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# Uls Universe

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## NEWSLETTER NEWS!

Welcome to my first issue of the ULS Universe. I am happy to take on my new duties as editor. I know you have all come to expect a high level of excellence from the ULS Universe and I plan to continue this tradition. Keep in mind this is your newsletter, so if you have any ideas, comments, suggestions, etc., please feel free to contact me.

Tim Daniels  
timdaniels@gsu.edu

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## MESSAGE FROM THE CHAIR

Colleagues -

Uls had another great program at ALA Annual in Orlando! "Beyond the MLS: Today's Graduates and Tomorrow's Academic Libraries" was well attended and provided many useful insights into changing organizational and educational issues for those of us who recruit, hire, and mentor new library graduates. It was particularly gratifying to hear from Anna Liza Posas, a Library Fellow at UC Santa Barbara, about the newly-minted-librarian point of view. I have every confidence that the profession is in excellent hands if Ms. Posas is representative of our next generation. In fact, she was so dynamic that the ULS Executive Committee was inspired to request that we invite a student/new graduate to contribute to this issue of the ULS Universe. Special thanks go to Jake Syma who responded to our call for content so ably. I hope this is the beginning of a tradition of hearing from library school students and our early career ULS members on a regular basis.

I owe you all an update on the topic of Virtual Meetings since my column in the Spring 2003

Uls Universe requested your input. Both Gillian McCombs and I heard from a number of you about the value of moving toward more virtual business meetings as a means of ensuring broad participation, especially in these times of shrinking budgets. We also discovered that many committees are already handling substantive amounts of work in an electronic environment. Obviously this strategy fills a need for us to accomplish an increasing amount of our business more quickly and efficiently.

Gillian and I spoke to the interest that ULS members have in this topic at Sections Council. Other section chairs had similar stories and supported the promotion of this agenda item. As I understand it, the Virtual Meetings Taskforce was subsequently charged at ALA Annual 2004 by the ACRL Board with coming up with advice for sections wanting to implement virtual meetings. The Virtual Meetings Task Force is now developing a checklist for presentation to the ACRL board by October 1, 2004, for their input and approval. If you have any questions about the work of this group or next steps, please feel free to contact the Chair, Norice Lee, New Mexico State University (nlee@lib.nmsu.edu).

Carol A. Hughes, Ph.D.  
ULS Chair, 2004-2005  
Associate University Librarian for Public Services  
UCI Libraries

MESSAGE FROM THE VICE-CHAIR/CHAIR-ELECT

Looking ahead to 2006

In this first communication with the members since my election as Chair-Elect I want to take the opportunity to enlist your help! I'm putting together my conference program planning committee and we'll be thinking about the annual conference program for 2006! While that seems like a long time, I'm sure the time will go quickly and we want to continue the excellent tradition of the ULS annual conference programs. I hope that you will do two things: volunteer to serve on the conference program planning committee and think about topics that you would like to see us address. My email address is sandra.yee@wayne.edu. Email me directly with ideas or post them to our discussion list. Email me directly if you'd like to serve on this committee, or if you'd like to serve on other committees.

I've been very impressed with work of all of the committees and discussion groups. I've followed the Virtual Meeting Task Force with a great deal of interest. I hope that this continues to develop in a way that is meaningful for the members. Other discussion groups are engaged in timely topics as well. I'd love to hear from you regarding your thoughts on the conference program. It may be time to bring some of these timely topics to a larger audience.

I am excited about the opportunity to work with you this year. Thanks in advance for sharing your ideas and suggestions!

Sandy Yee  
Vice Chair/Chair Elect  
Dean  
Wayne State University Libraries

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ATTRACTING AND RETAINING STUDENT MEMBERS: A STUDENTS VIEW

A few days ago, I received an email from Tim Daniels of the University Libraries Section (ULS) of ACRL. He was asking for volunteers to write a short article/piece for ULS Universe. Through a stroke of good fortune, that volunteer wound up being me. I was given a simple enough task: "The article should speak to ULS and potential outreach to students and what they may want or need from the University Libraries Section; it should also address how the ULS might more effectively market our section to students."

Though not always germane to discussion of libraries, allow me to look at this problem from a business perspective, as my education prior to LIS studies was in business. Simply put, if ULS wants to serve its customers in the best manner possible, it will give them what they want and/or need. Though there are a number of potential narrowly-defined market segments ULS could target, essentially the customer profile (at the macro level) breaks down like this:

- a) Those LIS students who are \*already\* ULS members
  - b) Those LIS students who are not already ULS members
- cont'd--

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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 new, unmoderated email list maintained by ACRL and the ULS Communications Committee. To subscribe, send an email to [listproc@ala1.ala.org](mailto:listproc@ala1.ala.org) with "subscribe uls-l your first and last name" in the message field.



## ATTRACTING AND RETAINING STUDENT MEMBERS

--cont'd--

Customer type "a" is the "core market" for ULS. It is this group to which old-fashioned "outreach" will be the most successful. Outreach to them will entail serving them in the best way possible, making sure their wants/needs are met. Not only must ULS make sure it is doing thing right, but also that it is \*doing the right things\* to keep these people.

Customer type "b" is potentially the [new?] target market for ULS. It is this group to whom the advertising end of marketing will be most effective. People with a business background might wonder why I am leaping into the advertising arena without having first done the groundwork of basic market research for this segment: I believe that there is presently little need.

Though there is a time/place for high-dollar, highly-effective marketing studies done by prestigious marketing firms, I believe common sense would be entirely more cost-effective at this stage in the game. Ask yourselves this question: What is it, more than anything, which a prospective ULS member would ultimately be looking for from ULS? My last best guess would be university library employment (It was also suggested to me that making students feel a "sense of community" or camaraderie with one another would be effective. I completely agree. The organization of regional cohorts of ULS members, and/or an online community of those interested in university libraries, might be good ways for ULS to reach out to both present and prospective members).

Certainly, there may be other things LIS students might be looking for in an organization, but other organizations may be better able to serve those needs. When university library employment is what an LIS student wants/needs, ULS should be best able to serve that need. It should be the organization's core competency – or at least one of them.

LIS students will be more inclined to \*talk\* about university libraries and take workshops to improve their skills working in/with university libraries \*after\* they have first secured employment in them. The best way to meet this want \*and\* need is to offer excellent (i.e. "results-oriented") job placement services or some sort of internship program more specifically tailored toward the aforementioned end.

The sooner ULS does one or both of the above (successfully), the sooner there will be positive results to advertise to prospective ULS members. Most organizations have a "jobs database," but few ever go any further. A job placement or internship program (which consistently leads to employment) is just the sort of value-added service that will keep turning potential ULS members into actual ULS members (The sooner this happens, the more effective the advertising will be. For example, the phrase "Our job search services help LIS students find jobs in university libraries" is less effective as an advertising tool than the phrase "Seventy-five percent of ULS members who use our employment services find employment within six months.").

About our student author:

Jake Syma currently resides in Lubbock, TX, where he is Serials Project Manager for the Texas Tech University Libraries. After graduating with a degree in Management from Texas Tech, he began attending the School of Library & Information Sciences at the University of North Texas in Denton. He is presently in the 11th hour of his MLS/MLIS from UNT and is available now to help bring innovative solutions to your library.

# ANNUAL COMMITTEE REPORTS

## Membership

ULS Membership Committee members at the Annual Conference meeting were Tom Fisher, Bruce Henson (chair), Marilyn Hankel, Janet Steins, Walter Stine, and Susie Rohrbough.

The committee discussed letters to new, dropped, and reinstated members and a proposed New ULS Members Social. The committee sent about 55 letters per month to new members by mail last year. A letter and brief survey for dropped members has been drafted and will be sent by email after it is approved by the ULS Executive Committee. A letter to reinstated members will be drafted. ULS membership remains steady at about 5100 members. ULS had 649 new members, 915 dropped members, and 235 reinstated members last year. It was noted that ULS student membership has increased 21% in the last year and a discussion centered on how to target student members for ULS Membership.

The ULS Executive Committee supported the Membership Committee proposal for a ULS Social for New Members to follow the ULS program at the 2005 Chicago Annual Meeting, from 3:30-4:30 PM on Saturday. The Committee will work with ULS Chair Carol A. Hughes to explore vendor funding for the event.

## Urban University Libraries

The Urban University Libraries Discussion Group had a lively discussion at Annual Conference on the topic, "The Impact of Urban Location on Funding and Managing University Libraries." This relatively new discussion group developed out of the recognition that urban academic libraries must often deal with situations and opportunities that may not be common to institutions located in more serene surroundings. For example, urban libraries may be located in or next to business or industrial areas, may serve fairly young institutions, often attract users who are not students, and may be more concerned with security issues than non-urban libraries. Likewise, urban libraries may find that their services could be utilized effectively by many groups, businesses, or individuals that are not affiliated with their institutions.

June's discussion continued an exploration of fundraising challenges in urban environments, providing security to library users, partnership opportunities, and a consideration of fee-based services. Patricia S. Breivik reported on innovative partnership and collaboration between the San José State University Library and the San José Public Libraries, which has resulted in a shared library facility.

The discussion group will continue exploring these and

similar topics and sharing ways in which to utilize the opportunities that our unique environments present. Please look for us at Midwinter or sign onto our list by sending an email to: [listproc@listproc.gsu.edu](mailto:listproc@listproc.gsu.edu). Skip the subject line. Type in this request in the message/text area: Subscribe URBANLIBS your first and last name and send the message. You can post inquires to your colleagues, suggest topics, and, of course, easily find out where we will be meeting in January!

Glenda Thornton

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## MIDWINTER DISCUSSION ANNOUNCED

Hold the Date at ALA Midwinter in Boston: On Saturday, January 15 from 2-4 pm the ULS Current Topics Discussion Group will sponsor an in-depth look at "Institutional Repositories: Their Place in the Evolution of Scholarly Communication."

Leaders in the academic library community have promoted the development of institutional repositories as a proactive strategy to accelerate the changes taking place in the world of scholarly communication. With an institutional repository, the university makes a commitment to store, organize, preserve, and provide access to the intellectual output of the institution. This provides significant leadership and collaboration opportunities for librarians.

A panel of nationally known speakers will offer their views on the phenomenon of the institutional repository and place it within the context of evolving patterns of scholarly communication. Speakers from the University of Minnesota, will describe UThink, the largest academic blogging site in America, as a fascinating outgrowth of the institutional repository. Other speakers will address marketing, communication and collaboration aspects of the topic. Come and join in the lively discussion that is sure to follow.

Lynn Sutton, Chair, ULS Current Topics

Committee Members: Lynn Sutton (chair), Stephanie Atkins, Carol Baker, Marilyn Hicks, Dottie Hiebing, Robert Labaree, Cristina Pope, Kathlin Ray, Isabel Stirling, Linda TerHaar

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## ACRL Midwinter Workshops

Assessment in Higher Education: Applying the New ACRL Standards  
An ACRL Midwinter Workshop

Discover how to apply the 2004 ACRL "Standards for Libraries in Higher Education" as a framework for evaluating your academic library.

Getting Teacher/Faculty Attention for Information Literacy: New Practical Approaches

Sometimes it is hard to know how to approach faculty and teachers about information literacy instruction (ILI). They are experts in their fields. What can you say? What works?

Reinventing Libraries for the 21st Century

This full-day workshop will introduce you to the discipline of futures studies and visioning as a creative and productive planning tool.

Statistics for Librarians

This workshop will outline basic statistical concepts, while focusing on applied statistical tools for librarianship including sampling, surveys, and interpreting electronic journal/database usage reports.

For more information:  
<http://www.ala.org/ala/acrl/acrl-events/acrlatmidwinter/ACRLatMidwinter.htm>



## ACRL 12th National Conference and Exhibits

ACRL 12th National Conference and Exhibits  
Opening of Registration

The Association of College and Research Libraries (ACRL) invites you to register for the only conference dedicated to meeting the interests of academic and research librarians. The ACRL 12th National Conference, "Currents and Convergence: Navigating the Rivers of Change," will be held in Minneapolis, April 7-10, 2005. Registration is now available on the Web at [www.acrl.org/minneapolis](http://www.acrl.org/minneapolis). Register by February 7, 2005, and save more than 20% on your conference registration.

For More information:

<http://www.ala.org/acrlconftemplate1.html>



## **ACRL Board of Directors to Vote on Dues Increase**

At the June 2004 Annual Meeting, the ACRL Board of Directors passed a resolution, at the recommendation of the Budget and Finance Committee, to consider a dues increase for certain categories of ACRL membership.

A variety of factors contributed to the development of the resolution, including the following:

Although the "cost of doing business" has risen steadily over the past 15 years, ACRL has not raised member dues since 1991. Therefore, the dues revenue collected from each member has failed to keep pace with natural increases in operating expenses due to inflation.

Advertising revenue from ACRL publications has decreased over the past few years and is not projected to rebound in the foreseeable future. Advertising revenue helps subsidize many member services including programs at the ALA Annual Conference, section newsletters, and committee activities such as standards development, awards, as well as recent major initiatives in the areas of scholarly communication and information literacy. The dues increase will help offset the reduction in advertising revenue and ensure that important ACRL programs and services receive the funding they need.

Development of new programs and services that add value to membership will require funding. As outlined in our recently adopted strategic plan, in the coming years ACRL will be developing additional programs and services that assist members in the areas of technology, delivery of services, standards development and implementation, issues papers, and local and national advocacy as requested in the recent member survey. The dues increase will provide necessary funding to make immediate progress on these important initiatives.

After reviewing several options, the Budget and Finance Committee determined that a dues increase would be the best funding mechanism to provide the necessary capital to sustain ACRL's quality publications, continuing education programs, awards, standards development, and advocacy initiatives.

The proposed dues increase for personal members of ACRL is \$20, bringing annual dues to \$55. Student and retiree members will experience no dues increase at present. The Board plans to vote on adopting the resolution at its Midwinter Meeting in January. If the motion passes, a ballot to approve the dues increase will be distributed to all members in the spring of 2005.

The Board of Directors would like to hear from you as they consider this important decision. The first Board meeting at the Midwinter Meeting will include a 30-minute question and answer session in which we encourage you to participate. You may also contact individual board members (see the roster on the Web at <http://www.ala.org/acrl>, click on "About ACRL," then "ACRL Board of Directors," and "ACRL Board of Directors Roster") at your convenience to share your comments, questions, and ideas.

Thank you for your attention to this important matter and for your continued support of ACRL.

## ULS EXECUTIVE COMMITTEE

Chair Carol A. Hughes  Univ. Calif.-Irvine hughes@uci.edu yee@wayne.edu	Chair-Elect Sandra Yee  Wayne State University sandra.	Nominating, 2005 Louise S. Sherby Hunter College <a href="mailto:Lsherby@hunter.cuny.edu">Lsherby@hunter.cuny.edu</a>	Org. & Bylaws Marilyn P. Lewis Saint Leo University <a href="mailto:marilyn.lewis@saintleo.edu">marilyn.lewis@saintleo.edu</a>
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