CLS Newsletter

**Issued by the College Libraries Section of the Association of College and Research Libraries,
A Division of the American Library Association**

Inside this issue:

Do CLS Committees Need to Meet at Midwinter?
From the Chair

Dear Colleagues,

At Midwinter 2002 in New Orleans, the CLS Executive Committee unanimously endorsed a proposal Vice-Chair Mark Cain and I made that CLS committees conduct their business virtually throughout the year instead of holding CLS committee meetings at Midwinter 2003 in Philadelphia. Here is our rationale for the proposal:

1. Midwinter has always been a business meeting, not a program meeting, and in this age of ubiquitous electronic communications, it is usually unnecessary for us to sit in the same room to conduct business.
2. It is often difficult on our home campuses to explain why librarians have to have two conferences a year (and every other year three conferences), when every other association in the universe can do their business with one.
3. Can we really justify doing more professional travel than necessary?
4. If we only have to go to ALA once a year, perhaps we can use the former Midwinter funds to take another librarian on our staff to ALA Annual or ACRL. By broadening participation in ALA and ACRL we promote staff development for the future leaders of the profession and Association.
5. Many librarians can get funding for only one national meeting a year, yet current rules say you have to attend two a year in order to be on a committee. Only requiring one conference a year and doing the rest of the work virtually, makes participation in the Association possible for a larger number of librarians.
6. The concept of virtual work throughout the year is a logical extension of the virtual committee membership program we initiated a couple of years ago.
7. Midwinter is often a terrible time of year to be travelling weatherwise, even if we're going to warm climates such as San Antonio and New Orleans. Over the past 22 years, I have often had problems getting to and from ALA Midwinter because of snowbound airline hub cities.

8. Discussion group times will continue to be scheduled at Midwinter for those CLS members who want to get together and talk about issues of mutual interest, and the CLS Chair will attend Midwinter to represent the Section and share information with the CLS committees and members who do not attend Midwinter.

Mark and I hope that a consensus can build around the proposal, i.e., that all the CLS committees and members will be in agreement. If so, then we can lead the way in ACRL, and possibly even ALA.

There you have our rather revolutionary proposal. Only a pretty traditional profession would consider this revolutionary, eh?? I think eliminating Midwinter CLS committee meetings will be good for the section and, ultimately, good for ALA and our profession.

Scottie Cochrane
Director of Libraries
Denison University
Granville, OH 43023

ACRL National Conference

I am extending my personal invitation for you to join your colleagues in attending and participating in the Association of College and Research Libraries (ACRL) 11th National Conference in Charlotte, North Carolina, from April 10–13, 2003.

In the quarter century since it inception, ACRL's National Conferences have justifiably acquired the reputation as the place for academic and research librarians to come together to share their challenges and opportunities—and to leave re-energized to accomplish an enhanced sense of purpose.

Emphasis on active participation in programs from which participants "will take something home" is the challenge I have put forth to the co-chairs of the various subcommittees. They have responded with the exciting and provocative conference theme of "Learning to Make a Difference" and six conference tracks that reflect the dynamics and diversity of academic and research librarianship in the 21st Century. Effective "learning" is an active verb—not a passive noun. Therefore, we invite you to submit proposals for programs encouraging active engagement and to come prepared to participate.

Please join your colleagues in charming Charlotte, North Carolina, April 10–13, 2003, to participate in a grand learning experience while enjoying gracious Southern hospitality and the region's lovely April weather. Come learn together to make a difference!

Proposals for contributed papers, panel sessions, workshops, and preconferences are due to the appropriate subcommittee cochairs by May 31st, 2002. Proposals for poster sessions are due to the poster sessions subcommittee by November 4, 2002.

Larry Hardesty
College Librarian
Austin College
ACRL 11th National Conference Chair

Counterpoint: Do New Modes of Communication Decrease the Need to Meet during ALA Midwinter?

An Opinion by Patricia A. Wand
ALA Councilor
ACRL Board Member

Do new modes of communication decrease the need to meet during ALA Midwinter? This topic, and that of alternative venues for accomplishing Association work, emerged during the recent ALA Midwinter Meetings (New Orleans, January 2002). In ACRL, officers of the College Libraries Section raised the issue and in ALA Council a resolution came from the Committee on Organization (COO) regarding adding a new category of "virtual" members to committees, i.e. appointing a certain number of committee "e-members" who would participate via telecommunications and possibly never attend a face-to-face meeting of the committee.

These are healthy discussions for a profession whose work is inextricably intertwined with technology. ALA-COO has been discussing this for some months and has researched the topic in the context of ALA's Open Meeting Policy, which, they have confirmed, "applies to all ALA units and to all meetings conducted by those units" (ALA COO, Report to the Council, Midwinter Meeting 2002, 2001–2002 CD#27). COO brought an action item to Council that could lead to an implementation plan supporting the conduct of electronic meetings by ALA units under certain conditions.

So, while the Association is formally sorting through the issues around e-meetings, what are the opinions of our members? We know that some officers of CLS have spoken firmly in support of eliminating face-to-face meetings during Midwinter in favor of carrying out their work electronically.

My opinion is that scheduling a meeting provides the forum for open discussion and for the most creative solutions to be wrought. If a meeting is scheduled and pre-announced, all conference attendees can find their way to the forum. If the meeting becomes virtual, only those "in the know" or those with online access will be able to participate in the discussion. Any serendipitous encounters in the halls, at receptions, or in the exhibits will be lost and members who happen to learn about a topic of interest will have no readily available forum for discussing it with the designated members of the section or committee.

I believe that one of the reasons so much is accomplished by ACRL and ALA is because we have volunteer members who are willing to gather twice a year to address the issues of the profession. When so many professionals come together, creativity and group problem-solving go into high gear.

When we commit to one another to address a particular issue and each of us assumes a responsibility, we form a covenant to achieve a mutually defined, desired outcome. Meeting together twice a year provides the forum where we can define and solve problems. The peer pressure of facing one another at a group-imposed deadline is an incentive for completing our responsibilities. In addition, the process of discussing the issues assures the best solutions to evolve.

I think of the major strides our profession has made in the past few decades as we have grappled with the changing information world. There are many examples: the MARC record (where would online catalogs be without it?), standards of all types, guidelines for numerous library services and functions. All of these now basic tenets of our profession have been hammered out by professionals willing to contribute their expertise and time, often meeting twice a year and working between meetings as well.

It is true that now, with ACRL National Conferences being scheduled every two years, the docket and travel time is very full for academic librarians. ACRL National Conferences have a very different character than the working ALA conferences, particularly the Midwinter Meetings. ACRL National Conferences are focused entirely on professional development and attract many librarians who live in the region and

who are not likely to attend ALA conferences or Midwinter Meetings. Although some ACRL members feel pressure to attend both ACRL and ALA conferences, it really is a matter of personal preference.

ACRL attempts to reach as many academic librarians as possible. If meetings of some sections become virtual once a year it reduces by 50% the opportunity for librarians new to a forum to participate. Participating includes learning about the issues, providing a fresh observation and lending a creative solution. Aside from what we gain personally from attending a conference, we are contributing in immeasurable ways.

These discussions will continue, both electronically and face-to-face, and together we shall design workable solutions. We need your perspective and ideas, too, on how to carry out the business of ACRL.

Patricia A. Wand is University Librarian
at American University, Washington DC

Standards Workshop A Success

Just prior to ALA Midwinter in New Orleans, the College Libraries Section and the Louisiana Chapter of ACRL were co-sponsors of a workshop on the timely topic of assessment.

Entitled "Creating a Continuous Assessment Environment in Academic Libraries: Practical Application of the Standards for College Libraries, 2000 Edition," presenters Bill Nelson and Bob Fernekes explored practical applications of the Standards with about 60 registrants from community college, college, and university libraries, as well as administrators. Participants received a workbook applying the latest standards, in addition to pertinent handouts.

Upcoming workshops are scheduled for:

Dallas, TX - April 23, 2002
Indianapolis, IN - May 14, 2002
Kenosha, WI - June 4, 2002

For more information about the Standards or upcoming workshops, contact Bill Nelson at wnelson@aug.edu or Bob Fernekes at fernekes@gasou.edu.

Ed Rock
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for ACRL/LA

ALA Midwinter Attendance

About 7,500 librarians attended the ALA Midwinter meeting in New Orleans, a decrease of more than 1,000 from last year's attendance in Washington, D.C. but slightly higher than the total at the San Antonio meeting in 2000. The number of exhibitors attending this year dropped by over 23 percent from 4,700 in Washington to 3,600 in New Orleans. [Nora Rawlinson, "Library Budgets Holding Steady," Publishers Weekly, Jan. 28, 2002.]

Kudos

Steven Bell, Director of the Library at Philadelphia University, PA, gave the presentation, "How Do You Keep Up With Everything? Developing a Personal E-strategy for Professional Current Awareness" at the 2001 Pennsylvania Library Association Conference on October 15, 2001 in Philadelphia. Steven also gave the presentation, "Why Isn't the Library Link Linking to the Library: Academic Libraries Confront the New Competitive Marketplace" at the 2001 Educause Conference on October 31, 2001 in Indianapolis.

Theresa Byrd, Director of Libraries at Ohio Wesleyan University, Delaware, OH, has been appointed to serve on the ACRL@YourLibrary Task Force. This Task Force will present the ACRL Board with recommendations about how academic libraries and librarians can benefit from ALA's new national marketing campaign.

Paul Frisch, formerly Director of the Library and Instructional Technology at SUNY Old Westbury, has been appointed as Dean and Director of the Sister Elizabeth Anne Sueltenfuss Library at Our Lady of the Lake University in San Antonio, TX. His article on Internet resources, "U.S. History: Primary and Secondary Sources" was published in the November 2001 issue of C&RL News.

Larry Hardesty, College Librarian at Austin College, Sherman, TX, has been selected the Distinguished Alumnus of the year for the University of Wisconsin-Madison School of Library and Information Studies. Larry will be giving the commencement talk at the SLIS graduation this year.

Damon Hickey, Director of Libraries at The College of Wooster, OH, is the co-author with Michael Crosbie of a new book, When Change is Set in Stone: An Analysis of Seven Academic Libraries Designed by Perry Dean Rogers & Partners, Architects, published recently by ACRL. The institutions profiled include Hollins University, University of Maryland Baltimore, The College of Wooster (2 projects), Dickinson College, Colorado State University, and Marshall University. Michael Crosbie looked at each project from the perspective of an architectural critic, while Damon approached them as an academic librarian, looking for common themes and trends across the various projects.

Louise Sherby, Associate Dean and Chief Librarian at Hunter College, NY, NY, edited the 4th edition of Who's Who of Nobel Prize Winners, 1901-2000 (Oryx Press, 2001).

Ru Story-Huffman, Public Services Librarian at Cumberland College, Williamsburg, KY has published two updated editions: Newbery on the Net: Reading and Internet Activities and Caldecott on the Net: Reading and Internet Activities (both Upstart Books, 2002).

Albert "Jules" Tate, III has been appointed Director of the James C. Bolton Library at Louisiana State University at Alexandria. LSUA is currently transitioning from a two-year to a four-year institution.

Mickey Zemon, Library Director at Emerson College, Boston, MA, authored the article "The Librarian's Role in Portal Development," C&RL News, v.62 n.7, 2001:710-712. Mickey has also been elected to serve on the NELINET board.

Midwinter 2002 Committee Reports

CLIP Notes Committee
Jody Caldwell reported on CLIP notes publications and sales data. 2001 saw a decrease in CLIP publications sales. Three completely electronic publications were published for sale and failed miserably. Travel, Sabbatical, and Study Leave Policies in College Libraries was published in June 2001. Appropriate Use CLIP note is forthcoming. An Assessment Tools for Information Literacy CLIP note is in process.

Communications Committee
Catherine Lee will be the committee chair after the Atlanta conference. Wayne Bivens-Tatum volunteered to work with Catherine and with John West to get the newsletter converted into an html format that can be mounted on the web site. Damon Hickey reported that the COLLIB-L listserv is doing well with over 1000 subscribers. The Communications Committee is working jointly with the Membership Committee to update the membership brochure. John West will soon be "retiring" from his position as the CLS web editor. Terry Ballard indicated that he would be interested in assuming this responsibility with Wayne Bivens-Tatum volunteering to assist. The Committee reviewed the current web site and made several suggestions for changes. The goal is to create a more visually appealing web site that is also easy to navigate.

Membership Committee
Daphne Harrington gave a report from the ACRL Membership Committee. Based on the ALA membership stats, CLS is doing fine and there was a decrease of only three people in the membership total from last year. There was discussion about the recruitment letter initiative (personal e-mail letters sent to COLLIB-L subscribers who are not currently CLS members). A few committee members received replies from individuals usually citing cost as a reason they are not ALA or ACRL (and therefore CLS) members. There was discussion about new members. It was suggested that the members of this Committee personally contact (through e-mail or by phone) new members to welcome them. It was also suggested that we ask Damon Hickey to inform us of new subscribers to COLLIB-L so that we can contact them about joining CLS. The Committee reviewed the text of the membership brochure and made recommendations for changes.

Will the Real Customer Please Stand Up?

Did you ever wonder what exactly your users are expecting from library services? Do students and faculty sometimes appear more independent, and then at other times seem to require more assistance than ever? Do you sometimes make assumptions about how users work, or do you have real evidence about how user culture has changed?
If you answered yes to any of the above then save this date: Sunday June 16 at 9:00 for the CLS program in Atlanta entitled "Will the Real Customer Please Stand Up? Designing Services for Twenty-First Century Users."
A panel of four speakers will be on hand to offer practical advice on a range of issues related to customer service, outreach and the delivery of assistance.

- Barbara Valentine of Linfield College will lead off the panel. She has conducted focus groups and web usability tests with undergraduates as part of her belief that a better understanding of student perspectives and research behaviors leads to more effective reference and instruction services. She observed in her program proposal that "interviews with undergraduates writing research papers reveal that student perspectives on the value and purpose of academic work are often at odds with those of educators." Her presentation will address student motivations, expectations and commitment to academic work.
- Next in line is Janet Cottrell, who is director of information access in Kenyon College's merged library and computing services division. Janet has a distinctive job description. Part of her responsibility is to serve as a formal advocate for the student constituency. She will talk about a support model that begins by identifying students as a unique constituency and then focus on how to design a support structure specifically to meet student needs.

- Maryann Hight will follow with a very practical snapshot of the Senior Thesis Writers Series she designed at Bates College, as a direct response to student needs. Maryann is the instructional services librarian at Bates and has also developed a parallel sequence for faculty called the Faculty Update Series.
- Rachel Cheng will conclude with another practical example, a consortium-based model of response to student needs. Rachel is the Associate University Librarian at Wesleyan University and will describe the 24/7 live reference service among a number of New England college libraries.

Each speaker will talk for about 15 minutes on their "best practice" followed by what we hope will be a lively discussion. The CLS business meeting will occupy the first 30 minutes of the session with the speakers beginning at 9:30. Watch the ALA website in the coming months for room location. Please join us for this exciting CLS program in Atlanta with librarians who have studied their users and designed services for their twenty-first century clientele.

Special thanks to CLS Program 2002 Committee Members:
Lis Chabot, Mary Baldwin College;
Rachel Cheng, Wesleyan University;
Donna Cohen, Rollins College;
Ginny Moreland, Agnes Scott College;
Isabella O'Neill, Bucknell University.

Robin Wagner
Gettysburg College
CLS Program 2000 Chair

Schedule of CLS Program & Meetings at 2002 ANNUAL

Friday, June 14, 2002
4:30 a.m. - 5:30 p.m. Standards Committee
6:00 p.m. Friday Night Feast

Saturday, June 15, 2002
8:30 a.m. - 11:00 a.m. Orientation for new CLS
Officers & Chairs, followed by Executive Committee
9:30 a.m. - 11:00 a.m. Program Committee 2003
11:30 a.m. - 12:30 p.m. Communications Committee
11:30 a.m. - 12:30 p.m. CLIP Notes Committee
11:30 a.m. - 12:30 p.m. Program Committee 2002
11:30 a.m. - 12:30 p.m. Standards Committee

Sunday, June 16, 2002
9:00 a.m. - 9:30 a.m. Business Meeting
9:30 a.m. - 11:00 a.m. Program 2002: "Will the Real Customer Please Stand Up? Designing Services for the 21st Century Student"
2:00 p.m. - 4:00 p.m. College Library Directors
Discussion Group

Monday, June 17, 2002
8:00 a.m. - 9:00 a.m. Membership Committee
9:30 a.m. - 11:00 a.m. Medium-Sized College Libraries Discussion Group

9:30 a.m. - 11:00 a.m. Program Committee 2003
9:30 a.m. - 11:00 a.m. Continuing Education Committee
9:30 a.m. - 11:00 a.m. Leadership Committee
9:30 a.m. - 11:00 a.m. Research for College
Librarianship Committee

Tuesday, June 18, 2002
8:30 a.m. - 11:00 a.m. Executive Committee