

# CLS NEWSLETTER

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THE COLLEGE LIBRARIES SECTION - ASSOCIATION OF COLLEGE AND RESEARCH LIBRARIES

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P. Grady Morein, Editor

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## REPORT FROM THE CHAIR

Eleanor Pinkham  
Kalamazoo College  
Kalamazoo, MI

Meetings at the ALA annual conference in New Orleans demonstrated once again that the College Libraries Section is alive and well and serving the interests and concerns of our members in a variety of ways. At the section's annual meeting, members expressed their appreciation to past-chair Richard Werking for his professional commitment and outstanding effectiveness in directing the activities of the section during the past year. Membership in the section is now 2200, up from 1700 five years ago.

Among the activities and reports of the section:

- \*\* Over 500 attended the excellent CLS program on collection development issues. If you missed it, you may still be able to order the tapes from ALA. There was some discussion of forming a CLS Collection Development Discussion Group. If you are interested, please contact me.
- \*\* The CLS cash bar/reception was well attended. Sponsors of the reception included: Academic Book Center, Baker & Taylor, Ballen Booksellers International, Blackwell's, The Book  
(Continued on next page)

## STUDENTS ARE FRIENDS TOO!

Rush G. Miller  
Dean of Libraries and Learning Resources  
Bowling Green State University  
Bowling Green, Ohio

Who are our REAL friends? Bowling Green State University has had a quite active and successful Friends organization since the late 1960's. Currently, the Friends membership numbers some 160 or so individuals who pay annual dues to belong. The program of our Friends group is extensive, including the typical annual banquet with a noted author as speaker; an annual reception for faculty at the University who have published books during the year (usually 40 or 50); grants of monies for the purchase of library materials and equipment (amounting to approximately \$6,000 per year); and the designation of various awards for staff and supporters of the Libraries. Included in our membership are prominent members of the local community of 30,000 as well as persons from the surrounding area and beyond. Traditionally, lost in these statistics and programs were a couple of actual university students, who paid a student rate to become members. Since students as a group had not been typically solicited because of the marketing expense, I'm not sure I know the motive for any student to belong, unless it is an extraordinary love for libraries or a  
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(Report from the Chair, cont.)  
House, Coutts Library Services,  
EBSCO Subscription Services, The  
Faxon Company, Scholarly Book Center,  
and Yankee Book Peddler.

\*\* The CLIP Notes committee announced the publication of the Annual Report CLIP Note by Ken Oberembt, and the expectation that a Collection Development CLIP Note will be ready by Midwinter. The CLS CLIP Notes is a publication program of growing importance to ACRL. 1224 copies were sold in 1987-88 and produced a respectable profit for ACRL.

\*\* The Historical Commission submitted a first draft of the new CLS Policies Manual. A final version is expected at Midwinter. The manual includes an interesting historical sketch of the section.

\*\* The Executive Committee approved the recommendation of the National Advisory Steering Committee to extend the NAC for two more years. Chapter chairs will be contacted this fall for appointees to the Council. If you are interested in serving on the Council, please contact your ACRL chapter chair.

\*\* At the close of the Midwinter meeting, the Real Income Committee will be dissolved and a new, smaller committee will be formed with a new charge and liaison responsibility to the ACRL Academic Status Committee. The Academic Status Committee has expressed an interest in working jointly with a CLS committee on a survey. The members of the Real Income Committee are to be commended for focussing attention on issues of importance to all academic librarians.

\*\* The Standards Committee is planning a survey on the uses of the ACRL standards for college libraries.

\*\* Over fifty members attended the second meeting of the CLS College Library Directors discussion group.

\*\* "Campus Relationships: The Challenge of Conflicting Expectations" will be the theme of the section program at the Dallas conference. Presentations from the perspective of an academic administrator, a faculty member, and a student will be followed by a response and presentation by Evan Farber. The annual membership meeting will precede the program.

As you can see, the CLS Executive Committee is working hard to identify and meet the needs of our members. If you have suggestions for programs or activities that would benefit college libraries and librarians, or questions about the section, please contact me or any member of the Executive Committee.

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\* Information is a word that can be \*  
\* used to describe any communicative \*  
\* process, whether we understand it \*  
\* or not -- an obvious appeal to \*  
\* scientists and nonscientists alike. \*  
\* It seems to fill a need. It has the \*  
\* feel and ring of knowledge and \*  
\* meaning, while at the same time \*  
\* appearing to have a scientific \*  
\* identity. It's an inherently \*  
\* attractive, seductive word, a word \*  
\* we all enjoy using. It has a \*  
\* texture, a persona, the feel of a \*  
\* meaningful, dynamic, stylish, \*  
\* modern and technological concept. \*  
\* It's hot. It has charisma. It \*  
\* has arrived. Whatever the reasons, \*  
\* information has become one of the \*  
\* glamor concepts of twentieth- \*  
\* century culture. \*  
\* Paul Young, \*  
\* The Nature of Information \*  
\* \*  
\*\*\*\*\*

(Students Are Friends Too!, cont.)

lack of understanding of what they were joining.

In discussing ways to increase membership and involvement in the Friends as related to support for Libraries in the University and community with one of our Board members, a faculty member in the Department of Marketing, we had an interesting thought: Why not treat students separately from the rest of us? Yes, why not? If we want to build up the Friends in order to increase our support, what better group to have as Friends than the objects of our entire enterprise? One thing led to another, and we finally decided to try a new approach -- one that I believe is unique. We would form a separate organization called the STUDENT FRIENDS OF THE LIBRARIES! We surmised that we could keep the dues minimal, and we had visions of hundreds, even thousands, of student friends rushing to our aid in improving library services. After some major coaxing, the Friends Board agreed to the arrangement. We would establish a separate Friends group for students only, but it would operate under the ultimate control of the Board. The faculty member from Marketing, Dr. Martha Rogers, who by this time had been elected President of the Friends Board as well, agreed to be liaison to the Board from the Student Friends.

In order to get the organization started, we had to have a cadre of committed students. Since the BGSU Libraries employ 300 or more students each semester, we identified a dozen of the best and most committed student employees to approach. Most agreed to accept the challenge and we had our steering committee. Through a series of meetings between the steering committee, myself, and Dr. Rogers, we hammered out the elements that we hoped would result in attracting students to belong. Basically, we felt that there had to be some sort of incentive for the average student to join. We hit upon the very popular Typing Room, recently remodeled and furnished by the University's Parents Club. Normally, we charged students 25

cents per half hour to use the typing facility. We decided to give those who joined the Student Friends for \$5.00 a card entitling them to \$6 worth of time in the Typing Room. Now obviously, this would not raise much money if they all made use of this card. But the purpose of the organization was not to make money but supporters. Another incentive was to have the opportunity to meet with the Dean (that is me!) once a month to air problems or concerns.

The organization did indeed attract students as members. During the past year, we had approximately 30 members. It was a great idea in many ways, but there were some problems with the concept as it worked out.

For one thing, it was more difficult to attract members than any of us envisioned at the outset. Even with the Typing Room scam, few joined. This despite a heavy promotional campaign inside the Libraries and through the campus newspaper and flyers. Perhaps a six pack of beer or a coupon for discounts on pizzas would have been a better incentive? Students join fraternities and sororities in droves, but few were attracted to an organization requiring little of their time or money, which had as its sole purpose to support the improvement of services a vast majority of them depend on to get through their education.

A second problem is that some of those attracted to the organization were most interested in the sessions with the Dean. Now I have long since learned from experiences like answering complaints in the Suggestion Box and other situations that most students who use the Library have peculiar ideas about our business. I did not dread in any way the opportunity to meet with and develop a closer bond with a group of students who were committed to the Libraries at Bowling Green. These meetings, however, gave several students who were perennial complainers and malcontents (and not just

(Continued on page 6)

## CANDIDATES FOR COLLEGE LIBRARIES SECTION OFFICE PRESENT THEIR VIEWS

The College Libraries Section now elects four officers: (1) a Vice-Chair, Chair Elect, (2) a Secretary, (3) a Member-at-large of the CLS Executive Committee, and (4) a CLS representative to the ACRL BOARD. Two years ago the Newsletter began publishing statements from candidates for Vice-Chair/Chair-Elect and Secretary. The intent is to provide candidates an opportunity to share their goals or values with section members so that you can make a more informed choice when voting. For a number of reasons we are unable to include statements from all four candidates this year. However, in the future we will publish comments from all persons seeking election. The elections are held in the Spring.

## For Vice-Chair, Chair Elect

Michael D. Kathman  
 Director of Libraries,  
 Media, and Academic Computing  
 Saint John's University

David J. Norden  
 Library Director  
 Hampden-Sydney College

There are many serious issues facing librarians - the recruitment of quality people into the profession, the escalating price of materials, staff development, technology, etc. All types of libraries face these issues, but the strategies to be used need to vary from one type of library to another. College librarians will need to design unique ways within the resources available to them to deal with these issues.

The role of the College Libraries Section as I see it is to provide a forum and a vehicle to assist college librarians to meet these challenges. CLIP Notes, the programing of the section, and discussion groups must not only be continued, but expanded.

Much of what is exciting about what is going on in libraries today is happening in our section. We need to find more ways to share these experiences, work more in unison with each other, and make our accomplishments better known to our colleagues outside of the Section. As Vice-Chair, Chair Elect I would work for the programs we need and assure that our voice is heard in ACRL and ALA.

My membership on the College Libraries Section Historical Commission has shown me how this small unit of ACRL has greatly influenced academic librarianship during its first one hundred years. At the same time I have seen that the College Libraries Section could be even more effective in improving library service in undergraduate institutions during its second century.

Our Section's most recent efforts to enhance its role in college librarianship, the College Library Directors' Discussion Group and the National Advisory Council, have identified the issues facing us. We must deal with the impact of technology on service patterns and budgets, and we need to show talented beginning librarians that service in college settings offers enormous rewards.

I value greatly what CLS has already contributed to librarianship--services for users such as bibliographic instruction and leaders such as Evan Farber. But now our section must move on to implementing a concrete program for helping college libraries meet these new challenges. Finally, I also believe that CLS must concentrate on organizational planning and responsiveness to its membership in order to continue to contribute to college librarianship.

## For Secretary

Nancy L. Magnuson  
Library Director  
Goucher College

Pamela Snelson  
Coordinator of Access Services  
Drew University

The College Libraries Section is an important presence within ACRL, providing a voice for those of us who choose life in the smaller academic library. That voice has been a little louder in the past few years. Discussion groups, both formal and free-wheeling, have emerged. Last summer's program on collection development was hugely successful. The National Advisory Council has been striving to forge closer links between the section and its membership.

I have been able to participate in this increasing activity as a member of the NAC steering committee and as editor of the second issue of the CLS Newsletter. I am also active in the ACRL Women's Studies Section and am a member of the ALA Committee on the Status of Women in Librarianship. I am eager to continue working for college libraries as a member of the CLS executive board.

I am an active member of the College Libraries Section, initially as Chair of the 1983 Program Planning Committee and currently as Chair of the CLIP Notes Committee. In addition I have held committee positions in other ACRL sections and ALA divisions. These positions provide me with the experience necessary to be an effective member of our section's executive board. Through such participation and regular attendance at ALA conference, I am familiar with both the structure and the procedures of our association.

Librarians working in college libraries hold many positions - Director, Acquisitions Librarian, Cataloger, Reference Librarian, to name a few. It is important that the leadership of the College Libraries Section reflect this diversity. I believe that I can contribute to an effective leadership of the College Libraries Section, a leadership that is responsive to the needs of all its members.

## Candidates for Member-at-Large of the CLS Executive Committee

Sherrie S. Bergman  
College Librarian  
Wheaton College

Larry J. Frye  
Librarian  
Wabash College

## Candidates for the ACRL Board

Evan I. Farber  
Librarian  
Earlham College

David B. Walch  
University Librarian  
California Polytechnic  
State University

(Students Are Friends Tool, cont.) relative to libraries) the chance to let off steam. So the meetings were not always positive and productive, which hindered the recruitment effort I am sure. It certainly was not what we had in mind as a focus for the group.

Finally, the Student Friends decided that they would be helpful to the Library and would conduct an extensive survey of the student body to determine what the students wanted to see changed in the Library. They did not understand the logistical problems associated with passing out these questionnaires in classrooms, obtaining permission from individual faculty members, tabulating them, etc. To their credit, they accomplished the feat. But the questionnaires, thousands of them, ended up being deposited in my office with poorly tabulated data and no further attention. It appeared to be an exercise in futility from the start!

Well, despite the negative experiences along the way, the effort was worthwhile and we probably will try to revive it next year. I still believe that it is a good idea, but we need to get the "bugs" out of it. Next year, I want to try promoting membership in the Student Friends through the fraternities and sororities and other organized groups on campus. The dues should be abandoned altogether or lowered dramatically. We should not expect our Student Friends to provide monetary support while they are still students. And we will have to find someone with the energy, commitment, and drive of Dr. Rogers, who is unfortunately on sabbatical this year, to mold the Student Friends into the library-related group we desire.

A Student Friends organization can provide that identification with individual students, the building of a constituency, that libraries lack in fund raising. We do not possess an alumni-base to call upon during the annual phonothons. But students who support actively the library and give of their time to improve it and who learn why

libraries are important as well as why they are expensive, will be a natural constituency after they have graduated. They will, in a real sense, be our "alumni", and we plan to stay in touch. So the effort is worthwhile despite the rough start we had. After all, our REAL friends are students!

#### ACRL AWARDS PROGRAM

The Association of College and Research Libraries sponsors a number of award programs on behalf of academic or research librarianship to recognize special achievements and outstanding publications and to foster professional growth. Presented below is a list of currently available awards. For more information contact Mary Ellen K. Davis at ACRL.

##### Achievement/Distinguished Service

- \*Academic or Research Librarian of the Year Award
- \*Miriam Dudley Award for Bibliographic Instruction
- \*Hugh Atkinson Memorial Award

##### Professional Development and Research

- \*Doctoral Dissertation Fellowship
- \*Samuel Lazerow Fellowship for Research in Acquisitions or Technical Services in an Academic or Research Library
- \*Martinus Nijhoff International West European Specialist Study Grant

##### Publications/Articles

- \*Katharine Kyes Leab and Daniel J. Leab American Book Prices Current Exhibition Catalog Awards
- \*K. G. Saur Award for Best Article in College and Research Libraries

COLLEGE LIBRARIES SECTION  
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Kalamazoo College

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Larry Hardesty  
Eckerd College

Eleanor Pinkham  
Kalamazoo College

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Nancy Dennis  
Salem State College

James A. Dodd  
Adrian College

Rebecca E. Elswick  
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M. Cecilia Rothchild  
Defense Tech Information Center

Nancy H. Rogers  
EBSCO Subscription Services

Mary Lee Sweat  
Loyola University

Pamela L. Wonsek  
Mercy College

College Library Directors Discussion Group

John Sheridan, Co-Chair  
The Colorado College

Caroline M. Coughlin, Co-Chair  
Drew University

ALA MIDWINTER  
WASHINGTON, D.C.

Saturday, January 7

9:00 - 12:30 Executive Committee  
2:00 - 4:00 National Advisory Council  
Steering Committee  
2:00 - 4:00 Standards Committee  
2:00 - 5:30 Newsletter Committee  
2:00 - 5:30 Historical Commission  
4:30 - 5:30 Conference - Dallas  
4:30 - 5:30 Conference - Chicago

Sunday, January 8

9:30 - 11:00 Selection Guidelines  
Committee  
2:00 - 4:00 Discussion Group

Monday, January 9

8:00 - 12:30 Historical Commission  
2:00 - 4:00 CLIP Notes Committee  
2:00 - 5:30 Real Income Committee

Tuesday, January 10

9:00 - 11:00 Standards Committee  
11:30 - 1:00 Executive Committee

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