

CLS Newsletter

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Status Report on the CLS Virtual Midwinter From the Chair

In my last column, I described how the College Libraries Section was beginning to embark upon a grand experiment: conducting its Midwinter meetings virtually. At the request of the *Newsletter* editor, I'm now ready to give you a status report.

In November and early December, almost all of the Section's committees held virtual meetings. Standards had already elected to meet in person in Philadelphia because the members of that group felt they had some business best handled through a face-to-face encounter. Yet they also held a virtual discussion prior to the conference, to give those individuals unable to travel to Philadelphia an opportunity to provide input. And, of course, the two discussion groups, the Medium-Sized Academic Libraries Discussion Group and the College Library Directors' Discussion Group, were scheduled for in-person meetings as well.

So how did things go? By and large, pretty well. The committees used a variety of communication formats for their meetings, including e-mail, discussion lists (LISTSERVs), course management software, even AOL Instant Messenger. Committee chairs report a range of experiences, most of them positive, though not exclusively so, yet all felt the virtual approach had merit and wanted to try again, improving their processes using what they'd learned from the first time around.

The Executive Committee met from January 13-15 in an asynchronous meeting format that used e-mail as the main communication vehicle. I had people send their responses to me, then I forwarded them to the group. I did this to ensure that no comment would get lost because someone inadvertently hit "reply" instead of "reply all."

I admit I was sweating things a bit. The Executive Committee agenda is much more complicated than that of a typical section committee. Could we be productive; could we stay focused; or would we just get lost? I sent the agenda out a few days in advance of the meeting, along with some simple ground rules for participation. The two main requirements were to 1) check e-mail frequently during the meeting timeframe, and 2) not be a lurker, but an active participant.

Though I sent out the agenda in advance of the meeting, I sent each agenda item separately when it was time to discuss a particular topic. We started with a substantive discussion on scholarly communication;

Sue Martin, ACRL Visiting Program Officer for Scholarly Communication, was a guest for this portion of our meeting. We then moved through our agenda in much the same fashion as we would at a regular meeting, including taking virtual votes as needed.

Along the way, I learned some things: The burden for a virtual meeting falls heavily upon the chair. S/he has to work hard to keep topics moving, to ensure that everyone is participating, etc. Sometimes it's best to collate responses on a particular topic, rather than send each one out as an individual e-mail. In that way, if people have to step away from their offices for meetings, they won't come back to dozens of e-mails on a single topic. Another point: asynchronous responses tend to be more thoughtful than off-the-cuff ones made in real-time. However, it's probably advisable to schedule timeframes for each topic, e.g., Topic A from 9-11 on Monday, Topic B from 1-3, etc. You might call this approach "Controlled Asynchronicity."

What other lessons did we learn? Well, it would have been best for people to have cleared their calendars of other scheduled meetings, working at their desks during the couple of days we had blocked out to conduct business. Participants could still do e-mail, professional reading, writing, answer the phone, etc., just not get themselves tied up in a busy meeting schedule. Also, we learned that a virtual meeting using a text-based system produces a transcript of the meeting that is much more precise and complete than a typical set of minutes. In fact, it was a challenge for our secretary, Kristin Senecal, to distill the transcript down to a manageable size.

Yes, we learned how to make our virtual Midwinter better next time, but we also learned something even more important: it worked! John Jaffe, chair of the Leadership Committee, gave the following assessment: "I think [the minutes] indicate more done at this meeting than in face-to-face meetings at Annual!"

At the ACRL Sections Council that met in Philadelphia, I gave a report on our virtual activities. There was a great deal of interest in what we had done, and we were publicly commended for taking a leadership role in this area. Since that time, I have been asked by at least two other sections for copies of our virtual meeting procedures.

Maybe we'll start a trend!

Mark Cain

New ACRL Web Site to Launch in April

ACRL is pleased to announce that it will be launching its redesigned Web site this April. In addition to providing an updated look for ACRL, the site features a new navigation structure and intuitive interface to simplify access to the array of Association information available online. The reorganization of the site was based on extensive usability testing with ACRL members. The redesign is being completed in tangent with an ALA-wide move to a Web content management system. Features of the system include advanced searching options and an improved general search feature, improved navigability, and one-stop pages detailing ALA's work in major areas of interest. The ACRL site will remain accessible through www.ala.org/acrl and www.acrl.org; however, lower-level URLs will change. The goal of the new site is to provide sensible paths to ACRL Web pages; however, an FAQ and site map will be available to help you locate information on the new site and update your bookmarks. Ruth Connell, web editor for CLS, has diligently been recreating our pages to conform to the new design. If you have any questions or concerns about the new Web site, please contact Ruth at ruth.connell@valpo.edu or Jon Stahler at jstahler@ala.org.

Where in the World is Mark Cain?

Mark Cain, formerly Executive Director of Information Services and Support at the College of Mount St. Joseph, Cincinnati, is now Chief Information Officer for Cincinnati State Technical and Community College. Mark observes that this is noteworthy on a couple of levels: "I will no longer be working in a liberal arts college. Even more striking: I won't have the library in my portfolio." Mark intends to serve out his term as chair of CLS and plans to continue his membership in CLS rather than switch to CJCLS.

Good luck, Mark!

Catch the CLS Conference Program in Toronto

Casting Our Nets or Ice Fishing?: Recruiting Future College Librarians

In the November 2002 issue of *C&RL News*, W. Lee Hisle identified recruitment as one of the top seven issues facing academic libraries. At conferences and on listservs, we hear frequently of the woes of search committees seeking to fill librarian positions. CLS has invited individuals from various perspectives (director, new librarian, library educator, and researcher) to share their insights with us in Toronto. Maureen Sullivan will set the stage, followed by a panel with Prudence W. Dalrymple, Dean of the Graduate School of Library and Information Science at Dominican University; Jean O. Donham, College Librarian at Cornell College; Todd Kelley, Associate Provost at University of the South; and Sarah L. Nesbeitt, Reference Librarian at Eastern Illinois University. New college librarians Lynda M. Duke and Jennifer Paliatka will offer their comments and insights via videotape. If you are interested in ways to attract individuals to our profession, or looking for hints on how to build stronger pools for librarian vacancies, this program is for you. The program is scheduled for Sunday, June 22 from 8:30 a.m. to 11:00 a.m.

In addition to the main CLS program, CLS is co-sponsoring two other programs at Annual:

With the Women's Studies Section (WSS) - Getting the Word Out: Publishing in Library Science and Women's Studies

The first part of this program is a panel conducted by editors Dr. Gloriana St. Clair of *portal: Libraries and the Academy*, Dr. Sandra Harding of *Signs* and an editor from *Resources For Feminist Research* who will discuss the writing and publishing process and current trends in research. The second part will consist of breakout roundtables that will permit participants to discuss topics of interest in small group settings and to ask questions of librarians who have already published. Monday, June 23, 8:30 a.m. to 12:00 noon.

With the University Libraries Section (ULS) - The Great Debate: The Library as Place

The program, co-sponsored with the Canadian Association of College and University Libraries (CACUL), will be a formal debate on the topic "Be it resolved that by 2020, academic libraries will have outlived their need for physical space." The two teams will be composed of librarians from Canada and the U.S. The affirmative team is Jim Neal, Columbia, and Ernie Ingles, Univ. of Alberta, and the negative team is Madeleine Lefebvre, St. Mary's University, and Gillian McCombs, Southern Methodist University. The format is formal debate style with audience participation. Saturday, June 21, 1:30 p.m. to 3:30 p.m.

CLS Medium-Sized Academic Libraries Discussion Group at ALA in Toronto

Building an Assessment Culture in your Library

Join a discussion to learn what other libraries are doing to build proactive assessment cultures in their libraries to support accreditation standards. Learn best practices to measure database use, 24/7

reference, information commons and other services. Also learn how libraries are providing feedback to their patrons on the results and how they respond to critical issues. Share your best practices, issues, experience, and learn what others are doing.

Monday, June 23, 9:30 a.m. to 11:00 a.m.

Jo-Ann Michalak
Director, Tisch Library
Tufts University

Academic and Research Library Campaign Launch

@ your library™, The Campaign for America's Libraries, will launch the academic and research library component of its national initiative during the ACRL National Conference in Charlotte, April 10-13.

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 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. The campaign also will position academic and research libraries and librarians more prominently in the ALA national public awareness efforts. Primary target audiences of the campaign will be undergraduate and graduate students, faculty, administrators and staff. 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 research 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, Associate Director of University Libraries at 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."

As part of the planning process, approximately 40 academic and research librarians were invited to participate in a strategic planning and marketing retreat hosted by 3M Library Systems this 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. College library participants in the 3M retreat included: Theresa Byrd, Director of Libraries, Ohio Wesleyan University; Constantia Constantinou, Library Director, SUNY Maritime College; Lee Hisle, Vice President - Information Services, Connecticut College; Catherine Lee, Library Director, Wesleyan College; Louise Sherby, Associate Dean and Chief Librarian, Hunter College; and Sue Stroyan, University Librarian, Illinois Wesleyan University. During the ACRL National Conference, new Web pages dedicated to the academic and research library campaign also will be 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 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.

In addition, there will be a half-day workshop in June during the ALA Annual Conference in Toronto called "Survival in Academe: Marketing @ your library," which will be open to all academic and research librarians. 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 on their campuses.

Membership Committee Steps Up Recruitment

According to ACRL figures, CLS lost approximately 110 members in 2002. This translates into a 4.62% decrease in section membership. While it is something to be concerned about, every section in ACRL lost members during 2002, so we, unfortunately, are part of an Association trend. Overall, ACRL lost 2.71% of its membership.

Realizing that publicity about what CLS does is one of our best means of garnering new members, the Membership Committee has started a few new initiatives this year. We have sent over 800 CLS brochures to ACRL chapters in sixteen states. Additionally, we have sent recruitment letters to all ALA-accredited library schools and asked them to post or distribute the letter to currently enrolled students. Finally, we continue to send recruitment notices to COLLIB-L, explaining what great opportunities are available when one joins CLS. There are over 1,000 librarians who subscribe to COLLIB-L but don't belong to CLS - a potential pool of new members.

The best recruitment tool, however, is you. You are an active member of CLS and benefit from that membership. Please tell a colleague about our outstanding programs at ALA, our useful and timely publications like *CLIP Notes*, and the best social event at ALA - the Friday Night Feast. Finally, remind them that two section memberships are *free* when they join ACRL. Many ACRL members neglect to select their free section memberships. There are many college librarians out there who could benefit from CLS membership.

If you have suggestions for future membership recruitment initiatives, please contact someone serving on the Membership Committee. This year's Committee members are: Melinda Dermody, David Harralson, Daphne Harrington, Renee Jadushlever, Albie Johnson, Shirley Lankford, Barbara MacAlpine, Clara Ogbaa, Susan Richards, Helena Rodrigues, Kendra St. Aubin, and Rebecca Wilson.

Susan Richards, CLS Chair-Elect
University Librarian
Lawrence University, Appleton, WI

Kudos-Recognizing the Achievements of Our Members

Steven Bell, Director of the Library at Philadelphia University, PA, participated as a panelist for the Keynote Session, "Ways of Knowing: Academic Support in the Information Age" at the Pennsylvania/New Jersey College Reading and Learning Association's Fourth Annual Conference on March 14, 2003. Steven also authored the article, "Is More Always Better," *American Libraries*, v.34 n.1, 2003:44-46.

Mark Cain, CLS Chair and Chief Information Officer for Cincinnati State Technical and Community College, OH, is the new Technology editor for the *Journal of Academic Librarianship*.

Fran Ebbers, Access Services Librarian at St. Edward's University, Austin, TX, has been awarded the John A. Baker Memorial Award for Excellence in K-12 Distance Education. Ebbers received the award March 5th at the annual meeting of the Texas Distance Learning Association.

Evan Ira Farber, Earlham College, Richmond, IN, wrote a biographical sketch of his mentor, Guy R. Lyle (born 1907; died 1994) for the Second Supplement to the *Dictionary of American Library Biography*, 2003 (Libraries Unlimited). Lyle was probably best known as the author of *The Administration of the College Library*. First published in 1944, much of what Lyle wrote-his approach to college librarianship, his cautions and words of advice-is still valid today, and well worth browsing.

Annette and Bret Heim of Spring Hill College, Mobile, AL, recently released their second compact disc recording *Celestials: American Music for Flute and Guitar*. Annette (flute) is Director of the Teacher Education Division's Curriculum Library and Computer Lab. Bret (classical guitar) is Instructional and Government Documents Librarian at Thomas Byrne Library.

Steve McKinzie, Social Science Librarian at Dickinson College, Carlisle, PA, and Jonathan D. Lauer, Library Director at Messiah College, Grantham, PA, recently published two opinion pieces on virtual reference: "Virtual Reference: Overrated, Inflated, and Not Even Real," *The Charleston Advisor*, v.4 no.2, 2002:56-57 and "Digital Reference: A New Library Paradigm or the Emperor's New Clothes?," *Against the Grain*, v.14 no.4, 2002:34+.

Kristin Senecal, Assistant Director of Technical Services at Dickinson College in Carlisle, PA, is serving as President of the OCLC Members Council. Kris was elected in May of 2001 as Vice-President/President-Elect and is currently serving her term as President. Kris has served on the Council as a delegate representing PALINET for 7 years.

Carolyn A. Sheehy, Director of Library Services at North Central College in Naperville, IL, and Bernie Sloan co-authored "Illinois Librarians: Catalysts for Cooperation," *Resource Sharing and Information Networks*, v.16 no.1&2, 2002.

Philip Swan, Head, Social Work Library at Hunter College, CUNY authored "Academic Departmental Library Collections As Curriculum Trend Indicators," *Collection Building*, v.21 n.4, 2002:161-165.

Amy Wolfe has joined the faculty of The City College of New York as the Chief of Access Services Librarian.

Goucher College Receives Honor

The staff of the Julia Rogers Library at Goucher College was thrilled that its public relation campaign, "Twenty-Five Years of Jane Austen" was selected to receive a 2003 John Cotton Dana Award. Of the nine libraries honored this year, Goucher was the only academic library.

The campaign celebrated the silver anniversary of Alberta Hirshheimer Burke's bequest of a rare and valuable collection of materials by and about Jane Austen. Mrs. Burke, Goucher class of 1928, and her husband Henry traveled and collected extensively for over forty years until her death in 1975. In 1979, Mr. Burke became one of the co-founders of the Jane Austen Society of North America. The organization's print and online journal, *Persuasions*, and its newsletter are edited by members of the Goucher College faculty.

The two-year campaign began with the publication of a retrospective booklet, designed by the College's communications staff, that detailed important events and activities associated with the Burke collection.

It also announced the creation of a newly funded scholar-in-residence program. Professor Mary Favret, of Indiana University, the first scholar selected for the residency, spent a week on campus and gave several lectures on her research. The campaign also included numerous talks about the collection, the presentation of a Goucher honorary degree to Austen descendent Joan Austen-Leigh, and a special exhibit arranged for the Society of Dance History Scholars meeting on campus. The capstone project was the digitization, by instructional technology staff and students, of Alberta Burke's Notebooks - ten marble composition books of clippings, letters and ephemera, personal journals of Austen appreciation. The application was submitted in a large album, hand bound by Special Collections Librarian Sydney Roby, and designed to resemble the notebooks in which Mrs. Burke assembled her materials.

According to College Librarian Nancy Magnuson, "the Dana application process is very time-consuming and we were fortunate to have the cooperation of many people at Goucher and beyond in putting it together - it was a very collaborative effort." You can see more about the collection at http://www.goucher.edu/library/austen_home.htm. The library is planning an on-campus celebration of the award during National Library Week in April. The John Cotton Dana Awards will be presented at the American Library Association Annual Conference in Toronto in June.

Books BY and FOR College Librarians

Standards and Assessment for Academic Libraries: A Workbook

William Neal Nelson, Augusta State University and Robert Fernekes, Georgia Southern University
In 2000, ACRL approved the new Standards for College Libraries, developed by the CLS Standards Committee. The new Standards represent a departure from previous standards because of their emphasis on outcomes assessment as a basis for measuring library effectiveness. Using the new Standards has meant looking at library operations in new ways. This workbook is designed to assist library professionals in academic libraries of all sizes, both public and private, in applying the new Standards for College Libraries. Based on a workshop developed by the authors and presented over a dozen times, it provides questions, worksheets, suggested resources, and sources of comparative data for evaluating performance in academic libraries.

Assessment in College Library Instruction Programs, CLIP Note #32

Lawrie H. Merz and Beth L. Mark, Messiah College, compilers

Information literacy is central to college-level library instruction in the United States today. In recent years, interests in assessing student outcomes in the area of information literacy have outpaced the availability of information about effective assessment tools. This CLIP Note includes the results of a survey of 293 college and university libraries that provides new information about the type and scope of library instruction, content areas covered, and current assessment of information literacy at the participating schools, as well as how ACRL standards are used in instruction programs and how library personal are assessed. This volume also includes many excellent examples of information literacy assessment tools, such as bibliography analysis, portfolios, tests, one-minute papers, and other formative and summative tools.

CLS Committee Updates from Midwinter

CLIP Notes Committee

Chair David Wright reported on the status of CLIP Notes in process: the First Year Student Library Instruction is well underway; the Special Collections CLIP is in the survey stage; and the Marketing Plans CLIP is in the survey development stage. Future topics for CLIP Notes include remote storage/compact shelving issues, copyright, and government documents. According to Hugh Thompson, ACRL

Publications, the figures for CLIP gross revenues and CLIP revenues as a percent of overall revenues show that CLIPs were up last year, the best in about 4 years.

Communications Committee

Chair Catherine Lee gave an update from Damon Hickey on COLLIB-L, the CLS listserv. The listserv, hosted by the College of Wooster, continues to have more than 1,000 subscribers. Mike Thompson and Phil Swan volunteered to survey some of the listservs that are housed on the ALA server about the advantages and disadvantages of being housed on the ALA server. Denise Shorey and Claudia Timmann volunteered to investigate the idea of having a feature, either on the website or in the Newsletter, that profiles a college library or a college library website.

2003 Program Committee

The 2003 program topic is recruitment, which picks up on Mark Cain's theme for his year as chair of CLS. The keynote speaker will be Maureen Sullivan. See the [Conference Program](#) for a full program description.

Continuing Education Committee

The CE Committee continued discussion on hosting, in some format and at some time, a version of "the Bill and Bob Show" on the new Standards or some other CE type tutorial. The Committee is also planning a library tour, coordinated by Lynn Shepard, during the Annual Conference in Toronto.

Leadership Committee

The Committee received a report from Larry Hardesty on the Library Director Mentor Program. The Program enjoyed the highest enrollment in its history with 19 participants. Dina Giambi, from the ALCTS Leadership Development Committee, reported on the Toronto program that CLS Leadership is joint-sponsoring. The Committee's program, "Learning & Developing Leadership: Who's Responsible?," is scheduled for Saturday, June 21, 8:30 a.m. to noon.

Membership Committee

The Committee sent a CLS recruitment letter to COLLIB-L in December. Helena Rodriguez sent out letters (via e-mail) to all state ACRL chapters offering CLS brochures for use at their conferences. So far, brochures have been sent to nine states. The Committee continues to struggle with getting timely information from ACRL about new and dropped members. Shirley Lankford is drafting a letter to send to library schools this spring telling future librarians about the section. The Committee is also exploring a cooperative recruiting effort for undergraduate librarians with the University Libraries Section and is discussing "niche" recruiting for librarians who identify themselves primarily as catalogers, acquisitions librarians, library instruction librarians, etc. How do we get them interested in CLS?

Research Committee

The Committee is continuing an investigation, begun under the previous chair, into how much college librarians participate in national conferences. The plan is to begin a mentoring program to help college librarians publish and present at conferences. The Committee is co-sponsoring "Get Us to the Press on Time" with the ACRL New Publications Advisory Board in Toronto, Sunday, June 22, 10:30 a.m. to noon.

Standards Committee Report

Lis Chabot is leading a Committee effort on an "Assessment Toolkit" project. The [workbook](#) on the CLS Standards by Bill Nelson and Bob Fernekes was published in November. An article was also published in the November issue of *C&RL News* regarding the Standards and Bob and Bill will be presenting a preconference workshop at ACRL.

ANNUAL 2003 Toronto Information & Dates
Check the Program Book for Locations

Friday, 6/20/2003

Fifth Annual Friday Night Feast—Dhaba Restaurant 8:30 pm - 11:00 pm

Saturday, 6/21/2003

Executive Committee 8:30 am - 11:00 am

Conference Program Planning 2004 9:30 am - 11:00 am

CLIP Notes Committee 11:30 am - 12:30 pm

Communications Committee 11:30 am - 12:30 pm

Conference Program Planning 2003 11:30 am - 12:30 pm

Standards Committee 11:30 am - 12:30 pm

Sunday, 6/22/2003

PROGRAM: Casting Our Nets or Ice Fishing?
Recruiting Future College Librarians 8:30 am - 12:00 pm

College Library Directors' Discussion Group 2:00 pm - 4:00 pm

Monday, 6/23/2003

Membership Committee 8:00 am - 9:00 am

Conference Program Planning 2004 9:30 am - 11:00 am

Continuing Education Committee 9:30 am - 11:00 am

Leadership Committee 9:30 am - 11:00 am

Medium-Sized Academic Libraries
Discussion Group 9:30 am - 11:00 am

Research for College Librarianship
Committee 9:30 am - 11:00 am

Tuesday, 6/24/2003

Executive Committee 8:30 am - 11:00 am