CLS Newsletter

Report from the Chair

At last summer's ALA conference in Atlanta, many conference participants enjoyed an excellent College Libraries Section program. Dorothy-Ellen Gross, Larry Oberg, and Jonathan Lindsey, with assistance from Michael LaCroix, presented information on staff development in small- and medium-size libraries and offered many helpful suggestions for the managers of professional, paraprofessional, and student personnel.

The planning for the 1992 CLS conference program is coming along well under the guidance of Sue Burkholder. The title will be "Alternatives to Collection Ownership: College Library Implications and Applications." Outstanding speakers such as Ralph Alberico, Undergraduate Library, University of Texas (Austin); Robert Adams, Wesleyan University Library; Paul Peters, Coalition for Networked Information; and Nancy Taylor or Evan Farber, Earlham College, will discuss the promise and the reality of access to information, especially in electronic formats, in college libraries. The program begins at 9:30 A.M. on Sunday, June 28, 1992, so mark your calendars now!

Committee reports at the Atlanta conference, as well as correspondence with committees since then, indicate how busy and productive the College Libraries Section is. At the summer conference, the Executive Committee heard a report from Sarah Pedersen, CLS liaison to the ACRL Standing Committee on Racial and Ethnic Diversity. One of many suggestions adopted by the Executive Committee was to make CLS members more aware of scholarships that promote the recruitment of minorities to the profession. Two such scholarships are the Louise Giles Minority Scholarship and the LITA/OCLC Minority Scholarship in Library and Information Science. The Giles scholarship benefits from personal contributions, so CLS members may not only want to encourage individuals to apply, but may also want to make donations to the fund. If you know of other such scholarships, please let me know so that I may advertise them to CLS members.

In other news from CLS, watch for a steady stream of excellent CLIP Notes. The next CLIP Note, *Online Bibliographic Database Searching*, will be published by Midwinter. The Fringe Benefits Study Committee is surveying a sampling of college and comprehensive university libraries to find out more about the fringe benefits that librarians receive and how they compare to those of teaching faculty. The Standards Committee is planning a program for the ACRL conference in Salt Lake City which will review the results of a survey on use of the current *Standards for College Libraries*.

The CLS Nominating Committee has developed an outstanding slate of nominees for CLS offices, representing the broad spectrum of CLS membership. The Planning for College Libraries Committee continues to develop a consulting program for college libraries. The CLS Executive Committee is planning an orientation for new Executive Committee members and committee chairs, while the College Library Leadership Committee continues to acquire support for a mentoring program for college librarians. For those who will be at Midwinter, the Library Directors' Discussion Group will meet on Saturday, January 25, 1992, at 8:00 P.M. This popular group is open to anyone interested in administrative perspectives on current issues affecting college libraries.

I would really like to hear your ideas on how the Section could better meet your needs and promote the interests of college librarians (and I include in that group librarians at all institutions which primarily serve an undergraduate population). My address is Loyola University Library, New Orleans, Louisiana, 70118, and my telephone number is (504) 865-3346. Please keep in touch.

—MARY LEE SWEAT
University Librarian

A Word from the New Editor

For a number of years, P. Grady Morein ably shepherded the *CLS Newsletter* through the production process, providing CLS members with a timely and informative publication. We are grateful for that firm foundation. This issue marks my foray into the world of newsletter editorship. The expert assistance of two Messiah colleagues, Cherie R. Fieser, office coordinator, and Doug Cook, media librarian, has lessened the burden and I appreciatively acknowledge their help. And Brenda Richards, of Messiah College's Reprographic Services, employed her expertise in desktop publishing to produce final copy for the newsletter.

You may notice a few cosmetic changes, but I trust the newsletter has a familiar look. The Newsletter Committee actively solicited copy and sometimes wrote it. Their assistance was indispensable.

Three articles deal with technological advances; Norma Hervey writes about Luther College's use of *CHOICE* Online, Damon Hickey discusses BITNET/Internet, and John Sheridan approaches the access/ownership debate from a new angle.

I close with a query. ACRL is interested in knowing what CLS members think about the possibility of publishing the *CLS Newsletter* in electronic format. Some sections within the division are already experimenting with this publication medium. Please help us gauge the advisability of moving in that direction by responding to the following questionnaire.

Thanks and I look forward to hearing from you— not only concerning your interest in an electronic format for the newsletter, but also about any other matters you wish to raise.

—JONATHAN D. LAUER, *Director*
Murray LRC, Messiah College
Chair, CLS Newsletter Committee

Name _____

Institution _____

____ Yes, publication of the *CLS Newsletter* in electronic format would interest me.
____ No, I am quite satisfied with a paper newsletter.
____ Other _____

Send to: J.D. Lauer, Murray LRC, Messiah College, Grantham, PA 17027.

CLS Election 1992: Candidates' Statements

Vice-Chair/Chair-Elect
BARBARA J. BROWN
University Librarian
Washington & Lee University

If elected Vice-Chair/Chair-Elect of the College Libraries Section, I would welcome the opportunity to promote college librarianship through the programs and activities of the Section. What unites the members of the Section is their common interest in the development of library service for undergraduates. With the 21st century just around the corner, I believe we have an obligation to recruit the best and the brightest to our ranks and to provide attractive career paths in college libraries. The selection and development of personnel at all levels may be the single most important issue as budgets stabilize or shrink and the demands on staff to adapt to change increase. Participation in the Section's programs and activities provides members with a network and a forum to discuss problems and seek solutions. Section members represent a variety of four-year institutions. I would seek to encourage participation from as broad a cross-section as possible in order to insure that the Section's work is responsive to the members' needs.

Vice-Chair/Chair-Elect
REBECCA A. WILSON
Assistant Director, Blough-Weis Library
Susquehanna University

More than ever, academic libraries today must be fully conscious of the educational context and administrative climate in which they exist. A gulf of misunderstanding (or misinformation) often separates the library from its source of funding and support.

As Vice-Chair/Chair-Elect of the College Libraries Section, I would like to promote methods of communication among library leaders, academic administrators and faculty members on individual campuses and on regional and national levels. Together these leaders can consider how CLS might investigate ways to integrate information into existing library schools and departments of higher education.

As important as the attainment of faculty status by librarians is, the process of educating the campus

community as to how the library supports the overall mission of the college is even more important.

I have served actively on various committees within our regional consortium, the Associated College Libraries of Central Pennsylvania, and also on statewide committees for the Pennsylvania Library Association.

Secretary

MICHAEL J. LACROIX
Director, Gingrich Library
Albright College

As Secretary of the College Libraries Section, I would seek to: take accurate, complete minutes of the College Libraries Section Executive Board Meetings; disseminate them in a timely manner to the appropriate individuals, boards, committees, and publications; represent the membership in Executive Committee meetings; and handle other correspondence and communications as directed by the board and College Libraries Section Handbook. I believe my experience on the College Libraries Section Historical Commission and 1991 Atlanta Program Committee, as well as participation in LAMA and ALCTS committees, would help me in fulfilling my duties.

Secretary

LEROY STROHL
Library Director, Simpson Library
Mary Washington College

I look forward to being able to serve the College Libraries Section of ACRL as Secretary. Having served in several state library associations and the College Libraries Section of ACRL, I enjoyed the opportunity to be involved in those groups that address issues of interest to the academic librarian's profession. Of particular professional interest to me is balancing the problems associated in managing a small academic library in a period of declining financial support and increasing costs while at the same time trying to introduce a variety of new services brought about by the computer-based environment of information delivery.

Member-at-Large

ALLISON L. GOULD
Assistant Librarian
Oberlin College Library

The special needs and challenges of college libraries will never be more apparent than in the coming decade. Shrinking enrollment, the high cost of higher education, and the recession seem to be on a collision course with our vision of customer-driven, technologically sophisticated service. The future seems to offer limitless opportunity, but how will we ever have time to learn everything we need to know, teach our staff and our patrons about it, and scariest of all, pay for it? We need to be challenging continuously our notions of what is traditional and appropriate in all areas—collections, services, and staffing configurations. Most importantly, I think, we must take every opportunity to prepare, inform, and excite *people*—our staffs, our college administrators and our clientele—about the changes to come. Success rests on their commitment, abilities, and enthusiasm.

As a member of the CLS Executive Committee, I hope to join forces with others to use our talents and imaginations to face these challenges. We can create opportunities for the membership to pool our resources, share our knowledge, and celebrate our triumphs.

Member-at-Large

PAMELA SNELSON
Assistant Director, Automation/Public Services
Drew University

A member-at-large is responsible for representing you, CLS members, on the Executive Committee. My many years of active participation in both the College Libraries Section and ACRL qualify me to be your representative. Having chaired both CLS and ACRL committees, I am familiar with the structure of ALA and know the office staff. This experience will allow me to contribute most effectively to the accomplishment of our Section's goals. My professional library experience is totally within college libraries and has covered a wide range of functions including acquisitions, automation, and reference. This experience gives me insight into the concerns of all college librarians, regardless of department or level. As your member-at-large, I will work toward the resolution of these concerns by utilizing the resources of the College Libraries Section.

To get the most out of your section, you need a dynamic Executive Committee that is both knowledgeable about college libraries and experienced in ALA workings. I believe I would bring significant expertise and energy to the committee if elected to serve as member-at-large.

The Luther College Experience with *CHOICE* Online

Luther College is a highly selective liberal arts college of about 2300 students. Academic requirements that emphasize research include: Paideia I, a team-taught world civilization course for freshmen that requires a major research paper supported by library instruction, and Paideia II, a one semester, team-taught interdisciplinary course with emphasis on making ethical decisions. As we anticipated automation, it was the support of these and other courses we especially hoped to enhance.

Luther joined CARL Systems in 1989 and came online in February 1990; *CHOICE* Online became available to us at that time. *CHOICE* Online, at first glance, seemed to be redundant. Our collection development program already relied heavily upon *CHOICE*. We subscribe to the journal which is bound and retained and the cards which are disposed of after faculty review—a typical practice in many liberal arts colleges. Library faculty use the journal to make selections, evaluate gift books, and refer students and faculty to reviews.

Faculty reviewers for *CHOICE* were the earliest users of *CHOICE* Online. Searching for their name afforded personal satisfaction and encouraged them to mention the database to their students. Although this initial use of the database appears pedestrian, Luther's librarians recognized the remarkable research potential that access to word searching would provide for faculty, students, and collection development.

This same potential presents a significant challenge to students who often face a glut of information as a result of the increased access provided by a public access catalog (PAC) and online system—information that for many years librarians sought to provide. Selection becomes a major issue when a student hits a "jackpot" online. Frequently they consider all sources to be of equal value and select the first one that is available in the library.

CHOICE Online allows students to evaluate the books they access before leaving the database. In addition to critical commentary and a brief clarification of the author's goals, reviewers frequently provide citations and brief comparisons with other books on the *same* subject in the *same* review. As students grasp the structure of research in the disciplines, they will also learn to think critically as a result of evaluating available works.

Students sometimes experience considerable frustration as they try to locate information in our PACs which are built on the MARC record and, in most cases, on Library of Congress Subject Headings. *Providing control is critical*. The development of databases without quality control would make it impossible to locate or use any of the available data. However, we are well aware of students' difficulties in making good use of our tightly structured systems! They would prefer a system that allows them to locate available sources whether they ask for Mark Twain or Samuel Clemens, Russia or the Soviet Union, Rocks—Age or Geology, Stratigraphic.

These and other examples underscore the significant role of librarianship in establishing controlled access. *CHOICE* Online offers users the opportunity to have their cake and eat it, too. The usual access points are provided. However, access in *CHOICE* is limited only by the reviewer's choice of words, a significant enhancement to access and, often, one that uses common terms. Users must still exercise judgment in order to search free text successfully. It is not difficult, however, for freshmen to construct reasonable searches that produce satisfactory results once they learn the process.

Before sharing some search examples, I want to emphasize that students usually require an introduction to *CHOICE* Online in order to use it effectively. At Luther, we suggest they switch from the Luther database to *CHOICE* for books published after 1988 and located in our PAC. This gives them access to the reviewer's work before they check out books. CARL includes library holdings information in the *CHOICE* database, telling students immediately whether the book is in our collection. They do have to return to the Luther system for the call number and to determine if the book is on the shelf.

The following random tests will give you some idea of the results of *CHOICE* searches:

- *Norwegian immigrants* This word search yielded 21 titles in the Luther public access catalog. I then switched to *CHOICE* and located three titles, two of which were in the Luther collection and had NOT been accessed by my first search.

- *Nazis* The Luther database included 18 titles; *CHOICE* listed 38 titles—11 of which were in the library, none of which came up in the Luther search.

- *Homeless* The Luther database included 10 monographs published after 1988. *CHOICE* listed 41

titles, of which Luther held eight. Fifty percent of these were located in the Luther search, the other 50 percent were not. Those located in the Luther PAC included the word homeless in the title or subtitle—searchable key words in CARL. Five of the titles found in the Luther PAC had not been reviewed in *CHOICE*.

CHOICE also helps students to locate primary sources by adding such terms as letters or journals. This is quite a leap forward for undergraduate students and for the libraries they struggle to use. I share Richard Dougherty's concern that we have damaged our libraries by perpetuating myths—particularly the myth that libraries are easy to use. In our endeavor to provide access and to promote critical use of materials, I find that *CHOICE* Online provides major assistance.

We are using a handout on *CHOICE* to reach Luther students. Perhaps we can design help screens online in our PAC that will include such information as:

- How to find and assess current books with reviews
- How to search systems that have free text access
- How to locate information on journal holdings
- Where to search for articles in scholarly journals.

The list is endless. But then, so are the challenges and the rewards. *CHOICE* Online is a success story at Luther; I look forward to hearing other success stories as the system becomes available to more libraries.

—NORMA HERVEY
Library Director
Luther College

CLS
College Library Directors' Discussion Group

Please join us in San Antonio for lively conversations on automation, personnel, buildings, and other topics.
Saturday, January 25, 1992
8:00 P.M.
Check your program for the meeting place.
Co-Chairs
SUSAN M. CAMPBELL
York College of PA
(717) 846-7788
BILLY PENNINGTON
Birmingham-Southern College
(205) 226-4740

Access *to* Ownership, not Access *or* Ownership— Adjusting the Focus in College Library Automation

With virtually all college libraries facing steady-state or declining budgets for the foreseeable future, broadening access to information usually is viewed as coming at the expense of purchasing materials. We would do better by our patrons to link, rather than oppose, the two options.

The momentum of emerging technologies has pushed us toward installing as much additional bibliographic access as we can afford. Our good faith continues to encourage us to trust that the demand created by patrons who identify desirable materials will somehow be met by a newer, better, faster, cheaper delivery mechanism. On the contrary, or at least for a considerable time to come, so much additional access is counterproductive. We are creating more frustration among our undergraduates and worsening their estimations of their home libraries.

College libraries would do well to concentrate more on exploiting automation to customize or enhance information. Rather than chasing after elusive WORMs, LANs, and CDs, a focus on augmenting indexing and abstracting information by indicating local availability of the items cited would benefit the vast majority of our students. But, in this case, we are dependent on vendors to create the appropriate programs.

Another strategy which may be more amenable to decentralized contributions, however, is the enhancement of bibliographic records for monographs and anthologies. The addition of subject headings, tables of contents, and index information to bibliographic records has been shown to have a substantial effect on the number and relevance of citations retrieved. We could decide to pick one of these approaches and commit our local library resources to improving records for one, 10 or 100 titles per day, week, or month.

After all, isn't it our job to teach students the best way to exploit available information? I believe we now have an opportunity to introduce into our access systems an ally in that teaching process. Of course, as students proceed through their careers, we also should teach them techniques for uncovering less available information. It's a qualitatively different situation when our students are pursuing a

command of the literature rather than tomorrow morning's assignment. But why not have the more advanced students take some extra steps to find what they need rather than require naive students to wade through so much?

For now, we have a chance to direct our efforts toward more effective access to and use of what we own. Does this not add more to teaching and learning at our colleges than faster bibliographic access to a broadening universe of material, of which a declining percentage can be delivered in a timely enough fashion to satisfy most users?

Let the debate begin!

—JOHN SHERIDAN
Head Librarian
Colorado College

CLS Logo Sought

The College Libraries Section is interested in having a logo that could be used on Section publications. We would like to invite you to submit a logo for consideration by the Executive Committee. Perhaps some of you have artistic talent and wish to submit your own drawing. Many of you have talented students on your campuses who might like to work on the project. We have no prize or award to give the winner of the Logo Contest, other than our sincere thanks and praise, and public recognition in the Section newsletter. Submissions should be made to: Mary Lee Sweat, Loyola University Library, New Orleans, Louisiana, 70118 by May 1, 1992.

Dinner Meeting
Discussion Group for
College Science Librarians

The ACRL-STS Discussion Group for College Librarians will hold an informal dinner meeting on Saturday, January 25, 1992 at 6:30 P.M. during the ALA Midwinter meeting in San Antonio. The location will be determined later. Contact Robin Raquet, Science Librarian, Trinity University, Maddux Library, 715 Stadium Drive, San Antonio, TX 78284 for more information and to express interest in joining the group for dinner. Phone (512) 736-7343, BITNET JRAQUET@TRINITY.

College Libraries, Electronic Mail, and Networks

It is not unusual today to see strange terms like BITNET or Internet on college librarians' business cards. What do these words mean?

According to Douglas Comer, an internet "consists of a set of connected [electronic computer] networks that act as a coordinated whole. The chief advantage of an internet," he continues, "is that it provides universal interconnection while allowing individual groups to use whatever network hardware is best suited to their needs" (*Internetworking with TCP/IP*, 1988, p. 9).

When capitalized, "the Internet" refers to one particular collection of networks and gateways (including ARPANET, MILNET, and NSFnet) "that use the TCP/IP protocol suite and function as a single, cooperative virtual network" (p. 340). That is, they are not a single network, but they act like one. The Internet "connects most major research institutions [in the U.S.], including several government labs" (p. 2), and is used by the National Science Foundation, the U.S. Department of Energy, and NASA, among others. It is, therefore, of interest to universities and colleges for reasons other than its library applications.

The Internet is useful to academic libraries primarily because it gives them access to many automated catalogs other than their own, as well as to other remote databases. In addition, it can be used to send electronic mail messages between individuals at distant campuses.

Far less ambitious is BITNET (Because It's Time NETwork), "a low cost, low speed network started at City University of New York" (p. 331). BITNET connects more than two hundred campuses and attaches to EARN (European Academic Research Network) in Europe. BITNET is known among academic librarians as an electronic mail network. It is used on many campuses because of its low cost, while others prefer the high speed and versatility of the Internet. The governing board of BITNET's parent organization, CREN (Corporation for Research and Educational Networking), is hoping to find ways of using the faster TCP/IP protocol (as the Internet does) without sacrificing BITNET's low cost.

One of the difficulties of using either BITNET or the Internet is obtaining local "addresses." If you are using either or both systems and would like to have your address(es) listed in a CLS directory, please

send it/them by February 15, 1992 to Larry R. Oberg, Director of Libraries, Albion College. Oberg's E-mail address is LOBERG@ALBION.BITNET; his telephone number is (517) 629-0567. Also, be sure to mention whether you would be interested in a CLS users' group to facilitate "round robin" communication.

—DAMON D. HICKEY
Library Director
The College of Wooster

News Releases

Now That You've Got the Money, How Do You Divide It Up? and Electronic vs. Paper Information

Sunday, January 26, 1992, 8 to 10 P.M.

The first discussion topic will deal with how sci/tech libraries are allocating their materials budgets in times of increasingly tight funding.

CD-ROM, online, and other electronic formats are competing with paper sources for attention and funds. The second topic focuses on how sci/tech libraries are finding solutions to this problem.

Heads of Science Libraries Discussion Group
ACRL Science & Technology Section
American Library Association Midwinter Meeting
San Antonio, TX

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Biosis Previews and Cambridge Life Sciences Collection: A Comparison of Life Sciences Databases on CD-ROM

Saturday, January 25, 1992, 2 to 4 P.M.

Representatives from these two major database producers will present information about their databases and be available for questions. CD-ROM demonstrations of the databases will also be included.

Science Databases Discussion Group
ACRL Science & Technology Section
American Library Association Midwinter Meeting
San Antonio, TX

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Promoting Library Services to the Scientific Community

Sunday, January 26, 1992, 2 to 4 P.M.

This discussion will focus on how to interest scientists in library issues and teach them the most effective methods of obtaining library services and materials. Discussion will be led by Kathy Wood Fescemyer, Clemson University.

General Discussion Group
ACRL Science & Technology Section
American Library Association Midwinter Meeting
San Antonio, TX

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Call for Sci/Tech Abstracts

Attention science and technology librarians! Take advantage of this opportunity to present your preliminary research results or ALA committee findings by submitting an abstract to the Forum for Science & Technology Library Research. The Forum Committee invites abstracts describing recent research or work in progress of interest to science and/or technology librarians. Committee members will select individuals to present reports of their research at the 1992 ALA Annual Conference in San Francisco.

The research should focus on timely, relevant, and significant aspects of science and/or technology librarianship. Proposals should be limited to one page and should contain an abstract of not more than 250 words as well as the researcher's name, institution, phone number and E-mail address (where available).

The deadline for submission is January 1, 1992. Papers will be selected at the ALA Midwinter Meeting 1992. Send proposals to: Katie Clark, Head, Life Sciences Library, E205 Pattee, Pennsylvania State University, University Park, PA 16802, or telephone (814) 865-3708.

Forum for Science & Technology Library Research
ACRL Science & Technology Section
American Library Association

This newsletter is printed on recycled paper.

CLS Meeting and Program Schedule
1992 Midwinter Conference

Saturday, January 25, 1992

8:00 A.M. to 9:00 A.M.	CLS orientation for new executive committee members and committee chairs
9:30 A.M. to 12:30 P.M.	CLS Executive Committee
2:00 P.M. to 4:00 P.M.	Standards Committee
2:00 P.M. to 4:00 P.M.	Planning Committee
2:00 P.M. to 4:00 P.M.	Newsletter Committee
2:00 P.M. to 4:00 P.M.	CLIP Notes Committee
8:00 P.M. to 10:00 P.M.	Library Directors' Discussion Group

Sunday, January 26, 1992

9:30 A.M. to 12:30 P.M.	Standards Committee
11:30 A.M. to 12:30 P.M.	Fringe Benefits Study Committee

Monday, January 27, 1992

8:00 A.M. to 9:00 A.M.	College Library Leadership Committee
9:30 A.M. to 12:30 P.M.	Planning Committee
11:30 A.M. to 12:30 P.M.	National Advisory Council
11:30 A.M. to 12:30 P.M.	Program Planning Committee—San Francisco
2:00 P.M. to 4:00 P.M.	College Library Planning Program Committee

Tuesday, January 28, 1992

9:30 A.M. to 12:30 P.M.	CLS Executive Committee