

CLS NEWSLETTER



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Spring 2010

VIEW FROM THE CHAIR

During this year of serving as your CLS Chair I have felt somewhat awkward, because I no longer work in an academic library. Just prior to last year's ALA Annual conference during which I became Chair, I was promoted out of the Assumption College library into the position of Executive Director of Information Technology and Media Services. In my new role I have had little time to spend at the library—and I am sure that the new Director of Library Services is just as happy to have the room she needs to make that job her own! Nonetheless I have tried to stay in touch with my library colleagues and CLS committees, and I still read all the Collib-L posts.

In thinking about my move to IT from the library, I was reminded of an assignment that I completed some years ago as part of the coursework for my doctorate. In a course on academic librarianship we were given a weekly topic and asked to do a short literature review. One such paper was on "library / computer center relationships." Those readings focused on the common characteristics of technologists and librarians, as well as some of the differences. I hope you will bear with me as I consider some of those differences, expressed as advantages academic libraries have in working with their communities.



Dawn Thistle, Chair

Advantage 1. When people come to the library, they have an information need. Librarians have the marvelous opportunity to help users find that information, and to teach them how to find more. Library users typically leave the library happy. By contrast, when users contact IT, it is more often than not because they have a problem. They are unhappy. Like librarians, technologists have a great opportunity to solve problems and make their users happy, but they have to overcome the unhappiness first.

Advantage 2. Students and faculty know what to expect from libraries. Academic libraries have been around about as long as the Academy itself. While technology has changed information delivery and access, the basic role of libraries and librarians has remained the same: to meet their users' information needs. IT, however, is in many ways still defining its role within the educational enterprise. Is it all about the infrastructure supporting the academic and administrative functions of higher education, or is it about providing tools to enhance teaching and learning? Obviously, it's both, but even within IT departments it is difficult to balance and integrate those functions.

Advantage 3. Related to number 2, above, libraries have a *brand*. Not only is there a historic, cultural understanding of what libraries do, but librarians have continued to build on that brand by creating marketing plans to promote their services and programs. In my experience as a manager and a consumer of technology services, IT departments have not been as concerned with marketing. In keeping up with the constant change of technology, the approach has been more akin to "if we build it, they will come."

Advantage 4. Speaking of expectations, as a librarian I usually felt that we could not only meet, but exceed our users' expectations. Our LibQual+ results showed that, for the most part, that was the case. Other than having to deal with the perception that all information is accessible via the Internet, for free, librarians are great at meeting or exceeding expectations. In IT, on the other hand, there is a lot written about *managing* expectations. We cope with constant change, to the point where the mantra has become "under-promise and over-deliver" in order manage expectations.

(Continued on p. 3)

SAVE THE DATE!

CLS 2010 CONFERENCE PROGRAM
SATURDAY, JUNE 26, 2010
10:30 A.M.

The 2010 College Library Section Conference Program will serve as a wonderful reprieve from the hard times college libraries have been facing due to the recession.

Librarians Just Need to have Fun: Utilizing Fun and Humor in the Library Workplace to Enhance Employee Performance will address the important role that fun and humor play in creating a positive work environment and how these concepts can enhance employee motivation and performance. The program will include a cohesive panel of four librarians who in past practice have effectively utilized fun and humor in their workplace.

Erin L. Davis, Reference Librarian from Utah State University will present "A

Happy Employee Is a Productive Employee." Our second panelist, Theresa Doherty, Access Librarian & Head, Circulation & Information Services at Virginia Commonwealth University will show just - *How Quickly Can Your University Librarian Shelf-Read This Cart? Social activities bring faculty and staff together.* Pat Van Zandt the Director of Scholarly Resources & Research Services at Southern Methodist University will discuss how the College of William and Mary's Swem Library (her former place of employment) discovered great staff development resources in their own backyard " *Cooking with the campus chef (and other creative ways to motivate staff and have fun at the same time.)*" Our fourth panelist, Frances Weinstein Yates, Library Director at Indiana University East, will present "Purple Crayons, Random Dots, and Peanut Butter Sandwiches: Children's Literature as Catalyst for Creativity and Change in the Workplace."

Please Save the Date (Saturday, June 26 @ 10:30 am) and be sure not to miss a fun start to your Saturday conference sessions!

Ann Watson, Chair
2010 CLS Conference Program
Planning Committee



ACRL e-learning

Registration is open for the following ACRL e-learning course:

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This course will introduce participants to theoretical and practical models of student development, including the work of Arthur Chickering and the "Wellness Wheel." Will also examine the goals and methods of student affairs professionals and how libraries might collaborate w/student affairs professionals.

For more information visit http://www.acrl.org/ala/mgrps/divs/acrl/events/elearning/courses/Libraries_and_Student_Affairs.cfm

BASICS OF ARCHIVES

By request, AASLH is adding an additional [Basics of Archives](#) online workshop to its summer schedule from May 24-June 11.

The Basics of Archives online course is designed to give organizations and individuals who are responsible for the care of historical records an introduction to the core aspects of managing and protecting historical records collections, using appropriate principles and best practices.

The course is web-based and takes 15-20 hours to complete. There are no required times to be online. You may finish the course anytime during the three-week course period. For more information or to register for a workshop, visit www.aaslh.org/workshop.

*This workshop may help institutions achieve the standards as set forth under the **Stewardship of Collections and Management** sections of the [AASLH StEPS program](#).*

VIEW FROM THE CHAIR (CONT.)

Advantage 5. Librarians understand organization and control of data. I am often surprised by the inability of our campus administrative system to cross reference various forms of students' names, for example. Librarians should have been involved in the system design to introduce the concept of authority control! And in speaking with other IT executives, I have found that the collection of usage data is also not that common in the technology world—despite having complete access to all kinds of data.

Advantage 6. Librarians love to SHARE. They share their expertise, their wisdom, their handouts or hands-on instruction techniques, their critiques or recommendations, you name it! While many in IT are very generous in that same way (like Collib-L, the Educause listservs are great), some academic technologists come from the corporate world where asking for advice or admitting that you need it is looked down upon.

If it sounds like I miss working in the library, I do—even though I love working in IT! My reason for writing about this is to suggest that academic librarians have much to celebrate and much to offer their IT colleagues, and vice versa. Whether you collaborate to provide technology-based services or are part of a merged organization, I encourage you to continue to build those relationships and share those advantages and characteristics that are ingrained in the culture of librarianship. My hope is that over time IT culture will benefit from collaborating with libraries and begin to share those advantages!

If you are interested in technology innovation for libraries, I hope you have been to the ACRL Tech Connect page (<http://www.ala.org/ala/mgrps/divs/acrl/proftools/techconnect/index.cfm>). This is a great site for finding information including articles, podcasts, webcasts, and conference presentations on library technologies. There are some great e-learning opportunities coming up in April and May, as well as some fantastic technology related programs scheduled for the ALA Annual Conference in June.

The ACRLog (<http://www.acrlblog.org/>) is a must-read if technology is your thing—"Technology Issues" is the blog category with the greatest number of posts (191 as of this writing). Former CLS Chair, Steven Bell, is a regular contributor. I know I rely on his efforts to keep us all up to date with technology in libraries! In this time of reduced budgets, many librarians are turning more often to online learning.

In addition to the e-learning opportunities mentioned above, check out the ACRL OnPoint Chat discussions (<http://www.ala.org/ala/mgrps/divs/acrl/events/onpoint/index.cfm>). These chat sessions can relate to career issues, getting the most out of your ACRL membership or current issues in academic librarianship.

Finally, if you're not yet a subscriber to Collib-L, go to <http://www.ala.org/ala/mgrps/divs/acrl/about/sections/cls/collibldisc/collibldiscussion.cfm> to join.

KUDOS

Steven Bell, AUL at Temple University, authored "The Librarian Entrepreneur? Demystifying an Oxymoron," in *Against the Grain*, Sept. 2009 and published a chapter entitled "Keeping the User in Mind: Using Design Thinking to Connect Libraries and Instructional Design" in Goodman, Valeda Dent, *Keeping the User in Mind: Instructional Design and the Modern Library*. Oxford, UK: Chandos Publishing, 2009.

Steven Bell, AUL at Temple University, presented the keynote speech, "Technology is Good, but Fitness is Better: Design Your Way to a Future Proof Library" at the Georgia Library Association conference in Columbus, GA on Oct. 8, 2009.

Lizah Ismail, Asst. Prof./Coordinator of Public Services at Marywood University, has published: "What They Are Telling Us: Library Use and Needs of Traditional and Non-Traditional Students in a Graduate Social Work Program," *Journal of Academic Librarianship*, v. 35, no. 6, Nov. 2009; "What Net Gen Students Really Want: Determining Help-Seeking Preferences of Undergraduates," *Reference Services Review*, v. 39, no. 1, 2010; "Booklist" and "MyNetResearch," *Charleston Advisor*, July and Oct. 2009.

Lizah Ismail, Asst. Prof./Coordinator of Public Services at

Marywood University presented her research on the Net Generation at the Pennsylvania Library Association and the Academic Library Association of Ohio in Oct. 2009.

John Jaffe, Director of Libraries and Integrated Learning Resources, is now Director of Integrated Information Systems/CIO at Sweet Briar College.

Judy Jeng, Dept. of Library Science/Clarion University, presented "Two Digital Initiatives: New Jersey Digital Highway and NJVid," at the International Conference of Digital Archives and Digital Humanities, Dec. 1-2, 2009 at the National Taiwan University in Taipei, Taiwan. Judy is currently the chair-elect of ALCTS FRBR Interest Group and Convener of the ALISE International Library Education section.

Michele Reid, Dean of Libraries at North Dakota State University, has been named a UCLA Senior Fellow. She is one of fifteen top leaders in academic libraries chosen to take part in the residential program, to be held August 9-27, 2010 at the University of California Los Angeles campus. The Senior Fellows program, established in 1982 with support from the Council on Library Resources and UCLA, provides opportunities for senior library leaders to collaborate on joint research and publication in the areas of academic administration, professional development and technology.

Submit a proposal for the ACRL 2011 National Conference, "A Declaration of Interdependence," to be held in Philadelphia, March 30 - April 2, 2011. The ACRL National Conference attracts and engages many of the brightest minds in our profession. We invite you to participate in this exciting and energizing exchange of ideas—bring your latest research, cutting-edge practices, and innovative developments to share with your colleagues.

Complete details and submission forms are online at www.acrl.org (click "Conferences & Events"). All proposals must be submitted via the [online proposal submission form](#).

Deadlines:

May 10, 2010 - Contributed Paper, Panel Session, Preconference, and Workshop proposals due

November 1, 2010 - Cyber Zed Shed presentation, Poster Session, Roundtable Discussion, and Virtual Conference Webcast proposals due

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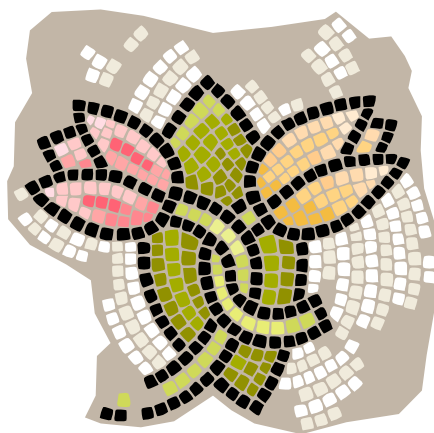
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CLS FRIDAY NIGHT FEAST AT ALA

Join your CLS colleagues for the 12th annual Friday Night Feast in Washington D.C. on Friday, June 25th at 6:30pm!

We will enjoy a fabulous meal and delightful conversation at Co Co. Sala Chocolate Lounge & Boutique, a tapas-style restaurant located one Metro stop from the convention center. The menu features a Manchego & Baby Arugula Salad; three "Co Co Bites" served together: a Crispy Louisiana Crabcake, a Tandoori Chicken Patty, and an Artichoke Tart; and for dessert, Dark Chocolate Tiramisu and Wild Strawberry Mascarpone Parfait. (A selection of vegetarian "Co Co Bites" will be available upon request.)



Thanks to the generous continuing sponsorship of Serials Solutions, we are able to offer this fine feast to CLS members and guests for a registration fee of \$25.

Space is limited, so register early!
The Registration deadline is June 9th.

Register online here:

<https://www.surveymonkey.com/s/acrlclsindc>

For more information, contact:

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