

CLS Newsletter

Issued by the College Libraries Section of the Association of College and Research Libraries,
A Division of the American Library Association

Volume 14 Number 1

ISSN 0887-3550

Spring 1998

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Values, Research, and the CLS Agenda

Three brief, yet powerful, articles recently crossed my desk. David F. Noble's "**Digital Diploma Mills: The Automation of Higher Education**,"¹ was first brought to my attention by Damon Hickey, our colleague at the College of Wooster. It has since made the rounds of the listservs and many of you will have read it. Noble's piece is a galvanizing Marxist take on the international market forces that are transforming American higher education. In it, the author warns of the increasing exploitation of the intellectual capital of the academy. Automation, he points out, makes possible the commoditization and commercialization of our research and teaching that we see occurring. Quality higher education, Noble warns, "will soon become the exclusive preserve of the privileged, available only to the children of the rich and powerful." The rest of us will be left with point-of-need vocational programs beamed directly into our homes by the virtual for-profit McGraw-Hill universities of the future.

The second article to attract more than my usual share of attention is Lee Hisle's editorial in the January issue of the *C&RL* entitled "**Facing the New Millennium: Values for the Electronic Age**"² Lee chose this topic as the theme for his ACRL presidential year because he believes that our need for stable, shared professional values is now greater than ever. "I see a profession seeking

reaffirmation of traditional values even as it questions them," Hisle states. He suggests that it is through understanding, reaffirming, and even changing our values that we will move confidently and securely into our future.

It is rare that I read something I wish I had written. This was the case, however, with "**Academic Librarians as Scholars: Publishing is Your Moral Obligation.**"³ In what may best be described as a manifesto, author John Newman admonishes academic librarians to "publish more and complain less." Research, he suggests, is not merely an aggravation brought on by tenure, or an irritating necessity as we build our *vitas*; rather, it is a moral obligation of all those who accept public money to perform as intellectuals. Newman points out that research *is*, in fact, fun. I would also point out that it helps clear our minds of the cobwebs that prevent us from making sense of the change that is swirling about us. I congratulate Newman for being the first to state publicly what many of us have long thought, but have been too timid to express.

As current chair of the College Libraries Section, I read these three articles at a time of intense preoccupation with the activities of our various sub-groups. The connections to be made between the work of the Section and the concerns raised in these articles -- the values we profess, the challenges we face, and the research and publishing we do -- should be evident to all of us.

The Program Committee has chosen a theme -- the value of the business/industry model for academic libraries -- that compliments well President Hisle's own topic. Our section program at Summer Conference this year promises to be a lively debate in which we can all join. In my enthusiasm for the Committee's choice of topic, I prevailed upon chair Damon Hickey to write an article for the newsletter of my own library here at Willamette University. "**Adam Smith Goes to College, or, The Perils of Applying a Business Model to Higher Education**"⁴ is a fun read and an evocative look at what our schools might become. I recommend that you read it, if you haven't already. We can agree, I think, that there is some risk involved when we accept uncritically, or sometimes misapply, a business metaphor that morphs clients into customers, librarians into service providers, and everyone into three-minute managers.

We should all be pleased that we have in the Research for College Librarianship group a committee of experts who are willing and available to help us as we prepare papers and presentations for next year's ACRL Conference in Detroit. [\[See the article on the conference on pages 3 & 4.\]](#) While some of us may not agree that publishing and presenting is a moral imperative of the profession, we all appreciate and learn from those who do. The accessibility of the members is complemented by the Committee's recent publications, which are described elsewhere in this issue.

In last Fall's edition of this newsletter, I detailed the activities of the other CLS committees. The members of these committees are working on issues and projects that benefit us individually and collectively. Section work can be deeply satisfying, and I encourage all of you to involve yourselves in these important activities. It is through our involvement -- in research, publishing, presentation, conferences, and the work of our associations and consortia -- that we reemphasize and redefine for today the values that we have long held dear. In so doing, we fulfill our obligation to intellectual freedom, to service, to literacy, to access, and to building the leadership we need to negotiate our future in a most uncertain world. I am confident that your

service and support, now and in the future, will advance the cause of the College Libraries Section. I am in your debt.

¹David F. Noble, "**Digital Diploma Mills: The Automation of Higher Education**," *Monthly Review*, vol. 49, no. 9 (February 1998): 38-52.

²W. Lee Hisle, "**Facing the New Millennium: Values for the Electronic Information Age**" [guest editorial], *C&RL*, vol. 59, no. 1 (January 1998): 6-8.

³John Newman, "**Academic Librarians as Scholars: Publishing is Your Moral Obligation**," *C&RL News*, vol. 59, no. 1 (January 1998): 19-20.

⁴Damon D. Hickey, "**Adam Smith Goes to College, or, The Perils of Applying a Business Model to Higher Education**," *Moveable Type: the Newsletter of the Mark O. Hatfield Library*, vol. 5, no. 2 (Spring 1998): 4-5. [[Available at http://library.willamette.edu/home/publications/movtyp/](http://library.willamette.edu/home/publications/movtyp/)]

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College Library Management Videotape Available

Hot Topics in College Library Management! Sound relevant to your everyday life? We hope so! You can borrow this videotape on interlibrary loan from ALA, or you can buy it for a nominal cost from ACRL. It features interviews with Susan Campbell (User Education in the Electronic Age), Sue Stroyan (Web integration), Michael Kathman (Funding/Budgeting for Technology), and Mich Jedrey (Reorganization). Use it for in-house staff development, or local consortia meetings, or regional workshops. An accompanying Website with complete order information is available at <http://www.bucknell.edu/departments/library/hot/>.

Brought to you by the CLS Continuing Education Committee.

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Kudos for CLS Members

Carol Goodson, Head of Access Services at State University of West Georgia, founded and edits *The Journal of Library Services for Distance Education*. This new, peer-reviewed e-journal can be found at: www.westga.edu/library/jlsde/.

Damon Hickey, Director of Andrews Library at The College of Wooster, had his book -- ***Sojourners No More: The Quakers in the New South, 1865 - 1925*** -- published in August 1997 by the North Carolina Friends Historical Society in celebration of the tercentenary of North Carolina Yearly Meeting of Friends.

Jane Kemp, Circulation-Special Collections Librarian at Luther College, has been promoted to professor.

Thomas Jay Kemp, Head of Special Collections at the University of South Florida, had his ***1996 Genealogy Annual: A Bibliography of Published Sources in Local History & Genealogy*** published by Scholarly Resources.

Wendy Knickerbocker has been appointed as Director of Library Services at Maine Maritime Academy.

Jonathan D. Lauer, College Librarian at Messiah College, wrote "**Pray That I Don't Die of Thirst, Baby, Two Feet from the Well': Last Songs on Bob Dylan's Studio Albums, 1974-1993**," *On the Tracks* 5 (June 1997): 14-23.

Tom Leonhardt has been appointed library director at the Oregon Institute of Technology.

Steve McKinzie, Chair, Department of Library Resources at Dickinson College (and new director mentor participant) had his article -- "**Librarians and Faculty in Tandem: Taking Our Cue from the Evening News**" -- published in the fall 1997 issue of *Reference & User Services Quarterly*.

Kelly R. McBride, Assistant Director for Public Services at Clinch Valley College, participated in a Librarians' Study Tour in Northern Ireland.

Larry R. Oberg, University Librarian at Willamette University, has three recent articles -- "**Why I Chose to Work in a College Library: A Subversive Account**," *College and Undergraduate Libraries*, vol. 5, no. 1 (May 1998); Oberg and Bill G. Kelm, "**The Library Systems Office: Are We Looking for Competencies or Degrees?**" *Library Mosaics* vol. 8, no. 4 (July/August 1997): 12-14; "**Support Staff in a Transitional Age: Implications for Continuing Education**," *OLA Quarterly* vol. 3, no. 1 (Spring 1997): 16-17.

Andrew Pearson, Director of the Library at Florida Southern College, was elected Treasurer for the 1997-98 Executive Committee, Board of Directors for the Tampa Bay Library Consortium, Tampa Bay, Florida.

Pamela Snelson has been appointed as Director of the Library at Franklin and Marshall College. She also has been elected as Vice-President of the PALINET Board of Trustees.

Ru Story-Huffman's *Nursery Rhyme Time* was published by Highsmith Press. Huffman, public services librarian at Cumberland College, has just been awarded a contract by Highsmith Press to write two children's books.

Rob Withers, Systems/Technical Services Librarian at Western Maryland College, had an article -- "**Increasing Your Efficiency with Internet Resources**" -- published in *Against the Grain*, vol. 9, no. 6 (December 1997/January 1998): 1, 16-18.

Swap-n-Shop Session coming to Annual Conference

The CLS Continuing Education Committee will sponsor a swap-n-shop session at Annual Conference in Washington, D. C., this summer. Entitled ***Creating a Dynamic Staff: Developing and Organizing the College Library***, the event will take place from 10 a. m. to 11 a. m. on Monday, June 29, 1998. The session will feature discussion among participants about how college libraries are meeting increased demands for service and expertise in an environment of reduced (or stable) budgets, rising costs, and rapidly changing technologies. The Committee is seeking individuals and institutions that have successfully implemented innovative ideas in this area (e.g., created new organizational structures, new job descriptions, continuing education workshops, etc.) and would be willing to share their experiences either by speaking at the session or by allowing their names to be included on a list of experts that will be available to attendees of the program. The swap-n-shop will be open to everyone interested in staff reorganization and development. All participants are encouraged to bring copies of organizational charts, job descriptions, posters, flyers, continuing education workshop outlines, etc. to share. We look forward to your participation. To volunteer as an expert or for more information, please contact:

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Participation in ACRL's 1999 Conference in Detroit

We encourage all college library personnel to participate in the ACRL's Ninth Annual Conference, Detroit, Michigan, on April 8-11, 1999.

The conference has adopted a broad theme -- *Racing Toward Tomorrow* -- that has the potential to encompass many of the concerns that we all share. The Conference program is divided into six tracks:

- **Environment in Flux**
- **Alternate Resources**
- **A New Kind of Learner**
- **Multiple Roles**
- **Different Players**
- **Expanding Knowledge Base**

In addition to simply attending, you can participate actively in a number of ways: By proposing topics and conducting small group (roundtable) discussions on issues of importance to you; by contributing to the panel and poster sessions; or by submitting a paper that reports the results of your completed research.

We encourage college librarians and staff to take advantage of the opportunities the conference presents. It not only provides a forum for sharing experiences with colleagues, it also allows us to highlight some of the remarkably creative achievements spearheaded by those who work in college libraries.

Past and present members of the Research for College Librarianship Committee are eager to help you shape an idea, refine a proposal, or polish a presentation or a paper. To take them up on their kind offer, contact the committee's current chair, Alice Bahr, for a referral. Alice can be reached at telephone: 334/380-3871; fax: 334/460-2085; and e-mail: bahr@azalea.shc.edu.

Here are some of the deadlines you will need to bear in mind if you decide to participate:

June 15, 1998

Proposals due to Contributed Papers and Panel
Sessions subcommittee chairs

November 1, 1998

Proposals for poster sessions due to poster session
subcommittee chair

January 6, 1999

Proposals for roundtable discussion topics due to
roundtable subcommittee chair

January 18, 1999

Early bird registration deadline

March 1, 1999

Completed papers due to appropriate subcommittee
chairs

March 12, 1999

Advance registration deadline

April 8-11, 1999

ACRL 9th National Conference

Complete information about the conference, its theme, and its deadlines, can be had by checking the Conference Web site:

<http://www.ala.org/acrl/preindex.html>; by writing Mary Ellen Davis at: medavis@ala.org; or by referring to *College & Research Libraries News*, January 1998.

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Librarians to debate impact of business models on librarianship

Do you think of yourself as part of the education industry and the library business? Do you think of the people you serve as your customers? Do you check out the latest management books to see what you can use with your staff? Do you see good business practices as the possible salvation of higher education and librarianship in an increasingly competitive and fast-changing world? Or do you cringe at the idea of applying business and industry models to education and librarianship? Do you fear replacing a model of professional service with one of commercial transaction in which the "bottom line" is the bottom line? Do you fear that such thinking may be destroying traditional library values?

Whatever your point of view, someone will be likely to express it during the College Libraries Section Program at ALA Annual in Washington, D. C. -- and if someone else doesn't, you can! "***When Education Becomes a Business, What Happens to Traditional Library Values?***" is the topic that will be hotly debated by a panel of four librarians: John M. Budd (University of Missouri-Columbia), R. Lee Haden (U. S. Geological Survey), John McGinty (Marist College), and Linda L. Scarth (Mount Mercy College). (Think you can guess where they stand from where they work? You might be surprised!) Damon Hickey, struggling to remain above the fray, will moderate the discussion, which will include the audience. The panel members were chosen because of their passionate commitments to opposing points of view. So if you want a change from ordinary ALA fare, come and participate on Sunday, June 28, 9:30 - 11:00 a. m. (location TBA).

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Library Leadership among the Ranks to be Discussion Topic

Tired of hearing about library leadership as if it applied only to directors? The CLS College Library Leadership Committee is, and is giving attenders at ALA Annual in Washington the opportunity to discuss the topic, "*I Never Knew I was a Leader*," with several college librarians. Jane Hedberg (Wellesley College), Jeff Kosokoff (De Paul University), Pam Snelson (Franklin and Marshall University), and Susan Barnes Whyte (Linfield College) will talk about leadership opportunities that have opened for them as staff members, people and factors that have encouraged or discouraged them, and the advantages to their institutions of their leadership roles and activities. The discussion will happen on Sunday, June 28, 2:00 - 4:00 p. m. in a location to be announced.

Damon D. Hickey
(Chair, CLS College Library Leadership Committee)

Ready, Set, Go: Publish and Present

The Research for College Librarianship Committee holds panel discussions at ALA Midwinter the years prior to the national ACRL conference. At Midwinter in New Orleans, Peter Herson (Simmons College), Peggy Seiden (Skidmore College), and Richard AmRhein (Southern Illinois University at Carbondale) formed a dynamic and experienced panel addressing various aspects of research and publishing by college librarians. Peter Herson gave an editor's view of getting published, with lots of practical advice on writing and submitting articles and working with the publisher. Peggy Seiden discussed ways to become more comfortable with public presentations and how to transform them into articles. Richard AmRhein focused on taking advantage of the opportunity the ACRL national conference provides to submit, present, and publish a paper. AmRhein co-chairs the Contributed Papers Subcommittee of the ACRL National Conference Executive Committee-Detroit.

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InPrint: Publishing Opportunities for College Librarians

For those college librarians who aspire to publish professionally, the Research for College Librarianship Committee would like to remind CLS members of its publications, ***InPrint: Publishing Opportunities for College Librarians*** (ALA, 1997. 107 p. ISBN: 0-8389-7860-6 paper, \$16 ACRL members, \$18.50 others). The book identifies publishing opportunities in the form of profiles of 82 journals in library and information science, higher education, and computer technology. Each entry includes contact information in addition to editorial policies and practices such as acceptance rate, preferred article length, response time, topics covered, style, and audience. Get your copy now to help you keep that resolution to publish in 1998.

Ann S. Doyle
(CLS Committee on Research for College Librarianship)

Imagining the Learning Library

Complete and abridged videotapes of the 1997 ACRL President's Program in San Francisco are now available for borrowing by ACRL chapters wishing to use these as part of local programming, as well as by libraries and individuals. The program, ***Imagining the Learning Library***, features presentations by Betsy Baker (Northwestern University) and by several members of the Disney "Imagineers."

The full program runs 2.5 hours on two one-half inch tapes; the abridged version runs 72 minutes on one-half-inch tape. ACRL encourages state and regional chapters to bring this program to those of their members who may not have been able to travel to ALA last summer.

To borrow the tape for a three-week period, send an ALA-approved interlibrary loan form to the ALA Headquarters Library, 50 East Huron Street, Chicago, IL 60611-2795. A nominal fee may be charged to cover postage. Advanced reservations for the tapes will be honored by calling 312/280-3277 or via e-mail at larc@ala.org. Questions regarding the program contents should be addressed to Elisa Topper in the ACRL Office.

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ACRL Academic Library Assessment Task Force

The ACRL Academic Library Assessment Task Force was appointed by then ACRL President Patricia Breivik in 1996 and charged to: (1) develop a philosophical framework for assessing libraries in terms of desired campus outcomes; (2) develop prototypes for such assessment; and (3) develop a recommendation for one or more processes for implementation of the former (#2) with a time frame for completion.

The Task Force has been working on a draft of its report with members paired in the writing of various sections of the report. At ALA Midwinter in New Orleans the Task Force reviewed a draft of definitions prepared by Paul Coleman. The definitions cover such terms as standards, inputs, and outputs, and outcomes. The definition of standards rests on that already formulated by ACRL and the draft document goes on to distinguish between inputs, outputs and outcomes and relates them back to the concept of standards.

The overall report includes, in addition to definitions, the following sections: Context and Background, Principles for applying Outcomes Assessment, Sample Outcomes Measures, Implication for ACRL Standards, Guidelines and Bibliography. In addition to discussions about the report content the Task Force held an open meeting attended by some forty people to discuss the Task Force's work.

Further work on drafting sections of the report continues this spring and a draft of the report will be reviewed by the Task Force at Annual Conference. In addition to the regular Task Force meeting on Saturday, June 27, 12:30 - 1:30, there will be a hearing on the Task Force's work listed in the Conference Program.

Questions about the work of the Task Force can be addressed to any member of the Task Force:

Jill Fatzer, Chair - jbfls@uno.edu;
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Virginia O'Herron - vso100f@shakespeare.lib.odu.edu;
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Barton Lessin - blessin@cms.cc.wayne.edu;
Paul Coleman - paul.coleman@wtamu.edu;
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CLS Standards Committee

The CLS Standards Committee met twice during the ALA Midwinter Meeting in New Orleans to continue its consideration of the direction and progress of the ACRL Academic Library Outcomes Assessment Committee and to determine how it should incorporate the work of that Committee in new guidelines for college libraries.

Although the work of the ACRL Task Force is incomplete, its direction is clear. Some of the implied changes are that there will be less emphasis on numbers, a non-prescriptive process for assessment, more emphasis on the quality of services provided, and a greater recognition of the impact of technology on libraries.

The committee discussed the fact that it was departing from the idea of establishing new prescriptive standards and leaning towards the development of guidelines for assessment. Some standards about quality and quantity will most likely be retained, but the main thrust of the new guidelines will be to help libraries establish individual goals within the context of their institutional goals. The new guidelines will most likely include basic statistical "inputs" used for traditional aspects of assessment as well as outcomes assessments. Techniques for assessing outcomes could include five-year alumni surveys, annual focus groups, student library use diaries, senior surveys, and surveys of selected classes.

The CLS Standards Committee agreed to produce a rough draft of new guidelines for college libraries for discussion at its meetings this summer. The six-part task was divided among the committee members:

1. A statement on the importance of strategic planning and its advantages.
2. How technology is involved in information services.
3. How the old standards (inputs) can still be used in the new guidelines.
4. Who formulates the assessment questions, and whom do we ask?
5. What do we ask?
6. How often do we ask, and how do we ask?

Hoping to learn from the experiences of a group with similar concerns, the Committee invited Paul Walker, Chair of the Committee that published "**Guidelines for University Undergraduate Libraries**," to address the CLS Committee. It was noted that the UUL group chose to establish guidelines rather than standards.

The goal of the CLS Standards Committee is to publish a new set of guidelines for college libraries by 2000 - 2001. In order to do that, the committee will need to complete its initial rough draft this summer and make that draft available for comment during the fall of this year. Suggestions and comments may be directed at any time to members of the committee:

Rebecca Bostian, Washburn University (zzbostia@acc.wuacc.edu);
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Willis Bridegam, Amherst College, Chair.

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ACRL Committee on the Status of Academic Librarians

On Sunday, January 11, the ACRL Committee on the Status of Academic Librarians met during Midwinter. Previously known as the Academic Status Committee, it changed its name to broaden the scope of the committee to investigate issues regarding the overall status of librarians rather than just faculty and academic status. Such issues include changing functions of librarians resulting from outsourcing and reengineering.

The primary specific concern facing the committee in the coming year will be the review and revision of the "***Standards for Faculty Status for College and University Librarians.***" Individual committee members will be taking responsibility for suggesting revisions to specific sections of the standards with the intent of having hearings at the Annual Conference in Washington. These revisions may be published in *College and Research Libraries News* in the spring so that a second draft will be available for review at the conference. The dates of the public hearings will be announced.

The committee also discussed its Web site which was intended to be used to post relevant documents, list committee contacts, and at some point provide a searchable database of standards compliance at individual institutions. ACRL has been getting more concerned about committee Web sites not under its control and has designated Hugh Thompson as the ACRL Webmaster to coordinate Web development in the future.

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Want to Own a Listserv? Have a Library Newsletter to Share?

Among the topics discussed at the Communications Committee Midwinter meeting were the search for a new owner for COLLIB-L and a new project involving the collection of library newsletters. Larry Oberg reported that COLLIB-L seems to be active and healthy. He would like to transfer ownership of the list to someone else within a year. Larry believes that maintaining the list takes on average an hour per day. The committee formulated a list of "**Guiding Principles**" concerning the listserv and the requirements of a new owner. Listserv "**Guiding Principles**" are: (1) list subscribers do not have to belong to the CLS; (2) the list will remain unmoderated to ensure the free flow of ideas and concerns.

New Listowner Qualifications/Requirements:

(1) listserv owner must be a member of ACRL and CLS; (2) the listserv owner must have the agreement of his/her institution to support the listserv technically and in release time for the listserv owner; (3) the listserv owner must agree to a two-year commitment as listserv owner. This may be renewable, at the discretion of the CLS Communications Committee and CLS Board. Persons who may be interested in this position are encouraged to contact Larry Oberg and/or Susan Richards.

In order to expand the usefulness of the Web site maintained by John West (Austin College), the Committee would like to provide links to college library newsletters that are also available on the Web. If your newsletter is available on your campus Web site, please contact Susan Richards with your URL. We will then link your newsletter to the CLS Web site. If you publish a newsletter and it is not available in electronic form, please let me know that as well.

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Tentative Schedule of CLS Meetings at 1998 Annual

Saturday, June 27

| | |
|-------------------------|--|
| 8:00 a.m. - 9:00 a.m. | CLIP NOTES Committee |
| 9:30 a.m. - 11:00 a.m. | Executive Board |
| 11:30 a.m. - 12:30 p.m. | 1998 Conference Program Committee |
| 2:00 p.m. - 4:00 p.m. | Standards Committee |
| | Communications Committee |
| | Research for College Librarianship Committee |

Sunday, June 28

| | |
|-------------------------|---|
| 9:30 a.m. - 11:00 a.m. | CLS Program |
| 11:30 a.m. - 12:30 p.m. | College Library Discussion Group |
| 2:00 p.m. - 4:00 p.m. | College Library Directors' Discussion Group |
| | College Libraries Leadership Committee Discussion |

Monday, June 29

| | |
|------------------------|--|
| 8:30 a.m. - 11:00 a.m. | 1999 Conference Program Committee |
| | Continuing Education Committee |
| 9:30 a.m. - 11:00 a.m. | College Library Leadership Committee |
| | Medium-Sized Academic Libraries Discussion Group |
| | Standards Committee |

Tuesday, June 30

| | |
|------------------------|-----------------|
| 9:30 a.m. - 12:30 p.m. | Executive Board |
|------------------------|-----------------|

Note: The Nominating Committee will be meeting informally.

The final schedule with room locations will be published on the COLLIB-L listserv and in the conference program.

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| <p><i>CLS Newsletter</i> (ISSN 0887-3550) is published twice a year (fall and spring) by the College Libraries Section of the Association of College and Research Libraries, a division of the American Library Association, 50 East Huron St., Chicago, IL 60611-2795; 800 545-2433, ext. 2519, and is sent free to all section members. Membership information is available from the address above.</p> |
|---|

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