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ULS UNIVERSE

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MESSAGE FROM THE CHAIR

Those of us who work in university libraries have one very basic thing in common: our work is in a constant state of change. Every day, we learn new skills and introduce new services and resources. We continually adapt to new technological, educational, societal, and budgetary realities.

One of the University Libraries Section's goals is to provide professional development opportunities that help academic librarians to learn and grow. Each year, ULS presents a major program at ALA's Annual Conference and sponsors a variety of discussion groups at both conferences that address issues of vital interest to university libraries and their parent institutions. Additionally, members involved in section activities develop a valuable network of colleagues while furthering ULS's goals.

However, in a profession that changes as rapidly as ours changes, ULS can't sit still. We must ask ourselves frequently if ULS is doing all it can to meet members' needs. Our section has been relatively stable for quite a while. Is ULS as agile and responsive as it should be? Is it seizing all available opportunities to be creative and useful to its stakeholders?

During the months ahead, members and leaders will be asked to think creatively about ULS and its activities. With over 5000 members, we are ACRL's largest section. Certainly we should consider ways to engage more of our membership and take advantage of the talent within our section.

Additionally, university libraries have many unique concerns. We should explore our options for addressing more of those issues. We should utilize not only traditional methods like committees, task groups, programs and discussion groups, but also consider new types of activities and ways of working together, taking advantage of the technology that is so much a part of our lives.

I invite you, as ULS members, to share your ideas about how ULS can evolve in creative, productive ways. You are encouraged to send your thoughts to me or other ULS leaders, who are listed in this newsletter, and tell us how ULS can better serve you and our profession.

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MESSAGE FROM THE VICE-CHAIR/ CHAIR-ELECT

One of the highlights of my professional life has been my participation in the University Libraries Section of ACRL. I have met so many wonderful colleagues, many of who have become good friends over the years, and attended wonderful programs where I learned new techniques and information related to academic librarianship, that I see my term as Chair-elect and Chair as a way to "give back" to ULS in a positive way.

As I begin to make committee appointments, I hope that all of you will seriously consider volunteering to participate, especially those who may never have done so previously. ULS is a wonderful way to stay connected to all the changes that academic librarianship is experiencing and will continue to experience for the foreseeable future. The one thing that is certain in our libraries is that things will change. I am looking for a few good volunteers, and I hope that you will consider membership on a committee as a way to become involved in your professional association. The October 2001 issue of *College & Research Libraries News* has the call for participation and the committee volunteer form on pages 927-31.

The 2003 Annual Conference will take place in Toronto, Canada, and I have been in touch with the program liaison of the Canadian Association of College and University Libraries about planning a joint conference program. I think this provides us with a unique opportunity to meet our Canadian colleagues and to exchange ideas across the northern border. I would be very interested in your ideas for this conference program as the Program Planning Committee begins its work in New Orleans.

Please be in touch concerning program ideas, committee interests, and any other issues that you think ULS can address in the next few years. I look forward to seeing you in New Orleans!

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CAMPUS ADMINISTRATION & LEADERSHIP DISCUSSION GROUP AT MIDWINTER

The Campus Administration and Leadership Discussion Group will shift focus just slightly this winter to address relevant administrative and librarianship issues in an academic environment. In keeping with a more informal roundtable information exchange, our intention is to survey our attending group for topics of interest. Lacking the emergence of a burning issue, we are also considering the following topical areas for discussion: Cost effective strategies for building resource collections with branch campus libraries; Faculty collaboration in managed knowledge environments: instructional opportunities on the web; Is chat room information service working in academic libraries; Models for expertise sharing, or are librarian exchange programs possible; Partnerships and alliances, a continuation of previous discussions. Last summer, we continued a previous discussion highlighting the challenges of interdepartmental integration in libraries. Our topic, combining media and library services, prompted questions related to proactive assessment of service and staffing. Please join us for a one-hour session on **Saturday, January 19th at 11:30am**. For additional information, discussion topics suggestions, or to begin the discussion now, email mstahley@mail.ucf.edu.

Campus Administration & Leadership Discussion Group Committee Members:
Mem Stahley, Chair, Carol Diedrichs, Barbara Dewey, Barbara Kemp, Mary Munroe, Mary Sellen, Sandra Yee, Julie Yang.

CURRENT TOPICS DISCUSSION GROUP AT MIDWINTER

Reaching our users doesn't always mean "out"* *A discussion of "in-reach" programs in academic libraries

The ULS Current Topics Discussion Group Planning Committee has organized a session around the topic of what academic libraries can do to enhance the role of the library as a "place" on campus. Over the past decade, academic libraries have put a great deal of effort into extending library resources and services beyond the library's walls. At the same time that we are reaching out of the library—deploying staff outside libraries to campus offices and dormitories and employing chat and other virtual reference services to meet our users wherever they may be—many libraries are also finding interesting ways to draw users in and offer meaningful "in-building" experiences. They are finding ways to bring the library alive as a place in the university community. Library "in-reach" programs can include anything from coffee shops, exhibits, film series, Internet cafes, poetry readings, concerts, book talks, and so forth. These services make the library a destination, a place, a setting where users go to partake of a wealth of cultural, literary, informational, and community resources. Join us for a discussion on **Saturday, January 19, 2002 from 2:00 - 4:00** with Lynn Sutton from Wayne State University, Ruth Kifer from George Mason University, and Richard Meyer from the Georgia Institute of Technology Library. All three of these individuals have been deeply involved in creating environments that make the library a special place on their campuses. Lynn will describe how the Wayne State Undergraduate Library was designed and built to accommodate a wide range of interesting "in-reach" programs. Ruth will talk about the library's place in George Mason University's "campus commons," where the concept of "in-reach" is abundantly evident. Richard will talk about his efforts to create a research-enhanced learning environment on his campus that encompasses a multitude of "in-reach" activities directed especially to undergraduate students. This session, which will be held in Room 393 of the Convention Center, is intended to be interactive with much opportunity for discussion and sharing of ideas. Betsy Baker will serve as moderator.

Current Topics Discussion Group Planning Committee Members:
Betsy Baker, Chair, Francine M. DeFranco, Thomas A. Auger, Jennifer L. Dorner, Marilyn A. Hicks, Leslie R. Homzie, Shawn V. Lombardo, Cristina A. Pope, Margaret Porter, Diane Strauss.

JOIN THE ULS DISCUSSION LIST!

Looking for a low-traffic way to stay up-to-date on ULS news and issues of interest to university libraries? Then join uls-l, the unmoderated e-mail list maintained by ACRL and the ULS Communications Committee. To subscribe, send an e-mail to listproc@ala.la.org with "subscribe uls-l your first and last name" in the message field.

ULS CANDIDATES ANNOUNCED

The Nominating Committee (Eloise McQuown, Chair) presents the following candidates for ULS offices:

Vice-Chair/Chair-Elect

Bruce Henson
Georgia Institute of Technology

Gillian McCombs
Southern Methodist University

Members-at-Large

Najit Brar
California Polytechnic State University, San Luis Obispo

Lynn Cline
Southwest Missouri State University

Frank Mols
State University of New York, Binghamton

Peter Watson-Boone
University of Wisconsin, Milwaukee

Ballots will be mailed to the membership on April 11th.

COMMITTEE REPORTS

Communications Committee

The Communications Committee meeting at ALA Annual focused on four major topics: the welcome letter for new ULS members, the *ULS Universe* newsletter, the ULS brochure, and virtual committee memberships.

The committee is once again sending out welcome letters to new ULS members on a regular basis. As of the ALA annual meeting, 212 letters had been sent. Additionally, the committee published the first issue of *ULS Universe*, the newsletter for the section, in Spring 2001. The newsletter will be published twice a year (May and November/December) on the ULS website and will be in PDF format. Committee member Katharine Calhoun is editor. The committee is also in the process of revising the ULS brochure.

At the request of Elaine Didier and the Executive Committee, the Communications Committee discussed the possibility of virtual committee memberships. This opportunity would be particularly valuable to professionals who are unable to attend every ALA conference. While the committee felt that virtual members would miss the opportunity to brainstorm face to face, on the whole, virtual memberships were viewed positively.

Other topics discussed included updating the ULS website and the possibility of surveying persons who have dropped their ULS membership.

Leslie Madden, Co-Chair

Organization & Bylaws

During the ALA Annual meeting, the Organization and Bylaws Committee updated the ULS Bylaws with the revisions passed by the membership during the spring. The revised bylaws are located on the ULS website at: http://www.ala.org/acrl/uls/uls_byla.html. In addition, the committee updated the ULS section manual, which can be found at http://www.ala.org/acrl/uls/sect_manual.html.

Cheryl Middleton, Chair

Policy & Planning Committee

The committee has been working on ways to promote the library's role both within and beyond the parent institution. Members have discussed adapting the widely used public library logo to denote an academic library and are reviewing ACRL publications that describe how college libraries support higher education and what campus librarians do.

The committee's major initiative, however, is to collaborate with members of both the Community and Junior College Libraries Section and the College Libraries Section to address a common problem caused by the unique organization of each academic library's web site which often stymies users who want specific information, such as the library's complete postal address, but who do not know where to look for it. The three type-of-library sections have decided to pool their expertise and part of their \$1,500 allocations from ACRL for activities that support the strategic plan to develop a "toolkit" to present essential library information in a uniform way. The toolkit we are developing is a web template that an academic library can use to supply facts and links about everything from hours and location to policies, staff, and programs. A small easily-recognized icon on the library's main web page would connect to this structured listing. Use of the template would, of course, be voluntary and would complement each participating library's own web page design. The advantage would be that once users realize that clicking on a standard icon leads to a predictable arrangement of information, they will be more efficient dealing with practical matters and hence can devote more energy to their actual research.

ACRL members working on this joint public relations project are Don Frank, Tom Fisher, and Mary George from ULS; Melinda Dermody and Paul Frisch from CLS; and David Voros from CJCLS.

Mary George, Co-Chair

2001 Program Planning Committee

The ULS program at ALA Annual in San Francisco, "Outside/In: Seeing Ourselves As Others See Us," co-sponsored by Blackwell's Book Services, was attended by more than 200 people. The program focused on ways in which professionals outside librarianship view information services today, and how understanding that perspective can help academic libraries plan for success.

The first panelist, Carol Hughes (Questia Media), started the discussion by sharing her experiences at Questia Media. The company did a lot of market research, investigating both librarians' views and student needs, in order to create a product that will have lasting value. By asking similar questions, and understanding the role of the product/service offered by the library in a larger marketplace, academic librarians can help their

institution achieve greater success. Questia Media determined that in order to meet the informational needs of their intended market their collection needed to be searchable for free, have text markup tools easily accessible, allow unlimited simultaneous access 24 hours a day/7 days a week, offer automated citation and bibliography generation, and the service needed to be personalized. The lesson that can be learned for libraries from this research is that “one size does not fit all.” Students are more non-traditional than ever, and academic libraries need to investigate the role of personal preferences and characteristics, not just rely on institutional characteristics for success.

The second panelist, Stephanie Bangert (Western Association of Schools and Colleges), also stressed the need for libraries to look outside themselves to see how they are perceived and use that perspective to improve and enhance their function within their larger institutions. Principles of accreditation can provide a basis for the types of questions libraries and librarians need to be able to address and articulate, particularly their role within the institution in turning students into learners. Bangert discussed several trends in accreditation that help demonstrate the changing academic environment. First of all, there is a shift from the idea of “student” to that of “life-long learner.” Second, institutions (and libraries within larger institutions) need to show continuous improvement, not just compliance with articulated goals. Bangert described the heart of accreditation as the ability to create a system that contributes to sustainability and program quality. The key researchable question for libraries is “How does the library in its management of academic information contribute to student learning, education effectiveness, and continuous improvement for the university?”

The final panelist, John Seely Brown (Xerox), discussed the changing nature of academic information through the perspective of a social context of information. There has been an epistemological shift in the way we perceive information. The old Cartesian view, “I think therefore I am,” stressed the separation of mind and body, and identified knowledge as a substance that could be transferred. The new shift to “We participate, therefore we are,” has led to an understanding that information is socially constructed. One thing to be learned from this is that students offered a chance for social understanding will achieve more than will students following the inactive knowledge absorption pattern. Digital delivery of information can have a downside, as “efficiency is not the same as effectiveness.” Documents are no longer defined solely as carriers of information, but rather as support for social interaction and community formation and maintenance. Libraries can therefore bring multiple communities together. “While the book supports one particular interpretive community, the library can serve to bring different disciplines together.” This can be done through simple peripheral clues such as the display of new book jackets and a new bookshelf.

Discussion following the panelists’ presentations revolved around ways in which libraries and librarians can open these types of discussions in their institutions and help create a learning environment that takes advantage of changing technologies without losing a sense of place. – *Mary Laskowski, University of Illinois, mkschnei@uiuc.edu.*

2001 Program Committee members:

Carol Hughes, Chair, Deborah Dancik, Rena Fowler, Phelix Hanible, Mary Laskowski, William Miller, Ilene Rockman, Linda TerHaar.

2002 Program Planning Committee

The 2002 Program Planning Committee met twice during the Annual Conference in San Francisco. During the first meeting, the committee met with Sheila Creth, the speaker for the 2002 program, “Minding the Generation Gap: Learn How to Communicate and Work Together Across Generations.” Ms. Creth shared her research on the topic and discussed the proposed program format which is to include a panel discussion. For the remainder of the first meeting, and during the second meeting, the committee discussed panel composition and selection criteria, potential panelists, bibliographies/handouts, and program publicity. Committee members decided to continue discussing potential panelists via email. Committee co-chairs Stephanie Atkins and Bob Fox presented a progress report to the ULS Executive Committee.

Bob Fox, Co-Chair

ULS ATLANTA PROGRAM TO EXPLORE GENERATIONAL DIFFERENCES

The 2002 ACRL ULS Conference Program, “Minding the Generation Gap: Learn How to Communicate and Work Together Across Generations,” will be held in June 2002 at ALA’s Annual Conference in Atlanta. The program is co-sponsored by the LAMA Library Organization and Management Section. The keynote speaker will be Sheila D. Creth, principal consultant with Progressive Solutions. She has extensive experience in academic libraries, having worked in the libraries of Columbia University, University of Connecticut, University of Michigan, and most recently as University Librarian at University of Iowa.

Ms. Creth will discuss “generational groups,” their demographics, characteristics, differences, and the organizational response and individual responsibilities related to them. Academic libraries, like other organizations, face challenges posed by generational differences in their workforce. Baby boomers, Gen Xers, and Gen Yers bring varying work ethics, expectations, and goals to a library. This program will help recognize these differences to promote communication and facilitate better working relationships.

An expert panel offering their perspectives and insights will follow the keynote presentation with an opportunity for audience questions.

If you need more information about this program, contact the ULS Conference Program Committee Chairs, Stephanie Atkins at ssatkins@uiuc.edu or Bob Fox at Bobfox@mail.clayton.edu.

CENTRAL MICHIGAN UNIVERSITY TO HOST DISTANCE ED CONFERENCE

The Tenth Off-Campus Library Services Conference sponsored by Central Michigan University will be held at the Omni Netherlands Plaza Hotel in Cincinnati, Ohio April 17-19, 2002. Over 70 librarians and administrators will be presenting their research, experience, aspirations, and good common sense approach to library services for distance education students. This conference is an opportunity to network with your peers, solve your most difficult problems, and share your own unique experiences. For more details please go to <http://ocls.cmich.edu/conference.htm> or e-mail Connie Hildebrand at connie.hildebrand@cmich.edu, phone 989-774-6080.

**ACRL 2003 CONFERENCE—
“Learning to Make a Difference”**

The 11th National ACRL Conference to be held in Charlotte, North Carolina from April 10-13, 2003, is quickly shaping up to be another exciting National ACRL conference. During the past 25 years, the National ACRL conferences justifiably have acquired the reputation as the place to be for academic and research librarians to come together to share their challenges and their successes.

As chair of the 11th National ACRL Conference, I have challenged the various subcommittees to emphasize active participation in programs from which participants “will take something” home. 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. Theme tracts include: “Assessment and Accountability,” “Collaboration and Competition,” “Innovations and Innovators,” “People and Places,” “Teaching and Learning,” and “Technical and Access Services.” Look for more information at the conference website at www.ala.org/acrl/charlotte/ and in the November issue of *College & Research Libraries News*.

In seeking diversity in the various subcommittees, I have drawn heavily from my colleagues from a variety of libraries, including university libraries. Committee co-chairs from university libraries include Betsy Wilson (co-chair Keynote Speakers); Gloriana St. Clair (co-chair Contributed Papers); David Ferriero (co-chair Local Arrangements); Rhoda Channing (co-chair Roundtables); Anne Beaubien (co-chair Innovations); Bill Miller (co-chair Preconferences); Rita Pellen (co-chair Preconferences); Hannelore Rader (co-chair Invited Papers); and Ilene Rockman (co-chair Invited Papers). Many other university librarians are members of the subcommittees.

I am extending my personal invitation for you to join your colleagues in vibrant Charlotte, North Carolina, to participate in a grand learning experience. Start putting together those proposals for panels, workshops, contributed papers, roundtables, and poster sessions that emphasize active engagement. Come prepared to participate in an exciting conference while enjoying the gracious Southern hospitality of this exciting city of the New South. April is a glorious month in Charlotte. The weather will be magnificent and the flowers will be blooming. In the words of Leland Park (library director at nearby Davidson College and a member of the Local Arrangements subcommittee), “Ya’ll Come!”—and join your colleagues in “Learning to Make a Difference.”

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

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ULS MEETINGS AT ALA MIDWINTER

Saturday, January 19th

Executive Committee I	8:30-11:00	HILTON-Elmwood
Campus Admin. & Leadership DG	11:30-12:30	MARRIOTT-La Galerie VI
Communications Committee	11:30-12:30	MONTELEONE-Bienville
Program Planning 2002	11:30-12:30	Convention Center 285
Standards and Guidelines	11:30-12:30	ROYAL SONESTA-Evangeline C
Current Topics DG	2:00-4:00	Convention Center 393
Pub. Svc. Dirs. of Large Research Libs. DG	2:00-4:00	MONTELEONE-La Nouvelle Orleans East

Sunday, January 20th

Organization & Bylaws	9:30-11:00	Convention Center 335
Policy and Planning	9:30-11:30	HILTON-Elmwood
Program Planning 2003	9:30-12:30	HILTON-Trafalgar
ULS/CLS/CJCLS Planning Committee	12:00-1:00	HILTON-Elmwood
Organization & Bylaws	2:00-4:00	HILTON-Elmwood

Monday, January 21st

Executive Committee II	8:30-11:00	ROYAL SONESTA-South BR
Program Planning 2002	11:30-12:30	MONTELEONE-Bonnet Carre
Standards and Guidelines	2:00-4:00	MONTELEONE-Queen Anne