ACRL
Delaware Valley Chapter
Newsletter

Spring 2011

www.acrldvc.org

President's Report
Rachel McMullin, West Chester University of Pennsylvania

Come celebrate with us at the ACRL National Conference!

Since ACRL will be in Philadelphia this spring, ACRL/DVC has decided to forego our usual spring program. Instead, we will be holding a reception for chapter members at the conference.

Here are the essential details:

What: ACRL/DVC Reception

Where: Marriott Hotel, Room 411-412

When: Thursday, March 31, 6:00 pm—8:00 pm

Why: Eat, drink, and be merry!

The chapter will provide a selection of appetizers, including dessert, of course. Confidentially, those of us who worked on choosing the food became ravenously hungry every time we looked at the menu, so the food should be really good! There will also be a cash bar where you can purchase your own beverages.

We've timed the reception to start immediately following Thursday's keynote speech by Raj Patel. Thursday is also the conference's Dinner with Colleagues night (which starts at 7:00). So, if you're going out, you'll have time to stop by and grab a pre-dinner drink and appetizer. If you don't have other plans, we hope you'll stay for the entire event! At some point during the evening we will hold our annual business meeting, which will include the announcement of our newly elected chapter officers as well as the winner of our 2011 library school student stipend. Plus, we'll have drawings for some fabulous door prizes.

This should be a great opportunity for you to meet up with old friends and maybe even make some new ones. We hope that we will see all of you there. By the way, if you happen to have any colleagues who work in the chapter's service area (eastern Pennsylvania and Delaware) but are currently not members of ACRL/DVC, invite them along. We want them to see what they are missing out on and encourage them to join!

2010 Fall Program Review
- ## From DimDim to Boopsie … Getting Serious about Technology in Libraries

In this time of tight budgets it can be hard to implement new ideas. New technologies can offer relatively inexpensive opportunities for change. However, with so many innovative technological applications available, it can be hard to determine exactly where we should spend our limited time, energy, and money. This idea was the inspiration behind the November 12th fall program "From Dimdim to Boopsie: Getting Serious about Technology in Libraries". Many of the technologies highlighted by presenters during this program are freely available online, or, if not free, reasonably priced, making the ideas highlighted in this workshop feasible for most, if not all, libraries. Seven sessions focusing on the use of technology for Library Instruction, Reference Services, and Technical Services comprised the bulk of the day's programming. What follows is a closer look at the presentations.

Technology Tools for Instruction

A majority of the day's sessions focused on introducing attendees to technology tools that could be used to enhance library instruction, either by providing students with a more active learning experience or by meeting learners in the virtual environment where they already live.

In the first presentation of the day *"Where in the Library is Carmen Sandiego?: Lafayette Library Open House Becomes Interactive Mystery Game"*, Rebecca Metzger, Lafayette College, discussed QR codes, perhaps the most novel technology to be presented at the workshop. QR codes have been in use in Japan since 1994, but have only recently made their way to the United States. A QR code looks like a small black and white dotted square, and it can be quickly and easily "read" using an application downloaded onto a smartphone. A user holds the phone as if they are going to take a picture of the code, and the application reads the code and automatically brings up a web page or other virtual content. This process is much faster and more convenient than asking users to type a website address into their phone. Many applications for creating QR codes can be found free online (e.g.: www.qrcode.kaywa.com), and mobile apps which read QR codes are also

(Continued from page 1)

freely available, making it a very cheap technology to use, as long as the user already owns a smartphone! The use of QR codes in the business and entertainment world is currently growing, and, according to Rebecca, libraries have also begun to use QR codes. Codes can be placed on handouts and used as part of an exhibit or display to direct patrons to online sources with more information. Lafayette College used QR codes as part of a fun, active, and engaging library orientation program. Students visited various stations throughout the library and then used their mobile phones to read the QR codes and were given "clues" that would help them solve the library orientation mystery.

Another way that librarians can leverage the increasing number of students who own smartphones was presented by Sarah Penniman, Delaware Valley College, who encourages students to use their phones as an audience response system during her instruction sessions. A free web-based product called Poll Everywhere allows Sarah to create questions (both multiple choice and free answer) which her students can respond to through text messaging or by going to a website associated with the poll question. Sarah has found that using smartphones as "clickers" during her instruction sessions increases student participation and engagement with the lesson being taught, and it allows quiet students to have a voice in class. The instant feedback she receives as students respond to her questions also allows her to make real time changes to her instruction session based on how well students appear to understand the material she is teaching. Polls are very easy to create using this product, as Sarah demonstrated when she created and had librarians answer a Poll Everywhere question during the course of her presentation. Active learning is the hallmark of good library instruction, and this tool can certainly help librarians achieve that goal.

Michael Gutierrez and Lydia Collins, University of Delaware, presented their experiences using several technologies in the classroom to foster student engagement and active learning. One tool, Prezi, was used by the library instructors as a more dynamic and engaging alternative to the traditional PowerPoint presentations. Three other online tools, Xtranormal, Wordle and Bubbl.us, were used by students during instruction sessions to encourage them to actively engage in the process of reviewing course content, brainstorming, and developing keywords.

While creating an active learning environment for students during face-to-face instruction sessions is important, another presenter focused on how technology can be used when librarians can no longer meet with students in the classroom. Barbara Quintiliano, Villanova University, used a combination of two online tools to virtually provide information literacy instruction to students and to assess student learning. Jing, a free online screen and video capture tool, was used to create a library video tutorial which students were required to watch for class. Students were then asked to answer questions about the video via Survey Monkey so the librarian could assess what students learned after viewing the tutorial and could give them feedback on their class research assignments.

The presentation given by Bill Hemmig, Brian Johnstone, and Margaret Montet, Bucks County Community College highlighted a very important theme concerning the use of technology in the education world — that virtual tools are not just for online or distance learners. These days, every student can be considered a mobile learner, and creating virtual learning

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Delaware Valley Chapter of the Association of College and Research Libraries
2010-2011 Board of Directors

ACRL Chapters Council News from 2011 ALA Midwinter

Pat Newland, ACRL-DVC Chapters Council Representative

pnewland@wcupa.edu

Representatives from ACRL chapters meet at ALA Midwinter and Annual to discuss matters of concern to chapter members. The Chapters Council Midwinter meeting was held at the Hilton San Diego at 8:00 Sunday morning, January 9, 2011. Three ACRL Board members attended the meeting: ACRL President Lisa Hinchcliffe, President Elect Joyce Ogburn, and Executive Director, Mary Ellen Davis.

Lisa reminded everyone about ACRL's "Value of Academic Libraries". She described ACRL's new strategic plan—the "Plan for Excellence". Earlier strategic plans may have tried to cover too many areas; "Plan for Excellence" focuses on three goals: the value of academic libraries, student learning, and the research and scholarly environment. Comments on the draft are welcome; the Chapters Council was invited to respond to it and has sent in some suggestions. DVC members might also be interested in the ACRL report "Futures Thinking for Academic Librarians: Higher Education in 2025".

Mary Ellen reminded us about the upcoming ACRL conference in March. Early Bird registration closed on February 4; Advance Registration will run through February 25. Registration for the Virtual Conference began on February 8 and closes on March 24.

Joyce wanted to alert members of local chapters to volunteer opportunities available on ACRL committees. February 15 was the deadline to volunteer for 2011-2012 committees, so keep this in mind for next year. Members can apply for specific committees or indicate "I'll do anything" on the volunteer form.

Lisa noted that in the coming election ACRL members will be asked to vote "Yes" on a by-laws change that will allow the ACRL Board to change dues annually in line with the Higher Education Price Index (HEPI) without a full vote of the membership. Currently, because the full membership has to vote on any dues increase, increases don't happen often, but when they do happen, dues tend to increase significantly. The change would allow very small or zero increments to occur as the HEPI changes. Lisa added that even with dues increases, these are very difficult economic times for ACRL. The association is looking for ways to reduce costs and develop new revenue streams as income from existing ones decreases (e.g., ad revenue from print publications).

ALA/ACRL voting begins on March 16 and ends on April 22. One candidate for office visited the Chapters Council meeting. Steven Bell, Associate University Librarian at Temple University and former president and current member of the Delaware Valley Chapter, is running for ACRL President Elect. When talking about how he saw the future of ACRL, he mentioned very favorably the DVC program held last November. If you attended that program, you might want to read his "From the Bell Tower" column on it.

Biographies of the candidates are available in the January 2011 issue of *College & Research Libraries News* and candidate statements are available in the February issue. During ALA Midwinter the candidates responded to questions at the Presidential Candidates Forum. A podcast of the forum is available on the *ACRL Insider* weblog.

"The Value of Academic Libraries" report
    http://www.ala.org/ala/mgrps/divs/acrl/issues/value/val_report.pdf

"Plan for Excellence"
    http://www.ala.org/ala/mgrps/divs/acrl/about/whatisacrl/strategicplan/ACRL_draft_SP_Dec10.pdf

"Futures Thinking for Academic Librarians: Higher Education in 2025"
    http://www.ala.org/ala/mgrps/divs/acrl/issues/value/futures2025.pdf

Volunteer for an ACRL Committee
    http://www.ala.org/ala/mgrps/divs/acrl/resources/forms/volunteer.cfm

"From the Bell Tower" column
    http://www.libraryjournal.com/lj/home/888414-264/just_one_word...video__from.csp

"ACRL candidates for 2011: A look at who's running for office"
    http://crln.acrl.org/content/72/1/36.full.pdf+html

"Abbott and Bell share plans for ACRL: Cast an informed vote in the election this spring"
    http://crln.acrl.org/content/72/2/93.full.pdf+html

"Candidates Forum Archive" podcast
    http://www.acrl.ala.org/acrlinsider/2011/01/09/candidates-forum-streaming-now/

ACRL Delaware Valley Chapter
Membership Dues Form—Join or Renew Today!

About your membership…

- New Members are always welcome! If you are interested in joining the Delaware Valley Chapter of ACRL, please print and complete the form below and mail it along with your check to Marjorie Rathbone, Treasurer.

- Renewing Members: Check the mailing label on your newsletter for the date appearing after your name. If the mailing label date is 2010, your dues are paid through June, 2011.

- Members whose dues fall into arrears will be removed from the mailing list.

- Dues are payable on the first of July and your membership is current for 12 months. Your dues cover the costs of mailing newsletters and program announcements, as well as maintaining our web presence. The Chapter also supports an annual stipend to support the education of future librarians.

- Please notify us of address changes, employment updates, retirements, etc. Help us keep our mailing list current!

Complete this form and mail it, along with your check, to Marjorie Rathbone, Treasurer.
Please contact Marjorie (rathbone@sju.edu) with any questions about your membership.

— —

Mail to: Marjorie Rathbone
                Francis A. Drexel Library
                Saint Joseph's University
                5600 City Avenue
                Philadelphia, PA 19131-1395

Make check payable to: **ACRL/DVC**

PLEASE PRINT CLEARLY

Name: _____

Institution: _____

Mailing address (please include your 9-digit zip code):

_____

_____

_____

_____

Email address: _____

[ ] New member?   [ ] Renewal?   [ ] Change of address?

National ACRL Member?   [ ] Yes (pay $10)   [ ] No (pay $15)

How would you like to receive the Newsletter?   [ ] email   [ ] paper

An Open Ear and Sound Advice
• The ACRL/DVC Mentoring Program

An unprecedented number of current library school students, recent graduates and librarians who considered a switch to academic libraries responded when our chapter advertised its mentor program last fall. Many library school students worry about their career prospects amidst news of cut-backs in library budgets. Positions at the Free Library of Philadelphia are threatened by the City's ongoing budget crisis and even academic libraries with the financial muscle of Harvard cut back on professional librarian positions in the past years.

The ACRL/DVC mentoring program has matched a sizable number of local library school students with academic librarians since its beginning. In most instances the chapter was able to find mentors in the requested areas of specialization, although the requests for digital library mentors outnumbered available volunteers last fall. Mentors invited participating students and librarians to visit them at their workplace, shared their insights into current trends in academic libraries, and reviewed cover letters and resumes.

Both mentors and mentees were full of praise for the program:

"Part of our professional responsibility is to give back to the profession, and pay homage to those who helped us become who we are. Mentoring colleagues who need our help is an optimal way to meet this responsibility. If I was just able to answer some of David's questions and offer some advice, that alone would be rewarding. Knowing he succeeded in achieving the first step of his transition from public to academic librarianship – that's beyond rewarding." [Steven Bell, Temple University]

"I found using the mentoring program a valuable way to explore all my career options. It definitely helped me to establish a goal and chart a way to get to it. I would recommend it to anyone who feels they need some direction." [David Koch]

Are you interested in our mentoring or resume review program? E-mail us at DVCmentoring@gmail.com and add your name to a growing list of volunteers.

Books We Were Reading

To demonstrate the power of polling software, Sarah Penniman asked Fall Program attendees to name some books they were reading. In no particular order, here's a selection of the responses.

Dead Ringer
The Help
Nemesis
Room
Marriage: A History
Pennsylvania Trees
Fire and Ice
Kosher Nation
Girl Who Played with Fire
Lady of the Lake
Remains of the Day
Adventures of Captain Underpants
Mayflower/Nathaniel Philbrick
Harry Potter 7

National Library Legislative Day 2011
• DVC Stipend Award

It's that time again! The 2011 National Library Legislative Day is quickly approaching and will be held on Monday, May 9th and Tuesday, May 10th at the Liaison Hotel in Washington, D.C. NLLD is a two-day event in which people who care about libraries participate in advocacy and issue training sessions, interact with Capitol Hill insiders, and visit congressional member offices to ask Congress to pass legislation that supports libraries.

If you are interested in attending this event, ACRL/DVC is offering a $500 stipend to cover expenses (registration, travel, and lodging). Please contact the ACRL/DVC legislative liaison, Larissa Gordon (gordonl@arcadia.edu) to apply for this stipend. The deadline is March 22th.

More information about library legislative day, is at the ALA Washington Office's Legislative Day webpage: http://www.ala.org/nlld

ACRL CONFERENCE
"A DECLARATION OF INTERDEPENDENCE"
PHILADELPHIA
March 30-April 2, 2011

"Not Just History Anymore: Special Collections and Primary Sources to Teach Critical Thinking"
(Preconference co-sponsored by PaLA/ACRL/DVC): March 30, 10:30 a.m. - 3:30 p.m.
Location: Hamilton Building, Pennsylvania Academy of Fine Arts

ACRL/DVC Reception and Annual Business Meeting: March 31, 6:00 p.m. - 8:00 p.m.

Contributed papers, Poster sessions, Workshops, Panel sessions featuring many of our ACRL/DVC colleagues

Virtual conference: live Webcasts, asynchronous activities, and more

Volunteer opportunities

Complimentary exhibits-only badges available onsite on Thursday, March 31, and Friday, April 1

Visit the ACRL 2011 conference website for more information
www.acrl.org/acrlconference

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spaces for students is an important part of the educational process. The BCCC presenters went on to discuss how they have integrated technology applications into their library website at all levels. Technologies such as flip video cameras, LibGuides, instant messaging (Meebo), and a mobile catalog application (Boopsie) allow BCCC students to fully access the library's services virtually.

Technology Tools for Reference

Several years ago instant messaging was the technology trend for reference transactions. Michele Mrazik, DeSales University, introduced attendees to a technology which more libraries are now using to provide students with virtual access to reference services: texting! Michele's presentation focused on discussing her library's purchase of a product/service called Text a Librarian. While libraries can set up their own in-house text messaging reference system, contracting with this company will provide libraries with a readymade and user friendly product. With Text a Librarian, librarians receive and respond to student text messages using their e-mail accounts. This service also comes with some useful additional features such as data tracking, the ability to create a list of frequently asked questions, and free marketing materials. Michele concluded her presentation by discussing the reaction of other librarians at her university to this new mode of reference services and the importance of marketing the service.

Technical Services Technology Tools

While the bulk of the day's presentations focused on technologies for reference and instruction, one presentation stood out because of its focus on technical services. In the session *Migrating to an Open Source Catalog: One Library's Experience and How You Can Do It, Too"* Karen Kohn, Arcadia University, discussed her library's process of migrating to the Koha open source catalog. They decided to do this after experiencing a high degree of dissatisfaction with their previous integrated library system. Karen commented that open source products like Koha are "free like puppies," meaning that they may not cost anything initially, but that you must put some work into maintaining and taking care of them. She was quick to point out, however, that this does not need to be a daunting task. Much of the presentation was dedicated to allaying the potential fears of librarians about the difficulty of the migration process, potential technical support issues, cost, and the reliability of the open source product. The overall message of the session was clearly that any library can successfully migrate to an open source catalog, and there are companies which provide technical support help for Koha at a reasonable price. While this particular technology was much more time consuming to implement than the other technologies discussed during the workshop, Arcadia did end up saving money by switching to Koha.

Final Thoughts

All of the presentations helped demonstrate that using new technologies does not have to cost your library an arm and a leg. While implementing a new technology or using technology creatively in the classroom does take effort and time, getting some advice from a librarian who has gone there before you can make the process much more manageable and enjoyable.

Library News

Bucks County Community College's MInD-Space: New Media Literacies and Student Success program was selected as one of ten finalists for the Community College Futures Assembly's Bellwether Award, in the Instructional Program and Services category. The Learning Resources Department developed the MInDSpace (media and instructional and design space) program in which a team of librarians, an instructional designer, and learning technologists work together to provide media and instructional design services to faculty and project troubleshooting and research assistance to students. The program's goal is to facilitate media and web 2.0 projects in the classroom. Multi-media presentations represent an avenue for students who are not yet confident writers to seek, evaluate, and process information and to create content in ways that are meaningful but that reduce some of the fear that many associate with writing assignments. The program aims to provide opportunities for students to become makers of meaning through creation of multi-media productions. Their hope is that engaging in such projects will lead to improved retention and completion.

Millersville University will begin a two-year library renovation project this summer. During renovation, library functions will be relocated to other areas on campus in order to provide students with ongoing research assistance and library services and locations will be set up around campus to serve as quiet study areas. The newly renovated library will feature an increase in student computing space, a writing center satellite location, a digital learning center for audio and video work, and more flexible independent and group collaboration areas. A reading sculpture garden will be added outside the library with a focus on showing the evolution of plant life in Pennsylvania. The renovation website can be found at http://blogs.millersville.edu/newlibrary/

Chapter Members News

Steven J. Bell, Temple University
- authored "Fit Libraries are Future-Proof" in *American Libraries*, October 2010 and "Fish Market 101: Why Not a Reference User Experience?" *Library Journal (Reference Supplement),* November 15, 2010.
- presented "Designing the Future-Proof Library: Using Design Thinking to Make it Happen", Missouri Library Network Corporation, November 9, 2010 in Ballwin, MO and "A Modest Proposal: Integrating Design Philosophy Into the LIS Curriculum", ALISE Conference, January 5, 2011 in San Diego, CA.
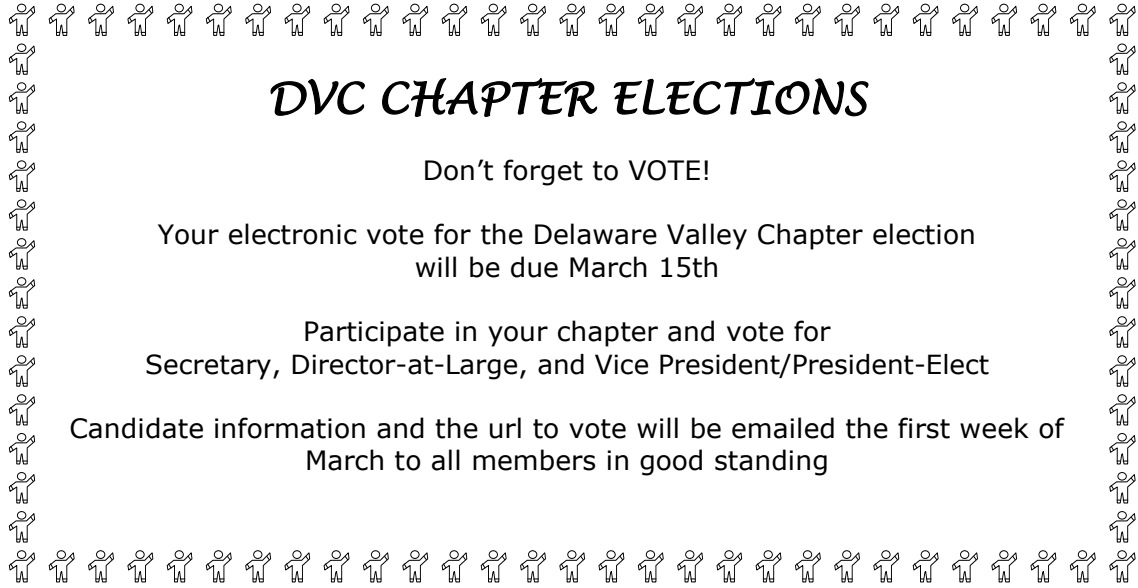- is a candidate for ACRL President Elect.

Susan Markley, Falvey Memorial Library, Villanova University, and Secretary of ACRL/DVC, will be featured in an EBSCO ad that is scheduled to be published in the March 1, 2011 issue of *Library Journal*.

Stephen Marvin, West Chester University
- edited <u>Dictionary of Scientific Principles</u>, John Wiley & Sons [look for book signing at ACRL].
- serves as Conference Facilitator with the Academic Research Libraries Section of the International Federation of Library Associations and Institutions (IFLA) for the IFLA World Library and Information Conference and led pre-satellite planning with several organizations in Guatemala.
- conducted workshops with Karla Rodriguez Salas of the Universidad Nacional, Costa Rica on library consortia development in Nicaragua, Honduras and Bolivia for the International Network for the Availability of Scientific Publications.
- has been nominated to represent American Library Association to UNESCO.

Rebecca Metzger, Lafayette College, will again be teaching the 4-week online course, "Marketing Your Library" for Simmons College's GSLIS Continuing Education Program during the month of March.
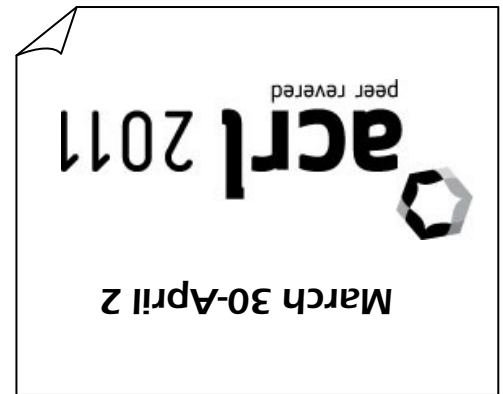

Recent Appointments

At **Saint Joseph's University**, Lisa Molinelli is the new Library Instruction and Outreach Specialist. Lisa has a B.A. in English and Women's Studies from Bucknell University and a Master's in Library and Information Science from Simmons College. Lisa previously worked at several libraries in the Boston area. Prior to her work in libraries, she spent several years in academic book publishing.

University of the Sciences welcomed Chris Wieman to the J.W. England Library as Reference/Systems Librarian. Chris has a B.A. from Rutgers and an M.S. from Drexel and had worked at Drexel as a Systems Technician.

DVC CHAPTER ELECTIONS

Don't forget to VOTE!

Your electronic vote for the Delaware Valley Chapter election
will be due March 15th

Participate in your chapter and vote for
Secretary, Director-at-Large, and Vice President/President-Elect

Candidate information and the url to vote will be emailed the first week of
March to all members in good standing

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March 30-April 2

Check your mailing label - If the mailing label date is **2010**, you have already
renewed your membership and your dues are **paid through June, 2011.**
NOT A CURRENT MEMBER? JOIN OR RENEW TODAY!

Philadelphia, PA 19131-1395
5600 City Avenue
Saint Joseph's University
Francis A. Drexel Library
Kristine E. Mudrick, Newsletter Editor

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