ACRL
Delaware Valley Chapter
Newsletter

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

These days I find that time (or, more particularly, a shortage of it) is often on my mind. I frequently struggle to find the right balance between work, family, household chores, and maybe even some fun. At work, I am torn between the necessity of fulfilling my existing responsibilities and a desire to expand beyond what I already do and try something new. I think that this is a conflict faced by many academic librarians. When we are already so busy, how do we find the time to explore new developments in the field and apply them to our own work?

Incorporating new technology is especially challenging. We are constantly hearing about new products, but how do we tell which are worth the investment of our time and money (both of which are in short supply)?

This issue is the inspiration for our fall program, which will be held at Penn State Great Valley on Friday, November 12. The program will focus on technology but, rather than bringing in outside experts who might have big — perhaps unrealistic — ideas, we've called on librarians from our own area to present ways they have successfully used newer technologies. Our goal is that everyone who attends will leave with one or two concrete ideas they can confidently execute themselves.

The program will close with roundtable discussion groups so that you can get even more suggestions from your colleagues and perhaps share your own successes.

Beyond the fall program:

- Plans are underway for the chapter to hold a social event for our members at the ACRL conference in Philadelphia this coming spring.

- ACRL/DVC is also co-sponsoring an ACRL preconference on March 30, 2011 that will focus on using Special Collections materials in instruction.

- The chapter is moving forward with plans to implement a new resume review service. We hope to pilot the program this fall.

- Over the winter, we will send out our annual call for submissions for our stipend to support a future academic librarian. If you know of any library students with an interest in academic librarianship, be sure to tell them about this opportunity.

2010 Spring Program Review: Assess This! What, How and Who Cares?

The 2010 Spring Program took place on April 16th at Penn State Great Valley. Both the weather and the location were lovely, and there was an excellent turnout of more than 100 attendees. The program topic was assessment and the schedule was filled with a mix of national experts and local librarians sharing their experiences.

After a brief welcome from Roberta Jacquet, ACRL/DVC President, the day began with our keynote speaker, Peter Hernon. Dr. Hernon is a professor at the Simmons Graduate School of Library and Information Science, and has written and spoken widely on issues of library assessment. Hernon set the stage for the rest of the program by outlining exactly what assessment is. In particular, he discussed the difference between evaluation and assessment and the need for academic libraries to do both. Hernon said that college and university libraries are now specifically under pressure to assess student learning. He explained that this involves setting measurable learning outcomes and then gathering evidence that shows whether students have met the goals. For more information, you can see his article "Assessment and Evaluation: What Do the Terms Really Mean?" in the March 2009 *College and Research Libraries News*, pp. 146-9.

After a short break, the program resumed with a panel. The first speaker was Nonny Schlotzhauer, Social Sciences Librarian from the Penn State University Park Libraries. He described the development of a Library Assessment and Metrics Council, which then developed a survey that was sent out to department and unit heads and the members of various library committees. The survey results were used to gain an understanding of what forms of assessment were occurring throughout the libraries, where more assessment was needed, and to identify areas where the Library Assessment and Metrics Council could provide assistance.

The second panel presentation was from Melissa Gold, Science Librarian, and Scott Anderson, Information Systems Librarian, from Millersville University of Pennsylvania. They presented the results of two projects to help them assess information literacy instruction. The first project involved gathering student artifacts (e.g. papers or other projects) from various academic departments on campus. These artifacts could then be analyzed to assess whether students were employing information literacy skills in their research. The second project was curriculum mapping, which involved gathering syllabi from throughout the campus to identify which classes included information literacy learning outcomes. This project will help librarians at Millersville to target library information literacy instruction for specific classes.

ACRL CONFERENCE
"A DECLARATION OF INTERDEPENDENCE"
COMING TO PHILADELPHIA THIS SPRING
March 30–April 2, 2011

Proposals now being accepted
for Cyber Zed Shed presentations, Poster Sessions,
Roundtable Discussions and Virtual Conference Webcasts
Deadline for submissions: November 1, 2010

Applications for 80 scholarships
to participate in the conference
available to librarians, support staff, and students
Deadline to apply: November 9, 2010

Discounted early bird registration fees
Deadline: February 4, 2011

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

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

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Library Advocacy Day 2010: Two Political Rookies Go to Washington
By Melissa Gold and Krista Higham, Stipend Awardees

Our Chapter sponsored two members' attendance at Library Advocacy Day, which replaced National Library Legislative Day this year. This event sees librarians from all over the country descend on Washington D.C. to receive legislative training from ALA, and to meet with elected officials during the event to advocate for the support of libraries and library related issues. Melissa Gold and Krista Higham submitted this report about their experience …

We saw volunteering for Library Advocacy Day as an immersive experience to learn about political issues important to libraries. Neither of us being overly politically savvy, we were nervous about meeting with an "important" politician about whom we knew very little. Luckily, ALA provides many resources on their Advocacy & Legislation webpage (http://www.ala.org/ala/issuesadvocacy/advocacy/index.cfm), including our Representative's views on library related issues. Additionally, each of us attended a "What To Know Before You Go!" session, one as a webinar in May and another as an ALA conference session. During these sessions, we learned about the current issues affecting libraries, how best to present our "story" when meeting with legislators, and what to expect at the rally.

On the day of the Rally on the Capitol, it was exciting to see so many librarians united for our cause. The speakers energized the crowd to speak out about the issues. Then, we had the opportunity to explore (in other words, get lost in) the congressional office buildings before our late afternoon meeting. While still nervous about speaking to our Representative's aide, everything went smoothly due to the presence of two veterans of Library Advocacy Day. They had their stories and appeals down pat. Our Rep's aide was very pleasant, receptive, and patient; he answered questions honestly and listened to our concerns. In all, it was an informative and valuable experience.

Our recommendations for a successful Library Advocacy Day:
- Attend a training webinar or in-person event on how to prepare for the meeting.
- Research your rep before you go, including their background, bills supported, and committees.
- Think about personal library stories you can present to your legislator.
- Sign up for visits with veteran attendees, if possible.
- Participate in the rally.
- And, remember, the legislative aides are people too!

Melissa Gold is Science Librarian at Ganser Library, Millersville University of Pennsylvania
Krista Higham is Access Services Librarian at Ganser Library, Millersville University of Pennsylvania

"Not Just History Anymore": ACRL 2011 Pre-Conference Workshop
By Joe Fennewald, Penn State Worthington Scranton

ACRL/DVC has partnered with PaLA on developing a pre-conference workshop for the ACRL 2011 National Conference in Philadelphia. The workshop, "Not Just History Anymore: Using Special Collections and Primary Sources to Teach Critical Thinking," will be conducted by Peter Carini, College Archivist, Dartmouth College, and Doris Malkmus, Archivist, Pennsylvania State University.

The program is intended for reference and instruction librarians as well as archivists. It will introduce ways that primary sources are being used in new and active learning methods and the benefits and challenges they present, including their role in teaching critical thinking skills. This is a hands-on workshop. The speakers plan to get materials into the hands of attendees and model instruction they can use with their instruction sessions.

The workshop will be held on March 30, 2011, from 10:30 AM to 4:00 PM, in the Cohen Board Room in the Hamilton Building, Pennsylvania Academy of Fine Arts annex , in Philadelphia. If you are not familiar with the PAFA, it was founded in 1805 by Peale, Rush, and others and was America's first school of fine arts. The building is considered one of America's finest surviving examples of Victorian Gothic architecture. Designed by the famous Philadelphia firm of Frank Furness and George Hewitt, it opened in 1876 and trained notable artists such as Thomas Eakins, Mary Cassatt, and Maxfield Parrish. Attendees will have an opportunity to view prized items from the PAFA archives including the original architectural plans and the Muybridge Folios.

Lunch and a tour are also included in the $145 registration. Registration is limited and will be available through the PaLA website (www.palibraries.org). Questions can be directed to Joe Fennewald, Penn State Worthington Scranton (jaf23@psu.edu).

ACRL/DVC 2010 Student Stipend Awardee Essay

Striking the Right Balance: Social Networking in Academic Libraries
By Catherine Odson

Academic libraries can take advantage of students' always-connected lives to highlight the helpful and exciting services and products they supply. Libraries can use social networking to feature these particularly interesting, useful and unusual tools and resources. However, librarians need to be conscious that social networking outreach does not cross from being informative and eye-catching to what we could call the FarmVille Syndrome, where one application or page (most notably, FarmVille) overruns a user's Facebook news feed to the point of obnoxiousness. One benefit of a Facebook page is that libraries can (and do) appear in the news feeds of their fans. The same risk — and the same need for balance — exists with Twitter. We want students to remember the library as more than just another building, but going overboard might have a negative effect.

Much like other online content, social networking efforts need to be coordinated throughout the library system. Some aspects to consider include whether there will be one Facebook page for the whole system or separate pages for specific collections and departments; how pages will be connected; who will maintain the page(s); and how often new content should be posted. The audience and volume also need to be defined. Will your Twitter account be used only for service changes and major announcements, or can librarians also pass on other notes about the library world? More importantly, how will librarians learn and implement social media? Tweeting an identical message four times in rapid succession shows a lack of understanding and saps students' enthusiasm, which may push them away from the crucial information shared through these media.

In adopting social networking, as with any technology, librarians need to be aware of limitations. For example, a library is considering adding Facebook to its list of chat services, as suggested in an *American Libraries* article last February. Librarians need to evaluate the service's compatibility with the current chat interface, as well as the stability and reliability of the service. This holds for all new social networking sites, applications and so forth: they need to be evaluated as any other resource with librarians assessing what benefits each effort would have for the library and learning to use the platform appropriately and advantageously.

Catherine Odson is nearing the end of the MS(LIS) program at Drexel University and will graduate in March. After she finishes her research and instructional services internship at the University of Pennsylvania's Van Pelt Library, she plans to pursue a career in reference and instruction in a university setting. She has a B.S. in journalism from the University of Kansas. Catherine's fuzzy friend in the picture, taken at ALA this summer, is Lars the Polar Bear.

Resume Review Service

ACRL/DVC will continue to offer a resume review service in the spring. The service is open to students and practicing librarians.

Volunteers will review a resume and cover letter for each participant electronically. We hope to have each resume reviewed by two volunteers.

ACRL/DVC NOMINATIONS COMMITTEE FORMING

The ACRL/DVC Board of Directors is now accepting volunteers to serve on the Nominating Committee for the spring 2011 Board elections!

The Nominating Committee is comprised of 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 2011:
Vice President/President-Elect, Director-at-Large (3-year term), and Secretary (2-year term). 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 Roberta Jacquet, ACRL/DVC Past President, by e-mail to jacquet@cabrini.edu or phone (610) 902-8260.

ACRL Chapters Council News from 2010 Annual

Pat Newland, ACRL-DVC Chapters Council Representative

pnewland@wcupa.edu

The Chapters Council consists of representatives from ACRL chapters; it provides an opportunity for chapters to voice concerns and discuss issues facing individual chapters and the association itself. The meeting at ALA Annual took place on Sunday morning, June 27, 2010, at the Capital Hilton Hotel. ACRL board members Lori Goetsch, President (for one more day), Lisa Hinchliffe, President-elect, and Mary Ellen Davis, Executive Director, were present to update council representatives.

Much of the discussion with the board members consisted of Chapters Council concerns about the chapters' reporting structure and funding. Of more general interest, ACRL is working on its new strategic plan, which will be more focused than the existing plan. Member input will be solicited.

A guest was Megan Oakleaf of the Syracuse University iSchool. Megan's proposal was selected from among those submitted in response to ACRL's 2009 request for proposals to develop a research agenda on the value of academic libraries. She spoke about the report and related work she is doing. That report, "Value of Academic Libraries: A Comprehensive Research Review and Report," has now been published on the ACRL website; it is available to the entire library and higher education community at http://www.ala.org/ala/mgrps/divs/acrl/issues/value/val_report.pdf. Megan discusses the report with Lisa Hinchliffe in a podcast available at http://www.acrl.ala.org/value/

Chapters Council elections were conducted for a new vice-chair/chair-elect and secretary. Rickey Best, Alabama Chapter, was elected vice-chair/chair-elect and Danielle Whren Johnson, Maryland Chapter, was elected secretary. For the 2010/2011 year, they will join Mark Lenker, Chair, and Judith Pinnolis, Past-Chair.

Planning is well underway for the ACRL National Conference in Philadelphia in 2011. I am on the Volunteer Subcommittee and look forward to scheduling many chapter members for volunteer assignments.

Assess This! Program, continued from page 1

The final panel presentation was from three librarians from Kutztown University of Pennsylvania: Ruth Perkins, Reference Librarian, Krista Prock, Reference Librarian, and Karen Wanamaker, Curriculum Materials Center Librarian. Working with Kutztown's Office of Assessment, the librarians made use of an Association of Research Libraries Sponsored Service, "Effective, Sustainable, & Practical Library Assessment". The ARL service sent a team to Kutztown to look at the Rohrbach Library's programs and services. The team then wrote a report that included concrete suggestions for ways to implement and improve assessment. The next step will be for the Rohrbach Library Assessment Committee to review the report and to begin to implement changes or new assessment measures.
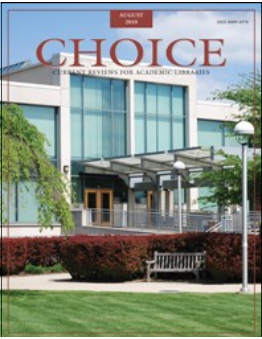

PETER HERNON

STEPHEN SPOHN

PANELISTS:
KAREN WANAMAKER, RUTH PERKINS AND KRISTA PROCK (ABOVE); NONNY SCHLOTZHAUER, SCOTT ANDERSON AND MELISSA GOLD (LEFT)

After lunch the program concluded with a presentation by Stephen Spohn, a Senior Consultant for Planning and Assessment with LYRASIS. Spohn provided a hands-on activity where attendees thought about assessment in their own libraries. First he had them brainstorm a list of stakeholders for their libraries. Next, he had attendees think about what those stakeholders are concerned about — this would be where libraries will want to conduct assessments. The final step was to find assessment methods that would address the concerns. This activity provided a fitting end to the day's program, as it helped the attendees to think about the strategies they had learned about throughout the day in the context of their own libraries' needs.

You can find the PowerPoint presentations for most of the presentations on the ACRL/DVC website at: http://www.acrldvc.org/programs.htm   *~ reported by Rachel McMullin; photos by Pat Newland*

Library News

A beautiful and impressive photograph of the Rohrbach Library at **Kutztown University of Pennsylvania** was chosen for the August 2010 cover of CHOICE (Volume 47 No. 12), the long-time valued resource in the world of academic libraries. The same photograph served as the profile picture on CHOICE Facebook at:
http://www.facebook.com/choice.reviews

Saint Joseph's University will "break ground" in November on renovations to Francis A. Drexel Library and construction of the Post Learning Commons addition. The combined facility will offer significant improvements and exciting new spaces for both students and faculty, including doubling the available study and work space for students, from a seating capacity of 460 to over 1,000, and increasing the number of group study and seminar rooms from 5 to 24. These spaces are perfect for students to study together, work on group projects or participate in small seminars. Additionally, a "Digital Media Zone" will offer production software, equipment and expertise for video and audio editing, film and still image creation and manipulation for the Digital Media and Communications programs. The anticipated completion date for the project is January 2012.

Mentoring Program Seeking Volunteers

The ACRL/DVC Mentoring Program is available to library school students, freshly-minted academic librarians and those who are considering a change in focus or a move to administration. Mentors answer questions, give advice, or just serve as a sounding board for their mentee's worries and ideas.

If you would like to volunteer, or have served in the past and would like to continue, please send an email to:
DVCmentoring@gmail.com
that includes your areas of expertise and contact information.

Chapter Members News

Steven J. Bell, Temple University, presented the paper "Do LibGuides Make a Difference: A Quasi-Experimental Investigation Into the Impact of Lib-Guides" at the 16th Reference Research Forum at the 2010 American Library Association Conference in Washington, D.C.

He also presented the closing keynote speech "Exploring the Instruction Mystery: Designing Our Way Past a Wicked Problem" for the 2010 WILU Conference in Hamilton, Ontario.

Recently published were:
- Krasulski, Michael J. and Steven J. Bell, "ACRL's Hall of Fame: An Analysis of the Academic/Research Librarian of the Year Award" in *portal: Libraries and the Academy*, July 2010.
- Bell, Steven J., "Using Video in Your Next Presentation: A Baker's Dozen of Ideas and Tips" in *Computers in Libraries,* July-August 2010.
------------------, "Taming the Textbook Market" in *Inside Higher Ed,* June 11, 2010
http://www.insidehighered.com/views/2010/06/11/bell

Gregory A. Crawford, Penn State Harrisburg, reports that his most recent book was released in July by Neal-Schuman Publishers Inc.: "The Medical Library Association Guide to Finding Out About Complementary and Alternative Medicine: The Best Print and Electronic Resources." (ISBN 978-1555707279)

Debbie Malone, DeSales University, was recently elected First Vice President/President Elect of the Pennsylvania Library Association; her term begins in January 2011. Debbie is also the Vice-Chair/Chair Elect of the new ACRL Liaison Coordinating Committee and she serves as the ACRL Liaison to the National Resource Center for the First-Year Experience.

Rebecca Metzger, Lafayette College, will again be teaching an online course for professional librarians this January. Information about "Marketing Your Library", offered by Simmons College's GSLIS Continuing Education Program, can be found at
http://www.simmons.edu/gslis/careers/continuing-education/workshops/online.php

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, you have already renewed your membership and 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.

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

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

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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)

ACRL/DVC Bylaws Changes Now in Effect

The following Bylaws changes were approved at the Spring 2010 Membership meeting.

Section 6.5. Elections. Elections to elective positions of the Delaware Valley Chapter may be conducted by mail vote or by an electronic voting process. The Secretary will distribute ballots within two weeks of publication of the committee nominations. The candidate receiving the largest number of votes shall be elected. In case of a tie vote, the successful candidate shall be determined by lot. Elections shall be completed at least four weeks prior to commencement of terms.

Section 10.1. Membership Year and Fiscal Year. The membership year of the Delaware Valley Chapter shall be from July until June. The fiscal year of the Delaware Valley Chapter shall be the calendar year.

Fall Program

November 12, 2010
Penn State Great Valley
Malvern, PA

See enclosed brochure for program details and registration

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!

Kristine E. Mudrick, Newsletter Editor
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