

Postcard from SE1

Welcome to the first Elucidate for 2005, particularly relevant as we start the year rebranded as UKeiG – the UK electronic information Group. The December issue of Information World Review announced, somewhat ominously, that “UKOLUG is dead, Long Live UKeiG.” I can guarantee that all the best bits of old UKOLUG will survive under our new banner, and this New Year will see a new sense of direction and energy as we tackle the complex and demanding range of issues that face the electronic information community.

UKeiG will continue to be a respected and well-established professional body for all information professionals and users and developers of electronic information resources. Through our activities we will actively encourage communication and the exchange of knowledge; raise awareness of existing and new technologies that retrieve, manage and process electronic information. Our strength lies in our eclectic and established membership which extends across all key UK sectors: higher and further education, government, legal, business & commerce, science & technology, science & healthcare and the public sector.

Over 2005 you will see a significant revision of UKeiG membership benefits. *eLucidate* content will focus on hot topics and information industry developments. We will commission more fact sheets in response to member demands. (Look out for [Phil Bradley](#)'s overview of the fast, safe and efficient web browser Firefox which Forbes magazine describes as: “Better than Internet Explorer by leaps and bounds.”)

Our 2005 annual meetings and training portfolio, an invaluable resource for all organisations committed to ongoing personal and professional development, has launched with relevant and practical content. It will continue to provide affordable and practical workshops and seminars for members and non-members held at venues across the UK. There will be special emphasis on issues of current interest with a practical hands-on approach. Topics will cover the following areas: legislation, e-resource management, training, managing and promoting e-information and resources and practical “know-how” sessions on specific types of information and subject-specific resources. Have a look at the programme on the website.

We will continue to be a major force for advocacy and liaison as an independent body representing and lobbying for the interests of members; co-operating with other national and international organizations. We are, in essence, a community of

practice with a formidable knowledge base that will continue to provide a strong voice in the information world. The pool of expertise at UkeiG’s fingertips is extensive, and we can advise and direct you to industry experts.

We launched UKeiG at Online late last year, and were delighted to meet so many of you at Stand 203. We’ve had a presence at the event since 1977, and will continue to do so. This time we offered a master class on professional development, presented by committee member Shaida Dorabjee. It was received with interest and enthusiasm and is featured in this issue for those of you who couldn’t make it to the event. I’d be delighted if you suggested ideas for future *eLucidate* content or submitted a paper for inclusion in future issues. For the moment, enjoy this issue, and all my best wishes for 2005.

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Analysing the Obvious - using a SWOT analysis to develop your role as an information professional

INTRODUCTION

Approaching the delivery of information services with a business sense is one area that does not always come naturally to the information professional (IP) and requires a change in behaviour. This article is based on the premise that many library and information services need to regard themselves as a business in their own right and re-brand and re-launch themselves in order to compete in the fast-moving, competitive and sometimes fickle world in which they now operate.

An objective analysis of your service is one of the first steps to take. It may be obvious to some but unfortunately it has been ignored by others, to the detriment of the service.

Analysing the service using a SWOT analysis is appropriate. By highlighting strengths, weaknesses, opportunities and threats, it is easier to map out and identify patterns that characterise the information service. In doing so, it becomes possible to concentrate on the important issues and also to focus on areas where changes are required. The