

HETERICK MEMORIAL LIBRARY NEWSLETTER

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New Online Resource

The Reproductive Physiology Animations Collection, which contains learning modules on human reproduction from the University of Cincinnati College of Medicine, has been added to the OhioLINK Digital Media Center. The collection is the fifth addition to the DMC's Science Collections database. It is freely available to anyone worldwide.

Thirty modules are currently available in the collection, and more will be added in March 2005. The modules are animated and some have sound. Users may stream the animations or download them for educational use. The animations are played via Macromedia Flash Player, which is pre-installed on most Web browsers. For more information on viewing the modules see the description at <http://worlddmc.ohiolink.edu/help/VidHelpHTML/index.html>

OhioLINK and the OhioLINK Web Reference Subcommittee are pleased to announce that beginning January 3rd, 2005, the OhioLINK Chat Reference service will redirect our patrons to KnowItNow's 24-hour chat service when our service is closed. KnowItNow provides online reference assistance all Ohio citizens and is funded by the State Library of Ohio through an LSTA grant. By linking to KnowItNow when OhioLINK's chat service is closed we can offer patrons an alternative to 'looking it up on the Web' and provide them with professional librarian assistance 24 hours a day, 7 days a week.

Expanded Chat Reference Service

Currently, when OhioLINK chat is unavailable, patrons see the image in Figure 1. On January 3, this will change to Figure 2. There is one exception, patrons visiting the specialty services — Business, Health Sciences, Law — will continue to see Figure 1.

Figure 1: Current (will stay on Specialty Queues)



Figure 2: New



When patrons click on the new button, they will be taken to an intermediate page that reiterates that OhioLINK Chat with a Librarian is closed, describes the KnowItNow service, and offers patrons the opportunity to see other ways of contacting their own library. From there, they can connect to KnowItNow, which will automatically recognize them as an OhioLINK patron.

Only when no librarian is available on our own service will patrons see a button that will redirect them to the KnowItNow service. If any librarian is logged on and available at the OhioLINK service, patrons will not see anything about KnowItNow on our chat pages. Again, patrons accessing our specialty queues for Business, Law, and Health Sciences will not be directed to KnowItNow. They will see the current 'Chat Service Unavailable' message instead.

KnowItNow's librarians will recognize when they are serving OhioLINK users. They will recommend databases and quality web resources and advise on search strategy. For OhioLINK patrons, the KnowItNow librarians have access to most OhioLINK resources, including Dataware, EJC, DMC, EBSCO, and Oxford Reference. One notable exception is LexisNexis Academic, to which they do not have access.

KnowItNow librarians 'give the answer' for ready-reference questions but do not do students' work for them. For questions that fall outside the scope of their service guidelines or that require additional resources, librarians will refer patrons to their local libraries (i.e., OhioLINK libraries) for additional assistance and resources. See About KnowItNow at:

<http://www.knowitnow.org> for more information about the service.

The KnowItNow staff have been very accommodating in this venture. They will supply basic statistics about when and how our patrons are using the service