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ULS Universe

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ULS Chair's Program 2007

Leadership or Management topic sure to draw a crowd in DC

ULS is well-known for its thought-provoking and popular programs at ALA Annual, and this year will be no exception. The program, titled, "Leadership or Management: Which Is It?," will take place on Saturday, June 23rd, from 1:30 to 3:30 p.m. and will be followed by the 2007 ULS Social. The social will include refreshments and the chance to speak with representatives from major library leadership programs.

The program will feature

a wonderfully diverse panel of speakers who will offer their insights on the topic. The speakers will be:

- Karen Williams, Associate University Librarian for Academic Programs, University of Minnesota Library;
- Sheldon McCorn, Library Assistant and MLS Candidate, College Library, University of California at Los Angeles;
- Julie B. Todaro, Dean of Library Services, Austin Community College, and ACRL President Elect; and



- Shelley Phipps, Assistant Dean, Team & Organizational

(Continued on page 2)

Message from the Chair

— Janice Simmons-Welburn

As I move toward the end of my tenure as Chair of ULS, I am pleased to say that it has been a valuable and rewarding experience. I am constantly impressed by the quality of scholarship and ideas that arise through the work of ULS committee chairs and members, and it has been an adventure to serve at the head of our amazing section for a short time. I want



Janice Simmons-Welburn, ULS Chair

to thank all of you for your support and hard work during the past year. We are lucky to be part of a section that is filled with wonderful people.

Before I retire to the post of Past Chair, however, there are a few things I want to tell you about. First on the list, because it is coming soon, is the very exciting program we have planned for this year's

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More than 5,000 librarians from a wide variety of university libraries make up the University Libraries Section (ULS) of the Association of College and Research Libraries. ULS is one of three type-of-library sections of ACRL.

Since its establishment in 1937, ULS has been actively involved in shaping the future of our library and university environments. ULS advances university librarianship, university library service, and the development of university libraries in institutions with graduate programs. In addition, ULS fosters cooperation both locally with university administrators and teaching faculty, and among colleges and universities on issues of mutual concern.

For more information about ULS and the section's activities, see: www.ala.org/acrl/uls.

Annual program, continued

(Continued from page 1)

Development, University of Arizona Libraries (moderator).

The program is a farsighted exploration of the future leadership for our profession in a time of great change and uncertainty. Given the anticipated retirement of forty percent of the nation's librarians in the next decade, this program addresses growing concerns about where our next generation of leaders and managers will come from.

The library profession not only needs new leaders and managers, it needs great ones. Visionary leadership and able management are critical to the success of any organization. The panelists will engage the audience in discussing what defines good leadership and effective management, and will explore ways to develop future leaders and managers within the profession.


If this sounds like a panel just for administrators, don't be fooled. Leader-

ship can come from anywhere in a library organization, regardless of one's designated job title or position. So whether you are beginning, mid-career, or senior management, there will be something for you in this program.

“The program addresses growing concerns about where our next generation of leaders will come from.”

Immediately after the program ULS will host the 2007 social, which will feature refreshments and “poster” sessions with representatives from library leadership programs.

The University Libraries Section thanks Blackwell, Innovative Interfaces (Ill), and Thomson-Gale for sponsoring the 2007 ULS Social.




Don't miss the ULS Social!

Saturday, June 23rd, 3:30pm

After the ULS Chair's Program, ALA '07

Location in Washington, DC, TBD

Meet representatives from library leadership programs



Connect to the ULS Listserv

Looking for an easy way to stay up-to-date on ULS news and issues of interest to university libraries? Then join ULS-L, the unmoderated email list maintained by ACRL and the ULS Communications

Committee. To subscribe, go to <http://lists.ala.org/www/subrequest/uls-l> and enter your email address. You will be sent a password to confirm your membership on the list. It's that easy!

Midwinter Discussion: New Frontiers in Online Learning

— Christopher Cox

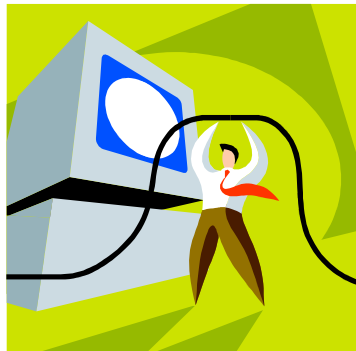
At ALA Midwinter in Seattle, the ULS Current Topics Discussion Group presented “New Frontiers in Online Learning.” The program consisted of a panel of experts who shared new ways of enhancing student learning by utilizing digital venues such as the library website and the university course management system.

Betsy Wilson, Dean of Libraries at the University of Washington in Seattle, set the stage by offering an assessment of the current online environment. Studies such as the Pew Internet Project’s *Internet Goes to College* (2002) and OCLC’s *Environmental Scan: Pattern Recognition* (2003) provide a glimpse into the mindset of today’s students. They are Internet natives, encountering technology in their academic, leisure and work lives. They use it to collaborate and interact, creating information as well as using it. How can libraries plug in to this changing technological landscape?

Wilson suggests that we continually listen to our users, employing surveys, focus groups, and usability studies to determine how technology can assist us in better serving and instructing our users. Gaining user feedback and collaborating with others will enable librarians to pursue new and interesting online learning possibilities.

Jerilyn Veldof, Director of Coordinated Educational Services & Undergraduate Initiatives Librarians at the University of Minnesota, presented an intriguing argument for why libraries should move from tutorial-based instruction to electronic performance support systems (EPSS). The tutorials we

have relied on since the nineties offer little interaction and don’t succeed in replacing or enhancing the need for in-person instruction. In contrast to just-in-case tutorials, the students in Veldof’s focus groups expressed greater interest in searching and experimenting first, requiring assistance only when they got stuck.



Veldof believes this calls for a shift in thinking. Usability studies show that students begin the research process with unabated hope and anticipation, only to hit failure point after failure point. Since these failure points are predictable, Veldof suggests we use technology to develop student safety nets, EPSSs that “wrap the student in a cocoon of just-in-time help – anticipating failure before it happens.” Veldof used the illustration of tax preparation software, which asks the user questions to complete the task and provides context-sensitive assistance as needed.

Veldof next shared some initiatives the University of Minnesota is pursuing to build such systems into its web site. One example is the Undergraduate Virtual Library (<http://www.lib.umn.edu/undergrad>), which includes a citation

wizard and an assignment calculator providing students with steps they can follow to successfully complete a research project. In the future, Veldof foresees a data warehouse of user tools, reusable individual components that can be integrated into other resources, tracking learners to immediately provide assistance when they need it most.

The program’s last speaker was Susan Hollar, Curriculum Integration Coordinator and Co-Director of the Sakai Project at the University of Michigan, Ann Arbor. She shared some recent initiatives to integrate electronic library resources and services into CTools, her institution’s Sakai-driven course management system (CMS). The popularity of CMSs on many college campuses has prompted us to experiment, adding links to library services, incorporating eReserves and virtual reference tools. Unfortunately, as Hollar explained, “the CMS was fundamentally not designed to include library services and resources.”

As part of a Mellon grant, a group of librarians from the University of Michigan, Indiana University, UC Berkeley, Northwestern, and other universities across the country have formed SakaiLibrary, an initiative created to fold library resources into Sakai. Hollar shared her satisfaction with the Sakaibrary collaboration and, mirroring Wilson’s remarks, suggested that working with CMS developers and vendors would enable librarians to more fully integrate the library into the online learning environment and enhance student learning.

Congratulations to the Current Topics Discussion Group for a timely and interesting panel this winter!

Make ALA conferences more like ACRL's?

The ULS Bylaws & Procedures Committee met during ALA Midwinter to discuss the future direction, goals, and objectives of the ULS.

During the meeting, the committee created a list of suggestions for ALA, ACRL, and the University Libraries Section. The Bylaws & Procedures Committee recommends:

- The ACRL Conference is very practical and members seem to enjoy it even more than ALA meetings. The ALA Conferences and Meetings should try to emulate ACRL conferences.

- Engage younger librarians. We suggest tracking blogs to see what these librarians are discussing and thinking. Have a New Members Round Table for ACRL or ULS.

- Address the evolving needs of the members of ULS.

- Identify "need" areas and make a concerted effort to address these issues, possibly through formation of interest groups.

- Create sections in ACRL that deal with specific issues or areas.

- ACRL presentation deadlines are too

early. More flexibility is needed in program planning.

- More cooperation and communication between ACRL and state chapters.

- More regional ACRL programming.



Message from the ULS Chair, continued

(Continued from page 1)

ALA Annual in Washington. The full description is in the article at the top of page one in this newsletter, but I want to make sure you know that this is an opportunity for staff at all levels and positions to have a frank discussion about what makes good leaders and managers, as well as to consider where our future leaders will come from.

I applaud the 2007 Program Planning Committee for their hard work, and look forward to the event as well as the social that will follow. The social, which is based on last year's very successful poster session

format, will provide ULS members with an opportunity to speak with representatives from library leadership programs. In essence, we hope the social



itself will encourage some of our future library leaders and managers to take their first (or continuing) steps on the path to library leadership.

Having just recently returned from the annual ACRL conference in Baltimore, I also want to bring your attention to our efforts on campus advocacy issues. ULS and the ALA Advocacy Institute cosponsored a workshop entitled, "Campus Advocacy: Involving All Staff in Influencing Campus Dynamics," which was designed to prepare frontline academic library staff for library advocacy. The workshop is part of

a greater initiative intended to increase campus advocacy in ACRL libraries through training and sponsorships. ACRL chapters can receive up to \$500 toward

advocacy initiatives if they apply for funding. Sandy Yee, Cheryl Middleton, Carol Hughes, and Camila Alire are members of the planning and implementation group that made this project a reality. For more information, look for the ACRL Campus Advocacy Toolkit on ACRL's website under "Issues and Advocacy" and "Marketing @ Your Library" (<http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/ulsadvocacytoolkit/ulstoolkit.htm>).

Finally, a special thanks to Kim Leeder, our newsletter editor. She has done an excellent job! The Fall issue of the newsletter was first-rate. Kim also lent her talents to the development of the campus advocacy website.

Clearly we have many exciting projects underway to keep us engaged in our evolving and growing field. I wish you all a happy and productive spring. See you in Washington!

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Get involved!

Thinking about getting more involved in ULS? Everyone is welcome to volunteer for one of the section's stimulating committees or discussion groups. It's easy! Contact any of the people listed on this page for more information, or fill out the ACRL Section Committee Volunteer Form to volunteer for a committee assignment next year. The form is available in the ACRL Forms section of the ACRL website.



Participating in a ULS committee is a great way to put your experience to work in the field, and even to learn a bit yourself. You can meet people with similar interests, and the extra service commitment is always a boon on performance and tenure reviews. Get started now!

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