

**ACRL Second Life Task Force
Final Report
June 12, 2009**

Purpose of the Task Force

Charge: The ACRL Second Life Task Force will explore the Second Life (SL) environment, determine what kind of presence ACRL should have in SL, recommend programs and services ACRL should offer in SL, and determine the resources needed to sustain ACRL's presence, programs, and services. In addition the Task Force is charged with setting up the ACRL Choice area at the ALA SL site, furnishing and decorating it, and developing promotional materials related to ACRL's presence in SL.

Current Task Force Members

Rhonda Trueman, Scott Vine, Esther Grassian, Beth Transue, Brian C. Gray, Alexia Hudson, and Nancy Kellett.

Introduction

The ACRL Second Life Task Force was formed in July 2007 with Scott Vine as chair for the first year, then Rhonda Trueman as chair for 2008. The Task Force sunsets in July 2009 and a petition has been submitted to ACRL for an ACRL Virtual Worlds Interest Group to continue ACRL's involvement in virtual environments. This Final Report is a summary of the accomplishments and the recommendations of the Task Force.

Accomplishments

Created a presence in Second Life (SL) for ACRL that provides assistance to ACRL members in SL and serves as a recruiting tool for the organization and the profession. ACRL's space in SL, a parcel located on ALA's sim at: <http://slurl.com/secondlife/ALA%20Island/57/192/29>, provides links and referrals to SL orientations, to other related educational sites, and points visitors to relevant places in SL, advertising and demonstrating the benefits of ACRL as an organization. This space is used to host programs for academic librarians, for library school students and library schools, and serves as a gathering spot for events and related groups.

Worked with ACRL Staff and other appropriate ACRL groups to identify specific informational materials and delivery mechanisms to provide to SL visitors. The ACRL SL Site is complete with links to current ACRL information, an RSS feed, information about the ACRL in SL Group, including programs and archives. A directory of ACRL librarians involved in Second Life is planned as a professional networking tool for this virtual environment.

Developed a position description for a volunteer administrator to manage the ACRL location on ALA's sim in SL. This volunteer position was submitted at ALA Midwinter, revised and then approved by the ACRL Board with the provision that a permanent group could be formed to provide oversight for this position.

Staffed and maintained the ACRL area in Second Life using volunteers to lead programs and update information. To date a number of volunteers have led programs and created exhibits and access to information about ACRL and the ACRL Conference in this location.

Offered programs and services relating to ACRL and both real life (RL) and SL issues for academic librarians. In addition to being an information center the space in Second Life offers meeting space and programming that has included: social/professional networking, professional development, skill and tool sharing programs, and mixed reality events.

06/07/08 – Meet and Greet – first meeting of ACRL in SL; 8 attendees.

07/22/08 – Discussion of the potential of ACRL in SL; 12 attendees.

08/12/08 – ACRL in SL Panel Discussion on getting an academic library started in SL; 23 attendees.

09/02/08 – Second Life Tools for Libraries; 28 attendees.

10/16/08 – Virtual Worlds, Real Libraries: Librarians and Educators in Second Life and Other Multi-User Virtual Environments; 18 attendees.

11/20/08 – Honoria Paine/Debbi Duncan – Univ of Wisconsin, Oshkosh, Second Life and Immersive Education Coordinator (joint meeting with the ALA Virtual Worlds MIG group; 22 attendees.

01/25/09 – ACRL mixed reality meeting at Midwinter. Conference attendees met in the Velocity room at the Hilton Garden Inn and Second Life attendees met at the ACRL space in Second Life and presented virtual poster sessions on Second Life projects; attendees 25 (RL 10, SL 15)

04/14/09 – Adra Letov/Diane Nahl – LIS Professor at the University of Hawaii on teaching LIS students in Second Life and the LIS Student Union; attendees, 23

Investigated the possibilities and related costs for hosting a virtual event to tie in to the 2009 National Conference through discussions with the conference Virtual Planning Committee. Members of the ACRL Task Force, Esther Grassian, Alexia Hudson and Rhonda Trueman led well attended and lively virtual tours for the Virtual Conference during the 2009 ACRL Conference, with Task Force member Scott Vine as a member of the Virtual Conference Organizing Committee coordinating our participation.

Suggested possible metrics for assessing the impact and potential of ongoing investment in the SL space both as an assistance and a recruitment tool. We placed a monitor on the ACRL in Second Life site and will gather monthly numbers of visitors to the location. Interest may also be measured by the number of ACRL members, potential members and LIS students who join the ACRL SL Group and participate in events.

Worked with Library Schools in Second Life. We have close contact with many key people involved with LIS programs in Second Life. One ACRL member, Diane Nahl, has created an LIS Student Union in SL and is also very active in the ACRL SL Group.

Recommended promotional materials and approaches for increasing awareness of this new space/service to ACRL members. Events should be promoted through *C&RL News* as part of the volunteer administrator's duties or assigned to a member of the SL Group and a logo should be created to help to brand the activities of the group in SL. Brian Gray created a FaceBook page for the group to promote activities. We hosted an asynchronous meeting during Midwinter for ACRL members at the conference where members of the ACRL SL Group presented about their professional activities in SL. Esther Grassian and Rhonda Trueman have developed an outline for an article on ACRL's SL activities, to submit to *American Libraries*.

Article for *American Libraries*: Draft Outline

WHAT: ACRL in SL and existing academic endeavors in SL, related to teaching, learning and research

WHY: Exploration of new technologies and new frontiers—for teaching, learning and networking worldwide; sharing skills, knowledge and experience about new technologies and about virtual worlds with a wider audience and with no travel expenses; reaching out to others in virtual worlds beyond ACRL to raise consciousness and awareness of the value of libraries and librarians; working to support academic libraries and other academic institutions in SL

WHO: ACRL members and potential members worldwide, including library school students

WHEN: Flexible times and dates for ACRL programming and networking

WHERE: In SL

Ending with a look at future trends, including social software and other virtual worlds, to be investigated by the new ACRL Virtual Worlds Interest Group.

Future - Evolving to Permanent ACRL Unit (Interest Group)

Recommended a designated volunteer and submitted a volunteer job description for this position.

The ACRL Board suggested that an Interest Group be formed to continue ACRL's work in SL and to provide support and oversight for the designated volunteer administrator of this space. We suggested that this group have a broader scope so that it would include any virtual environment in which educators and academic librarians have an interest. A petition to create an ACRL Virtual Worlds Interest Group, has been submitted to the ACRL Board.

Recommendations for the Virtual Worlds Interest Group:

- continue and expand programming and services in Second Life, including investigation of effective use of SL to publicize and promote *Choice*
- prepare and submit news items to *C&RL News* 3-4 times/year, as well as snapshots from ACRL activities in SL, both for the cover and for artwork within issues where news items are posted.
- create logo to brand this group
- carry forward for future use, \$500 in funding approved for the Task Force by the Board for setup and/or audio/video technology for virtual conference at ACRL 2009.

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