RUSA had a busy and productive year in 2015-2016 in which we focused on implementing our new Strategic Plan. As RUSA President I would like to thank our Executive Director Susan Hornung and her staff--Leighann Wood, Marianne Braverman and Andrea Hill—and all RUSA volunteers for their efforts and dedication throughout the year.

Our Core Purpose and Organizational Values

The Reference & User Services Association is a member community engaged in advancing the practices of connecting people to resources, information services, and collections. Our organizational values include building relationships among members from all types of libraries; encouraging openness, innovation, and idea sharing; and promoting excellence in library services and resources.

Leadership Transition

Our year began with a change in leadership as Vice President Liane Taylor resigned immediately prior to the beginning of her presidential year. Several options were discussed with Eli Mina, ALA parliamentarian, in order to determine the most appropriate path forward given that the RUSA Bylaws did not directly address a contingency plan for the situation. It was proposed that vice president-elect Anne Houston take on the position of president for 2015-2016 and that RUSA hold a special election to replace Anne as 2015-2016 vice president. This motion was approved by the RUSA Board. Three candidates stood in the special election, which was conducted via ALA Connect, and Alesia McManus was elected vice president. While this situation was resolved smoothly, we decided that our Bylaws should be changed to clarify the appropriate steps in any future similar situation. A Bylaws change was proposed by the Organization & Planning Committee and approved by the membership in the 2016 election. The assistance of RUSA past-president Joe Thompson was invaluable during the leadership transition.
Implementing the new RUSA Strategic Plan

RUSA’s new strategic plan for 2015-2018 was approved by the Board in spring 2015. The plan includes two broad goals:

- Create an organization with greater flexibility in structure, enabling members to pursue their areas of interest in a variety of ways with minimal barriers to involvement.

- Offer services, programs and products that maximize the value of membership, making RUSA a good return on investment for its members and encouraging member engagement, recruitment and retention.

A major step towards the first goal was the implementation of Interest Groups. Interest Groups allow RUSA to address a wider spectrum of professional topics beyond what the current Sections and their committees offer, and provide cross-sectional engagement of RUSA members. RUSA’s Organization & Planning Committee developed a process for a pilot implementation of Interest Groups this year with a call to the membership to bring proposals forward. Four Interest Groups were proposed and approved for the pilot phase:

**Copyright**

The focus of the Copyright IG is on providing a forum for the RUSA community to exchange ideas relating to copyright law and its application, to strengthen communication and cooperation among RUSA members on issues relating to copyright, and to provide opportunities for growth and improved reference services.

**Entrepreneurship**

Entrepreneurship has been a hot topic of reference and adult services librarians for some time now. The concept includes self-employment, starting a business, and starting a nonprofit (also called social entrepreneurship). For libraries, support of entrepreneurship can involve outreach, research support, providing spaces for innovation and collaboration, and connecting entrepreneurs to other local resources and support services.

**First Year Experience**

The purpose of this group is to share ideas and develop new connections for future collegiality and support. Topics for discussions include but are not limited to retention improvements, introduction to higher education research skills development, outreach, first generation students, international students, students enrolled simultaneously in high school and college (dual enrollment programs), reference services, etc.
**Shared Collections**

This Interest Group will focus on the topic of Shared Collections, which can encompass shared print initiatives, shared storage facilities, and prospective sharing of collections through cooperative collection development.

The pilot phase will be evaluated at the end of June 2016 and formal implementation of the Interest Group structure (which requires a RUSA bylaws change) will be forthcoming. A special thanks to the Organization & Planning Committee and its chair, Beth German, for leading the Interest Groups effort.

To achieve the second goal of the strategic plan we are focusing on building better structures for providing value to our members, especially in the area of continuing education. Our Learning Archive Task Force is determining the best way to document RUSA conference programs, webinars, courses and other continuing education activities, including attendance and evaluation information, so that we can offer better programming to our members in the future. The Learning Opportunities & Knowledge Coordination Task Force (LOKCS), chaired by Mary Popp and Shannon Jones, completed its work in March 2016. LOKCS looked at ways to improve RUSA’s continuing education offerings such as webinars, online courses and conference programs. The task force developed a statement of Vision and Values for RUSA Learning:

**Vision Statement**

RUSA members work in and for an international learning community characterized by a culture committed to sharing knowledge, expertise, and experience to benefit the diverse populations they serve. RUSA nurtures learning opportunities and dialogue on timely, relevant, and thought provoking ideas and knowledge by generating and disseminating professional standards and guidelines, publications, online continuing education opportunities, and conference programming. RUSA creates opportunities for members to translate new ideas into successful practice.

RUSA empowers entrepreneurial members, Committees, and Sections to create responsive, engaging, learning opportunities that anticipate professional development needs of members and others engaged in information service. As an organization, RUSA encourages coordinated, recombinant use of RUSA-generated information and knowledge. A collateral benefit of these efforts is educational programming that generates a dependable revenue stream to allow RUSA to carry out its mission.

**Values Statement**

The Reference and User Services Association’s continuing learning services embody the values of:
• **RELEVANCE**—Learning experiences respond to and anticipate information services practitioners’ needs.

• **QUALITY**—Learning experiences provide value to participants in their work.

• **RESPONSIVENESS**—Member input guides the ongoing assessment and improvement of RUSA learning experiences.

• **COST EFFECTIVENESS**—Affordably priced learning opportunities generate revenue RUSA can reinvest in its member priorities.

• **ENGAGEMENT**—Members create opportunities to share expertise, exchange ideas on issues, and benefit from active learning experiences.

The LOKCS report included a wide range of practical recommendations such as building an online portal for all RUSA learning activities. The RUSA Board and Executive Committee will be considering the recommendations of the LOKCS report and focusing on fast-tracking implementation of the most important recommendations. Recommendations will be incorporated as action items into our strategic plan.

**Mentoring activities**

RUSA continues to provide mentoring for early career librarians.

• In 2015-2016 we sponsored an Emerging Leader, Catherine Damiani, Digital Services Librarian at the East Providence Public Library in East Providence, RI. Catherine attends RUSA Board meetings and participates on two RUSA committees. In addition, RUSA proposed an Emerging Leaders project on library publishing, following up on the EL project from last year which created an environmental scan of library publishing activities. This year’s project team will create a toolkit for all kinds of libraries interested in publishing. Catherine Damiani is a member of the team along with four other ALA Emerging Leaders.

• We are also sponsoring a Spectrum Intern, Patty Valdivinos, MLIS student at the University of California, Los Angeles. Patty is working on a series of podcasts profiling RUSA members, continuing the I Am RUSA conversations created by last year’s Spectrum Intern, Kirk MacLeod. We hope these podcasts will help us learn more about each other as RUSA members.

• Once again we sponsored a successful “Speed Mentoring” session at Midwinter. There were 29 mentees and mentors in attendance. Special thanks to Gary White for helping to coordinate the event and Marie Radford for giving the keynote kickoff remarks.
Awards

RUSA’s Book and Media Awards ceremony at Midwinter was a great success with over 300 attendees, thanks to the efforts of the RUSA staff and volunteers. For the first time we announced the winners of the Andrew Carnegie Medals for Excellence in Fiction and Nonfiction at Midwinter alongside our annual “best of” book and media lists. This year’s Carnegie winners were Sally Mann’s *Hold Still* for nonfiction and Viet Thanh Nguyen’s *The Sympathizer* for fiction. We are looking forward to hearing from both winning authors at our Carnegie event at the Annual Conference in Orlando, which will be held Saturday, June 25. The winners of our other BMAs (Notable Books List, Reading List, Listen List and Outstanding Reference Sources selections, the Dartmouth Medal for excellence in reference, the Sophie Brody Medal for Jewish literature, the Zora Neale Hurston Award for achievement in promoting African-American literature and the Louis Shores Award for book reviewing) can be found on our RUSA News blog at http://rusa.ala.org/blog/category/awards/. We thank our award committees for their dedication and tireless work.

RUSA will also present 18 division and section achievement awards at our awards reception at Annual Conference. Several RUSA awards lost vendor sponsorship in the past year, but we are happy to report that new sponsors have come through for all awards. New sponsors will be acknowledged and thanked at the reception in Orlando.

Following this year’s loss of sponsorship we created the new appointed position of Vendor Relations Liaison. The Vendor Relations Liaison’s role is to facilitate communication between RUSA and its vendor sponsors in order to ensure the continued support of RUSA’s awards, events, learning opportunities and strategic plan. The Liaison will also work to highlight the value and impact produced by this collaboration. We are very pleased that Celia Ross, Associate Librarian at the Ross School of Business, University of Michigan has been appointed to this position.

Publications

RUSA continues to publish *Reference & User Services Quarterly* under the editorship of Barry Trott. RUSQ is a major journal in the field which delivers quality research articles, columns and reviews. Due to technical difficulties, RUSQ currently does not sit behind a paywall and so defaults to open access. We are considering whether to make its status open access permanently and officially, how this might impact our budget, and how it could work to increase the visibility of RUSQ.
In addition to RUSQ, we publish the RUSA News blog, the RUSA Direct weekly email news blast, the member-edited RUSA Update online newsletter, and the new RUSA Voices blog, a virtual forum for the RUSA community.

Notable section and committee activities

RUSA includes several standing committees and six sections: the Emerging Technologies Section (ETS), Reference Services Section (RSS), Business Reference and Services Section (BRASS), History Section (HS), Collection Development and Evaluation Section (CODES), and Sharing and Transforming Access to Resources Section (STARS). Our sections and committees do excellent work throughout the year, too much to be described here. I would however like to highlight a few of their notable accomplishments from the past year:

- STARS revised the Interlibrary Loan Code for the United States. The RUSA Board of Directors approved the revised code at ALA Midwinter and it was mounted, with the new Explanatory Supplement and ALA ILL Request Form, on RUSA’s website. On February 15, 2016, the Codes Committee publicly announced the updated documents on a variety of listservs and on Facebook. Publication in RUSQ is expected to appear in the summer of 2016.
- ETS helped to launch the inaugural round of “Deep Dives” – small, half-day professional development workshops – at this year’s Midwinter meeting in Boston. The program, “We Are All User Experience Librarians: Creating Change from the Trenches” aimed to provide attendees with an introduction to why user experience design matters in libraries, what it is, and how librarians can take simple, sustainable steps to implement it. The sold-out session had 25 attendees.
- The RUSA Membership Committee under the leadership of Ann Brown continued its series of monthly RUSA 101 and 201 online sessions. These serve to orient new or potential RUSA members to the structure of the division and how to get involved. On June 15 we will be using the RUSA 101 monthly time to hold an online Town Hall meeting for all RUSA members. Members will be able to ask questions during the Town Hall or submit them ahead of time, and President Anne Houston and Vice President Alesia McManus will be on hand during the Town Hall to answer questions.

Conference programs

At the Annual Conference in Orlando we will be sponsoring the RUSA President’s Program on Saturday, June 25 from 4-5:30 p.m. with keynote speaker Dave Cobb from the Thinkwell Group, an expert in creating immersive guest experiences in museums, theme parks and other cultural
institutions. RUSA sections will also offer a number of programs, discussions and preconferences at conference, including:

Preconferences:

- Business Data for Librarians (sponsored by BRASS)
- Genealogical Librarianship Symposium, a free preconference (sponsored HS)

Programs:

- The Library as Publisher: Emerging Services for Storytellers and Scholars (RSS)
- Educating for the Future of Reference (RSS)
- Partnering for the Common Good: Libraries, and Genealogical Societies (HS)
- Not Your Average Consortia (Co-Sponsored by STARS and the Systems and Services Section, Consortial Borrowing Joint Committee of the Library Leadership and Management Association).
- Emerging Technologies Librarians: Changing Roles for Changing Times (ETS)
- Resource Sharing in Tomorrowland- A Panel Discussion about the Future of Interlibrary Loan (STARS)
- The Readers' Advisory Research and Trends Forum: Harnessing Research and Data to Advance Readers' Advisory Services (CODES)
- 22nd Annual Reference Research Forum (RSS)
- Changes in Latitudes, Changes in Attitudes: Travel and Hospitality Landscape and Library Resources (BRASS)
- Building Stronger Libraries through Collective Action (AFL-CIO/ALA Labor Committee)

A complete list of conference programs with dates and times is available at http://www.ala.org/rusa/events/annual.

On Friday June 24 we’ll be holding our annual RUSA 101 from 3-4 p.m. This is an opportunity for all conference attendees to learn about RUSA, connect with established members, and enjoy some free refreshments. This year we will be including speed mentoring in the RUSA 101 program.

On Sunday, June 26 from 8-10 a.m. we will offer the annual Literary Tastes program, where attendees get to hear from some of the year’s best authors and enjoy light refreshments. Also on Sunday from 5-6:30 p.m. we will celebrate RUSA award winners at our RUSA Achievement Awards Ceremony. Attendees will be able to share in the celebration and join RUSA colleagues as we recognize this year’s outstanding achievement award winners. As mentioned above, we will also co-sponsor the
Andrew Carnegie Medals for Excellence in Fiction and Nonfiction Announcement and Reception on Saturday from 8-10 p.m.

**Online Courses and Webinars**

Total attendance for RUSA online CE, as of June 3, 2016 is: 269. 17 online courses/sessions were offered as of June 2, 2016. This includes two new courses for this fiscal year: *Librarians as Instructional Design Ambassadors* and *Learner-Centered Reference and Instruction: Science, Psychology, and Inclusive Pedagogy*. Two additional sessions are upcoming this summer. Three webinars were offered as of June 2, 2016, five are upcoming this summer and seven have been approved and are waiting to be scheduled.

RUSA Online Courses:

<table>
<thead>
<tr>
<th>Dates</th>
<th>Title</th>
<th># of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>2015</strong></td>
<td></td>
</tr>
<tr>
<td>7-Sep-15</td>
<td>Introduction To Instructional Design for Librarians</td>
<td>34</td>
</tr>
<tr>
<td>7-Sep-15</td>
<td>Readers’ Advisory 101</td>
<td>10</td>
</tr>
<tr>
<td>28-Sep-15</td>
<td>Business Reference 101</td>
<td>31</td>
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<tr>
<td>5-Oct-15</td>
<td>Reference Interview</td>
<td>21</td>
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<td>5-Oct-15</td>
<td>Interlibrary Loan 101</td>
<td>14</td>
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<tr>
<td>5-Oct-15</td>
<td>Introduction to Economic Data on the Web</td>
<td>13</td>
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<tr>
<td>19-Oct-15</td>
<td>Health Information</td>
<td>8</td>
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<tr>
<td>2-Nov-15</td>
<td>Business Reference 101</td>
<td>34</td>
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<tr>
<td>23-Nov-15</td>
<td>Introduction To Spatial Literacy and Online Mapping</td>
<td>6</td>
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<tr>
<td></td>
<td><strong>2016</strong></td>
<td></td>
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<tr>
<td>February 8 - March 6</td>
<td>Xtreme Bibliographic Searching</td>
<td>33</td>
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<tr>
<td>February 8 - March 20</td>
<td>Introduction to Instructional Design for Librarians</td>
<td>17</td>
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<tr>
<td>February 15 - March 27</td>
<td>Learner-Centered Reference and Instruction: Science, Psychology, and Inclusive Pedagogy</td>
<td>8</td>
</tr>
<tr>
<td>February 15 - March 27</td>
<td>Reference Interview</td>
<td>26</td>
</tr>
<tr>
<td>Dates</td>
<td>Title</td>
<td># of Attendees</td>
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<tr>
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</tr>
<tr>
<td>February 29 - April 3</td>
<td>Genealogy 101</td>
<td>14</td>
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<tr>
<td>May 2 – June 12</td>
<td>Reference Interview</td>
<td>25</td>
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<tr>
<td>May 2 - 29</td>
<td>Business Reference 101</td>
<td>23</td>
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<tr>
<td>May 2 - June 5</td>
<td>Librarians as Instructional Design Ambassadors</td>
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<td>July 5 – Aug. 21</td>
<td>Readers’ Advisory 101</td>
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<tr>
<td>July 18 – Aug. 28</td>
<td>Learner-Centered Reference and Instruction: Science, Psychology, and</td>
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<tr>
<td></td>
<td>Inclusive Pedagogy</td>
<td></td>
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<tr>
<td>TOTAL</td>
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<td>231</td>
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Paid RUSA Webinars:

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<tr>
<th>Dates</th>
<th>Title</th>
<th># of Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday, February 29, 2016</td>
<td>What Does It Take? Building and Maintaining a Seed Lending Library</td>
<td>15</td>
</tr>
<tr>
<td>Wednesday, April 20, 2016</td>
<td>Teaching with Primary Sources</td>
<td>11</td>
</tr>
<tr>
<td>Thursday, May 19, 2016</td>
<td>Transforming Online Reference with a Proactive Chat System</td>
<td>12</td>
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</tbody>
</table>

2016/Upcoming

<table>
<thead>
<tr>
<th>Dates</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, July 22, 2016</td>
<td>Do You Know Your Rights? Digital Copyright and Copyleft</td>
</tr>
<tr>
<td>Thursday, July 28, 2016</td>
<td>Show me the money: Growing grants-related services in the library</td>
</tr>
<tr>
<td>Wednesday, August 3, 2016</td>
<td>The Google You Don't Know</td>
</tr>
<tr>
<td>Friday, August 19, 2016</td>
<td>Putting UX into Customer Service</td>
</tr>
<tr>
<td>Tuesday, August 16, 2016</td>
<td>Best Practices for Selecting and using eLearning authoring tools</td>
</tr>
<tr>
<td>TBD</td>
<td>It's All About the Interaction! Applying Principles to Practice in Online Learning</td>
</tr>
<tr>
<td>TBD</td>
<td>Patron Privacy and Public Services: Social Justice and Technology in the Library</td>
</tr>
<tr>
<td>TBD</td>
<td>Step away from the reference: practical tips for implementing and</td>
</tr>
</tbody>
</table>
integrated research support model for library liaisons

TBD  Trends in Business Education and their Impacts on Business Reference and Services

TBD  Is there an App for that? Finding primary sources in an app environment.

TBD  Orphans and Enablers: How Current U.S. Copyright Policy Impacts Claimants and Consumers

TBD  Recollection Development: Using Cognitive Mapping to Understand Library User Needs

Total  38

**Budget**

RUSA’s planned deficit for FY2016 is $109,662. As of April 2016, RUSA’s revenue is $224,583 which is 9.3% under projection ($371,440) for this time of year. RUSA’s expenses are $271,843 which is 15.2% under projection ($481,062) for this time of year. Because our expenses have been less than expected, our deficit will probably be much smaller. However, annual conference expenses, which is our largest line of expenses, have not been incurred yet.

**Membership**

Monthly statistics show a 4% decline in overall RUSA membership in April 2016 (3,333) compared to April 2015 (3,472).

RUSA Sections:

<table>
<thead>
<tr>
<th>Section</th>
<th>April 2016, Monthly</th>
<th>April 2015, Monthly</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRASS</td>
<td>799</td>
<td>812</td>
<td>-.160%</td>
</tr>
<tr>
<td>CODES</td>
<td>1,188</td>
<td>1,219</td>
<td>-.254%</td>
</tr>
<tr>
<td>HS</td>
<td>722</td>
<td>734</td>
<td>+.84%</td>
</tr>
<tr>
<td>ETS</td>
<td>1,247</td>
<td>1,265</td>
<td>-.142%</td>
</tr>
<tr>
<td>RSS</td>
<td>1,416</td>
<td>1,415</td>
<td>-.07%</td>
</tr>
<tr>
<td>STARS</td>
<td>748</td>
<td>741</td>
<td>+.94%</td>
</tr>
</tbody>
</table>

**Challenges**

RUSA faces challenges going forward including declining membership and revenue. We believe that creating value for our members is the best way to retain membership, and we will focus on how best
to do that with fewer volunteers available. In addition, we are closely considering how to position RUSA within ALA and the profession. To that end, in March 2016 we formed a Name Change Task Force which has just begun its work. The task force grows from concerns that the name Reference & User Services Association no longer accurately describes the dynamic quality of the work that librarians do. RUSA comprises a wide variety of interests and activities, including readers' advisory, interlibrary loan, genealogy, user experience and all kinds of library public services. Many of us once identified as reference librarians but recognize that reference is changing radically, and find ourselves wondering how best to brand ourselves and the services we provide. As we consider ALA's current Libraries Transform campaign, we are thinking about the transformations within RUSA's membership and wanting to make sure that we as an association continue to support and represent our members' needs and interests. It is also important that our name speak to potential members. The charge of the task force will be to determine name change possibilities and make a recommendation to the RUSA Board by the end of 2016. In the course of recommending a new name for RUSA the task force will be considering larger issues of rebranding within RUSA and library public services generally, and will be invited to think beyond the standard library lingo.

It has been a privilege to serve as RUSA President this year.

Anne Houston
RUSA President 2015-2016

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