

## A View from the Chair, Autumn 2007

Innovation is all the rage these days. There are loads of blog posts and articles in the business literature about the value of innovation, and how to increase organizational and individual innovation. Need an example? Check out Innovation Tools at <http://www.innovationtools.com/News/subscribe.asp>. Experts tell us the key to global competitiveness for the U.S. is innovation – a strategic tool that can't be produced more cheaply in lesser-developed countries or achieved more efficiently by computers. It is a uniquely human and creative endeavor that escapes one definitive explanation.

But understanding innovation is something  
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CLS Chair  
Steven J. Bell

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## Another Fabulous Feast

On Friday, June 22, 2007, a group of 52 librarians and guests gathered in the Vault Room of the District ChopHouse and Brewery for the 9th annual CLS Friday Night Feast. The ChopHouse is located in a renovated 19<sup>th</sup> century bank, and the Vault Room provided a warm and cozy (but not cramped!) atmosphere for our group. ChopHouse Special Events Manager Suellen Keller and head waiter Emilio made sure that the service was impeccable, and the food--from the appetiz-

ers to the Mountain Berry Custard Flan for dessert--was outstanding! Attendees represented college libraries from across the country—from Oregon to Massachusetts and from Minnesota to Texas. Four new CLS members received complimentary dinners and enjoyed the opportunity to chat with colleagues who have been members for up to 29 years.

New member Robert Fleming (Emerson  
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### Special points of interest:

- Watch COLLIB-L for details about our Midwinter committee meetings. Everyone is welcome to participate!
- Check the Midwinter program for final details on WHEN & WHERE the CLS Discussion Groups will meet.

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## View from the Chair (*cont.*)

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we keep trying to do. Take, for example, the recent debate held at the American Library Association conference on the topic “Are Libraries Innovative?” For more on my take on that program and thoughts on what innovation is go to <http://dbl.lishost.org/blog/2007/07/19/put-the-focus-on-design-rather-than-innovation>. We may not exactly agree on what real innovation is, but I suspect that each of knows when our libraries have achieved something we think is innovative.

What about CLS? Is our section innovative? Are we recognized for our innovative ways and practices? I’d like to think so. When you take into account initiatives such as the mentoring program for new college library directors, a totally free 2006 webcast for members offering a replay of our ALA section program, and the Your Research Coach program, I see ample evidence of CLS’ innovative ways. But if you answered, “I don’t think anyone cares” you may be right. Well, maybe not totally right. I care – and I know our colleagues who make up the board and committees of our ACRL section care as well. That’s why we are hard at work developing and implementing current ACRL action plans and devising new ones.

What’s an ACRL action plan you ask? Good question. The action plan is an ACRL program that rewards innovation by providing funding for new initiatives that promote the organization’s strategic goals. With constrained budget allocations from ACRL, action plans represent an opportunity for sections like CLS to obtain funding to try new programs that would be otherwise impossible for the section to fund. The good news is that CLS is already establishing a good track record for obtaining actions grants. In the previous two rounds of action grant competition our section has scored three grants. The first was funding for a luncheon to thank and reward participants in the Your Research Coach program, which took place at the ACRL conference in Baltimore. We have two actions grants in the current year. One will fund a second webcast that will be free to more members – also a repeat of our 2007 ALA section program – on November 15, 2007. The other provides funds to conduct a feasibility study for an exciting concept called the Information Literacy Roadshow. You’ll be hearing more about that. Put simply, if we are to innovate and discover exciting new benefits for CLS members, success at obtaining action plan grants is imperative.

In the past much of the responsibility for developing and submitting action plan grants has fallen to the CLS incoming Vice-Chair, who often has little time to submit a grant to meet the July deadline. I’d like to see CLS, as a chapter, take steps to develop a culture of innovation as an organization. We need to move from devoting just a small amount of time – a few weeks – to innovation, to making it a high organizational priority. To do this requires cultivating a culture of innovation. Here’s how we might do this. First, move innovation from what is typically a three-week exercise to a year round, continuous process. Second, move the responsibility for innovation off the shoulders of the incoming Vice-Chair and distribute it across committees. Third – and this is where you come in – invite members to participate in the

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## Embracing Change: How to Energize and Engage Library Staff

In support of ACRL's commitment to service to members and to continuous learning, the College Library Section will offer an encore presentation of its successful 2007 ALA annual conference program: "Embracing Change: How to Energize and Engage Library Staff."

Libraries are constantly evolving as user expectations are changing rapidly, technology develops, budgets constrain, and opportunities emerge. Staff may well be the most critical factor in implementing all of the changes libraries are facing.

This program looks at ways to engage library staff in change and development activities to cultivate a nimble organization by capitalizing on opportunities, implementing change, and emerging from the experience improved and energized!

The program will be presented as a FREE webcast for members of the College Library Section November 15. Look for further information on CollLib-L, the ALA/ACRL website and other places soon or contact Beth Avery, [Beth.Avery@unt.edu](mailto:Beth.Avery@unt.edu) or Elin O'Hara at [oharaea@plattsburgh.edu](mailto:oharaea@plattsburgh.edu)

## Selected Committee Updates

**ACRL/CLS Leadership Committee.** At its most recent meeting, the committee discussed creating an ACRL/CLS award. Future steps include developing criteria for and a description of the award by looking at ACRL's rules and guidelines for establishing new awards (available on ACRL's website, under "Awards") and by studying current awards. The committee discussed some possibilities regarding the rules or guidelines it might establish. Ideas included: sending 3-5 nominations to the Executive Committee and allowing them to decide recipients, creating an award celebrating the promotion of libraries to students, and finding vendor support for the award. If all aspects of ACRL's rules and guidelines for establishing an award are accomplished by the 2008 Annual Conference in Anaheim, CLS can accept nominations for the 2009 award season. The committee is currently working to establish criteria and find monetary support for the award.

**CLS Professional Development Committee.** The CLS Continuing Education Committee is pleased to announce that it has changed its

name to the Professional Development Committee. We believe that the new name better reflects our commitment to enhancing opportunities for professional development for our fellow librarians.

**CLS Communications Committee**  
The committee has established a CLS Wiki. Check it out at: <http://wikis.ala.org/acrl/index.php/CLS>.



*Joint Spring Virtual Institute*



Leading from the Middle: Managing in All Directions  
**APRIL 29-30, 2008**

## View from the Chair (cont.)

(Continued from page 2)

action plan process by submitting ideas for new programs and initiatives. Almost anything could work, but anything we develop must connect to ACRL's strategic goals and demonstrate that the new technology or service advances those goals. I'm constantly impressed by the innovation occurring at the libraries of CLS members. So, come on all you innovators! Share the idea that might be the next to win an ACRL action grant. If you have an idea that you'd like to share, no matter how outlandish it might seem, send it to me, and I'll see that it gets to the right committee.

Let me conclude by sharing some thoughts about the intersection of innovation and keeping current with peripheral fields. When innovation experts point to methods to improve personal innovation their most common tip is to keep up with fields peripheral to your own. Following library literature is important, but it may do little to fuel your spirit of innovation. For academic librarians, peripheral fields can include computing, networking, instructional technology, higher education or pedagogy. It is by keeping up with developments in these fields that one begins to spot trends, new technology, and program ideas that might be adaptable to libraries (e.g., commercial call centers that set the stage for virtual reference chat).

That's why I was surprised by all the interest generated by a Chronicle article in the August 17, 2007 issue that profiled the anthropological research conducted by librarians at the University of Rochester to learn more about the information seeking behavior of their undergraduates. Yes, it is an interesting idea, but hardly one that should have been new to academic librarians. The Rochester research project has been blogged about twice at ACRLog in the

last year, and was the subject of a webcast that was free to librarians. Were you paying attention to the resources that notify you about these things? If you primarily depend on print library publications, by the time most print publications announce and promote these new ideas its long past the time for innovation.

So I conclude that academic librarians, and likely more than a few CLS members, could improve the quality of their keeping up routines. Begin by adding more news and information sources from fields peripheral to librarianship to your personal professional development regimen. Doing so will provide a boost to your discovery and development of new innovative ideas. And that Rochester study itself – innovative to be sure – is based on work and research conducted by corporations such as Intel, Xerox and design firms such as IDEO. These organizations have pioneered ethnographic research studies that determine exactly how end users use a particular product, and by creating study teams that included anthropologists. By examining trends in a peripheral field, an innovation for a library user study was discovered.

I'd like to think that CLS can become a leader in understanding how to foster innovative organizational thinking. It can start by laying the groundwork for the establishment of a culture of innovation. What do we want? More action grants received and more and better services for CLS members. Now, who can argue with that idea?

Steven J. Bell, Temple University

## Call for Participation

Share your knowledge with a national audience! The Call for Participation for the ACRL 14th National Conference, "Pushing the Edge: Explore, Engage, Extend" will be available November 2007. Watch [www.acrl.org/seattle](http://www.acrl.org/seattle) for details!



## Another Fabulous Feast (cont.)

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College) said, “I really did enjoy the Friday Night Feast. As a new library director, it is very important to me to develop relationships with my more experienced colleagues in the field. One of the nice things about the Friday Night Feast is the opportunity it provided to develop the social aspect of those relationships. The setting at the Chop House was very elegant and comfortable at the same time, and the food was first rate, though I have to admit that I talked so much during dinner that I didn’t get a chance to finish my entrée before they took it away.” Another new member, Hugh Stocks (William Jewell College) reported, “I really appreciated the chance to join in the Friday Night Feast, and I especially appreciated the [sponsorship] that enabled me to eat for free!! I’ve attended any number of conference gatherings through the years, and I have to say that this year’s Friday Night Feast was the best of them all. Outstanding food, an attractive environment and the chance to talk with such engaging and enjoyable colleagues, all made the evening one to remember. My wife called me during the dinner and she said it sounded like I was having way too much fun. And I think she was right!”



This fabulous Feast was made possible by our sponsors, The Haworth Press, Inc. and Serials Solutions. Haworth has supported CLS and sponsored the Friday Night Feast since its inception in 1999. Manager of Marketing Communications Paul Deamer facilitates this sponsorship each year and affirms that Haworth is “proud to help this great event [and] to help make such a wonderful evening.” Of Haworth’s 200+ journals, one that is perhaps most familiar to CLS members is *College & Undergraduate Libraries*. Editor Christopher Millson-Martula (Lynchburg College) is always looking for article contributions, so keep that in mind!

This year Serials Solutions made its debut as a FNF sponsor. Many CLS member libraries are Serials Solutions customers, and as soon as the first mention of the Friday Night Feast appeared on the COLLIB-L listserv, Martha Whittaker, Serials Solutions’ Director of Marketing, contacted us to offer sponsorship, helping us to keep the member registration low and to offer the complimentary meals. Feast attendees took advantage of the opportunity to get to know Northeast Account Executive Jeff Riedel and to find out more about Serials Solutions products. We all look forward to continuing this new relationship with Serials Solutions.

Clearly, a good time was had by all, and it’s not too early to add the Friday Night Feast to your 2008 ALA planner. Next year the Feast will take place on Friday, June 27, 2008 at an Anaheim restaurant soon to be determined by CLS Member-at-Large Susan Barnes Whyte. We’ll see you there!

Dawn Thistle, 2007 CLS Member-at-Large

## Kudos

**Emily Bergman**, Interim College Librarian, Occidental College, co-edited and authored chapters in *New Supervisors in Technical Services: A Management Guide Using Checklists*, published in 2007 by the Library Administration and Management Association.

**Marla Peppers**, Head of Library Information Services, Occidental College, received the Administrative Achievement Award presented to a professional staff member at Occidental selected on the basis of outstanding performance, effort and achievement.

**Marsha Schnirring**, Instructional Services Librarian, Occidental College, received the Distinguished Newcomer Award presented to an Occidental staff or administrator who has been at the college for less than three years, and demonstrated outstanding performance, effort and achievement.

**Kris Reed**, formerly Head of Technical Services at Southern Methodist University, is the new Assistant Director for Collections and Technical Services at Texas Woman's University in Denton.

**Beth Fuseler Avery** was appointed Head of Research and Instruction at University of North Texas Library.

**Rob Lenholt**, Electronic Services Librarian at Stetson University in DeLand, Florida, has been granted tenure and promoted to Associate Professor. Rob is Chair of CLS's Research for College Librarianship Committee.

**Eric A. Kidwell**, Director of the Library at Huntingdon College (and Director of the Core Curriculum and First-Year Experience), presented "The Evolution of a First-Year Experience Program: Balancing Academic Need with Fiscal Reality" at the 20th International First-Year Experience Conference held in July in Hawaii.

**Eric A. Kidwell** received the Alabama Library Association Intellectual Freedom Award.

The **Mary Kintz Bevevino Library** at Misericordia University, formerly College Misericordia, received "Best in Show Winner" in recognition of outstanding efforts in the area of library public relations from the American Library Association for its Annual Report.

**Lori Gluckman**, Head of Collections and Acquisitions at

SUNY Maritime College, received an ALOHA grant from the Engineering Libraries Division (ELD) of the American Society for Engineering Education (ASEE) to attend their annual conference and exposition in June, 2007.

**Lori Gluckman** presented two programs and a poster session at the State University of New York Library Association 2007 Annual Conference: "Copyright and intellectual property policy: Within SUNY and Beyond," "Steering Your Career Through the Vast Waters of Librarianship: Career Management in An Age of Change and Uncertainty" and "Maritime Libraries: Past, Present and Future."

**Alice Crosetto**, coordinator of Collection Development for the University Libraries, The University of Toledo, Toledo, Ohio, announced the 2006 winner of the first Arab American National Museum Book Award in the Children & Young Adult category. Professor Crosetto and her colleagues Professor **Mark Horan** and Professor Emeritus **Rajinder Garcha** are founding members of the National Museum's Book Award Committee. A complete list of winning titles is available at <http://www.arabamericanmuseum.org/2006-Arab-American-National-Museum-Book-Award-Winn.id.261.htm>

The faculty and staff of **Houghton Memorial Library** at Huntingdon College received the Alabama state chapter of ACRL's Significant Contribution Award. **Eric A. Kidwell** submitted the nomination to the AACRL board in recognition of the library faculty and staff's dedication in providing high-quality library services during times of mold outbreaks and severe budget cuts.

**Barbara Burd** and **Lori Buchanan** of Austin-Peay University, presented a workshop at the ACRL conference in April titled, "Tossing a Life Preserver: Using Characteristics of Best Practices to Assess Your Information Literacy Program."

**Jim Kapoun**, director of the Luise V. Hanson Library at Waldorf College, received the college's 2007 Holmen Faculty Award for Professional Excellence.

**Goucher College Librarians** sponsored the 2007 Super Kids Reading Project and cosponsored a conference on private collections and their role in libraries. Learn more about their summer activities at the library's website: [www.goucher.edu/x643.xml](http://www.goucher.edu/x643.xml) (click on "more news").

## Kudos

**Barbara Burd** presented at the Catholic Library Association in April on "Assessment of Information Literacy."

**Rudy Leon**, Instruction & Collection Development Librarian at SUNY Potsdam, attended ACRL's Institute for Information Literacy Immersion program in August.

**Rudy Leon** accepted the position of Chair of the SUNY Library Association Library Instruction Committee.

**Norman Desmarais** was awarded a grant of \$6,200.00 to research a companion book to his *Battlegrounds of Freedom: a historical guide to the battlefields of the war for American independence*. The new book will cover the more than 2500 raids and skirmishes of the war. The grant will assist in covering costs of research at archives, museums, libraries, and historical societies.

**Judy Jeng** delivered four lectures on 1) Evaluation of digital library, 2) collection analysis, 3) outsourcing of technical services, and 4) library consortium at the 21<sup>st</sup> Century Librarian Seminar at Shanxi Agricultural University, in China. The Seminar Series is a new initiative sponsored by the Chinese American Librarians Association and aims at promoting exchange between librarians in China and the U.S.

**Judy Jeng** has a recent publication in *Proceedings of the Library Assessment Conference: Building Effective, Sustainable, Practical Assessment, September 25-27, 2006, Charlottesville, Virginia*, where she presented a paper "Usability assessment of academic digital libraries" (pp. 393-407).

**Grace L. Veach's** article, "What the Spirit Knows: Charles Williams and Kenneth Burke" will be published in the Spring 2008 issue of *Mythlore*, a peer-reviewed journal on the Inklings and fantasy literature.

**Jonathan Sparks**, Director of Libraries for Southwestern Oklahoma State University, presented "Teaching the Technologically-Capable, Millennial College-Age Student: New Strategies For Learning" at the Oklahoma Technology Conference.

**Rob Lenholt**, Electronic Services Librarian at Stetson University in DeLand, Florida, was granted tenure and promoted to Associate Professor. Rob is Chair of

CLS's Research for College Librarianship Committee.

**Steven Bell**, Associate University Librarian for Research and Instructional Services at Temple University, delivered the keynote speech at the 2007 LACUNY Institute (Librarians Association of the City University of New York) on May 18, 2007. The topic was "Reversing the Technology Ratchet: Using Design Thinking to Align Hi-Tech and Hi-Touch."

**Steven Bell** delivered the keynote speech at the Library 2.0 Seminar sponsored by the Ohio State University Library. The talk was titled "It's a Mad Mad Mad Mad Web 2.0 World: Hidden Treasure or Just More Pressure?"

**Steven Bell** was the program moderator and a panelist for the RUSA President's Program "Time Odyssey: Visions of Reference and User Services" at the American Library Association conference.

**Steven Bell** was a speaker at the LAMA Public Relations section program on "Using Hot New Technologies to Promote Your Library" at the American Library Association conference.

**Steven Bell** and **John Shank** (Penn State University) are co-authors of the book "Academic Librarianship by Design: A Blended Librarian's Guide to the Tools and Techniques," published in June 2007 by ALA Editions.

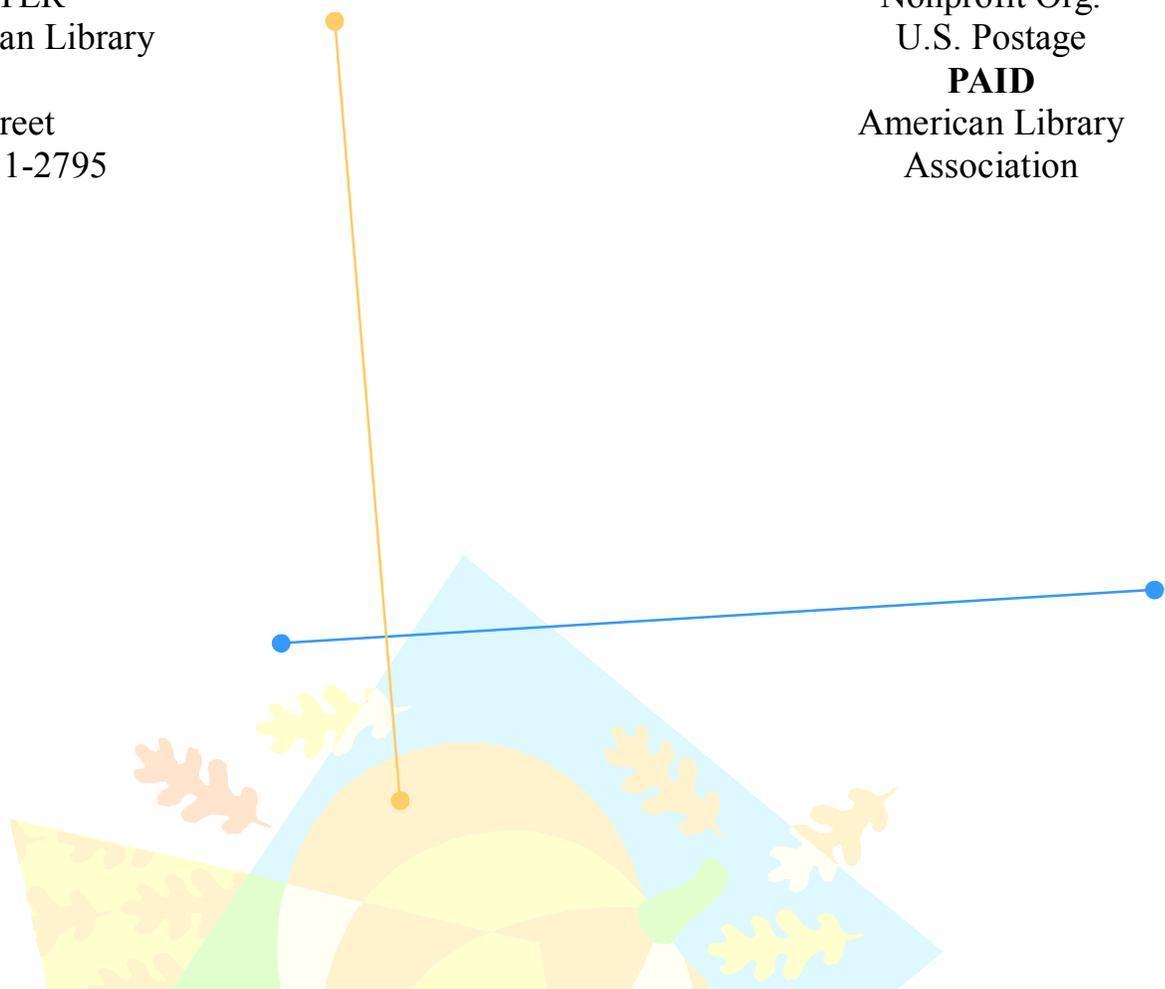
**Steven Bell** presented a workshop for the Washington/Greene County (PA) District Libraries on the topic of Web 2.0 for Libraries. This five hour workshop was delivered on Thursday, August 2 in Washington, PA.

**Earlham College Libraries** and the Earlham College Press have published the book, *College Libraries and the Teaching/Learning Process: Selections from the Writings of Evan Ira Farber*, edited by David Gansz.

**Earlham College Libraries** along with **Goshen College** and **Manchester College** have developed and made publicly available a Digital Archive for Peace Studies. It is available at [http://replica.palni.edu/cdm4/index\\_keplow.php?CISOROOT=/keplow](http://replica.palni.edu/cdm4/index_keplow.php?CISOROOT=/keplow) and is a repository of primary documents covering the peace and social justice efforts of the colleges and their affiliated historic peace churches.

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## ACRL @ Midwinter

ACRL is offering three professional development workshops at the upcoming ALA Midwinter Meeting in Philadelphia, on Friday, January 11, 2008.

**1. Assessing Learning Outcomes in Programs Large and Small: A Hands-on Approach.** Create an action plan to implement assessment on your campus or within a specific course and design a rubric based on the ACRL Information Literacy Competency Standards.

**2. Injecting Fun into Library Orientation: How to Engage and Capture your Students through Interactive Presentations.** Evaluate two specific interactive orientation techniques and their effects on students' perceptions of academic libraries. Understand how educational and learning theories underpin these interactive techniques.

**3. Using Organization Development to Create a \*Work Place of Choice.\*** Obtain a practical understanding of what Organizational Development can mean in the daily

life of your organization. Learn techniques to enhance communication in your organization.

Registration is now open. Check out the Events & Conferences page of [www.acrl.org](http://www.acrl.org) for complete details!



MIDWINTER meeting *philadelphia*  
january 11-16, 2008