REPORT FROM THE CHAIR

Eleanor Pinkham
Kalamazoo College
Kalamazoo, Michigan

By the time this newsletter reaches you, the memories of Cincinnati will have begun to fade, another senior class will have become potential donors for alumni book funds, and the Dallas Conference will be just a few weeks away. The CLS conference schedule included elsewhere in this issue will give you an overview of section events.

The Sunday morning CLS program, CAMPUS RELATIONSHIPS: THE CHALLENGE OF CONFLICTING EXPECTATIONS, is one which should be of interest to all academic librarians. Sometimes considered to be faculty, sometimes administrators, and occasionally not considered at all, librarians frequently search for ways to become more effective participants in the educational process of our institutions. Speaking from the perspectives of campus administrator, teaching faculty, and student, our panelists will discuss their views of the library and their expectations of it. Evan Parke will close the program by sharing with us techniques for coping with these expectations. We expect a candid and informative exchange.

Also on Sunday, at 4:00 p.m. members are invited to gather informally for a CLS MEMBERSHIP RECEPTION which is being hosted this year by Innovative Interfaces, Inc., the Innovacer/Innopac people. We are grateful for their generous support.

As I reported in the last issue of the newsletter, the CLS NATIONAL ADVISORY COUNCIL has been extended for another two years. The Council will be made up of one delegate and one alternate from each of the ACRL chapters. The work of the Council will be coordinated by Norman Jung (SUNY College at Old Westbury).

The Council will gather for a brief meeting in Dallas immediately before the CLS membership meeting on Sunday morning.

Mary Lee Sweat, Loyola University, New Orleans, will chair the newly formed CLS ACADEMIC STATUS COMMITTEE. The committee was created to continue (continued on page 2)

TAPE LIBRARIES AND STAFF DEVELOPMENT

Allison Gould
Oberlin College
Oberlin, Ohio

Who gets travel money? And how much? And who's going to cover the desk while we're gone? The recent ACRL Conference in Cincinnati highlighted one of the problems libraries face with conference travel and professional development. Scheduled for the height of our reference season and within driving distance of us, we at Oberlin faced a dilemma encountered by libraries across the country -- who gets to go?

That's a fact of life in libraries, not everyone can go. An even more common problem than competition for attendance at the same conference is competition for the same travel money. In these days of shrinking library budgets and rising registration fees, it is increasingly difficult for libraries to fund travel to conferences, seminars, and workshops for all the employees that would benefit from them. Although library conference registrations are low compared to other professional conferences, the interests of librarians in other fields, especially management and computer applications, draw them to events costing several hundred dollars in registration alone.

There is nothing like the experience of attending a really good conference presentation or workshop. I always find myself rejuvenated by the distance from daily problems and the opportunity to think about the big picture. However generous I may be with my learning when I come back, though, it is really a one-person experience -- one which has cost the library's staff development budget several hundred dollars.

In looking for ways that our staff development dollars might be used to give more of the library staff access to these experiences, I have become quite a fan of audio and video tape learning. Some of the tapes I have listened to have given me the same "chill" I get at an energizing seminar, and that experience can be shared with my colleagues simply by listening to or viewing the same tape. Discussions centered around the concepts presented in an inexpensive way to extend the value of professional development dollars to the entire staff. The evidence that (continued on page 4)
The work of the ad hoc Real Income Committee.
The new committee will focus specifically on the
concerns of college librarians regarding non-
compensation fringe benefits. To avoid
unnecessary duplication, the committee will work
closely with the ACRL Academic Status Committee.
Ann Commerton, a member of the ACRL committee,
will also serve on the CLS committee and will act
as liaison between the two groups.

The section is indebted to Susan Stussy and her
committee for the pioneering work of the Real
Income Committee.

The HISTORICAL COMMISSION, under the leadership
of Susan Campbell, submitted to the Executive
Committee at Midwinter the final draft of the new
CLS policy manual. The manual contains all of
the policies and procedures of the Section as
well as an interesting historical review. The
committee also presented to the Executive
Committee a formal list of recommendations for
further study.

In response to the recommendations of the
Historical Commission and to the strategic
planning of ACRL, the Executive Committee
approved the creation of a CLS PLANNING
COMMITTEE. The committee will meet for the first
time in Dallas.

The CLS STANDARDS COMMITTEE, chaired by David
Walch, has completed a draft survey designed to
measure the use and effectiveness of the College
Library Standards.

CLS Chair-elect Jacqueline Morris, and committee
chair Mignon Adams, are well along in planning
the 1990 CHICAGO CONFERENCE PROGRAM. The theme
of the program is "Performance Measures for
Academic Libraries."

Tentative plans call for two sessions. The first
will address the why of performance measures, and
the second session, to be structured as a
workshop, will focus on the how. The program
will be co-sponsored by the Community and Junior
College Libraries section.

Last year the CLS membership approved a revision
of the Section bylaws. In the final version, an
important phrase was inadvertently dropped. In
order to correct this omission, the members will
be asked at the Dallas membership meeting to
amend the first sentence of Article VI Sec. 2 as
follows: (The new text is shown in upper case.)

Article VI. Sec. 2 Standing Committees

Standing committees may be established AT ANY
TIME BY THE CHAIR, WITH THE APPROVAL OF THE
EXECUTIVE COMMITTEE, to consider matters of
the Section that require continuity of
attention by the members.

The bylaws may be amended by a two-thirds vote of
members present and voting at any given meeting
of the Section.

Since the committee membership lists were sent
to ALA for the official roster, the following CLS
members have agreed to chair committees, or to
represent CLS on ACRL committees.

Mignon Adams - CLS Chicago Conference Program
Committee

Ann Commerton - CLS Liaison to ACRL Academic
Status Committee

Caroline Coughlin - Chair, CLS Library
Directors Selection Guidelines Committee

Judith Green - ACRL Legislation Committee

Claudette Hagle - CLS Liaison with ACRL
Standards Committee

Norman Jung - Coordinator, CLS National
Advisory Council

Mary Lee Sweat - Chair, CLS Academic Status
Committee

Chair-elect Jacqueline Morris is in the process
of making CLS committee appointments for the
1989-1990 ALA year. If you are interested in
serving on a committee, please write to Jackie at
Occidental College.

I hope to see you all in Dallas. It would give
me great pleasure to thank each member personally
for the opportunity to serve as CLS chair.

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CLIP NOTES

Pam Snelson
Drew University Library
Madison, New Jersey

CLIP Note #11, "Collection Development Policy
Statements for College Libraries," is now
available. Submit your order to the ACRL
Publications Office.

The topic of the most recent CLIP Note survey was
performance evaluation. You can expect a
publication on this topic later this year. The
CLIP Notes Committee updated the mailing list
used in the annual surveys last year. If your
library did not receive a survey and you wish to
participate in future CLIP Notes, drop a line to
Pam Snelson, Drew University Library, Madison, NJ
07940.

The CLIP Notes Committee is eager to work with
any CLS members who wish to author a CLIP Note.
Contact Pam Snelson at the address above for
author instructions and additional information.

*******************************************************************************
Recent CLIPpings

**CLIP Notes** (College Library Information Packets)
Designed by ACRL's College Libraries Section to collect data and sample documents from academic libraries, *CLIP Notes* assist librarians in establishing or refining services and operations.

**Collection Development Policies for College Libraries. CLIP Note #11**
Compiled by Theresa Taborsky and Patricia Lenkowsk. Contains complete policies as well as selected ones on subject collections, special forms, and special collections. 1989. 180p. 0-8389-7205-0. $23.95; ACRL member $19.95.

**Annual Reports for College Libraries. CLIP Note #10**

**Friends of College Libraries. CLIP Note #9**

**Periodicals in College Libraries. CLIP Note #8**

**Managing Student Workers in College Libraries. CLIP Note #7**
Compiled by Michael D. Kathman and Jane McGurn Kathman. "Supervisors looking for help in hiring and managing these [student] workers, whether in small or large academic libraries, will find this compilation very useful." RQ. 1986. 182p. 0-8389-097-4. $17; ACRL member $14.

**Mission Statements for College Libraries. CLIP Note #5**
Compiled by Larry Hardesty, Jamie Hastreiter, and David Henderson. "The survey is a good one, eliciting answers to questions about why and how libraries developed statements of purpose, or why not...a commendable production..." RQ. 1985. 107p. 0-8389-094-4-5. $20; ACRL member $15.

**ACRL Approval Plan "PC"**
The convenient and cost-cutting approval order plan provides automatic priority shipping of ACRL's new CLIP Notes at a 20% discount to ACRL members (10% to non-members). You may change or cancel your approval order at any time and you do have return privileges. To enroll write to ACRL Approval Plan, ACRL/ALA, 50 E. Huron St., Chicago, IL 60611-2795.

Association of College and Research Libraries
a division of the American Library Association
c/o ALA Publishing Services, 50 E. Huron St., Chicago, IL 60611-2795
Mark Your Calendars Now....

CAMPUS RELATIONS:
THE CHALLENGE OF CONFLICTING EXPECTATIONS

ACRL'S COLLEGE LIBRARIES SECTION PROGRAM
ALA Annual Conference - Dallas
Sunday, June 25, 1989
9:30 a.m. until noon

Co-sponsored by:
Community and Junior College Libraries Section
Association of College & Research Libraries
American Library Association

From the perspectives of campus administrator, teaching faculty, student, and librarian, the program seeks to help understand mutual expectations, resolve conflicts, and further integrate the library into the intellectual life of the campus.

SPEAKERS

Competing for Academic Support:
How to Play the Game
John E. Paynter, Provost and Dean
University of Dallas

The College Library: Whose Responsibility?
Robert V. Blom, Professor of Biology
Trinity University

The College Library: What's In It For Me?
Mignon Adams
Philadelphia College of Pharmacy & Science

Coping With Conflicting Expectations:
Seeking Consensus
Evan Farber
Earlham College Library

(Tape Libraries, continued)

tells us about how small a proportion we retain of what we learn suggests the value of hearing the same presentation multiple times; tapes provide us with an opportunity we rarely get with a live presentation.

When setting up a tape library, be sure that the collection is accessible to the whole staff. Have an easy circulation procedure in place, and think about the trade-off between availability and security. You may wish to keep them at your circulation or reserve desk to protect against theft. Look into the purchase of a few "Walkmen" to accommodate staff who are not equipped with tape listening equipment. And be prepared to start a waitlist when the service takes off! If you get videocassettes as well, make arrangements for the staff to have easy access to viewing facilities and encourage viewing and discussion. Plan a regular brown-bag lunch when people can share their reactions and observations about a particular program. The group interaction can help define shared goals and objectives, and the inclusiveness of the program can contribute to high staff motivation and morale.

Following is a personal discussion of some of the tapes I have particularly enjoyed and the sources of these tapes. It is not intended as a comprehensive bibliography, but I hope it can be used as a jumping off point for librarians interested in investigating tape learning. All of the tapes cost less than $100--some are as low as $39.95.

One of my first experiences with tape learning was buying copies of ALA sessions. The Problem Boss was sponsored by the LAMA Middle Management Discussion Group at the 1987 ALA Annual Conference. It was a lively presentation by consulting psychologist Mardy Grath revealing how we are all problem bosses at one time or another and how to deal with our own weaknesses and those of our bosses. The audio tape captures his humor and enthusiasm well. A number of my colleagues jumped at the chance to listen to the tape when I brought it back. My only disappointment in it is a problem shared by many tapes of ALA sessions; the acoustics of many of the venues in which ALA meetings are held are often not conducive to the attendees being able to hear, much less high quality audio recording! Nevertheless, tapes are an excellent way to share a good session with your colleagues, or to hear a session that you had to miss. Tapes are on sale during the conference at a special booth in the registration area. Tapes of previous ALA conference meetings are available from (-1986)
Chesapeake Audio, 6330 Howard Lane, Elkhridge, MD, 21227, 301/796-0060 and (1987-) ACTS INC., 1025 E. Clayton Rd., Ballwin, MO 63011, 314/394-0611.

I have long been a fan of Careertrack workshops—they never fail to stimulate and enlighten me, and I know a number of librarians who feel the same way. Recently, I have begun listening to their tapes, too, and am happy to report that the quality remains high. Some of the tapes, such as Edwin Bliss' Getting Things Done and How to Delegate Work by Dick Lohr are designed specifically for tape learning. This protects against

(Continued on Page 5)
the frustration of hearing presenters refer to overheads you can't see, or audiences laughing at events you don't witness. The exercises incorporated in the tapes require no special workbook, and the tapes offer good, practical advice from management experts. My personal favorite of the Careertrack tapes I have heard is Self-Esteem and Peak Performance, an inspiring presentation by Jack Canfield taped at a live seminar. If you listen closely, you may conclude that the audience is library workers, a fun piece of trivia. Looking at the way self image affects one's ability to reach one's goals, the seminar offers a large helping of practical advice liberally sprinkled with support, encouragement, and inspiration. Many of Careertrack's popular workshops are available on both audio and video tape. Careertrack's extensive catalog, including both their own taped seminars and self-produced audio tapes as well as selections of tapes from other producers, is available from Careertrack, 3085 Center Green Drive, Boulder, CO 80301-5408.

ManagerEdge is a subscription tape service offering wisdom from well-known experts in the areas of communication, managing people, and time management. Each month, a thirty-minute cassette is sent containing short presentations from such management educators as motivator Fred Pryor, One-Minute Manager Dr. Kenneth Blanchard, time manager John Lee, and co-author of A Passion for Excellence Nancy Austin. The presentations are easily digestible, practical, and often anecdotal in nature. For more information, contact ManagerEdge, Box 1347, Englewood, CO 81050, 800/334-5771 (in Colorado 303/778-1692).

Nightingale-Conant produces and distributes a wide variety of management and self-help tapes, including subliminal tapes. The familiar names among their presenters include Dr. Wayne Dyer, Tom Peters, Marjorie Hansen Shaevitz, Zig Ziglar, Denis Waitley, M. Scott Peck, Roger Fisher and William Ury, and Brian Tracy. The most ringing endorsement of any audio tape I've encountered is the statement by a fellow participant at a seminar that Brian Tracy's Psychology of Achievement (also available from Careertrack) was by far the best tape she had ever heard. The tape I have from Nightingale-Conant is Doing it Now: How to cure procrastination and achieve your goals by Edwin Bliss. I haven't finished it, which shows you right there how much I need it, and explains why I am writing this article right at the deadline! What I've heard of it forces the listener to take a hard look at the reasons for procrastination and provides exercises to overcome what is simply a bad, hard-to-break habit. Procrastination is not a genetic trait! They also sell video seminars as a complement to their catalog, write to Nightingale-Conant Corporation, 7300 North Lehigh Avenue, Chicago, IL 60648, 800/323-3938.

Finally, I want to mention VideoArts, Inc., the producer and distributor of video training programs. Unlike the less-than-full tape I have referred to earlier, the VideoArts programs are much more expensive for purchase—between $600 and $1000. The company does have an affordable rental program, though, and the tapes I have seen are worth the price. The British actor, writer, and director John Cleese is one of the founders of the company and the programs use heavy doses of delightful humor to make their points. The most popular of these is the 45-minute tape If Looks Could Kill, a murder mystery in which Detective Inspector Nuggett investigates how the customer service received by Charles Hapless contributed to his death. Among the most famous of the programs is Meetings, Bloody Meetings, in which John Cleese does everything it is possible to do wrong. Such tapes as Management Problems suggests techniques for dealing with everyone from Winpy Wendy to Rulebound Reggie. Seminar kits and booklets are available to accompany each tape. VideoArts is also distributing tapes for Nathan/Tyler, producers of among others, Service Excellence, Listening Leaders, and Beyond Excellence: the Superachievers. The VideoArts catalogs are available from VideoArts Inc., 4088 Commercial Avenue, Northbrook, IL 60062, 800/553-0091. (In IL, 213/291-1088).

I'm sure that many of you have favorites that are not mentioned here. The important thing to keep in mind is the type of programming your staff is likely to respond to. I hope that you have accomplished with your tape library. There is often not much new to say on some of these topics (how often do you have to hear that a clean desk is an organized desk?), but presented in a fresh and lively way, the messages of these tapes can generate discussion, new ideas, and motivation among your library staff.
This was the topic which drew 96 academic librarians from 32 institutions to Orlando on November 4, 1988, for a one-day conference sponsored by the Florida Chapter of ACRL. Major speakers were Duane Webster, Executive Director of the Association of Research Libraries, and Charles C. Churchwell, Professor of Library Science at Wayne State University and former Dean of Libraries at Washington University in St. Louis.

Webster spoke on defining the new role of academic librarians and outlined an agenda:
1. Defend the rights and privileges of the user and influence the environment on his/her behalf.
2. Find new techniques to get capital, solve operational problems, and make information available to all users.
3. Be aware of the learning community - the impact of technology on the learning process and the information skills needed.
4. Nurture the spirit of librarianship - the service commitment plus the need to play a dynamic, aggressive role in the community.
5. Make sure that information policy is set by librarians and not by technicians in the building of an information infrastructure.
6. Confront the implications of demographic changes in society.
7. Look for a new vision in the workforce through recruitment, capitalization of talents, and prevention of burnout.

In rethinking the library mission and our professional roles, Webster presented four models: the traditional, labor intensive, book-oriented model; the transitional model with parallel systems of traditional access and the use of automated systems; a discipline-oriented model of information services; and a centralized and technologically sophisticated electronic scholarly information center. These options should be reviewed for likelihood and desirability.

Dr. Lloyd Chapin, Dean of Faculty at Eckerd College, and Dr. Richard Astro, Provost at the University of Central Florida, spoke and reacted to Webster's presentation. Chapin said that librarians should be full participants in the academic process and must help students learn how to pursue self knowledge and not just store and recover data. To encourage budget support, Chapin recommended a regular flow of information to the administration on use of the library, inflation, and technological costs. Astro emphasized access to information as primary and described the library as the last vestige of a quiet place.

In the afternoon session, Churchwell described information and knowledge centers as equally vital and referred to the concept of books representing knowledge and serials representing information. The trend toward the information center has developed as a result of federal funding for research which created a new brand of researchers who require immediate information and response. Universities are pursuing research professors in a drive for national recognition. These researchers put even more demands on libraries' serials budgets while federal subsidies to libraries have virtually ended.

Libraries are not revenue-generating units, and they are not equipped to compete with commercial information services. With limited funding, libraries have taken money from acquisitions to fund computerization in a shift toward becoming information centers. New and continued funding must be found for automation to avoid continued reductions in acquisitions. Librarians should be aware of this shift and try to take some control of the process.

Afternoon reactors were librarians Dr. Althea Jenkins, Director of the USF/New College Library and current President of the Florida Library Association; Dr. Grady Morein, Director of the University of West Florida Libraries; and Dr. Judith Johnson, Director of the Learning Resources Center of Florida Community College at Jacksonville.

Jenkins concurred with Churchwell regarding competition from commercial information vendors. Information is now a major industry. The client determines whether the emphasis is on facts or knowledge, and in college recruitment today parents and students are often more interested in computer access than in the library's holdings.

Morein pointed out that an excessive emphasis on information may distort knowledge and understanding. Information is timely but transitory while knowledge is enduring.

Judy Johnson spoke of the recent stress on cultural literacy and referred to The Closing of the American Mind. This has an impact on the image of libraries as information and knowledge centers. She emphasized that knowledge needs a frame of reference.

During a lively question and answer session, moderated by Richard Bennett of the University of Florida, Churchwell was asked about his experience as Dean of Libraries at Washington University when the administration brought in a team of efficiency experts. His defense of his librarians and of his library as a 'knowledge and information center' was a fitting conclusion to the day's discussions.
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Saturday, June 24
9:00 a.m. - 12:30 p.m. Executive Committee
2:00 p.m. - 4:00 p.m. Standards Committee
2:00 p.m. - 4:00 p.m. Planning Committee
2:00 p.m. - 4:00 p.m. Newsletter Committee

Sunday, June 25
8:00 a.m. - 9:00 a.m. National Advisory Council
9:00 a.m. - 9:30 a.m. CLS Membership Meeting
9:30 a.m. - 12:30 p.m. CLS Program, CAMPUS RELATIONSHIPS: THE CHALLENGE OF CONFLICTING EXPECTATIONS

Sunday, June 25 (continued)
2:00 p.m. - 4:00 p.m. Library Directors Discussion Group
4:00 p.m. - 6:00 p.m. CLS MEMBERSHIP RECEPTION

Monday, June 26
8:00 a.m. - 12:30 p.m. Academic Status Committee
2:00 p.m. - 4:00 p.m. CLIP Notes Committee

Tuesday, June 27
9:00 a.m. - 11:00 a.m. Standards Committee
11:30 a.m. - 1:00 p.m. Executive Committee