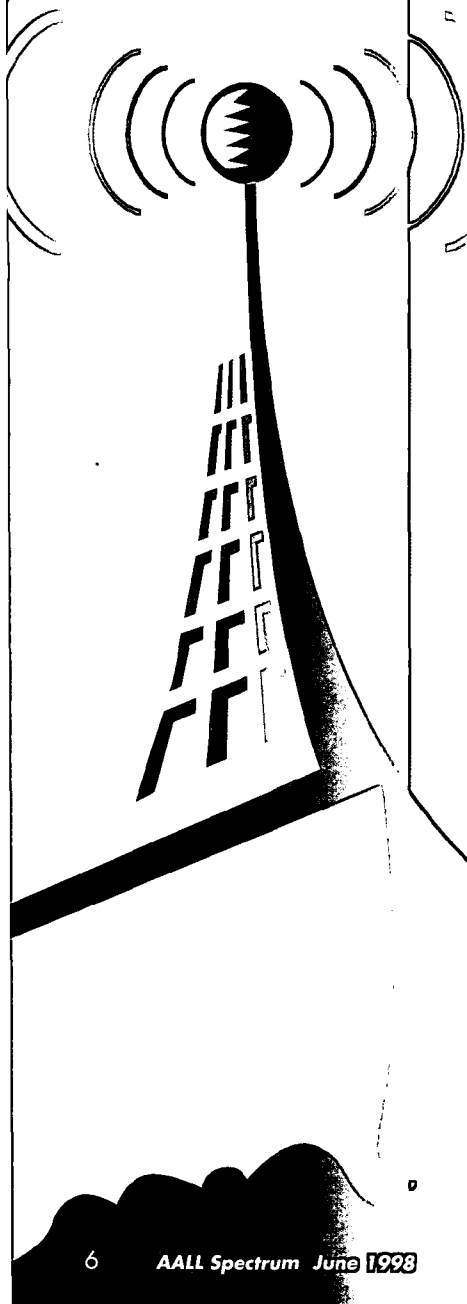


Videoconference Offers Guide to Change Management

by Lara Kobon



The Age of Technology: Your Guide to Change Management was broadcast to 31 sites across the U.S. and Canada and viewed by an audience of 641 participants. Jim Hoover (Columbia University Law School Library), Florence Mason (F. Mason and Associates), and Mike Wilens (West Group) explored the issues and effects of technological change and identified practical resources to assist librarians in effectively managing change within their organizations.

"This was a well-organized, well-prepared educational program taught by key speakers in the subject area."
—Anonymous Attendee in Arizona

Viewing technology as a tool, planning ahead for change, and taking a proactive lead in implementing change are all realistic ways to use technology to your advantage. One such example is satellite videoconferencing itself, which introduces unlimited potential for providing AALL members with valuable, low cost, educational opportunities. Videoconferencing also provides a less expensive, less time-consuming way for many more people to see and hear experts in a particular field than would be possible if these experts were to travel to each individual site.

How It Works

Downlink sites register for a set price and in turn may register as many participants as their facilities will accommodate, thereby decreasing the cost to individual participants. With satellite dishes available even in remote locations, people can take less time away from work for educational programs, and travel and hotel costs can be kept to a minimum. Sites have the option to include wrap-around sessions, which greatly enhance the learning experience. Wrap-around sessions can include local resources, lending a more personal atmosphere and additional time for discussion. This can also provide an effective way to tailor a program to suit participant needs at a regional site.

The program became a distance learning opportunity not only for the participants, but for the speakers and program developers as well! On November 25, 1997, AALL Director of Programs Martha Brown, Becky Fillinger, Rob Hafiz (West Group), AALL member advisor Jim Hoover, and I all met in Chicago, and created a draft training plan on the subject of technology and change. From this point forward, the program evolved via telephone discussions, faxes, conference call meetings, e-mail, and exchange of PowerPoint

files. The speakers met face-to-face for the first time during rehearsal the day before the program.

The Making of the Videoconference

Approximately 20 people from the College of DuPage were instrumental in the production of this program. A few weeks before the program, I served as co-producer and off-camera interviewer when a video crew visited Loyola University of Chicago School of Law Library and Chicago-Kent College of Law Library to pre-tape comments from your colleagues Silas Anderson and Mickie Voges. The studio set was prepared in advance along with program graphics. The day before the program, speakers were "coached" for their first live, on-camera experience, the script was finalized, and the program was rehearsed from beginning to end. In addition to the Floor Director, camera crew, and lighting crew in the studio, the Production Coordinator, Director, and Producer were among those crowded into the control room viewing multiple TV monitors showing readied camera shots of each presenter and various program graphics. The College of DuPage also provided a professional on-air moderator and a local librarian to screen incoming telephone calls during the question and answer sessions.

"Jim Hoover's comment that 'change is a contact sport' sums up the challenges that we all face in the law library world, especially the private sector."

—Anne V. Ellis, Chair, Private Law Libraries SIS

How to Order

AALL and the Professional Development Committee thank West Group for its support and involvement in this program. Videotaped copies of *The Age of Technology: Your Guide to Change Management* and accompanying program materials, which include ideas for local promotions and wrap-around sessions, are available for \$295. To order, please contact AALL Program Assistant Maggie Kearney (312/939-4764 or mkearney@aoll.org). Order forms for these and other AALL educational program materials are also available on the Web (<http://www.aallnet.org/>).

The next AALL satellite videoconference will be held on Thursday, April 15, 1999. Look for the topic to be announced soon and mark this date on your calendar!

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