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## President's Report

*Tina Hertel, Muhlenberg College*

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These past few months have been busy times for library advocacy. Now, don't skip this article because you saw it starting out with 'library advocacy'! That concept often frightens people because they equate it with political lobbying. However, if we look at the basic definition of advocacy, we see that it is really an essential and everyday component of what we do.

ad·vo·ca·cy: noun

*public support for or recommendation of a particular cause or policy*

synonyms: support for, backing of, promotion of, championing of

The important thing to remember is that advocacy is not something any one person does alone. It becomes more effective by building a coalition of advocates. The good news is there are a great number of resources to help you become an effective advocate. ACRL has a whole section of their website dedicated to advocacy and issues for which to advocate: <http://www.ala.org/acrl/issues>.

Why bring up advocacy now? Fortunately the world, and in particular our very local world of academic libraries in the Delaware Valley Chapter's region, has given us ample opportunities to be advocates.

Let's go back to politics for a minute and look at why advocacy is important on the political front right now. At the state level, this is a big year as we look toward the race for governor. As history shows, support for libraries and higher education in Pennsylvania has seen some good times and some not so good times. It is important to be advocates on the political front so that our needs and concerns are heard across various levels, and not necessarily only with the governor. We have had strong champions of libraries and higher education in Pennsylvania over the years, but we've also had some people in political office who were not our best advocates. We need to continue to build relationships and support for our causes and concerns.

On a closer front, for quite some time now, academic libraries have had a very solid relationship and advocacy

partner with the Middle States Commission on Higher Education (MSCHE). In the current version of the Characteristics of Excellence, the set of standards for higher education accreditation for most of our institutions, there is a strong emphasis on the role of academic libraries and information literacy on student learning outcomes. So much so, that MSCHE developed the publication, *Developing Research and Communication Skills: Guidelines for Information Literacy in the Curriculum*. This past year, MSCHE has taken on the task of revising the Characteristics of Excellence.

Unfortunately, libraries and information literacy have completely disappeared from the proposed changes. It is critical that we all become advocates on this front.

Information is available on the MSCHE website on how you may participate in town halls and share your support and criticism of the proposed changes.

Information Literacy is getting a lot of attention. ACRL is also reviewing and revising the current ACRL Information Literacy Competencies. This is another key area where your advocacy matters. The framework, draft, and call for comments for the work that the task force is doing can be found on the website, [Framework for Information Literacy for Higher Education](#). Even though ACRL is an obvious advocate for the work being done in academic libraries, it is still important to advocate on behalf of your library, your librarians, your faculty, and your students to help strengthen this body of work. Additionally, this is also a great opportunity to develop relationships with key partners (such as administrators and faculty) to also become advocates.

These are just a few examples of how important advocacy is in our roles as academic librarians. These are also examples of external or outward facing advocacy. In our daily jobs, we also must be strong advocates for the librarians and staff who keep our libraries vital, for the vast array of services we provide, for the wonderful collections we build, and for the educators and students we work so closely with. And just remember—you're not in this alone!



## 2013 Fall Program Review

### Marketing Yourself... Mentoring Others

*Sharon Neal, Alvernia University & Marc Meola, The College of New Jersey*

On Friday, November 15, ACRL/DVC held its Fall Program at Drexel University's Paul Peck Center. Special thanks go to Drexel University Libraries and The College of Computing & Informatics for hosting the program at their excellent facility.

The program's keynote speaker was Dr. Peggy Drexler, Research Psychologist and Assistant Professor of Psychology at Cornell University's Weill Medical College. Dr. Drexler presented "Five Ways We Hurt Our Careers – and How to Stop."



Dr. Peggy Drexler

Dr. Drexler discussed how opportunities may be missed because we fail to come to terms with our own power, pointing out that we all market our own competence. In order to maximize our potential, we should resist looking at ourselves through a negative lens, display confidence, and take risks. She provided comments and statistics comparing differing approaches taken by men and women in marketing themselves.

Because men tend to be more assertive in negotiating for themselves, asking for raises, and advocating for career advancement, Dr. Drexler offered tips to help develop those skills. For example, it is useful to have someone in your corner, so seek a sponsor or mentor. Be proactive in finding success and happiness in your career. Develop optimism and practice conversations in advance. Do not become discouraged and do not quit. Develop a network of support and keep trying!

The next session was "Purposeful Networking," presented by Tina Hertel, ACRL/DVC President and Director of Muhlenberg College's Trexler Library. Tina discussed the importance of making connections with others by helping, sharing, and giving. Networking is about building and nurturing relationships to create a career support system. She emphasized that it is easier to network when you don't need something.

Some suggestions that Tina presented for facilitating building networking relationships are to network any time you can, develop and use personal statements, and create a one minute elevator speech. Those tools can help foster connections and make you stand out from the crowd. Thank people and stay in touch as much as possible. Be prepared to connect with others and develop as wide a network as possible, both in person and via social media. Foster those relationships to build networks that provide opportunities to both give and receive support.

Next, Peggy Seiden and Pam Harris provided a look inside the mentoring program at Swarthmore College Libraries. In 2003, Swarthmore received a grant from the Mellon Foundation to recruit undergraduates to the library profession. The program consisted of individual student projects on topics such as the Patriot Act, open access, a pulp fiction collection, and curating a large donation of art books. Student internships were also funded, and students were trained to work the reference desk and to be peer tutors with research and instruction. Student reaction to the program elicited glowing testimonials. In addition to the student mentoring program, Swarthmore provides a nurturing, supportive environment for new librarians by providing a "buddy program" for new hires. Mentoring at Swarthmore ranges from the very formal to the very informal.



Pam Harris

Finally, conference attendees had time to learn from each other during unconference breakout sessions on resumes, ACRL-DVC mentoring, and promotion and tenure.



Peggy Seiden

Overall, it was another successful ACRL-DVC conference resulting in learning and sharing among Delaware Valley librarians.

SAVE THE DATE for...

## Online learning: how libraries go the distance

Wednesday, April 30, 2014  
9:30 a.m.- 3 p.m.

[Penn State Great Valley](#)  
30 E. Swedesford Rd.  
Malvern, PA 19355

ACRL/DVC SPRING 2014 PROGRAM

With the changing nature of higher education, the focus on MOOCs, expanding online programs, as well as hybrid courses, libraries have continued to enhance their user's experience. Learn how librarians in the Delaware Valley are supporting students and faculty, leveraging technology, and promoting lifelong learning.

For more information, visit: <http://acrldvc.org/>

### CALL FOR PROPOSALS

If you are involved in any online, library-related services, consider sharing your experience and thoughts with other academic librarians. A committee of ACRL/DVC board members will select the final presentations; this is an opportunity to add a peer-reviewed presentation to your CV!

All presentation slots will be 20 minutes long followed by a short period for questions and answers. To submit a proposal, send an email with a presentation title and description (300 words maximum) to Tina Hertel [[tina.hertel@muhlenberg.edu](mailto:tina.hertel@muhlenberg.edu)] by **March 25 at 5:00pm**. Please contact Tina if you need further information.

## THE ACRL/DVC BOARD OF DIRECTORS NEEDS YOU!

Have you considered running for the ACRL/DVC Board of Directors? The DVC Board does important work planning the Chapter's biannual programs, producing the Chapter newsletter, running the mentoring program, and awarding stipends to MLS students and legislative advocates.

In addition, we are a fun group of people who laugh a lot, enjoy snacks at meetings, and occasionally go out for a post-meeting lunch! The Board meets about ten times a year. This spring, three Board positions will be up for election:

- Vice President/President-Elect (3-year term)
- Director-at-Large (3-year term)
- Treasurer (2-year term)

For more information, please contact Jutta Seibert at [jutta.seibert@villanova.edu](mailto:jutta.seibert@villanova.edu).

## Student Essay Stipend 2014 Topic: Online Learning

Due:  
4/07/14

### *STIPEND (UP TO \$1,000) AVAILABLE FOR A FUTURE ACADEMIC LIBRARIAN*

The Delaware Valley Chapter of the Association of College & Research Libraries (ACRL/DVC) announces the availability of a stipend of up to \$1,000, for a future academic librarian. Library school students living or working in the chapter's service area (eastern Pennsylvania and Delaware) and who are currently enrolled in an ALA-accredited program, including distance education programs, are invited to apply.

To apply, please submit the following:

1. **Resume**
2. **Cover letter** that includes:
  - a. Name, mailing address, telephone number, email address;
  - b. List of courses completed & in progress, including special projects towards the degree;
  - c. Description of any employment experience related to academic librarianship.
3. A one to two page (300-500 words), double-spaced **essay**:

**Describe how you envision the role of the academic librarian in online learning.  
How is your MLS/MIS program helping students prepare for that role?**

The stipend will be awarded during the ACRL/DVC spring program at PSU-Great Valley on April 30th and the winning essay may be published in the Fall 2014 ACRL/DVC newsletter.

Criteria for the award are:

1. Applicant must be a FT/PT student at the Master's level in an ALA-accredited program;
2. Applicant must demonstrate an interest in academic librarianship through employment, course of study, or research interests; and
3. Applicant must live, attend school or work in eastern Pennsylvania or Delaware.

Applications must be submitted as a PDF, MS Word or Google document by 5:00 p.m. on April 7, 2014 by email to:

Terry Snyder, Vice President, ACRL/DVC: [DVCmentoring@gmail.com](mailto:DVCmentoring@gmail.com)

## Speak Up! Speak Out! Support The FREEDOM Act

The American Library Association is urging librarians to call or write a letter to their senators and Representatives to co-sponsor The FREEDOM Act (<http://sensenbrenner.house.gov/legislation/theusafreedomact.htm>).

During the 2014 Midwinter Conference in Philadelphia, PA, the ALA council passed a resolution supporting the USA Freedom Act in Congress. The FREEDOM Act is a bicameral, bipartisan bill that seeks to end the bulk collection of telephone and internet metadata. In support of this action, the American Library Association participated in "[The Day We Fight Back against Mass Surveillance](#)" on February 11, 2014. You can find the contact information for your elected official here: [http://capwiz.com/ala/dbq/officials/?affiliate\\_lookup=1](http://capwiz.com/ala/dbq/officials/?affiliate_lookup=1)

Additionally, ACRL provides some tips on how to draft a letter: <http://www.ala.org/acrl/issues/washingtonwatch#tips>

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## Chapter Members News

**Stephen Buss** has joined the J.W. England Library at the University of the Sciences as Reference/Emerging Technologies Librarian. A 2013 graduate of the MLS program at University of Maryland, College Park, Stephen began in February.

**Mike Krasulski**, Coordinator of Access Services at the J.W. England Library, University of the Sciences, was invited to be the keynote speaker at the ACRL New England Access Services Group meeting. He gave his presentation, entitled The Kept Up Access Services Practitioner, to approximately 75 attendees at the College of the Holy Cross in Worcester, MA on Feb. 21<sup>st</sup>.

**Janet Ohles** became the new Director of Reeves Library at Moravian College in December 2013.

**Susan Falciani** started as the new Special Collections/Archives Librarian at Trexler Library at Muhlenberg College January 2014.

**Sarah Wingo** joined Falvey Memorial Library (Villanova University) in August 2013 as the new English Literature and Theatre liaison librarian. Sarah is a 2013 graduate of the University of Michigan School of Information.

### Delaware Valley Chapter of the Association of College and Research Libraries 2013-2014 Board of Directors

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## Library News

The **Lafayette College Library** has received the 2014 Excellence in Academic Libraries Award from the Association of College and Research Libraries (ACRL). The award highlights the Library's commitment to digital scholarship, its pioneering of new models for collaborative content acquisition, and the impact of its information literacy and special collections programs on student learning. Receiving this award is a national tribute to the Library and its staff for outstanding services, programs, and leadership.

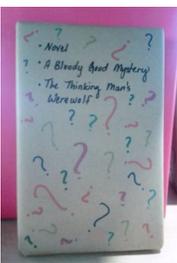
"Lafayette College seeks to be a model for other colleges and has been in the forefront on getting grants and experimenting with digital scholarship in the liberal arts setting," says Joyce Ogburn, chair of the 2014 Excellence in Academic Libraries Committee. "The Library implemented new models of acquisitions for journals by combining strategic cancellations with article by article purchase. They led the way for other liberal arts colleges by developing consortial approaches to patron-driven acquisitions for ebooks, joining Hathi Trust and implementing the Ithaka faculty survey on their campus."

Sponsored by the Association of College & Research Libraries and YBP Library Services, the award recognizes the staff of a college, university, and community college library for programs that deliver exemplary services and resources to further the educational mission of the institution. The College will receive \$3,000 and a plaque, which will be presented at a future award ceremony on campus.

"We are greatly honored to be selected by our peers to receive this award, which recognizes not only our library's innovative work on behalf of Lafayette College but also our strategic collaboration with other colleges and universities," says Neil McElroy, Dean of Libraries. "While the award highlights our programmatic initiatives and technological innovations, we are mindful that our success has been enabled by those relationships of trust and reciprocity that we've been privileged to build with the Lafayette community and colleagues at other institutions over many years. We are deeply pleased and grateful."

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The atrium of the **Francis A. Drexel Library and Post Learning Commons** at Saint Joseph's University was featured on the cover of the January 2014 issue of *Choice* magazine.



In February, the library invited students and faculty to let the library "fix them up" with a good book. The *Blind Date with a Book* display featured a selection of staff-recommended titles, all wrapped in brown paper and accompanied by brief descriptions. Approximately half of the books circulated throughout the month and students, in particular, seemed to enjoy the novelty of taking a chance that they might fall in love with a book.

67 works from Saint Joseph's University's collection of Andy Warhol Polaroid and black and white photographs are displayed in *Everyone's 15 Minutes of Fame: The Photography of Andy Warhol* in the Post Learning Commons. The selected photographs were chosen for this exhibition with reference to specific aspects of Warhol's artistic oeuvre. Among the works shown are photographs of Sylvester Stallone, Jane Fonda, Mickey Rooney, Gloria Steinem, and John Oates. The special exhibit runs through May 18th.



The John & Marianne Hennings Post Learning Commons, Saint Joseph's University, Philadelphia, PA. Don Pearse, photographer. BWA Architecture & Planning, architect.

Image from Choice Reviews Online  
<http://www.cro3.org/content/51/05.cover-expansion>





## ACRL NATIONAL ELECTIONS

ACRL is pleased to announce the slate of candidates for the association's Board of Directors for the 2014 ALA/ACRL elections.

### Vice President / President-Elect

Ann Campion Riley, University of Missouri  
Rickey Best, Auburn University at Montgomery

### Director-at-Large

Rodney Lippard, Rowan-Cabarrus Community College  
John Culshaw, University of Iowa

### Director-at-Large

Linda McCann, Bucks County Community College  
Kim Leeder, College of Western Idaho.

A full list of candidates for ACRL and section offices is available in the [January 2014 issue of C&RL News](#).

Voting begins Wednesday, March 19. When the polls open, ALA will notify voters by e-mail.

## ACRL IMMERSION PROGRAMS

The deadline is May 2, 2014 for applying to Immersion tracks:  
*Assessment: Demonstrating the Educational Value of the Library* and  
*Intentional Teaching: Reflective Teaching to Improve Student Learning*.

These two programs are intended for experienced academic librarians (those with 5+ years teaching experience).

More details can be found at <http://www.ala.org/acrl/issues/infolit/professactivity/iil/immersion/programs>