characteristics of particular administrative data systems and develops methods and procedures that allow statistical data to be extracted from them. The regular processing of this data source provides up-to-date micro-databases which are valuable to businesses, bankers and policy-makers alike.

### **Special Databases**

SAADD special databases zero in on key factors like age, sex and marital status, income, and savings habits and give an in-depth portrait of rapidly-changing demographic and social trends in specific neighbourhoods, cities and provinces.

SAADD has produced a unique database which is sensitive to market conditions. This database contains precise information for about 24,000 postal areas in Canada. It enables you to develop an overall picture of the changing market so you can better assess your client needs and dispense sound, relevant advice. This marketing tool is effective in helping your clients to improve their position in the marketplace.

The Investment Portfolio is made up of three individual reports which identify "investors", "savers", and "demographics and income" across Canada.

These reports identify potential markets for GIC's, Mortgage Funds, Investment Management, Estate Planning and Brokerage. Specifically, the Demographic and Income Report can target prospective markets by income, language and age.

### **RRSP Database**

The RRSP Database contains precise RRSP information pertaining to the 4.1 million contributors amounting to \$13.3 billion made in 1989 and the average and median income of the contributor.

Possible uses of this report include:

- Allocation of Media Dollars and Promotion
- Identify prospective areas for annuities and RRIFs
- Target prospective RRSP Markets

SAAD is also providing details on Charitable Donations. This databank provides demographic and socio-economic information on those who made charitable donations. It includes total median donations as well as average age.

In addition to these standard databases, SAAD can customize data to meet your special needs. Products are developed for

individual clients, according to their requirements in terms of content, geography, format and output medium. For more information contact:

Sandra Lee McIntyre  
Communications, Advisory Services  
Statistics Canada  
10th Floor  
25 St. Clair Ave., East  
Toronto, ON  
M4T 1M4  
  
(416) 973-9847

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## *Provincial News*

### **Explorations '92**

#### **19th Annual OALT/ABO Conference**

The provincial conference will be held in Sudbury at the Sheraton Caswell Hotel from May 27-30, 1992. Explorations 92 promises a variety of workshops, lively entertainment, and an opportunity to share information with colleagues in your particular interest group.

The atmosphere will be casual, comfortable and congenial, so plan now to a part of this important gathering.

For more information contact Bette Gore (705) 524-9314 or Linda Davis (705) 566-9374.

### **Carpooling to Explorations '92**

If you are interested in setting up a car pool to the Conference please contact Linda Yarema at 259-2139 (h).

### **Address Change**

OALT/ABO's new mailing address is:

**Abbey Market**  
P.O. Box 76010  
1500 Upper Middle Road West  
Oakville, Ontario  
L6M 3H5

### **Problem Patron Kits**

OALT/ABO will be selling "Dealing with Problem Patrons" kits at the Conference. This kit was developed by Liz Bayley and Valerie Parke at McMaster University. It was designed to help library staff members develop interpersonal skills and a method for dealing with the variety of difficulties on the job every day. The kit includes suggested modules, handouts, overheads, case studies, an extensive bibliography, and sample evaluation forms. The cost is \$25 per kit. For further information contact Marsha Hunt c/o OALT/ABO.

### ***In Touch Committee Update***

The In Touch Committee's responsibility has been phoning TALTA members to encourage them to come to TALTA meetings. Each member on the Committee have phoned members prior to each meeting to inform them about the topics being discussed and to find out if they can attend.

The In Touch Committee has been very active and has been a major driving force to get members to come to the meetings. As a result of the Committee's hard work, dedication and tremendous efforts, attendance has been increasing.

The In Touch Committee should be congratulated for obtaining their goals because all the Committee members did an excellent job.

Lynn Norval

### ***Membership Renewal***

This is a reminder that it is now membership renewal time. The membership year runs from April 1, 1992 to March 31, 1993. Fees are:

Graduate library technician	\$60
Student (2 year limit)	\$30
Senior Citizen	\$30
Institution/Organization	\$100

Please send your completed membership form and cheque (made payable to "TALTA") to: Sue Craig, Memberships/Treasurer, 1071 Woodbine Avenue, Apt. 411, Toronto, Ontario, M4C 4C2.

### ***In the News***

TALTA member Kathryn Kern had a letter to the editor published in the October 1991 issue of *Working Woman*. She wrote:

"I read with interest your list of the 25 Hottest Careers, but I feel you missed one. In this age of information, both personal and professional advancement often depend on having the best information. Because of this, the information professional, traditionally called the librarian, is very much in demand. The information resource manager acts as the liaison between the ocean of print and electronic information and the individual. I know that the librarian has been stereotyped as the little old lady in tweed whose job it is to say sshhh!, but look at us now. You'll find us in public libraries, schools of all levels, most government departments, law firms, large corporations, research facilities, and publishing houses."

### ***Ontario Public Library Strategic Plan***

Marina Ross, Vice-President, attended the OLA meeting on the Ontario Public Library Strategic Plan Implementation as a representative of OALT/ABO in January. Major issues discussed were; setting up an implementation committee vs. advisory board; funding and ownership of the plan; and representation on the committee. OLA is seeking full representation from all geographic areas and all associations.

Pat Graham (Ottawa Region), who represented OALT/ABO in writing the Strategic Plan, will attend future meetings. Marina Ross will attend in Pat's absence.

### **Goals of the Strategic Plan**

The goals of the Ontario Public Library Strategic Plan are:

- A. Every Ontarian will have access to the information resources within the province through an integrated system of partnerships among all types of information providers.
- B. Every Ontarian will receive public library service that is accurate, timely and responsive to individual and community needs.
- C. Every Ontarian will receive public library service that meets recognized levels of excellence from trained and service-oriented staff, governed by responsible policy makers.
- D. Every Ontarian will have access to the resources and services of all public libraries, without barriers or charges.

Copies of "One Place to Look: Ontario Public Library Strategic Plan, 1990" may be obtained by sending a cheque for \$8.03 (includes g.s.t.) to:

Ontario Library Association  
100 Lombard Street  
Suite 303  
Toronto, Ontario  
M3C 1M3

### ***Correction***

In our December newsletter we gave the wrong telephone number for Ron Cheney. Anyone interested in obtaining a copy of the OALT/ABO Statement of Standards should contact him at (416) 863-1133 extension 5257.

## Joint Union List on CD-ROM from CISTI and NLC

CISTI and the National Library of Canada are excited to announce the signing of a contract to produce a joint union list on CD-ROM. This unique product will respond to a long-expressed need by the clients of both organizations to amalgamate their union lists and will be among the first union lists in the CD-ROM format in North America. The producer of the CD-ROM will be Online Computer Systems Inc. of Germantown, Maryland. The product will contain over 200,000 records from:

- Union List of serials in the Social Sciences and Humanities (CANUC:S);
- Union List of Scientific Serials in Canadian libraries;
- Union List of Canadian Newspapers;
- CISTI Serials List.

These subfiles will be searchable either separately or combined, using the sophisticated search software of Online Computer Systems Inc. The search software will be available in both English and French on the same disk.

### Downloading of ILL Requests

The CD-ROM will allow more than just searching. Innovative features will permit the creation of an Inter-Library Loan request, for downloading either CAN/DOC or Envoy 100. Telecommunications software will make an automatic online connection to either CAN/OLE or DOBIS for existing clients of these two services.

### Interlibrary Loan Directory

To assist subscribers in obtaining copies from other Canadian libraries, an Interlibrary Loan Directory will also be included. Created by the National Library of Canada, it lists over 4,300 Canadian sources. For each library, the current name and address and its loan and photocopying policy and charges will be given.

Documentation and online help will be provided as part of the product, but it is recognized that high-quality customer support is also essential. The best way to provide this support is still being examined by the two institutions.

### Field Testing

The CD-ROM will be field-tested by some 20 organizations representing a variety of user locations and organizational types. If your organization would like to participate in this field trial, please contact either:

Sheila Burvill  
Head, Cataloguing  
CISTI  
Telephone: (613) 993-2835  
Fax: (613) 952-9112

or

Carrol Lunau  
Acting Assistant Director,  
Interlending  
National Library of Canada  
Telephone: (613) 995-2055  
Fax: (613) 996-4424

The target date for production of the product is late spring 1992. The price and publication frequency of the CD-ROM are still under discussion, and ordering information will be made available at a later date.

The National Library of Canada and CISTI hope that their clients will share their enthusiasm for this exciting product, which offers an new and inexpensive way of order documents from union list data.

*Reprinted from CISTI news, October 1991*

### Request for Change in Membership Record

Name of Member: \_\_\_\_\_

Phone: Home  Work

#### REQUESTED CHANGES

New #: \_\_\_\_\_

Name: \_\_\_\_\_

Address: Home  Work

Other: \_\_\_\_\_

Mail To: TALTA, 1071 Woodbine Ave. #411, Toronto M4C 4C2

## ***FLIS CE***

The Faculty of Library and Information Science, U of T, will be offering the following noncredit workshops. For further information contact Marcia Chen at 978-7111.

### **Dealing with Chaos: Leadership Skills for Librarians**

Instructors: Stephen Abram & Jane Dysart  
(in conjunction with LAUT)

Friday May 1  
9 am - 4:30 pm

### **Improving User Services: The Survey Method**

Instructor: Eva Barrett  
Friday May 8

9 am - 4:30 pm

### **United States and Inter-governmental Statistical Sources**

Instructors: Peter Hajnal and Kirsti Nilsen  
Friday May 8

9 am - 4:30 pm

### **Thesaurus Construction: 1. Theoretical Perspective**

Instructor: Michele Hudom  
Friday May 22

9 am - 4:30 pm

### **The Information Triangle**

Instructor: Margaret Ann Wilkinson  
Friday May 22

9 am - 4:30 pm

## ***Special Thanks***

The Joint Library and Information Professionals' Associations would like to thank the following companies for their sponsorship of our Second Annual Christmas Social.

Beaumont & Associates  
Books for Business  
CCH Canadian  
Canada Law Book  
Canadian Law Online  
Canadian Tax Online  
Canebisco Subscription Service Ltd.  
Carr MacLean  
Database Canada  
Infomart Online  
Insight Press  
Merlees Associates Inc.  
Micromedia Limited  
M.E. Phipps & Associates  
Roltek Holdings Inc.  
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**TALTA**

THE OFFICIAL PUBLICATION OF THE TORONTO AREA LIBRARY TECHNICIANS ASSOCIATION - OALT/ABO, Toronto Region

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