

# Libraries as Content Collaborators: The Life of a Production Librarian

Eli Neiburger  
Associate Director for IT and Production  
Ann Arbor District Library

# Products vs. Services

- Products
  - defined by design
  - same for every user
  - majority of cost is in development
- Services
  - defined by soft edges
  - different for every user
  - majority of cost is in delivery

# Products vs. Services

Websites

Events

Original Content

Interfaces

Software

Platforms

Marketing

Reference

Advisory

Collections

Indexes

Support

Processes

Outreach

21st Century Library

20th Century Library

Library Director  
Josie Parker

Associate Director  
IT & Production

Associate Director  
Finance & Facilities

Associate Director  
Services & Collections

IT Ops & Dev

Facilities & Maint.

Circulation Dept.

Archives Team

Security

Selectors

Catalog &  
Acquisitions Team

Purchasing &  
Accounting

Information Desk  
Clerks

Events & Marketing  
Department

Human Resources

ILL / Document  
Delivery

Video  
Production Team

Outreach Dept.



# Production Librarians

- Work 4 - 8 desk hours per week
- Weekend Rotation
- Part of every team
- 2 Digital History
- 2 Archives
- 1 Cataloging & Special Collections
- 1 Teen & Young Adult events

## Weekly Teams

Operations

Products

Catalog

Archives

## Monthly Teams

Infrastructure

Statistics

Automation / Migration

Video Production

Promotion

# Library Products

## Software Development

aadl.org  
aadl.tv  
gtsystem  
simplePOS  
session manager  
hold lockers  
spine labeler  
greetsaver  
intranet & staff tools

## Events & Promotion

national speakers  
music & performance  
films & discussions  
contests & exhibits  
game tournaments  
workshops & classes  
health & finance  
marketing materials  
tv commercials

## Content & Digitization

open archives  
newspapers  
local books  
community artifacts  
photos & postcards  
partner archives  
blog posts & pages  
podcasts  
event video

**GreetsaverQC.qtz - Editor**

Patch Creator    Zoom Levels    Create Macro    Edit Parent    Create Clip    Patch Parameters    Patch Inspector    Viewer

**Root Patch**

Conditional  
 First value    Result  
 Condition  
 Second Value  
 Tolerance

Macro Patch  
 Structure    RSS URL  
 Index    Title Text  
 Items Per Feed

Book Covers RSS Feed 5  
 Enable  
 Feed URL  
 Title Text  
 Item Duration  
 Time Per Feed  
 Cycle Time

Image Importer  
 Image

Billboard  
 Enable  
 Width  
 Image  
 Mask Image  
 X Position  
 Y Position  
 Rotation  
 Color  
 Blending  
 Pixel Aligned

JavaScript  
 Input #0    Output #0  
 Input #1

Image With String  
 String    Image  
 Font Name    Display Width  
 Font Size    Display Height

Billboard  
 Enable  
 Width  
 Image  
 Mask Image

Today  
Yesterday  
Past Week  
All Images

RSS Visualizer.qtz

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**GreetsaverQC.qtz - Viewer**

Run    Stop    Full-Screen    Rendering Mode    Input Parameters    Editor

Welcome    ... Upcoming Events ... Top Books ... New Fiction

Welcome to *The Pittsfield Branch*  
of the Ann Arbor District Library

Sample video from aadl.tv

June 20, 2008  
12:22:49 PM

16:9    491x276 Pixels    60.01 FPS

# Greetsaver

- New Employee
- Edit Employee
- Library Policies & Procedures
- Meetings and Minutes
- Training Demos
- ▼ Selection System
  - B&T Online
  - Booklist
  - Ebsco Serials
  - Ingram's Ipage
- Event & Class Registration
- View & Edit Registration
- Simple POS
- SimpleStats
- Statistics and Reports
- Library Catalog
- Library Web Site
- Research Databases by Subject
- AADL Select Sites
- Search A2 News & Observer/Obits Index
- CPI
- MeL

## neiburgere

- Comments
- Content
- Content types
- Events Engine Settings

## Tuesday, September 02

- From Sep 2 to Sep 5 Meeting: **Staff/Committee Meeting** at Downtown Library: Conference Room C *Ken Nieman (Edit)*;
- 09:00 am-06:00 pm Closure: **Exhibit Installation** at Downtown Library: 3rd Floor Exhibit *Ken Raynor (Edit)*
- 09:00 am-06:00 pm Closure: **Exhibit Installation** at Downtown Library: Lower Level Display Cases *Ken Raynor (Edit)*
- 09:00 am-06:00 pm Closure: **Exhibit Installation** at Downtown Library: Multi-Purpose Room *Ken Raynor (Edit)*
- From Sep 2 to Sep 14 Exhibit: **Passenger Side Window: Photographs by Kevin Pakravan** at Malletts Creek Branch: Exhibits *Ken Raynor (Edit)*;
- 05:00 pm-08:30 pm Freespace: **Patron Reservation: i9 Sports** at Downtown Library: aadlfreespace *Kara Cristian (Edit)*

## Wednesday, September 03

- From Sep 2 to Sep 5 Meeting: **Staff/Committee Meeting** at Downtown Library: Conference Room C *Ken Nieman (Edit)*;
- From Sep 2 to Sep 14 Exhibit: **Passenger Side Window: Photographs by Kevin Pakravan** at Malletts Creek Branch: Exhibits *Ken Raynor (Edit)*;
- 09:00 am-01:00 pm Meeting: **Interviews - Casual Staff Positions** at Downtown Library: Conference Room A *Andra Williams (Edit)*
- From Sep 3 to Oct 14 Exhibit: **Paintings & Drawings by 20th Century Russian Artist Frida Neygauz** at Downtown Library: Lower Level Display Cases *Ken Raynor (Edit)*;
- From Sep 3 to Nov 10 Exhibit: **Special Exhibit: The Migrant Project: Contemporary California Farm Workers - Photographs and Text by Rick Nahmias** at Downtown Library: 3rd Floor Exhibit *Ken Raynor (Edit)*;
- From Sep 3 to Oct 14 Exhibit: **50 Years of Originality: ArtZones at the Street Art Fair, the Original** at Downtown Library: Multi-Purpose Room Exhibit *Ken Raynor (Edit)*;
- 01:00 pm-03:00 pm Class: **World Wide Web Tools Session 1** at West Branch: Training Lab *Marilyn Gouin (Edit)*
- 02:00 pm-04:00 pm Meeting: **Auditor Meeting** at Downtown Library: Conference Room A *Karen Wilson (Edit)*
- 03:00 pm-05:00 pm Class: **Keyboarding Lab** at Downtown Library: Training Center *Marilyn Gouin (Edit)*
- 05:00 pm-08:30 pm Freespace: **Patron Reservation: Pi Beta Phi Ann Arbor Alumnae Club** at Downtown Library: aadlfreespace *Erika Jensen (Edit)*
- 07:00 pm-09:00 pm Class: **Meet the Mac Session 1** at Downtown Library: Training Center *Madelaine*

# Events Engine

Computer Classes | University of Michigan

Submitted by [Madelaine](#) on Mon, 09/15/2008 - 11:33am.



### Finding Reliable Health Information

To some the internet is a big, scary world all unto itself. Who are those people out there? Are the facts presented on the Internet correct? What should I believe and not believe? In one area help is here.

Librarians from the [University of Michigan Health Sciences](#), the former Taubman Medical Library, will present user-friendly methods of finding quality online information about diseases, drugs, and therapies.

They have set aside two times to present this information on October 1. The first time will be at 1:00 pm at the Traverwood Branch Library. Later in the evening on October 1, the Michigan Health Sciences librarians will be at the Downtown Library at 7:00 pm in the Training Center on the third floor.

If health issues regarding diseases, drugs, or therapies are of a concern to you, don't miss either one of these sessions.

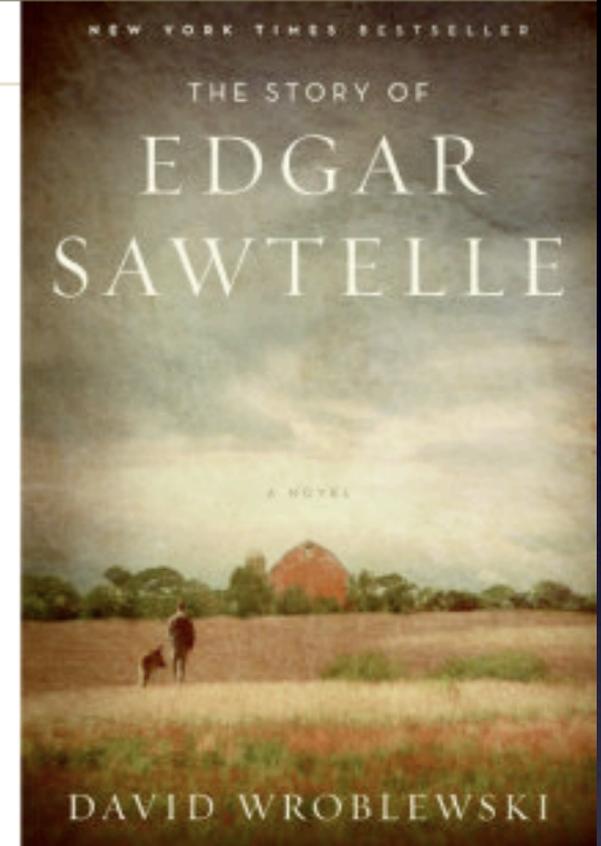
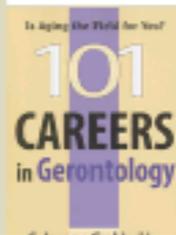
[read more](#) | [add new comment](#)

[Events Blog](#) | [Health](#) | [Adults](#) | [Downtown](#) | [Lecture](#)

Submitted by [iralax](#) on Wed, 09/10/2008 - 3:23pm.

### Shortage of Caregivers for Elderly

At the same time AARP The Magazine has named Ann Arbor [America's Healthiest Hometown](#) for its great access to health services, the Journal of the AMA and AARP



### Featured Events

#### Cover-to-Cover

Register now for the upcoming discussion of David Wroblewski's debut novel, "The Story of Edgar Sawtelle." The discussion will take place at the Traverwood Branch on Mon., Oct. 13 at 7 pm. Anyone may register for the discussion.



Search the Catalog

Browse the Catalog

New Items

Audio Blog

Books Blog

Video Blog

Media Mentions

Ebooks/Eaudio/Evideo

Borrowing Information

Request ILL

### Search the Catalog for:

Keyword:  Search

Location:

All Locations

Age Group:

All Age Groups

Material Type:

Any

Available Items Only

» [More Search Options](#)

### Browse Catalog

#### New Items

- New Fiction
- New Nonfiction
- New DVDs
- New Blu-ray

#### Hot Items

- Hot Books
- Hot DVDs
- Hot CDs
- Hot Books on CD

#### By Media

- Blu-ray
- CDs
- DVDs
- VHS

#### Best Sellers & Awards

- NY Times Best Sellers
- National Book Award
- Michigan Notable Books
- Printz Award

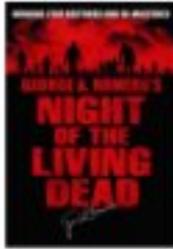
### Top 10 Tags

- [Fiction](#) (460)
- [Science Fiction](#) (300)
- [anime](#) (254)
- [fantasy](#) (227)
- [manga](#) (185)
- [Cooking](#) (182)
- [Recipes](#) (160)
- [comedy](#) (153)
- [rap](#) (144)
- [rock](#) (143)

### 10 Most Recent Tags

- [youth series](#) (3)
- [youth classics](#) (3)
- [civil war](#) (2)
- [undead](#) (2)
- [treasure](#) (1)
- [pulitzer finalist for this novel](#) (1)
- [brothers](#) (1)
- [writers](#) (3)
- [berkley](#) (1)
- [parental death](#) (1)

Submitted by [articia](#) on Mon, 09/15/2008 - 3:42pm.



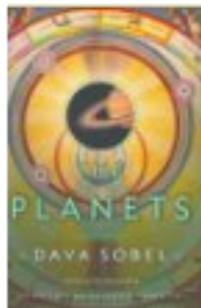
### Braaaaiinninsss....

Fall is upon us and that means colder weather, cider mills, changing leaves, and Halloween! With the season of spooks nearing I thought it an appropriate time to warn you all about the upcoming invasion. That's right, on October 26th, 2008, Ann Arbor will be overrun by [zombies!!](#) No need to worry though as these zombies have better intentions and motives behind their staggering than the typical zombie. 10/26/08 is the 40th anniversary of Night of the Living Dead and World Zombie Day and to help celebrate people are asked to bring non-perishable food donations to the [zombie walk](#). All donations for the Ann Arbor walk will be given to Ann Arbor's food bank [Food Gatherers](#).

The walk will start at [Espresso Royale](#)

[read more](#) | [3 comments](#) | [3 new comments](#)

Submitted by [amy](#) on Mon, 09/15/2008 - 2:47pm.



### The Planets

This is one of three titles under consideration for this year's Ann Arbor/Ypsilanti Reads, which will focus on the theme **The Universe: Yours To Discover**. What did you think of this book? Tell us!

With her blockbuster *New York Times* bestsellers [Longitude](#) and [Galileo's Daughter](#), [Dava Sobel](#) used her rare and luminous gift for weaving difficult scientific concepts into a compelling story to garner rave reviews and attract readers from across the literary spectrum. Now, in [The Planets](#), [Sobel](#) brings her full talents to bear on what is perhaps her most ambitious subject to date—the planets of our solar system.

The sun's family of planets becomes a familiar place in this personal account of the lives of other worlds. Sobel explores the planets' origins and oddities through the lens of popular culture, from astrology, mythology, and science fiction to art, music,

[motion picture soundtrack](#)

» [If you've finished Rollins' Sigma Force series...](#)

[Ice hunt](#)

» [extreme!!!!!!!!!!](#)

[Naruto. vol. 29, Kakashi vs. Itachi](#)

» [emmett review](#)

[The Best of Pok\(u00E9\)mon](#)

[adventures : Red](#)

» [Powerful Film](#)

[Gone baby gone \[videorecording\]](#)

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### 10 Random Reviews

» [Too real for comfort](#)

[Big love. The complete first season, Disc 1 \[videorecording \(DVD\)\]](#)

» [Booo](#)

[I am legend \[videorecording\]](#)

» [Want to try an art quilt? This book is a great guide.](#)

[Art quilt workbook : exercises & techniques to ignite your creativity](#)

» [So So office horror story](#)

[Kings of infinite space](#)

» [Classic](#)

[The Philadelphia story \[videorecording \(DVD\)\]](#)

» [Weakened, yet fun](#)

[Thirty-three swoons](#)

» [Read this](#)

[Redeeming love](#)

# The Making of Ann Arbor

Home » Welcome to the Making of Ann Arbor

MoAA Home

Texts

Maps

Postcards

Historic Buildings

Pictorial History of Ann Arbor 1824-1974

Browse All Images

Search All Images

Naming of Ann Arbor

Additional Resources

About MoAA

Feedback

[view](#) [edit](#) [outline](#)

## Welcome to the Making of Ann Arbor

The Making of Ann Arbor is a public website on the history and development of the Ann Arbor Community, created in collaboration with the [Ann Arbor District Library](#), the [Bentley Historical Library](#), and the University of Michigan's [Digital Library Production Services](#).



Other Local History Projects

## Ann Arbor Architecture Archiv

Over 100 images of the most prominent buildings in Ann Arbor

## Ann Arbor Cooks

An online collection of heirloom recipes and local cookbooks.

## AAPD History

An online exhibit of the history of the Ann Arbor Police Department

## Downtown AA Street Exhibits

# aadl's history products



### Top Chef Steph Video and Interview!

Whether you were lucky enough to attend the cooking demo and talk by Bravo TV's Top Chef Season 4 Stephanie Izard last month - or if you missed it - take a listen to our exclusive podcast interview with [Top Chef Steph](#). Fans of Top Chef will enjoy hearing about what it's really like to be on the show (is [Padma](#) really that gorgeous in person?). Stephanie shares her memories of Ann Arbor during her time at the University of Michigan (the ONE thing she craved was a chipati from [Pizza House!](#)) and of course we talked about food and cooking! Listen up!



You can see the [video](#) of her talk and demo in our [AADL video on demand collection](#).



[Article](#) | [Discussion](#) | [Edit](#) | [History](#)

## Birthday Deals

There are plenty of deals to be had on your birthday. Many of these places require proof that you were born on the current day.

**Caveat:** Many deals have not been confirmed. Please call ahead to confirm a deal, and remove the unverified label to help others in the future. Please also indicate if any purchase is required.

This page is organized according to what your day might look like, morning til late, to maximize the freebies.

### Prepare in advance

- ↳ [Aubrees Saloon](#)<sup>+</sup> in Depot Town: Coupon for a free pizza the week of your birthday. Must sign up for their email list in advance and they will email you the birthday coupon plus a coupon for a free appetizer to be used within 2 weeks of when you sign up regardless of when your birthday is. You can also sign up for the email list at Aubrees Bistro on Whittiker and get the same deal. [\[1\]](#)<sup>?</sup>
- ↳ [Baskin-Robbins](#)<sup>+</sup>: Free 2.5 oz. scoop of ice cream, if you join their birthday club in advance. The website says "on your birthday," but the coupon is good until five days after your birthday. Note: Some coupons seem to be for a discount on cakes or other products. [\[2\]](#)<sup>?</sup>
- ↳ [BD's Mongolian Barbeque](#): Free meal if you sign up for their newsletter in advance. [\[3\]](#)<sup>?</sup>

### Contents

- ↳ [1 Prepare in advance](#) [\(hide\)](#)
- ↳ [2 Breakfast](#)
- ↳ [3 Lunch](#)
- ↳ [4 Dinner](#)
- ↳ [5 Dessert](#)
- ↳ [6 Drinks](#)
- ↳ [7 Goods and Services](#)
- ↳ [8 No Longer](#)



Video Collection

Podcasts

RSS Feed

### 1st Annual GT Awards and Grudge Banquet

This event was held on December 21, 2007 at Downtown Library: Multi-Purpose Room



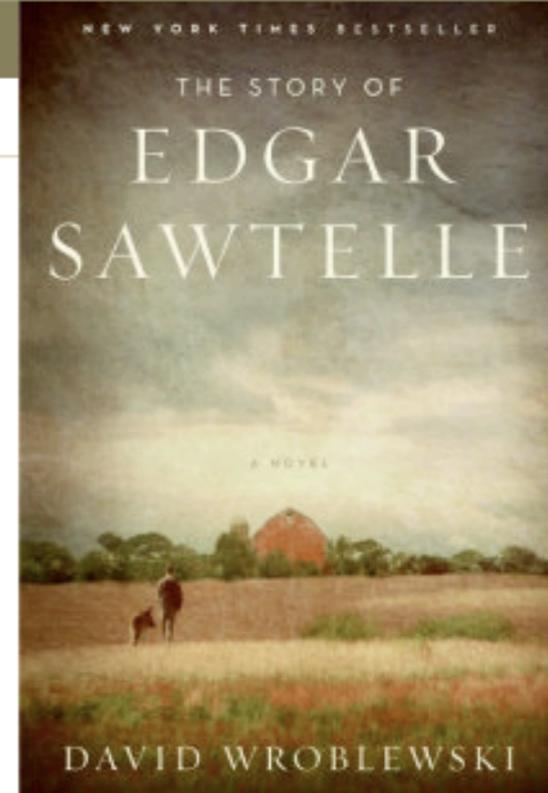
#### Alternate Formats

- [Download High-Quality Version](#) (MP4, 271.43 MB)
- [Download iPod Video](#) (MP4, 151.47 MB)
- [Download Audio Only](#) (MP3, 41.53 MB)

Runtime: 00:59:22

Viewed 174 times.

Come for open play, People's Choice Awards, Hall of Fame inductions and the end-of-season wrap-up. This event will include score-settling match-ups between the players you most want to see battle it out, and will also include token awards for distinctive achievements throughout the season. Refreshments will be served.



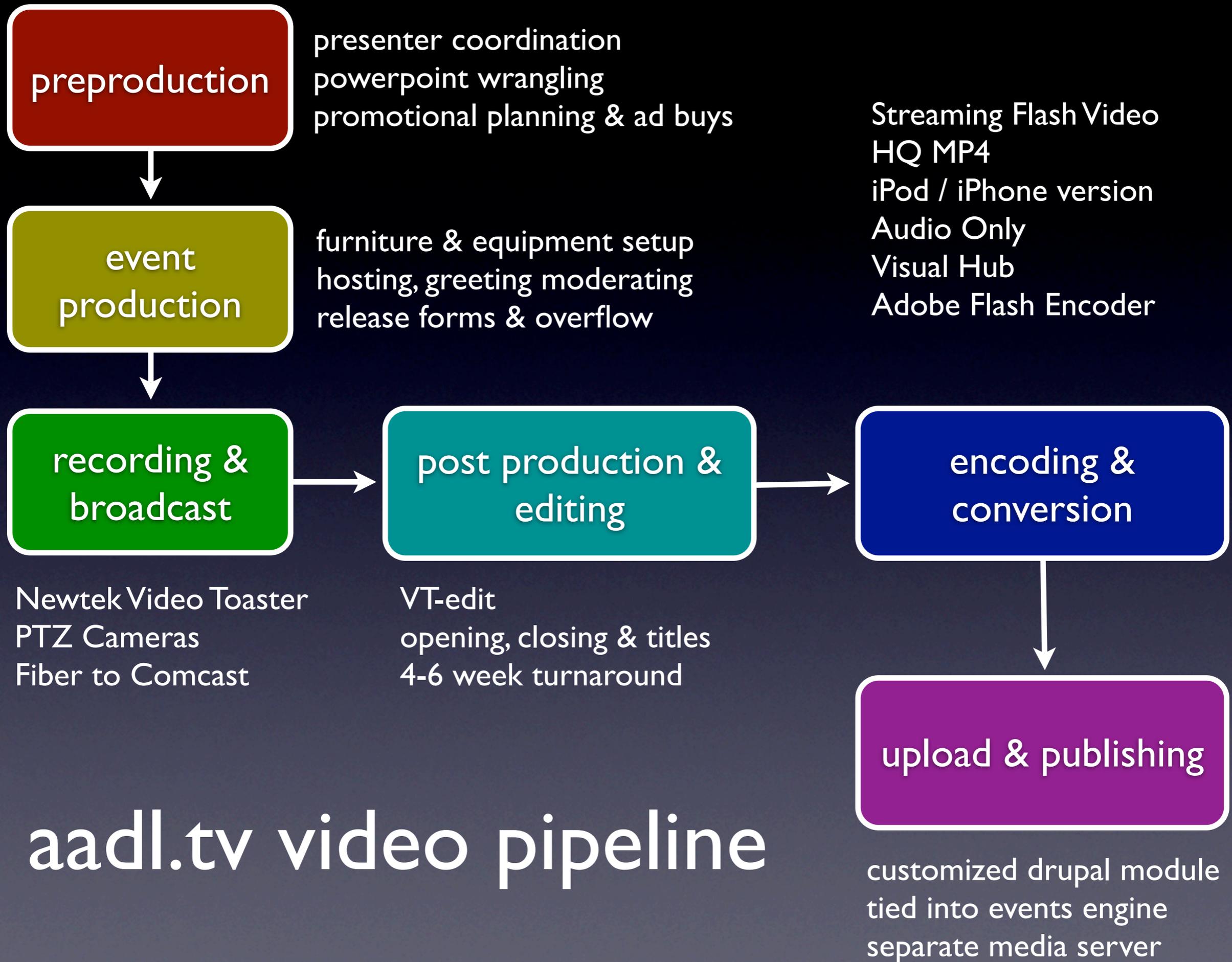
#### Featured Events

##### Cover-to-Cover

Register now for the upcoming discussion of David Wroblewski's debut novel, "The Story of Edgar Sawtelle." The discussion will take place at the Traverwood Branch on Mon.,

# aadl.tv highlights

- AADL-GT events and banquets
- Headliners: Greg Mortensen, Cokie Roberts
- Comic Book Academy
- Bright Lights Winter Depression Series
- Ninja Warrior / Parkour



# aadl.tv on comcast

- Channel 18
- Mondays 6 - 10 PM
- Fridays 1 - 5 PM
- Saturday 3 - 4:30 PM
- Streamed from a macbook
- Pancake Mountain!

# AADL Session Manager

Locations Servers Patrons Youth Games

Help

Page Last Updated at 09/16 12:30:22 am

## Traverwood Stations

	Station		Session					
	Name	Status	Patron	Time	Length	Warned	Server	Status
<input type="checkbox"/>	1	Available						
<input type="checkbox"/>	2	Available						
<input type="checkbox"/>	3	Available						
<input type="checkbox"/>	4	Available						
<input type="checkbox"/>	A	Available						
<input type="checkbox"/>	B	Available						
<input type="checkbox"/>	C	Available						
<input type="checkbox"/>	D	Available						
<input type="checkbox"/>	E	Available						
<input type="checkbox"/>	F	Available						
<input type="checkbox"/>	G	Available						
<input type="checkbox"/>	H	Available						
<input type="checkbox"/>	I	Available						
<input type="checkbox"/>	J	Available						
<input type="checkbox"/>	K	Available						
<input type="checkbox"/>	L	In Use	Neiburger , Eli S	09/16 12:29 am	0d 00:00:24	no	Minimus	Active
<input type="checkbox"/>	M	Available						
<input type="checkbox"/>	N	Available						
<input type="checkbox"/>	O	Available						
<input type="checkbox"/>	P	Available						

### Session

- End Session
- Start Session
- Restart Session
- Restore Icons
- Toggle Protection
- Unwarn
- Warn and End

### Station

- Lock
- Unlock
- Reserve For Class
- Reboot
- Shutdown
- Turn On
- Toggle Out of Order
- Assign Disabled Patron

### Global

- Warn and End Everyone
- End All Now
- Lock All Stations
- Unlock All Stations
- Shutdown All Stations
- Turn On All Stations

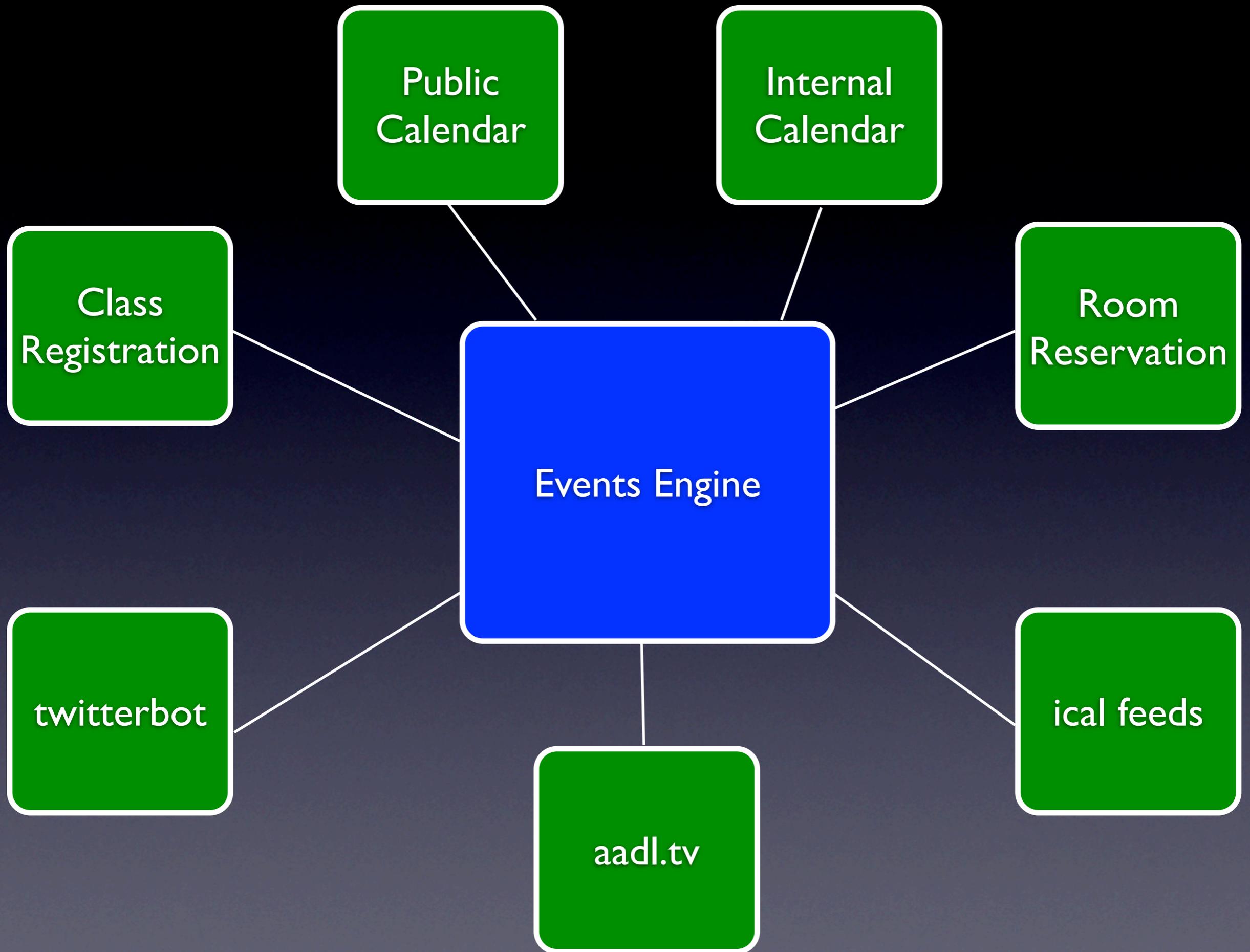
# Session Manager (sessman)

# Production Culture



# The Approach

- Teams not Committees
- Requirements not Designs
- APIs and Libraries as Shared Plumbing
- Collaborative Development
- Like-minded Vendors (no sales reps required)
- Starting points for Requirements Development
- Building Infrastructure for Rapid Enhancement
- Involving the Patron Early
- “Channel Culture”



# GT SYSTEM

## Hub World

eli

- o My account
- o GT Panel
- ▶ Create content
- ▶ Administer
- o Log out

## Development

- o Empty cache
- o Enable Theme developer
- o Function reference
- o Hook\_elements()
- o Node\_access summary
- o PHPInfo()
- o Rebuild menus
- o Reinstall modules
- o Run cron
- o Session viewer

Super Smash Bros. Brawl

GT Event scheduled for Sat, 09/20/2008 - 10:00am

### Join our Brawl Playoffs!

We're looking for partners for interlibrary brawl playoffs three Saturdays this fall: 9/20, 10/19, and 11/29 starting at about 3 Eastern and running 90 minutes. Log into **gtmulti**, our beta playoff app to join in! Our rules are all items on, set to low, 3-stock, 5-minute matches with a few stages banned.

Event Scheduled for Saturday September 20, 2008, 3:00 pm - 4:30 pm

Registration Status: Not Registered :: [Register for this event](#)

### Subdomains

- Hub World

[Add new comment](#)



Mario Kart Wii | Super Smash Bros. Brawl | Global

GT Event scheduled for Fri, 09/19/2008 - 7:00am

### Wii Online Open Play & Test Window

We'll have Wiis online for open play and testing on three dates this fall: Friday 9/19, 10/18, and 11/28, from Noon - 9 PM EDT. Log into **gtmulti**, our beta playoff app to join in! Brawl and Kart will be available at AADL. See you then!

Event Scheduled for Friday September 19, 2008, 12:00 pm - 9:00 pm

Registration Status: Not Registered :: [Register for this event](#)





**aadl**

▶ **Following** - Device updates OFF

**Search Engine Know How at Malletts Creek Branch: Training Center starts at 7:00 pm – <http://aadl.org/events/list...>**

about 6 hours ago from web



Why Is My Computer So Slow? Mateen Jaffer of Jafferson Computers Discusses Routine Maintenance And How To Get Rid Of Spyware at Downtown ... .. about 6 hours ago from web



Digital Camera 101: The Basics Session 1 at Downtown Library: Training Center starts at 7:00 pm – <http://aadl.org/events/list...> about 6 hours ago from web



Beginning Computers Lab at Downtown Library: Training Center starts at 1:00 pm – <http://aadl.org/events/list...> about 12 hours ago from web



Playgroups at Downtown Library: Youth Story Corner starts at 10:30 am – <http://aadl.org/events/list...> about 15 hours ago from web



Beginning Email Session 1 at Pittsfield Branch: Training Center starts at 10:30 am – <http://aadl.org/events/list...> about 15 hours ago from web



Chesstastic at Pittsfield Branch: Program Room starts at 1:00 pm – <http://aadl.org/events/list...> 11:30 AM September 14, 2008 from web



#### About

**Name** Ann Arbor District L  
**Location** Ann Arbor, MI  
**Web** <http://www.aadl.org>  
**Bio** More than just books

#### Stats

Following	0
Followers	103
Favorites	0
Updates	495

block aadl

@aadl

@gtsystem

@ulotrighous

# AADL on twitter!

# Thank You!

[eli@aadl.org](mailto:eli@aadl.org)

[aadl.org/devblog](http://aadl.org/devblog)

slides:

[aadl.org/files/prodlib.pdf](http://aadl.org/files/prodlib.pdf)