

ACRL Delaware Valley Chapter Newsletter

President's Report

Katherine Furlong, Lafayette College

Breaking through the ice

I'm writing this column in the middle of bleak February, on a gray winter's day when it's hard to imagine that the world will ever turn green again. But seasons do change, even if it's hard to remember spring as you chip the ice from your car's windshield. In the midst of the latest ice storm, it's wonderful to be planning an exciting – and green – spring program! This April 24th, the Friday after Earth Day, ACRL/DVC's spring program will feature an inspiring and informative lineup.

Erika Linke, ACRL National President, will be starting off our program with a presentation on her presidential theme of purposeful advocacy. Her presentation will be followed by a keynote address by Frederick Stoss, Associate Librarian: Biological, Environmental Sciences & Mathematics at the University at Buffalo (State University of New York.) Fred is the only librarian trained by former Vice President Al Gore and The Climate Project to give presentations of Mr. Gore's *An Inconvenient Truth* slide show, and will be custom tailoring his message for our academic library community. We're still putting the finishing touches on the program, and I'm excited to see it all coming together.

Elections

By the time this newsletter arrives in your mailbox, you may have already received your ballot for the board elections. The nominations committee, headed up by Past President Greg Szczyrbak, has put together a talented slate of candidates. Vote early! And if you haven't received a ballot, you may not have paid your dues in a timely fashion. Don't forget, dues currently run for the calendar year. If you're not sure of your membership status, just check the mailing label on this newsletter for the year – "2009" means you're a member in good standing. If your label has an earlier date, or no date at all, we invite you to join, or re-join, our chapter. For your convenience, there's a membership form on page 7. We've held chapter dues steady at \$10 a year (\$15 for individuals not part of National ACRL).

Future academic librarians

We are all facing challenges presented by the the current economic climate. Changes in financial aid and student loans makes our support of library school students even more crucial; I'm looking forward to reading this year's applications, and to having our chapter present an award (or perhaps two) at this spring's meeting. Your

membership dues make a real difference in the lives of library school students.

Other activities

2008 was an exciting year on the national political scene, and that renewed interest in politics has energized our legislative advocacy program, led by our chapter Legislative Liaison Larissa Gordon. We'll be sending more frequent updates to you on issues of local and national importance, and we'll be putting our financial backing behind your advocacy efforts. Our chapter will be providing monetary stipends for members to attend the National Library Legislative Day in May. See Larissa's report on page 4 for more details; this is your perfect chance to put Erika Linke's message of advocacy into action!

We're also working to reinvigorate our mentoring program, to provide more outreach to library school students, and to find new ways of connecting with our membership. If you'd like to help in these, or any other activities, please don't hesitate to contact me, or any member of the Board. We'll be glad to hear from you, and you'll be glad you became more involved in your local ACRL chapter.

I'm looking forward to seeing you at our spring program in April at Penn State Great Valley!

~ Katherine Furlong, ACRL/DVC President

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2008 Fall Program Review

Putting Librarians in THEIR Place: A Fresh Look at Outreach

Part One - Eamon Tewell, Bryn Mawr College

Despite early morning snow and dreadful traffic, a large group of librarians persevered and met in late November for the ACRL Delaware Valley Chapter 2008 fall program, held at Penn State Great Valley. Chapter president Katherine Furlong kicked off the day by describing how the program was created through member input from last program, also giving a hearty thanks to the chapter's board members.

Martin Kesselman, Life Sciences Librarian at Rutgers University Libraries and co-editor of Library Hi-Tech News, gave the first presentation of the day, entitled "Embedded Librarianship: Traditional Roles in Transition." His energetic speech began with a word cloud created using Wordle (www.wordle.net) to give a visual representation of his topic. Kesselman presented a slew of strategies for getting in touch with your embedded librarian, ranging from the essential (Where's your office? Who do you report to?) to looking at initiatives in other library environments. For example, he pointed towards public libraries' knack for going where their users are, whether with bookmobiles, senior centers, or kiosks.

The key point of the presentation, he remarked, was that librarians *must* get out of the physical building. The goal of embedded librarianship is to increase your presence where your users are, becoming a first thought instead of a second thought when assistance is needed. Lastly, Kesselman gave attendees the secret to getting inspired: read, read, read, and stay current with developments. His handout gave some tips for successful embedded librarianship and resources for those seeking inspiration.



MARTIN KESSELMAN

Next, Wayne Bivens-Tatum, Philosophy and Religion Librarian at Princeton University Libraries and creator of the blog www.academiclibrarian.net, opted to go sans PowerPoint and gave an engaging presentation on what he calls Entrepreneurial Librarianship. Wayne discussed his steps of going from liaison to a department that wanted nothing to do with the librarian to a successful relationship with the department. His strategies ranged from emailing professors to ask for ten minutes in class to tell students about the library, to attending lectures and graduate seminars so that the department understands the librarian is a part of their intellectual community.

Bivens-Tatum (pictured at right) advised librarians to start small: learn how the department works, and try to solve problems of faculty and students that arise so that you become recognized as useful to them personally. The core of an Entrepreneurial Librarian is to be on the lookout for and take advantage of opportunities as they present themselves. Bivens-Tatum took a couple of questions from the audience, concluding the first half of the program and allowing attendees to break for a delicious lunch.



ATTENDEES ENJOYING THE LUNCH BREAK

2008 Fall Program Review

Part Two - Erin Dorney, Millersville University

The afternoon panel of the ACRL/DVC 2008 fall program featured pairs of librarians and faculty members from several institutions: Villanova University, Rosemont College, and Saint Joseph's University. Panelists spent two hours sharing experiences and answering questions from the audience about their collaborative efforts. With perspectives from both sides of the spectrum (librarian and departmental faculty member), the discussion was varied, offering tips, advice and best practices for collaborative academic outreach.

The discussion began with Linda Hauck (Business Librarian) and Barbara Quintiliano (Nursing Liaison Librarian) from Villanova University. Hauck and Quintiliano discussed their "embedded" outreach efforts, including attending new student orientations, making departmental presentations, holding office hours in their respective departmental buildings and providing flat screen television advertisements promoting library resources and services. Hauck discussed the creation of the Bartley Business Information Center, a sort of extension library hosted in the business building. By providing convenient resources and instruction at the point of need, these Villanova librarians have taken outreach to the next level, bringing it outside the library building.

Judith Cayer (Reference Librarian) and Kate Rizzo (Women's Studies Director and faculty member) from Rosemont College took a similar approach by integrating a librarian directly into the physical and virtual classroom. Additionally, Rosemont conducted faculty workshops to create a "trickle-down" impact from faculty



AFTERNOON PANELISTS JOIN THE MORNING SPEAKERS

members directly to students. Cynthia Slater, Business Librarian at Saint Joseph's University, was sought out by her marketing faculty, a switch in the typical relationship between academic departments and librarians. Slater was incorporated into the marketing syllabi which included her office hours and contact information, providing the librarian with an "equal playing field" in terms of class authority.

With assistance from panel moderator Katherine Furlong, questions from the audience were plentiful, including multiple inquiries about time-on-task and integrating collaborative outreach into other day-to-day activities. Panelists agreed that part of being a professional is being flexible in your approach and building positive relationships with your liaisons, faculty members, or departments.

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News from ACRL Chapters Council at ALA Midwinter

Pat Newland, ACRL/DVC Chapters Council Representative

Representatives from ACRL chapters meet at ALA Midwinter and Annual to discuss matters of concern to chapter members. The Chapters Council Board, ACRL officers, staff members, and ALA representatives update attendees on a variety of issues. This year's Midwinter meeting took place from 8:00 am to 11:30 am on Sunday, January 25, in the Sheraton Denver.

Erika Linke, ACRL President, reported on several developments. The ACRL Board will be focusing on the value of libraries and the return on investment they provide; a new toolkit on advocacy is under development. ACRL has been invited to write three columns a year in *Change, the Magazine of Higher Education* (<http://www.changemag.org/>); these columns will provide the perspective of academic librarians on issues facing higher education.

In line with this year's presidential theme of advocacy, Stephanie Vance (<http://www.advocacyguru.com/>) will be the featured speaker on the 2009 ACRL President's Program at ALA Annual. Her presentation will focus on techniques we need to work with our legislators.

Chapter members are invited to take a survey about the ACRL web site redesign (<http://www.ala.org/ala/mgrps/divs/acrl/redesign.cfm>); the new site is currently available as a prototype at <http://acrl.ala.org/staging/>.

Lori Goetsch, ACRL Vice President/President-Elect, asked how we can push out what people need in difficult economic times. She also suggested that ACRL might work on something parallel to what the Public Library Association is doing to make the case for libraries in economic downturns.

Several candidates for ACRL office attended the meeting. Kelly S. Janousek, California State University, Long Beach, and Lisa Janicke Hinchliffe, University of Illinois, Urbana-Champaign, are candidates for the office of vice-president/president-elect. They described the issues they would focus on if elected. Also giving brief statements were three of the candidates for director-at-large: Lisabeth Chabot, Ithaca College, Ann Campion Riley, University of Missouri, and Bill Nelson, Augusta State University. For more information about the candidates running this year, see <http://www.ala.org/ala/mgrps/divs/acrl/publications/crlnews/2009/jan/candidates09.cfm>. Balloting opens on March 17 and closes on April 24, 2009.

Michael McLane, Visiting Program Officer for the ACRL Legislative Advocacy Program, reported that ACRL is recruiting volunteers to join the 45 ACRL members now serving as legislative advocates—the ideal would be one person per congressional district. Advocates do not need to travel to conferences or to Washington—their work would take place in their own congressional districts. Information about issues facing academic libraries is supplied by ACRL/ALA and conveyed by the advocate to his/her legislators or legislative staff members. Advocate training and meetings are held online. If interested, see <http://www.acrl.org/ala/mgrps/divs/acrl/issues/washingtonwatch/acrladvocates.cfm>.

This year's National Library Legislative Day will take place on May 11 and 12. A Virtual Library Day on the Hill is also planned. Especially important will be contact with newly-elected members of Congress, as well as new committee chairs.

Chapters Council Vice Chair/Chair-Elect Judith Pinnolis announced that nominations are being sought for vice chair and secretary for 2009-2010. ACRL/DVC members who are also ACRL national members may run for either position. If you are interested, send a brief biography, position statement, and picture to Judith Pinnolis (pinnolis@brandeis.edu) by the end of April.

ACRL National takes place in Seattle from March 12 to 15. Advance registration has closed, but registration will be available on site. Those who cannot attend the conference in person might consider the Virtual Conference. Presentations will be online in one format or another (e.g., PowerPoints with audio, webcasts). The conference program can be viewed at http://www.eshow2000.com/acrl/2009/conference_program.cfm, and Virtual Conference information is at <http://www.acrl.org/ala/mgrps/divs/acrl/events/seattle/virtual/virtual09.cfm>.

Mary Ellen Davis, ACRL Executive Director, talked about the bundling option for ALA Annual and Midwinter, something that many academic librarians cannot take advantage of. The option has been very popular and will continue to be offered; in the future, it will be possible to get a breakout of the cost for each conference for separate reimbursements.

National Library Legislative Day 2009

Larissa Gordon, ACRL/DVC Legislative Liaison

This is your opportunity to participate in National Library Legislative Day where you can join other librarians from around the country to help educate senators and representatives about the issues that are important to our community and how essential library services are to their constituents.

ACRL/DVC is offering two travel stipends of \$250 each to members who are interested in going to Washington, D.C. to be a part of this event.

National Library Legislative Day 2009 is scheduled for Monday and Tuesday, May 11 and 12. Attendees will spend one day receiving advocacy training before making contact with legislators the following day. A short video talking about the event is available at: <http://www.ala.org/ala/aboutala/offices/wo/washevents/nlld/nlld2009.cfm>

Send an e-mail to Larissa Gordon (gordonl@arcadia.edu) if you are interested in attending or if you have questions about this event. Two people will be chosen by lottery from the names of those who would like to attend. Please send in your e-mail by the last day of March. Winners will be notified shortly after the deadline.

Building and Sustaining Partnerships for Successful Library Programming

Mary F. Evangeliste, Director of User Services and Outreach, Musselman Library, Gettysburg College

Is green the new black? Timing is everything in marketing and the librarians at Musselman Library, Gettysburg College could not have timed their spring 2009 reading and discussion series READ GREEN any better. Everywhere you look these days people are making the effort to be more environmentally conscious and READ GREEN: A Gettysburg Environmental Series fits that trend!

The goal of the READ GREEN series is to bring together the campus and local community to read and discuss books and view several films. The books featured are *Animal, Vegetable, Miracle* by Barbara Kingsolver, *Field Notes from a Catastrophe* by Elizabeth Kolbert and *Deep Economy* by Bill McKibben. The films are *King Corn* directed by Aaron Woolf and *The End of Suburbia* directed by Gregory Greene. The book and film series culminates with a campus visit and public lecture by noted author and environmental activist Bill McKibben on April 16th, 2009. McKibben will also conduct small group discussions with students.

What makes this book and film series so remarkable is not only the exciting and well-timed content, but the strong partnerships that emerged from the development phase of this reading series. Eight sponsors have offered financial and programmatic support. College faculty and members of the local agricultural community have stepped up to the plate to facilitate discussion groups around the readings. How did this come about? The librarians, who coordinated the events, started planning over a year and half ago to bring together interested parties. Reference and Instruction Librarian Katherine Downton sat down with me to recap the successful strategies they used to develop so many partnerships.

“We started out by reaching out to people at the college and in the community that we knew would have an interest in the program,” said Downton. “The conversation was initiated through informal lunches and meetings with faculty and community members who were connected to agriculture in Adams County.” She continued, “We encouraged everyone to offer input and help us develop the program. As it turned out, some of these same individuals volunteered to serve as facilitators for the discussions.” Downton was particularly pleased when faculty members enthusiastically suggested books, films and speakers that would enhance the theme.

Sensing excitement about the program Downton and her colleagues in the Reference and Instruction Department approached selected academic departments

and administrative offices on campus for funding assistance. Thanks to the current enthusiasm for environmental and sustainability programs, many groups on campus were eager to support the series. Additionally, they were able to obtain a substantial internal grant offered for public programs on campus.

The first event, a discussion of *Animal, Vegetable, Miracle*, was held on Tuesday, February 3rd and over 70 people attended. Participants ranged from students and faculty to local book groups and farmers. Seventy attendees is an impressive number for any program on a cold, winter night, especially for a book discussion! Program planners were stunned. The lesson—cultivating partners is just as important as developing the content of a program. The READ GREEN librarians did both wonderfully. Our experiences with READ GREEN show that it takes more than a great topic. Starting the planning process early and engaging as many partners as possible is the best recipe for a successful program and lays the groundwork for the next collaborative enterprise.



DISCUSSING KINGSOLVER'S *ANIMAL, VEGETABLE, MIRACLE*

VOTE!

Ballots for the DVC Board Elections
are due back by April 10, 2009.

Don't miss the opportunity to vote for:
SECRETARY
DIRECTOR-AT-LARGE
VICE PRESIDENT/PRESIDENT-ELECT

Candidate information and ballots were sent
to members who have paid their 2009 dues.



Chapter Members in the News

Steven J. Bell, Temple University Libraries, authored an article titled "Keeping Them Enrolled: How Academic Libraries Contribute to Student Retention" in *Library Issues*, Vol. 29(1), September 2008.

Steven also gave several presentations last fall. He appeared as the guest presenter for the Soaring to Excellence teleconference program, "Reversing the Ratchet: Basic Technology Adoption Strategies for Library Workers" on November 7, 2008 at the College of DuPage in Glen Ellyn, IL. He presented the talk "Library 2.0: About More Than Books" for the Haddonfield (NJ) Civic Association's Town Forum on November 11, 2008. He gave the four-hour workshop "Are You Feeling the Pressure: The Ratcheting Up of Library Technology" for the Rochester Regional Library Council on November 20, 2008 in Fairfield, NY, and the next day talked on "From Customer Service to User Experience: Using Design Thinking to Exceed User Expectations" at the Pioneer Library System in Canandaigua, NY.

Jane Bryan, Director of Libraries at Drexel University, passed away Monday, December 15, 2008 after a brief illness. Jane was a dedicated librarian and brought her passion for libraries and the patrons she served with her every day. Jane came to Drexel in October 2005. Prior to that she was Associate University Librarian at Princeton University, and she worked for more than 30 years at the University of Pennsylvania library.

Throughout her career, Jane Bryan helped shape the libraries at Drexel, Penn and Princeton into resources that made searching for information easier and more efficient. During her three years at Drexel she improved the efficiency of the inter-library loan program, helped develop a law school library, instituted technological advances and oversaw construction of the first 24-hour cafe and study center on campus.



JANE BRYAN

A memorial service was held on January 31, 2009, at Drexel University. Memorial donations may be made to the Amyloid Research Fund, 715 Albany Street, K503, Boston, MA 02118. Jane will be sadly missed and well remembered by her colleagues and co-workers.

Rebecca Metzger, Reference and Instruction Librarian at Lafayette College, will be presenting a poster session at the ACRL national conference in Seattle on "Not Your Average Alumni Association: Using Technology to Create a Peer Mentoring Network of New Library Graduates."

T. Peter (Pete) Ramsey is the new tenure-track Reference and Instruction Librarian at the Penn State Great Valley Library. He received his Master of Science in Library Science from the University of North Carolina and served as a Carolina Academic Library Associate in the Reference Department at UNC Chapel Hill Davis Library before coming to Penn State.

Library News and Events

Linda McCann, Library Director at **Bucks County Community College** reports on a resource sharing project between her library and the **Margaret R. Grundy Memorial Library** in Bristol. A collection of materials from the Grundy Library, "Grundy on the Go", was made available for circulation at the Community College's extension campus in Bristol. "The addition of this collection was met with a warm welcome and interest from the students, faculty, and community. We plan to present a new selection of materials on a variety of subjects and literary genres each semester." They have also initiated a book discussion group as a cooperative effort between the libraries. The first selection chosen was *The Namesake* by Jhumpa Lahiri.

Drexel University Libraries is hosting a symposium called *For What It's Worth: The Hidden Costs of Scholarly Communication* on Thursday, April 16th, 2009, 8:30 am – 1:30 pm at the Edmund D. Bossone Research Enterprise Center. This year's symposium focuses on the economics of scholarly communication. Can information and publication really be "free"? What are the costs, hidden and otherwise? Who pays? Who benefits? What are the implications for researchers? For publishers? Come and learn about SCOAP3 (Sponsoring Consortium for Open Access Publishing in Particle Physics) and exchange ideas with an expert panel on open access, intellectual property management, and digital content preservation. For speaker profiles and registration information go to: <http://forwhatitsworth.wikispaces.com>

On February 5th, 2009, **Millersville University Library** hosted its first gaming event—"Got Game? BRING IT!" Open to Millersville students, faculty and staff, the event featured a Wii™ Rock Band® tournament, Wii™ bowling, and open-play time.



Over 50 participants came out to try their hand at Wii™ or just enjoy cheering on their favorite players. Among the various prizes awarded, the band "*The Collection*" (pictured above) earned top performance nods with their Library of Congress inspired costumes.

The **University of Delaware Library** presents, "Abraham Lincoln: A Bicentennial Celebration" at the Morris Library through Friday, June 5, 2009. The exhibition, co-curated by Iris Snyder, Associate Librarian, and Timothy Murray, Head of Special Collections, marks 200 years since Lincoln's birth. Materials were drawn from the Library's extensive Lincoln Collection of documents, books, photographs, and memorabilia.

Wilmington University Library presented "Off the Page: An Evening with Nikki Giovanni" on February 6, 2009, in partnership with the Delaware Center for the Book and the Delaware Division of Libraries. Over 300 people packed into the Doberstein Admissions Center Auditorium to catch a glimpse of the author, poet and activist admired the world over. Wilmington University Library Director, Jim McCloskey, welcomed the audience and introduced special guest JoAnn Balingit, the Delaware Poet Laureate.

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

About your membership...

- Your dues are paid for the calendar year noted on your mailing label. Join today!
- Members whose dues fall into arrears will be removed from the mailing list.
- Dues are payable on the first of the year and your membership is current for one calendar year. 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!

Please 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**

PLEASE PRINT CLEARLY

Name: _____

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

E-mail address: _____

- New member? Renewal? Change of address?
- National ACRL Member? Yes (pay \$10) No (pay \$15)

ATTENTION FUTURE ACADEMIC LIBRARIANS: STIPEND AVAILABLE!

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

Criteria for the award are:

1. Applicant must be a full-time or part-time student at the Master's level; and
2. Applicant must demonstrate an interest in academic librarianship through employment, course of study, or research interests

To apply, please submit the following:

1. Resume
2. Cover letter that includes:
 - a. Name, mailing address, telephone number, e-mail address;
 - b. List of courses completed and in progress this term, including special projects towards the degree;
 - c. Description of any employment experience related to academic librarianship
3. A one-page, double-spaced essay on an ethical issue currently facing academic libraries

The stipend will be awarded at the Chapter's Annual Business Meeting on April 24, 2009 (attendance is not required) and the winning essay may be published in the Fall 2009 ACRL/DVC newsletter.

Applications must be postmarked by March 16, 2009 or submitted electronically as a PDF, RTF or Microsoft Word document (featuring the .doc extension) by 5:00 p.m. on March 20, 2009 to:

Dr. Roberta Jacquet, Vice President, ACRL/DVC, Holy Spirit Library, Cabrini College
610 King of Prussia Road, Radnor, PA 19087 jacquet@cabrini.edu



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SPRING PROGRAM

Going Green:
Big Ideas, Small Steps



April 24, 2009
PENN STATE GREAT VALLEY
MALVERN, PA

See enclosed brochure for
program details and registration form.