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ONLINE LEARNING WEB 2.0. FROM STAFF TO PUBLIC – LESSONS LEARNED AND CHALLENGES FACED

Linda Barron, State Library of Queensland Cultural Centre, QLD

In 2009, the State Library of Queensland ran an online learning program for State Library of Queensland and public library staff that allowed participants to learn more about emerging technologies on the web. The 2009 staff program evolved from a State Library of New South Wales Learning 2.0 program – one of many adaptations of web 2.0 familiarisation programs that have appeared in recent years. The program was known as “Licence to Test Drive”.

In 2010, the Library designed and delivered a program for the Queensland public which is named “Looking @ 2.0”. “Looking @ 2.0” is an Online Public Access in Libraries funded project. The task of designing a program for the Queensland public was significant. While the staff program was focused on how library staff might incorporate web 2.0 technologies in their workplace, the focus of the public session is exposure to web 2.0 technologies which might be incorporated into people’s lives. The program provides participants with unbiased information to inform their decisions about use of web 2.0 technologies.

The assembly of a team with the diverse skills required was the initial challenge. Other challenges included: the identification of an appropriate platform, identifying appropriate pitch and pace for sessions, the level and form of learning support offered and the development of an appropriate marketing strategy. External challenges also needed to be considered – internet speed (especially in rural areas), participant privacy, and the unknown and unpredictable level of participation.

The paper outlines the lessons learned at the development stages of the project which now has modules available to enrolled participants. The sharing of pitfalls and issues associated with the implementation of the program is intended to assist with similar implementations in other workplaces.