

**Messages from MARS, the Newsletter of the RUSA Machine Assisted Reference Services Section, Hui Hua Chua, Editor**

May 2007

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**From the Chair**

It is difficult to believe that Annual Conference is less than six weeks away. I hope that causes excitement and not panic. I, for one, am really looking forward to D.C., the fantastic MARS programs, the MARS/RSS Preconference, and seeing all of my Martian friends and colleagues. Conference is revitalizing and I always return to work with new ideas and new enthusiasm—owed in great part to the conversations and programming within RUSA.

MARS Hot Topics DG and Virtual Reference Discussion Group will each host a discussion at Annual. The Hot Topic promises to be as inspiring and well-attended as usual: Libraries2Go: Library Services for Handhelds.

The program lineup includes: Electronic Databases—Training that Works (Public Libraries Committee, RSS Cooperative Reference Committee), and See it, Hear it, Touch it: How Do Learning Styles Affect Virtual Reference Service? (MARS/RSS Virtual Reference Discussion Committee). The MARS/RSS Preconference, Reinvented Reference 3: Emerging Technologies for Reference Services will be an exciting and informative day. This year's preconference has a new focus, as it looks at new technologies that support ubiquitous service to users, from videocasting to library blogs. Turnout at our preconferences is always strong and draws a wide variety of librarians. I hope to see you there; there may be a few spaces left and it is not too late to register.

This year's Chair's Program is full of (may I say?) exiting things: Presentation of the My Favorite Martian certificate, the unveiling of the Management of Reference Committee's Virtual Poster Session (a MARS first) and program itself, Harnessing the Hive: Social Networks and Libraries. One of the nicest things about being chair is choosing a program topic and selecting a committee to run with the idea. They've done a fantastic job (thanks, guys!) and speakers for the program include: [LibraryThing](#) founder Tim Spalding, and Meredith Farkas of [Library Success Wiki](#)

Below is the listing of all of the committee meetings and programs. Thank you to our new scheduling coordinator, Buff Hirko, as well as RUSA staff member Eileen Hardy. Producing an accurate schedule is a lot of detailed work.

Thank you to all everyone in MARS for a great year where we've contributed a lot to the profession as well as to our professional organization.

See you in the capitol,

M. Kathleen Kern  
[katkern@uiuc.edu](mailto:katkern@uiuc.edu)  
2007 MARS Chair

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## **General MARS News**

### **MARS Section Review Task Force Report**

The Task Force has prepared a list of questions for each MARS committee to provide feedback for writing the MARS Section Review (conducted for RUSA every 5 years.) The Review will include information on past MARS activities and provide one form of input for the Section in its ongoing strategic planning process. Feel free to contact Linda Friend, Chair of the Task Force, ([lx5@psu.edu](mailto:lx5@psu.edu)) with comments or suggestions for content. The Review should be finalized over the summer and is then submitted to the RUSA Organization Committee.

Linda Friend  
[lx5@psu.edu](mailto:lx5@psu.edu)  
Chair, MARS Section Review Task Force

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## **Annual Conference MARS announcements**

### **2007 My Favorite Martian**

MARS honors LeiLani Freund as the 2007 recipient of the MARS Achievement Recognition Certificate, more popularly known as the "My Favorite Martian Award", for over a dozen years of dedicated service in both leadership and membership roles. LeiLani's unstinting service to both RUSA and MARS committees has left a lasting impression on others, inspiring them to get involved and participate.

For her fine example of dedication, we are pleased to name LeiLani Freund as this year's Favorite Martian.

Presentation of the award will be held just before the MARS Chair's Program, Sunday, June 24, 10:30 a.m.

M. Kathleen Kern  
[katkern@uiuc.edu](mailto:katkern@uiuc.edu)  
2007 MARS Chair

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### **Electronic Databases – Training That Works**

Mark your calendars for Saturday, June 23<sup>rd</sup> at 1:30 pm and join us in Washington, D.C. for an informative program: "Electronic Databases – Training That Works."

Our panelists will give you a preview of their training programs and offer tips that you can take back to your libraries and put into practice.

Meet our panelists:

Marty Onieal, Adult Services Coordinator at the Broward County Library in Florida  
Margaret Mohundro, Director of INSPIRE, the statewide database program in Indiana  
Michelle Y. Roubal, Adult Services Coordinator at the Aurora Public Library in Illinois

We will reserve time for your questions after their presentations. You are also encouraged to bring samples of your libraries' training programs to share at our "Swap and Shop" table.

Co-sponsors:

MARS Education, Training & Support Committee  
RSS Cooperative Reference Services Committee

Carolyn Strickland

[cstrickland@lakeco.lib.in.us](mailto:cstrickland@lakeco.lib.in.us)

Chair, MARS Public Libraries Committee

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### **Management of Electronic Resources and Services (MERS)**

MERS has completed the review and selection process for our first ever virtual poster session about the evaluation of virtual reference services. We have received drafts of the posters, and are providing the authors with feedback. The virtual posters will be posted on the MARS website in June, and will be announced at the 2007 MARS Chair's Conference Program. These virtual posters address librarians' interests in evaluating and improving new virtual services.

These virtual posters look at several methods of evaluation, across several types of libraries, and highlight the impact that evaluation can have on improving services. We look forward to discussion of the posters, and the general issues of evaluating virtual reference, on the RUSA blog.

MERS invites anyone who's considering serving on our committee, or who has interest in our work, to visit us at the All-Committee Meeting. We will not hold a second meeting at Annual.

Kathryn Courtland Millis

[millisk@depauw.edu](mailto:millisk@depauw.edu)

Chair, MARS Management of Electronic Resources and Services Committee

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### **RUSA MARS/RSS Preconference: Reinvented Reference 3: Emerging Technologies for Reference Services**

Friday, June 22, 2007, 8:00 am - 4:30 pm

Find out how social networking, blogging, and podcasting can be applied to reference and information services. How can you best use instant messaging and other available technologies to provide Everywhere Reference? Speakers from academic and public libraries will highlight selection, implementation and evaluation of new technologies for

cutting-edge reference services.

*Speakers:* Michael Stephens, Instructor of LIS at Dominican University, will discuss "Web 2.0 technologies for Reference Services." David Ward, Reference Coordinator at University of Illinois Urbana-Champaign (IM services); Karen Coombs, University of Houston (blogs for outreach), David Free, Public Services Librarian at the Decatur Library of Georgia Perimeter College (podcasting); David King, Digital Branch & Services Manager, Topeka & Shawnee County Public Library (videocasting).

Continental breakfast, boxed lunch and refreshments during breaks included.

*Sponsors:* Docutek, Questionpoint, CSA Refworks, Paratext Reference Universe, Tutor.com

*Cost:* RUSA Member: \$195; ALA Member: \$240; Non-Member: \$315; Retired/Student Member: \$99

Don't miss this great opportunity to network and learn practical ways to integrate new technologies into Reference services!

Carole Pilkinton, Co-Chair (MARS)

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Nancy Huling, Co-Chair (RSS)

[hulingn@u.washington.edu](mailto:hulingn@u.washington.edu)

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### Roster of MARS Annual Conference meetings

Meeting	Date	Time	Location
2008 Preconference Planning	6/24/2007	Sunday 8:00 am - 10:00 am	WASH Capital
2008 Program Planning	6/25/2007	Monday 1:30 pm - 03:30 pm	CROW Farragut
All Committee	6/24/2007	Sunday 08:00 am - 10:00 am	WASH Washington
Communicating with Millenials: Libraries and Social Networks	6/24/2007	Sunday 10:30 am - 12:00 pm	HYATT Constitution C-E
Continuing Education and Publications Task Force	6/24/2007	Sunday 04:00 pm - 05:30 pm	WCC Room 157
Electronic Databases - Training That Works	6/23/2007	Saturday 01:30 pm - 03:30 pm	BEAC Ballroom
Electronic Resources: Training that Works	6/23/2007	Saturday 01:30 pm - 03:30 pm	HYATT Independence F-I
Executive Committee I and Planning Committee	6/22/2007	Friday 01:30 pm - 05:30 pm	REG Ticonderoga

Executive Committee II	6/25/2007	Monday 08:00 am - 12:00 pm	MAY South Carolina Room
Executive Committee III	6/26/2007	Tuesday 08:00 am - 12:00 pm	HYATT Renwick
Happy Hour	6/22/2007	Friday 05:30 pm - 07:30 pm	OS Off Site
Harnessing the Hive: Social Networks and Libraries	6/24/2007	Sunday 10:30 am - 12:00 pm	WCC Room 144 A-C
MARS Hot Topics Discussion Group	6/23/2007	Saturday 10:30 am - 12:00 pm	JW Salon IV
MARS/RSS Preconference Planning Meeting (Reinvented Reference)	6/24/2007	Sunday 08:00 am - 10:00 am	WCC Room 205
Publications	6/23/2007	Saturday 01:30 pm - 03:30 pm	CAP South American
Reinvented Reference 3: Emerging Technologies for Reference Services	6/22/2007	Friday 08:00 am - 05:00 pm	WCC Room 207 A
Section Review Committee	6/23/2007	Saturday 08:00 am - 10:00 am	WCC Room 205
See it, Hear it, Touch it: How Do Learning Styles Affect Virtual Reference Service?	6/25/2007	Monday 10:30 am - 12:00 pm	HYATT Constitution A-B
Virtual Reference Discussion Group	6/23/2007	Saturday 04:00 pm - 05:30 pm	EMB Capital A/B

Listed below are the convention center/hotels and their abbreviations that are being utilized for meetings during Annual Conference:

Washington Convention Center – WCC

Beacon Hotel & Corporate Quarters – BEAC

Capital Hilton – CAP

Doubletree Washington – DOUB

Embassy Suites DC Convention Ctr. – EMB

Fairmont Washington DC – FAIR

Four Points Sheraton – SHER

\*Grand Hyatt Washington – HYATT

Hamilton Crowne Plaza – CROW

Hilton Washington – HIL

Hotel Washington – WASH

Hyatt Regency Capital Hill - REG

JW Marriott – JW

Madison Hotel - MAD

Marriott at Metro Ctr. - MET  
Renaissance M St. – M  
Renaissance Mayflower - MAY  
\*Renaissance Washington - REN  
Washington Plaza - PLAZA  
\*\*Wyndham Washington - WYND

\*Co-headquarters

\*\*Effective April 19, becomes a Westin

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