
CJCLS Newsletter

Community and Junior College Libraries Section of the Association of College and Research Libraries
a division of the American Library Association

Spring 2003

Volume 19 Number 1



ALA/CLA ANNUAL CONFERENCE
JUNE 19-25, 2003

SATURDAY, JUNE 21
9:30-12
CJCLS Program

*How are we doing?—
Assessing library services*

**Panel Discussion including
Award-winning Richland College,
Dallas**

**Before the Program
CONTINENTAL BREAKFAST
AND CJCLS/EBSCO AWARDS
ANNUAL MEMBERSHIP MEETING
8:30 – 9:30 A.M.**

**Join with CJCLS colleagues in honor-
ing the winners of the Leadership
and Program Achievement Awards
Sponsored by EBSCO Information
Services**

National Council for Learning Resources (NCLR) Highlights

By Mary Carr, Chair

The National Council for Learning Resources, an affiliate council of the American Association of Community Colleges, continues to give libraries and learning resources programs visibility within the Association.

Policy statements: Last year, after several years of work by members of NCLR, the AACC Board endorsed a policy statement on the centrality of libraries and learning resources programs in community colleges. **Read the newly adopted statement on the AACC Web site <http://www.aacc.nche.edu/>. The policy statements appear under the heading "About AACC."**

This year, AACC has asked Julie Todaro and Mary Carr to head an ad hoc committee to develop a similar statement about the importance of libraries and support services in a remote learning environment. A first draft of the statement went before the AACC's Commission on Learning and Communications Technologies and its Commission on Academic, Student and Community Development in April at its annual conference.

NCLR is exploring ways to bring visibility to these efforts.

The NCLR and the ITC (Instructional Technology Council) jointly sponsored two programs at the April Conference in Dallas:

- Successful Distance Learning Faculty: Best Practices and Recommendations
- Guided Web Tour of Best Practices in Support of Remote Student Users.

The panelists for each program included: Ron Brey, Austin Community College, TX; Mary McRae, Collin County Community College-Spring Creek, TX; Mary Wells, Prince George's Community College, MD, Julie Todaro, Austin Community College, TX, and Mary Carr, Spokane Community College, moderator.

At the first program, Dr. Hans Andrews, retired president of Olney Central College, received the 2003 NCLR Administrative Leadership Award. The award includes a \$500 contribution to Olney Central College's scholarship program.

Carr serves as a member of the Commission on Learning and Communication Technologies, and Vice-Chair/Chair-Elect of the Council of Affiliate Councils. Todaro, ACRL's liaison to AACC, serves as a member of the Commission on Commission on Academic, Student and Community Development.

NCLR is reviewing its bylaws in light of recent changes in AACC and the affiliate council structure.

NEWS FROM OFFICERS AND COMMITTEES

(Edited from draft ALA Midwinter 2003 Minutes by
Christine Grodin with additional information from
officers and committee chairs)

OFFICER REPORTS:

Chair: Cynthia Steinhoff led a discussion about the possibility of virtual meetings, to address the continuing issues of costs and time to attend conferences. The College Library Section had used this method and we will watch them for developments and evaluation. Carolyn Norman told us of the California initiatives on holding online meetings. Several possible software programs are available for teleconferencing. Imogene Book asked if the section budget could cover the costs of virtual meetings. Bob Rose, ACRL Board Liaison, noted that ALA Council has strong opinions on having open meetings, virtual or otherwise. The Library Resources Review Committee is doing a chat meeting in March. Research and Publications is having an audio conference in February.

Vice Chair/Chair Elect: Marianne Rough mentioned that the ACRL Program Planning Committee is short on costs for Toronto. She also said section programs are getting very expensive.

Secretary: Christine Godin asked that anyone giving a report also send a copy by e-mail for inclusion in the minutes. She reported that none have been received as of March 2003, except for comments from Carolyn Norman.

COMMITTEE REPORTS:

Standards Committee: Chair Cary Sowell reported that the new ACRL Task Force on Standards had met. Our section expressed support and interest in developing standards for all types of academic libraries and putting them in one document. Drafts will appear in *C&RL News* in April for review. There will possibly be an open hearing in Toronto or a web survey. Sowell said toolkits need to be developed to use the standards and that greater efforts to publicize them must be made.

Bibliographic Instruction Committee: Chair Barbara Alper reported that the BI Committee wants to change its name to the Library Instruction Committee. She outlined the process needed to do this because the *CJCLS Bylaws* do not allow for a name

change. According to ACRL, the Section's Executive Committee needs to vote to disband the current Committee and constitute a new Library Instruction Committee. The Committee approved a motion to disband and then reconstitute the BI Committee. Membership will vote on this in June.

The charge of the new Committee will be: *To identify, collect and evaluate methods and programs of instruction that are an integral part of the curriculum in two year college libraries and media centers.*

Alper reported that Committee member Imogene Zachery has finished her *Quick Research Library Tutorial*, an information literacy tool for Prince George's Community College (www.pgcc.edu/library/tutorial/index.htm). She used funding from a Title 3 grant. At the Committee meeting, Alper shared various tutorial web sites that she had found and asked each member to select one to review for the *CJCLS Review of Web Tutorials* by the end of March.

Chair-elect Rough asked the Committee to help with planning the program for the 2004 annual conference in Orlando. The Conference theme will be "Partnerships and Connections: Learning Communities as Knowledge Builders". She suggested using Prince George's new tutorial as the centerpiece and developing a program about information literacy. The Committee suggested "Bridging the Gap" as the theme, addressing the issue of information literacy from secondary schools to community and four year colleges and universities

The Committee members discussed what was happening in their libraries. Troy Swanson told about Moraine Valley Community College's Information Literacy Summit, which will be held in two different Illinois locations in April and May for 70 librarians and faculty (www.morainevalley.edu/lrc/infosummit03/default.htm). He also told how the Moraine Valley Library had designed an @ your library logo to go on all the College's distance education pages to provide a link to the library.

Committee members discussed working through technology and using BlackBoard or WebCT to communicate with one another

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AWARDS: Chair Paula Asch did not name the winners, as they had not been notified at the time of the meeting. She stated that getting nominees has been difficult.

Nominations: Steinhoff announced for Chair David Voros that the Committee had completed its work.

CONFERENCE PROGRAM PLANNING

Toronto: Chair Steinhoff announced the program title “How are we doing?—assessing library services.” There will be a panel discussion with Kathy O’Gorman, Keith Washburn, and Kelly Donaldson. Also involved are Carole Johnson and two staff members from Richland College in Dallas.

Orlando: Chair Rough asked that the CJCLS Executive Committee officially accept the invitation from Valencia Community College for a tour. The motion was made and carried. (Plans have changed, and Valencia is no longer hosting the tour.) Rough also solicited ideas for a program.. Judy Born, Lisa Beinhoff, and Ann Riley make up a subcommittee to create the program, which will be on library instruction. A panel of speakers from a variety of college levels will be selected to address this issue. We are open to co-sponsoring this program with another section.

TECHNOLOGY COMMITTEE and WEBMASTER: Chair/webmaster Linda Winters was not present, but Steinhoff explained that ACRL is in the process of changing its practice regarding section and other ACRL-related Web sites. ACRL strongly desires that all such sites be based at ALA. She will be following up on this and is working with Winters regarding this change.

MEMBERSHIP COMMITTEE: Steinhoff reported, as there is no chair. Concerns about the fluctuating number of Section members (drops and adds each month) need to be addressed. Letters from Steinhoff as Section chair to those who dropped ACRL membership will be mailed shortly. We have 200 new members, with about 50-60 who dropped. Mary Jane Petrowski, associate executive director of ACRL, discussed communication between sections and ACRL. ACRL is looking for ways to recruit more members. Reasons for dropping membership or not joining were

given cost of membership and lack of travel funds to attend conferences. ACRL has new business plan and is working with a telemarketing firm on a one-year pilot program to attempt to improve retention.

RESEARCH AND PUBLICATIONS COMMITTEE: Chair Carolyn Norman announced that the Committee is going ahead with a new edition of the Vocational-Technical Collection. She also explained several options for teleconferencing used in California. The minutes are not recorded by these systems, but conversations are available in a variety of formats.

LIBRARY RESOURCES REVIEW Committee: Chair Ann Riley reported that the committee is reviewing teleconferencing options due to high travel costs. Members are looking for reviewers for both *Choice* and *Booklist*.

To get Toronto meetings,
tour, and dinner information:

**Join the CJCLS list
Subscribe to:**

**LISTSERV@.GPC.
PEACHNET.EDU**

**In the body, write SUB-
SCRIBE CJC-L firstname
lastname**

Thanks to Georgia Perimeter
College for hosting the list

ACRL Begins @ your library™ Campaign

(Edited from an ALA news release by Deborah Davis and Mary Ellen Davis)

@ your library™, The Campaign for America's Libraries, launched the academic and research library component of its national initiative during the ACRL National Conference in Charlotte, N.C., in April.

As part of the planning process for the academic campaign, approximately 40 academic and research librarians were invited to participate in a strategic planning and marketing retreat hosted by 3M Library Systems last fall. Participants discussed key issues concerning library marketing and publicity efforts on campus, including how to identify key users or "customers," how to develop appropriate messages, what vehicles of communication should be used to promote academic and research libraries, and how to prepare long-term marketing plans.

Retreat attendees also had the opportunity to critique a marketing manual developed by 3M Library Systems that was used during a full-day preconference at ACRL's National Conference. For several months after the retreat, participants were all members of a list where they continued to help develop ideas, provide and critique marketing messages, and provide input for the tool kit being developed for the academic @your library campaign.

Four community college librarians attended the retreat, including Linda Slusar, College of DuPage, and David Voros, Lehigh Carbon Community College, who are members of the ACRL @your library Task Force that helped to plan and run the retreat. Also participating were Paul E. Dumont, Dallas County Community College, and Susan Maltese, Oakton Community College. Their team, which worked together on common goals during the intensive retreat, also included Catherine Lee, Wesleyan College, and Rob Noirjean, 3M Systems.

Developed in collaboration with ACRL, the campaign has several key external goals. These include promoting an understanding of the value of academic and research libraries and librarians in the 21st



(l-r) Catherine Lee, ACRL @your library Task Force member David Voros, Paul Dumont, Rob Noirjean and Susan Maltese, team members at "New Realities, New Relationships @your library" Conference, critiquing and developing ideas and approaches for the ACRL @your library campaign. (Wonewok, the 3M conference center, Park Rapids, Minnesota, October 11-15, 2002)

Photo by Linda Slusar

century; promoting awareness of the unique role of academic libraries and their contributions to society; increasing visibility and support for academic and research libraries and librarians; helping librarians better market their services on-site and online; positioning academic and research librarianship as a desirable career opportunity; and fostering a greater connection with other types of libraries.



Linda Slusar, team member, ACRL @your library Task Force member

Photo by Susan Maltese

The campaign also will position academic and research libraries and librarians more prominently in the American Library Association (ALA) national public awareness efforts.

It will target undergraduate and graduate students, faculty, administrators and staff as primary audiences. Secondary audiences to be addressed include alumni, individual donors, institutional funders, trustees, policymakers, parents, the general community and media.

"This campaign is a terrific opportunity to generate a better understanding of the role of academic and re-

search libraries and the contributions they make. I also hope it will foster a sense of pride among our members and the greater academic and research library community for the important work we do everyday,” says ACRL President Helen Spalding, University of Kansas City-Missouri. “Academic and research librarians will gain tools through the campaign that will help give voice to their stories. The national public relations effort can have a major impact on their key constituencies.”

Also during the National Conference, new Web pages dedicated to the academic and research library campaign were unveiled. That site will be part of The Campaign for America’s Libraries Web site at www.ala.org/@yourlibrary. The site will include a free downloadable version of the 3M Marketing Manual, as well as a new toolkit of materials, including programming and publicity ideas, artwork, customizable ads, sample press materials, librarian profiles, case studies of successful academic marketing efforts, tips on story collection, how to conduct media relations and more.

Toronto Marketing Workshop

At the ALA Annual Conference in Toronto, there will be a half-day workshop called “Survival in Academe: Marketing @ your library.” That session will include an overview of the academic and research library campaign, how academic and research librarians can become advocates, and what tools and resources are available through ALA and ACRL to help promote academic and research libraries and librarians.

Go to the ALA Web Site
www.ala.org
and link to
the @your library logo
to find the new ACRL Took Kit
and
many great
marketing
ideas from
academic libraries

Plans from the Chair Elect

By Marianne Rough

I know it is hard to think beyond Toronto at this point, but we are jumping ahead in our planning process and thinking about Midwinter in San Diego. Carolyn Norman, Chancellor’s Office, California Community Colleges, has volunteered to arrange our Friday night dinner. She is looking into the possibility of a dinner cruise, if it doesn’t turn out to be too expensive.

Plans are also well underway for the ALA Annual Conference in Orlando in 2004. The Program Planning Committee is made up of Chair Marianne Rough and members Judy Born, Manatee Community College; Lisa Beinhoff, Sauk Valley Community College; and Ann Campion Riley, St. Louis Community College. We have already begun our work and plan for heavy attendance at our program, since it will span interest groups from high school through college and lifelong learners. ACRL’s general theme for the 2004 Conference will be “Bridging the Gap”, so our topic should also be popular with ACRL’s planners. Our program will be about developing and using library information tutorials, information literacy programs, etc. to “bridge the (information) gap” for these populations. So far we have commitments from the following speakers: Imogene Zachery, Prince George’s Community College, who has developed an information literacy tutorial and Sara Crest, Towson University, who has implemented an information literacy program “across the curriculum”. We are still seeking a school librarian and someone from a research library to serve on our panel.

Karen Simpson, Head of Reference, and Dr. Michael Hutton, AVP Learning Resources, Brevard Community College, Cocoa Campus, are considering our invitation to host the CJCLS Monday morning tour during Orlando 2004. I have met with them and toured their library. I found it not only to be beautiful, but was fascinated by the concept of their shared facility with the University of Central Florida and the Solar Energy Center. They are attempting to work out the transportation aspect before committing to the acceptance our invitation.

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Pat Henderson, Valencia Community College, Orlando, Florida, is working on coordinating our Friday evening CJCLS dinner. Since we usually plan for about 75 people and it is a big job, Sheila Hiss, North Florida Community College, will work with Henderson on this project.

2003-2004 Committee Appointments:

Susan Maltese, Oakton Community College, and Imogene I Book, retired, will co-chair the Planning and Procedures Committee, with the goal of working on a revision of the *Bylaws*. The Bibliographic Instruction Committee will have a new member, Julie Planchon Wolf, Cascadia Community College. I am still working on placing the following new volunteers in committees: Mary Ann Sheble, Oakland Community College; Annemarie Mascarenhas, Bergen Community College; Julia Woodward, Anne Arundel Community College; and Mary Mayer-Hennelly, Tidewater Community College. Since we are in need of people on the Membership Committee, I will see if any of these new volunteers are interested in serving on this committee or on any other committee which is about to lose a member or two. I will also be calling on

members to serve as chairs of the Membership, Technology, Nominations, and Standards Committees.

I am enjoying my current year with you as Vice-Chair and look forward to serving you as Chair of CJCLS in 2004. Thank you for all your cooperation and hard work.

Marianne C. Rough
Vice-Chair/Chair Elect ACRL/CJCLS

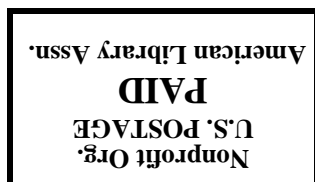
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