

# ACRL Delaware Valley Chapter Newsletter

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## *President's Report*

*Kristine E. Mudrick, Saint Joseph's University*

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*Technology is Great – When It Works.* An interesting thing happened on my way home from work tonight – I arrived home, prepared to share a quick dinner with my hubby and then sit down at the computer to draft this column. But, no, “the best-laid schemes o’ mice and men...” Our electricity had gone out and so it happened that I stepped back in time to touch pencil to paper to draft this column by the light of an oil lamp. It’s not that I don’t enjoy using pencil and paper – I do – but I also like to choose the right tools for the right task, and the word processor sure has simplified editing for me.

*ACRL/DVC Fall Program.* Wistfully thinking about technology made my thoughts wander to the fall program that the ACRL/DVC Board has lined up for us: “The Future of the Catalog: Deconstruction or Reinvention?” Early in my library career, using a manual typewriter, I typed added entries and subject headings onto card sets for the card catalog. In those days, we forced our patrons to use standard forms of entry and a controlled vocabulary for subject access. Today we have natural language searching, keyword searching, and many discovery tools I could not have imagined way back when. I still spend a lot of time working in my library’s catalog, and I test my work to be sure it makes sense on the patron side. So I am very interested in learning as much as I can about how we can change our catalogs and, accordingly, our work, to best meet our users’ needs and to suit their styles. Be sure to join us on November 3<sup>rd</sup> when Thom Hickey (OCLC), Emily Lynema (North Carolina State University), Tim Spalding (LibraryThing) and Karen Calhoun (Cornell University) discuss the future of the library catalog.

*ACRL/DVC On the Road.* What are today’s library school students thinking? In April, Chapter Treasurer Bobbi Jacquet and I traveled to Drexel University to represent ACRL at the College of Information Science and Technology’s professional association fair. We had a ball, eating pizza and chatting with students about the wide range of work in the various types of academic libraries. I was also lucky enough to meet some of the students in our chapter’s Mentoring Program and to put faces with the names of those I had helped to place. Thank you to everyone who has volunteered to serve as a mentor to our area students – you really do make a difference in their lives.

*Inside the Cover.* In addition to sponsoring the Mentoring Program, our chapter also awards a stipend to an area graduate library school student. You can read an essay by this year’s awardee in this issue of the newsletter. Thank you to everyone who has submitted items of interest for the Members in the News section of the newsletter. We all love to hear what the people around us are doing!

*And Now, A Few Words about our Affiliate.* Here are some of the things on which ACRL National is working right now:

- Sponsorship of a travel stipend for a new librarian to participate in ALA’s Emerging Leaders Program
- Think your colleague is doing a great job? Nominations are currently being accepted for ACRL’s outstanding achievement and service awards (17 categories, including Academic or Research Librarian of the Year)
- Is getting out of the building a challenge for you? Sign up for an ACRL online seminar or webcast
- Maybe you would like to be an editor? ACRL is accepting applications/nominations for an editor of ACRL Publications in Librarianship and for an editor of College & Research Libraries (C&RL)
- Perhaps you enjoy getting up in front of an audience? It’s not too late to submit an application to present a poster session or to lead a roundtable discussion at the 2007 ACRL National Conference in Baltimore.

*Join Us.* Our chapter presents two programs per year – in locations that are fairly close to home for most of us. We pay close attention to the evaluation forms that attendees return and we are always looking for topics of interest to you. I am frequently heard saying that membership in our chapter is one of the best deals in town. And it is. At \$10 (ACRL member) or \$15 per year (non-ACRL member), how can you go wrong? ACRL/DVC memberships run for a calendar year – if you would like to include your 2007 renewal with your fall program registration, please do!

Hope to see you at the fall program on November 3<sup>rd</sup>!

~~ Kristine Mudrick, ACRL/DVC President

## *Success of Mentoring Program Depends on Volunteers*

*Gregory E. Szczyrbak, Millersville University*

The ACRL/DVC Mentoring Program, in its sixth year, is a resounding success by any account. Library science students living or studying in the chapter area are paired with practicing academic librarians, who serve as mentors in the student's area of interest. Both mentors and their mentees report positive experiences in the program. One recent mentee reports that he is "pleased and grateful". And a mentor in the program reports, "...I am happy to be associated with the program."

In a College & Research Libraries News article from February 2005, former ACRL/DVC presidents, Joseph Fennewald and John Stachacz report that the program has provided mentors to 26 library school students. The last two years have seen the placement of at least 20 additional students with librarian mentors.

While mentors from previous years are almost always willing to continue serving, it always helpful to have additional potential mentors. Some students request specific areas of interest, so the more options available, the better. In previous years the program has paired students with librarians in several interest areas,

including technical services, access services, archives, information literacy, and business librarianship. We depend on having a full roster of available mentors in a variety of specialization areas.

To indicate interest as a student, please e-mail me your name, full contact information, the name of the institution you attend, your geographic location (if different from your school), and the area of academic librarianship in which you are interested.

To volunteer as a mentor, please contact me via phone or e-mail and indicate your name, professional title, and full contact information.

I look forward to hearing from you and expect a rewarding experience for all those involved.

Gregory Szczyrbak  
ACRL/DVC Vice-President/President Elect  
and Mentoring Coordinator  
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## *ARCL/DVC 2006 Spring Program on Open Access*



Judy Zebrowski and James Van Fleet of Bucknell University presenting their poster session on scholarly communication



Panelist Bill Walters of Millersville University with ACRL/DVC President Kristine Mudrick

## 2006 Spring Program Review

Andy Wheeler, formerly of PALINET

The 2006 Spring Program "Open Access: Trend or Transformation?" was hosted at the scenic American College in Bryn Mawr, Pennsylvania on March 24, 2006. The program featured a poster session, keynote address by Dr. Ray English, and panel discussion. Dr. English had recently been named the 2006 ACRL Academic/Research Librarian of the Year and his interesting and comprehensive keynote will be described in greater detail later in this article.

I started my inaugural ACRL/DVC event by visiting with our colleagues from Bucknell and discussing their poster "Scholarly Communications = Talking with Scholars." The poster was developed by James Van Fleet, Kathleen McQuiston, Judy Zebrowski, and Dot Thompson, and it described the outreach to faculty undertaken by Information Services and Resources (ISR) at Bucknell University. During our discussion, James mentioned that open access is an important subset of scholarly communications, and the poster describes "... (programs) aimed at increasing awareness of the sweeping changes occurring in scholarly publishing." Although it seems obvious, it is worth mentioning that solving the scholarly communication challenge will require communicating with scholars, and the keynote would allude to librarians and faculty working together to improve affordable access to scholarly information. Collaboration and communication were clearly evident in the initiatives at Bucknell. Their activities included webcasts, speakers, newsletter articles, and luncheons.

Ray English's keynote began with a discussion of online journal prices and various components of the prevailing business environment (mergers, licensing, publishers leasing access as opposed to selling content). The cost of online journals and relatively flat library budgets has also led to a decline in book purchasing. Libraries simply cannot buy more materials with the same amount of money, and the pressure to carry online subscriptions is forcing cuts in print monograph purchases. Ray presented open access as one avenue to help resolve the current scholarly communication crisis. He also encouraged support for non-profit and university press publishers, and asked faculty to exert their leverage as the primary producers and consumers of scholarly content to be more selective as to where they submit their materials for publication. Institutional repositories were also mentioned, and industry change on a national and international level will also require action from our legislatures. Ray concluded by encouraging librarians to get involved and work for change, with the understanding that the problem will not be solved quickly, nor will it be solved solely by librarians.

After an enjoyable lunch, we reconvened for a lively afternoon panel discussion. Charles Kratz deftly moderated an interesting and informative panel which consisted of Tracey DePellegrin Connelly, Ray English, Bill Walters, and Steven Weintraub. Ms. Connelly's perspective as the managing editor for *GENETICS* was invaluable. One of her most enlightening observations was that there are still considerable costs to produce the "first copy"

of a finished article, whether that article exists in print or electronic format. Bill Walters discussed his recent analysis that tried to answer the question, "What would the impact be if a select group of journals transitioned from the conventional model to open access?" By holding revenues steady and shifting from a conventional publishing model to open access, Bill noted that the future of open access most likely rests with involvement of large institutions and the ability to find alternative funding and grants. The question of alternative funding was further explored by Steven Weintraub. As a member of the Committee on Publications of the American Mathematical Society and the Chair of the Department of Mathematics at Lehigh, Steven used humor to make some serious points about the disadvantages of open access. Open access for users means restricted access for authors -- page fees and author fees would be detrimental to first-time publishers, and prodigious researchers would find the more they contribute to their field, the more they have to pay.

The power and affordability of information and communication technologies will allow libraries, researchers, and institutions to create, organize, and distribute information on an unprecedented scale. The discussion amongst the panelists and the questions from the audience could have easily exceeded our time limit. It is clearly an exciting time of change in the information community.



Keynote speaker Ray English with  
ACRL/DVC Past President Lisa Stillwell

## ACRL/DVC 2006 Student Stipend Winner's Essay

### Marketing Academic Libraries: An Ethical Duty

*Kristin D. Brumbach, Albright College*

Librarians have historically been uneasy about marketing because of its relationship to sales; after all, librarians are in the habit of giving information away for free. Now, we have conferences and publications dedicated to marketing academic libraries. For those purists who still feel that 'marketing' is distasteful or dishonest, allow me to reframe marketing as an ethical obligation. It is simply not enough that we maintain excellent collections and provide instruction in navigating them; we must *tell* everyone about it, and we have no need to be dishonest in the slightest. Letting our light shine makes our campuses better places for scholarship, gets us the most benefit for our investments in technology and information resources and makes our profession more attractive for new recruits.

Given students' comfort with ubiquitous Internet search engines and the complicated state of scholarly publishing, there are considerable hurdles of misunderstanding and anxiety to overcome in attracting students and faculty to the library. Librarians would be remiss if we didn't make every effort to overcome those hurdles by getting the word out about our resources and services. Although most academic library budgets continue to shrink in real dollars, marketing budgets shouldn't necessarily be reallocated to spend more on resources. How much value can our campus communities really get from these resources if we don't spend money and time on telling everyone about how useful they are?



Kristin Brumbach

One of the difficulties in doing the right thing in spreading the word is that marketing is not a one-time project. It is an ongoing commitment that takes energy and patience. Some academic libraries have felt this obligation acutely and have answered the call by creating positions for Outreach Librarians. However, it is our ethical duty to reach even further. Regardless of the rigor or prestige of our institutions or the depth of our collections, there remain members of our community who are in the dark about the opportunities we can offer; it is our ethical obligation to bring them our light.

### Delaware Valley Chapter of the Association of College and Research Libraries 2006-2007 Board of Directors

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## Members in the News

**Steven Bell**, Director of Gutman Library, Philadelphia University, participated as a panelist for the program "Next Stop Blogging" for a LITA session at the ALA Conference in New Orleans, June 2006. He also presented workshops about Google for the Berks County Library System in Reading and the Nassau County Library System in Uniondale, NY. His article, "Search Alternatives and Beyond" appears in the September 2006 issue of *EDUCAUSE Quarterly Journal*.

Congratulations to **Tim LaBorie** of Saint Joseph's University's Francis A. Drexel Library on his retirement effective Fall 2006.

**Sara Jean MacDonald**, Public Services Librarian and Archivist at the University of the Arts has co-authored, with Eugene A. Bolt, Jr., the first book ever published on the history of the University. *The University of the Arts* (ISBN 073854521X) was released in August, 2006 by Arcadia Publishing.

**Mame Purce** begins her duties this fall as the Collection Development/Reference Librarian at the Francis Harvey Green Library, West Chester University. She will have a leadership role in the coordination of collection development and assessment activities.

**Lisa Stillwell**, Information Literacy Librarian, has been appointed to a three-year term as Deputy College Librarian, Franklin & Marshall College.

**Susan Tsiouris** was recently appointed Head of Public Services at Widener University's Wolfgram Memorial Library.

**Ann and Andrew Wheeler** relocated to Annapolis, Maryland in August. Andrew Wheeler is the Electronic Access Librarian at the United States Naval Academy. Ann Wheeler has been appointed the new "Job of a Lifetime" columnist at C&RL News, and can be reached at [annkwheeler@yahoo.com](mailto:annkwheeler@yahoo.com).

Congratulations to Delaware Valley Chapter members on their recent elections to ACRL National positions. Steven Bell is Vice-Chair/Chair-Elect of the College Libraries Section, and Debbie Malone is a Member-at-Large of the ACRL Board of Trustees.



Check the ACRL/DVC website

**[www.acrldvc.org](http://www.acrldvc.org)**

for information about membership, events and chapter governance.

You can also find a registration form and brochure for the Fall 2006 Program.

## Library News

### *Lehigh University Receives Berman Papers*

On behalf of the Philip and Muriel Berman Foundation, Nancy Berman, the foundation's director, has made a gift to Lehigh University Special Collections of the papers of her late parents, Philip I. and Muriel M. Berman. The Bermans, longtime residents of Allentown, Pennsylvania, were philanthropists and patrons of the arts for more than fifty years. Their collected papers, which include extensive photographic materials, represent the Bermans' business, civic, and cultural activities locally, nationally and internationally.

As a result of the Bermans' active role as collectors specializing in outdoor sculpture, the papers include correspondence with major twentieth-century artists, as well as a large photographic archive of major outdoor sculptures documented by the Bermans during their extensive travels throughout the world. Other papers relate to their philanthropic interests in organizations such as the Berman Art Museum at Ursinus College, and the Philadelphia Museum of Art.

The papers have been fully processed and an extensive online finding aid is available at [www.lehigh.edu/library/speccoll/berman.html](http://www.lehigh.edu/library/speccoll/berman.html). The finding aid includes a complete description of the collection, biographical information, and notes on provenance and access.

### CALL FOR APPLICANTS

The Conservation Center for Art and Historic Artifacts (CCAHA) is seeking applications for participation in our two initiatives: the Basic Stewardship Program or the Advanced Stewardship Program. Both programs offer numerous benefits to participants, and address the vital importance of caring for our collections, and sharing responsibility for ensuring that our region's treasures are preserved for future generations.

The Basic Stewardship Program is appropriate for organizations that do not have a preservation needs assessment to reflect current collection conditions. The Advanced Stewardship Program is designed for organizations that have completed a preservation needs assessment and are ready to move on to the creation and implementation of a long-range preservation plan. As an added incentive, the Advanced Program includes the opportunity to apply for \$5,000 matching grants for the implementation of preservation projects.

Please visit our website at [www.ccaha.org](http://www.ccaha.org) for more information and program application forms.

Applications must be postmarked by Tuesday, October 31, 2006, in order to be considered for participation in this program. If you have any questions, please contact Jill Rawnsley, Director of Preservation Services, at 215-545-0613 or at [jrawnsley@ccaaha.org](mailto:jrawnsley@ccaaha.org).

## News from ACRL National Office

### Applications/Nominations Invited:

#### 1. ACRL College & Research Libraries (C&RL) Editor

Applications and nominations are invited for the position of editor of College & Research Libraries (C&RL), the bimonthly, scholarly research journal of the Association of College and Research Libraries (ACRL). The editor is appointed for a three-year term, which may be renewed for an additional three years.

#### 2. ACRL Publications in Librarianship (PIL) Editor

Applications are being accepted for the position of editor of ACRL Publications in Librarianship (PIL), a series of monographic and edited volumes that reports research and scholarly thinking in academic and research librarianship. The editor is appointed for a non-renewable five-year term. Additional information about the Publications in Librarianship series is available from: Charles A. (Tony) Schwartz, Florida International University. Telephone: (305) 348-2982 or e-mail: schwartzc@fiu.edu.

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The deadline for receipt of applications for either position is December 1, 2006. Send resumes, along with a statement of qualifications and the names of three references, to Dawn Mueller, ACRL Production Editor, 50 East Huron Street, Chicago, IL 60611, e-mail: dmueller@ala.org. Finalists will be interviewed at the ALA Midwinter Meeting in January, 2007.

To learn more about these positions and the nominations/application process, visit <http://www.acrl.org>, scroll down through the News section, then click on More News.

### Share a Favorite Web Resource with C&RL News

Can you name one Web resource that you can't live without? Is there a blog out there that blows your mind? Or a wiki that wows you every time? Maybe you use a database or Web site that seems to answer your questions before you even ask them. If there's a Web resource that speaks to you, chances are it will speak to others in the profession.

C&RL News wants to hear from you about these tools and how they help you succeed in your work. Whether it provides inspiration or information, we encourage you to share your thoughts about your favorite resource so that we can share them with our readers.

Submissions should be brief, providing a snapshot of the resource and why you can't live without it in about 100 words. Please make sure to include access information. Send your submissions by e-mail to Stephanie Orphan, C&RL News editor, [sorphan@ala.org](mailto:sorphan@ala.org).

### ACRL Seeks Nominations for 2007 Awards Recognizing Outstanding Achievements in Academic Librarianship

CHICAGO - For more than three-quarters of a century, the Association of College and Research Libraries (ACRL) has been committed to celebrating the achievements of academic and research librarians through the presentation of awards, grants and fellowships. With almost \$34,000 donated annually by corporate sponsors, ACRL has and will continue to nominate, select and honor the very best in academic librarianship.

Members are an integral part of ACRL's successful awards program. ACRL urges members to nominate colleagues whose work has influenced their thinking and growth as an academic librarian and whose contributions merit recognition by the profession. Member nominations will ensure that the pool of candidates for each award remains both competitive and distinguished. Nominations and supporting materials for most awards must be submitted by December 1, 2006.

More information, including submission procedures, past winners, criteria and contact information, is available in the awards section of the ACRL Web site at [www.ala.org/acrl](http://www.ala.org/acrl) or by contacting ACRL Program Coordinator Megan Bielefeld at (312) 280-2514.

### ACRL National Conference in Baltimore Proposals for Poster Sessions and Roundtable Discussions

The ACRL 13th National Conference will be held in Baltimore, March 29 - April 1, 2007, and will offer a forum for an exciting exchange of ideas on research, practices, developments, and visions in the field of academic and research librarianship. The conference theme, "Sailing into the Future - Charting our Destiny," recognizes that the coming together of nearly 3,000 colleagues gives academic and research librarians a chance to discuss, think, and dream about the future for libraries.

Full text of the Call for Participation is available online at [www.acrl.org/baltimore](http://www.acrl.org/baltimore) (Click "Proposals"). Proposals must be submitted via the online proposal form ([http://www.eshow2000.com/acrl/2007/program\\_proposal\\_submission.cfm](http://www.eshow2000.com/acrl/2007/program_proposal_submission.cfm)). Poster session proposals are due October 20, 2006, and roundtable discussion proposals are due January 10, 2007.



## *Nominating Committee Forming*

The ACRL/DVC Board of Directors is now accepting volunteers to serve on the Nominating Committee for the spring 2007 board elections!

The Nominating Committee features five Chapter members, including the past president as committee chair, and is charged with identifying chapter members to be nominated to run for the following positions in 2007: Vice-President/President-Elect, Director-at-Large, and Secretary. The Committee shall meet as often as its members deem necessary to perform the Committee's responsibilities.

Note: Membership on the Nominating Committee does not preclude status as a candidate, as potential nominees are reviewed and candidates selected through an anonymous process.

To volunteer, and/or for more information, contact Lisa Stillwell, ACRL/DVC Past President, by e-mail [lisa.stillwell@fandm.edu](mailto:lisa.stillwell@fandm.edu) or phone 717-291-3844.



*Naomi Cohen, Newsletter Editor  
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### **FALL PROGRAM**

The Future of the Catalog:  
Deconstruction or Reinvention?

November 3, 2006  
American College  
Bryn Mawr, PA

See enclosed brochure for  
program details and registration form.