

CLS NEWSLETTER

THE COLLEGE LIBRARIES SECTION - ASSOCIATION OF COLLEGE AND RESEARCH LIBRARIES

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P. Grady Morein, Editor

REPORT FROM THE CHAIR

Richard Werking
Trinity University

The College Libraries Section appears headed for another active and productive year. We have experienced significant and continuing growth in our membership, with 1,962 personal members as of this past summer, compared with 1,776 in the summer of 1986 and 1,630 the year before.

The first responsibility of the College Libraries Section's newly elected vice-chair/chair-elect is to appoint a Nominating Committee, which is charged with nominating candidates who will stand for election to the Section's offices of vice-chair/chair-elect and secretary. Tom Kirk, of Berea College, Patricia Oyler, of the Simmons College Graduate School of Library and Information Science, and Steven Pandolfo, of Mills College, graciously consented to serve on this committee with Tom serving as chair. They have provided the Section with an outstanding slate of candidates for the spring, 1988 elections, and I want to
(Continued on next page)

LIBRARY SPENDING AND THE VITALITY OF COLLEGES AND UNIVERSITIES

George F. Lundy, S.J.
Senior Vice President
Loyola University
New Orleans

Everyone is in favor of a good, if not excellent, college or university library. When the time comes to allocate funds, however, commitments can waver. Other needs have a way of being less adjustable, more immediate. The temptation is great to hold off for another year on those additional periodicals, or that extra seven or eight percent that will be needed to move the library up another fraction of a notch on the ladder of quality.

Since today's higher education climate is one of intense competition for students, one much-discussed question is whether the size and quality of the library makes much difference in students' choices of colleges. There are some thoughtful people who cannot think of a single student whose choice turned on the library issue, while
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(Report from the Chair, cont.)

thank the three of them for their excellent work. The candidates, whose statements appear elsewhere in this issue, are: for vice-chair/chair-elect, Caroline Coughlin, Drew University, and Jacquelyn Morris, Occidental College; for secretary, George Grant, Rollins College, and Michael Kathman, St. John's University.

Another responsibility of the vice-chair/chair elect is to appoint a program committee and begin planning the CLS program for the annual conference almost two years away. Serving with me as co-chairs of the New Orleans Conference Program Planning Committee are Katina Strauch, College of Charleston, and Mary Lee Sweat, Loyola University in New Orleans. In a survey of the Section's National Advisory Council, conducted last year, it was found that the program topic of greatest interest was collection development. Next summer's program, which is scheduled from 9:30 a.m. until noon on Sunday, July 10, 1988, will be on the topic of collection development in mid-sized and smaller academic libraries, those with acquisitions budgets of under a million dollars. Co-sponsoring this program with us is the Resources Section of the Resources and Technical Services Division of ALA. Also planned for that Sunday is our CLS membership meeting from 9 - 9:30 a.m., and cash bar reception for Section members from 4:30 until 6 p.m. I hope you will be able to attend all these sessions in New Orleans.

The Section's executive committee meetings in San Francisco last summer were given over chiefly to reports from the Committees and related discussion. Two items of business were formally acted upon. The executive committee received a petition to form a College Library Directors Discussion Group and voted unanimously to accept the petition. The co-chairs of this new discussion group, the only one in the Section, are Caroline Coughlin of Drew University and

John Sheridan of Colorado College. The group will meet for the first time at Midwinter in San Antonio. All interested individuals are encouraged to attend. The other executive committee action was to approve unanimously the new bylaws proposed by the Bylaws Committee, chaired by Robert Schirmer of Findlay College. The next steps are for the bylaws to be acted upon by ACRL'S Constitution and Bylaws Committee and, if approved by that group, to be considered by the ACRL Board of Directors. We hope that both of these actions will take place at Midwinter so that the proposed bylaws can be submitted to the Section's membership for approval as part of the regular ALA balloting process next spring. If approved by the membership, they could then go into effect at the close of the New Orleans conference next summer.

Please contact me or any other member of the executive committee if you have ideas about how to improve the work of the Section.

I take this opportunity to extend an invitation to conference attendees, and especially to CLS members, to visit the Trinity University Library at some point during your stay in San Antonio. We think we have a handsome building on an attractive campus, conveniently located three miles north of the conference hotels. A taxi ride costs about \$6.00, and a bus ride (duration 20 minutes) 40 cents. Check at your hotel's desk for information about bus schedules, or call transit information at 227-2020.

The library will be open from 8 a.m. until 8 p.m. on Friday, Monday, and Tuesday during the conference, from 9 a.m. until 8 p.m. on Saturday, and from 1 p.m. until 8 p.m. on Sunday.

(Library spending, cont.)

others firmly believe that the general perception of the library contributes a lot to the institution's overall quality image. The argument can also be made that library use is something that students gradually grow into, leading to the possibility that library quality and "user friendliness" may have a more subtle effect on enrollment, through retention of students.

In an effort to learn more about the factors related to the health and vitality of colleges and universities, I grouped a number of private colleges and universities whose enrollments had risen or fallen sharply over a six year period, or whose student selectivity, indicated by entering test scores, had risen or fallen sharply over the same six year period in the 1970's. Somewhat to my surprise, there was no relationship between these two variables (i.e. enrollment and selectivity). —In many instances, institutions made choices and pursued one or the other, or those two together.

In an effort to find the institutional factors associated with enrollment growth and increased selectivity, I examined, among other things, changes in library spending over the same six year period. There was a positive correlation between changes in enrollment and changes in library spending, but no correlation between changes in student selectivity and changes in library spending. These preliminary findings do little more than suggest the need for a much closer look, because of the many possible explanations of what is going on. The obvious possible explanation is that library spending goes up when enrollment goes up (and down when enrollment goes down) because there is more money available when there are more students enrolled (and less money available when fewer students are enrolled). On the other hand, the correlation between changes in

library spending and student selectivity could also fail if library spending rises as selectivity goes up, but does not decline when selectivity declines.

These correlations also raise the question of whether there may be a "lag effect," a sort of delayed reaction to patterns of library support. Suppose, for example, that an institution gets into the habit of underfunding the library in order to respond to other pressures which are more immediate or which may have more vocal constituencies. If this pattern endures over time, the library may be faced with an almost impossible burden in trying to catch up. In this scenario, even a aggressive campaign to improve student selectivity might not be accompanied by a surge in library spending, especially if large dollars were spent in attracting better students through increased scholarships. The increased scholarship budget could squeeze other budgets, including the library. On the other hand, surges in enrollment could provide "windfall" revenues, able to more than cover increased staffing needs, which could enable libraries to catch up. An important question would be whether the increased library allocations remain in subsequent year base budgets, or whether they are treated as one-time infusions.

It may be that underlying the patterns in library funding, there are answers to the fundamental questions of what colleges and universities expect their libraries to do for whom. Are they meant to serve the assignment needs of students? Are they meant to provide for faculty research? How extensively are they meant to meet the research needs of graduate programs? How are libraries coping with the increased share of institutional resources that

(Continued on next page)

(Library spending, cont.)

are moving towards increased computing demands? How thoughtfully are colleges and universities coping with rapidly changing electronic technologies, and how effectively are libraries integrating the many forms of information management?

As educators face the future in an era of exploding information, librarians are in a position of both opportunity and challenge. There are issues of quality, issues of innovation and change, and fresh questions about how people learn and what the most interesting and cost-effective ways are of managing information in support of the learning process. Not only do we need a lot more research, we also need an unprecedented respect for institution, common sense, and the nerve to experiment. Perhaps then there will be the collective wisdom to allocate resources to libraries in a manner that best carries out the mission of the institution.

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CLIP NOTES

Pam Snelson
Drew University

Friends of College Libraries, (CLIP Note #9) compiled by Ronelle K. H. Thompson, Augustana College, is now available. Copies may be ordered from the ALA order department, 50 E. Huron St., Chicago, IL 60611.

If your library has agreed to contribute documents to CLIP Notes, you will receive a survey concerning annual reports. Please return completed surveys promptly. If you are not currently on the survey list but wish to contribute to future CLIP Notes, please contact Pam Snelson, Drew University, Madison, NJ 07940.

**CLS MEETINGS AT THE ALA
MIDWINTER CONFERENCE**

January 9, 11:30 - 12:30
Executive Committee

January 9, 2:00 - 4:00
National Advisory Council Steering Committee

January 10, 9:00 - 12:30
Newsletter Committee

January 10, 9:30 - 11:00
Standards Committee

January 10, 9:30 - 11:00
National Advisory Council Steering Committee

January 10, 9:30 - 12:30
Real Income Committee

January 10, 11:30 - 12:30
Historical Commission

January 10, 2:00 - 4:00
College Library Directors' Discussion Group

January 11, 8:00 - 11:00
Historical Commission

January 11, 9:00 - 11:00
CLIP Notes Committee

January 11, 11:30 - 12:30
Executive Committee

January 11, 2:00 - 5:30
Historical Commission

January 12, 9:00 - 11:00
Standards Committee

January 12, 11:30 - 12:30
Executive Committee

CANDIDATES FOR COLLEGE LIBRARIES SECTION OFFICE PRESENT THEIR VIEWS

The College Libraries Section elects two officers each year: (1) a Vice-Chair/Chair-Elect, and (2) a Secretary. While elections are not until Spring, the next Newsletter will be published too late for candidates to present their views on CLS issues. Hence, each candidate was asked to present a brief statement for publication in this Newsletter. The intent of the statement is to provide candidates an opportunity to share their goals or values with members so that you can make a more informed choice when voting. The candidates are:

For Vice-Chair/Chair-Elect

Caroline M. Coughlin
Library Director
Drew University

If elected, I would work with the other college librarians involved in the section to increase the usefulness of the section to all members. I would also work to ensure that the needs of the members are met within ACRL and ALA. To this end, I offer a personal commitment towards excellence and collegiality with respect to how one addresses any issues of concern to academic librarianship.

Jacquelyn Morris
College Librarian
Occidental College

As Chair of the ACRL Ad Hoc College Library Standards Committee, I gained insight into the diverse population that the College Library Section serves. We represent very large and very small institutions, state supported and private, and some have religious affiliations. Consequently, developing standards that could satisfy the majority of this group was difficult, but challenging. Working with an organization whose aim is to provide a voice and professional identity for such a diverse group should prove even more of a challenge.

Whoever is elected to this office must build on our many strengths and develop projects and programs that highlight our unique characteristics. As the College Library Section enters its centennial year, we have many accomplishments to celebrate. Our role within ACRL has been strengthened in recent years by strong leadership and if elected I would enjoy and welcome the challenges of continuing the development of an organization that is responsive to the membership needs.

For Secretary

Michael Kathman
Director of Libraries
St. John's University

I have been a college librarian for the last fifteen years. During that time I have been active in ALA because I felt that the issues facing college librarians needed as broad an audience in ALA as possible. This activity has included responsibility for the contributed papers at the Minneapolis Conference, Consultant to the Seattle Conference, and membership on the Task Force on Libraries and Computer Centers. I am currently serving as an intern on the ACRL Planning Committee. My interest and commitment are with the College Library Section in which I serve as a member of the National Advisory Council and as a member of the CLIP Notes Committee. In addition, I co-authored a recent CLIP Note.

Much of what is exciting that is going on in libraries today is happening in college libraries. We must find ways to share these experiences with each other and make our accomplishments better known to our colleagues outside of the Section. As a member of the executive committee I will work for the programs we need and to see that our voice is heard in ACRL and ALA.

George Grant
Director of Libraries
Rollins College

As a member of ALA and ACRL for more than 20 years, I have made continuing efforts to support and facilitate programming that clarify issues, address problems and enhance the effectiveness of academic libraries in carrying out their mission. The relevant experience that I bring to my candidacy include appointments to several ALA, ACRL, OLOS, and BC Committees.

In my opinion, the College Libraries Section now needs increased visibility. We must establish heightened recognition of the role that college libraries play in higher education in the US; we must draw national attention to the needs for adequate funding, particularly in such long neglected areas as preservation and special collections, etc, that exist in college libraries. Moreover, we must continue to develop workable college library standards and to support their enforcement.

My election to the position of Section secretary would provide an opportunity for me to continue to support, in a meaningful way, the programs and activities of the Section and the Division.

**COLLEGE LIBRARIES SECTION
COMMITTEE MEMBERSHIP**

EXECUTIVE COMMITTEE

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Trinity University

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CONFERENCE PROGRAM PLANNING
COMMITTEE, NEW ORLEANS -
1988

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Loyola University

Richard H. Werking,
Co-Chair
Trinity University

Katina P. Strauch,
Co-Chair
College of Charleston

NOMINATING COMMITTEE, 1988

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Patricia G. Oyler
Simmons College

Steven P. Pandolfo
Mills College

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COLLEGE LIBRARY DIRECTORS
DISCUSSION GROUP

John Sheridan, Co-Chair
Colorado College

Caroline M. Coughlin,
Co-Chair
Drew University

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