ACRL Delaware Valley Chapter

Newsletter

Spring 2008

President's Report

Gregory Szczyrbak, Millersville University

Fall Program Recap

Our Fall 2007 program, **Finders, Seekers, Info Keepers: Connecting with Today's Students,** was a resounding success. Held at the Graduate Business Center at West Chester University; Lynn Connaway of OCLC and Marie Radford of Rutgers did an excellent job setting the stage for a stimulating conversation about the information seeking preferences of today's students. The afternoon panel included Alexia Hudson of Penn State Great Valley and Thomas Mogan of Villanova University. Each provided unique perspectives, offering practical communication strategies.

Spring Program.

What's that, you want more? Well, then you should join us on May 9, 2008 at Penn State Great Valley for our Spring Program, **Wrestling with e-Reference Resources,** featuring Becky Albitz of Penn State and Derik Badman of Temple University. We'll continue our tradition of an afternoon panel, including representatives from e-Reference Resource providers such as Credo, Paratext and Gale. Come ready with your questions about current trends and developments in e-resources.

Elections.

By now many of you have received your elections ballot. We have a wonderfully qualified slate of candidates. If you did not receive a ballot, you may not have submitted your 2008 dues in a timely manner. As a reminder, membership is on a calendar-year basis and should be renewed before the new year. Only $10 for national members or $15 if you are not a member of the ACRL.

Stipend.

At this Spring's program, we will announce the winner of the annual Future Academic Librarians stipend. As members of this association, you should feel pride that your organization fosters new talent in the field of academic librarianship. The stipend is a competitive award chosen from among several applications and essays.

National CFP.

If you haven't noticed yet, the Call For Proposals for the ACRL National Conference in Seattle is now public. Check the web at:

acrl.org/ala/acrl/acrlevents/seattle/program/program09.cfm. Every two years, the Delaware Valley Chapter is well represented at the national conference. I expect the 14th national conference in March 2009 will be no different.

2011 Conference.

I announced this in the previous newsletter, but it bears repeating. The city of Philadelphia will be graciously hosting the 15th National Conference of the ACRL. What an honor! There will be LOTS of opportunities to get involved, so stay tuned.

Membership.

Finally, we send out many copies of this newsletter, far more than our actual membership. If the mailing label on your newsletter reads 2008, Congratulations! You are currently a fully-paid personal member of the organization. If not, consider renewing or joining. Also, find out which of your colleagues are not members and encourage them to join.

~ Greg Szczyrbak, ACRL/DVC President

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2007 Fall Program Review: *Finders, Seekers, Info Keepers*

Scott Vine, Franklin and Marshall College

The ACRL Delaware Valley Chapter held its Fall 2007 event, 'Finders, Seekers, Info Keepers: Connecting with Today's Students,' November 2 at West Chester University's Graduate Business Center. About 70 people turned out to hear the morning speakers, Lynn Silipigni Connaway, Consulting Research Scientist at OCLC, and Marie Radford, Associate Professor at Rutgers University's School of Communication, Information and Library Studies. The slides from both talks are available at http://www.oclc.org/research/projects/synchronicity/

Connaway spoke on Making the Library More Accessible. Her research attempts to understand how and why people search for and access information in various situations. She described two recent projects that used individual and focus group interviews to identify perceptions and attitudes toward information seeking of targeted populations, including college and university students. She offered several quotes and observed behaviors gathered in these studies that are startling on the surface, but which many of us know to be the case:

- Students often turn to their parents for information help, especially fathers, as they 'know everything, or can find it out.'

- Both undergraduate and graduate students tend to turn to Google and then human advisors for help, and some showed embarrassment at this.

- Students' needs are often highly interdisciplinary, and libraries' ordered subjects often don't match up.

- Libraries are used as a backup to data accessed through personal electronic devices. When they do use the library, students would like to see more roaming personnel, with a coffeehouse atmosphere. They would like us to lessen the intimidation factor, and provide better signage.

The second study had to do with chat and virtual reference (VR), and turned up equally useful results.

- Students have been taught not to speak with people online they don't know, and that's what VR asks them to do. However, the trust factor is big – if it is recommended by an adult, they will use a library's VR.

- Graduate students would rather speak with someone they know, face to face.

- The people who do use VR really like that there is a collaborator available.

- VR provides access for people who won't come into the library. And at this remove, they will ask more challenging, in-depth questions than they would ask in person.

- They don't want to bother the librarian, even online. Privacy is an issue in that they don't want us to know what they don't know. We need to let them know we want them to ask, more.

Connaway asked the audience how librarians can respond to these realities. Her research shows that a common response is to find them troubling, but this does not necessarily lead us to actually listen and respond to the users' requests. Recognizing that some people just don't use libraries, we could help them by making the experience more like the experience available elsewhere online. Her studies show that we need to be comprehensive and in the research flow, our services should telescope from the personal to the global, there should be a low transaction cost, and our services should be reflective of the people using our systems.

Lynn Silipigni Connaway

Attendees enjoy the Fall Program at West Chester University

2007 Fall Program Review

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Radford's talk was called Creating Chat Connections: E-valuating Virtual Reference Transcripts, based on a study which examined 850 random QuestionPoint transcripts selected over two years from over 500,000 users. She offered several good insights:

- An average VR session took just over 12 minutes. There doesn't have to be a rush online.

- People don't use VR because they're in a hurry – they just may be more comfortable there, or at a distance.

- Users prefer face to face help, then chat, then phone and email. They remember when a librarian treats them well, and the opposite.

- Barriers to good chats include limiting the time spent, sending them to Google, reprimanding, abrupt chat endings, and refusals to provide information.

- Basic interpersonal skills go a long way toward successful VR interactions – be yourself, greet them, recognize that they may be intimidated, show awareness, empathy, humor, provide an answer, and say goodbye.

The afternoon panel added Alexia Hudson, Reference and Instruction Librarian at Penn State Great Valley, and Thomas Mogan, Director of Student Development at Villanova University into the mix.

Panelists (left to right)
Marie Radford, Thomas Mogan, Alexia Hudson

Hudson spoke briefly about her work in connecting with students in Second Life, and Mogan talked about how Villanova used a One Book effort to bring students, faculty and staff together.

Questions from the audience focused heavily on balancing how we connect with students online, and how we continue to teach them what they need to know to do their work and to learn. How can we decide between rigorous academic practice, and just providing the answer? Is it possible to offer both scholarly instruction, and seamless service? All the panelists agreed that while it's a challenge, it is possible and necessary for libraries to offer our traditional educational services, and move forward in offering the Web 2.0 and 3.0 interactions that our students want.

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News from ACRL Chapters Council at ALA Midwinter

Pat Newland, ACRL/DVC Chapters Council Representative

Representatives from ACRL chapters meet twice each year, 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, which are then reported back to chapter members.

This year's Midwinter meeting took place from 8:00 am to 11:00 on January 13, in Loews Hotel. Julie Todaro, ACRL President, talked about several ACRL developments. ACRL's wiki (http://wikis.ala.org/acrl/index.php/ACRL_New_Member_Wiki) is a resource for new members. There are plans to expand it for the purposes of recruitment and retention; an expanded version of the wiki will be introduced at ALA Annual. ACRL Insider, ACRL's blog located at http://www.acrl.ala.org/acrlinsider/, records the business of the association.

Descriptions of librarian positions in the CUPA-HR (College and University Professional Association for Human Resources) compensation surveys have now been updated. See http://www.cupahr.org/surveys/salarysurvey2007-08.asp for the revised library-related industry standard titles and their descriptions. They can be found in two spreadsheets, Administrative Compensation Survey/Position Descriptions and Mid-Level Survey/Position Descriptions, available for downloading at the CUPA-HR survey site.

The success of ALA/ACRL-backed federal legislation mandating the availability of federally funded medical research through PubMed is an example of how ACRL's activism benefits college and research libraries.

The principal speaker for the 2008 ACRL President's Program at ALA Annual will be Dan Ariely, author of *Predictably Irrational: The Hidden Forces that Shape Our Decisions*, recently published by Harper Collins. His website is http://web.mit.edu/ariely/www/MIT/. Three panelists, librarians with less than five years experience in the field, will also participate in the program. ACRL/DVC member Brett Bonfield will be one of the participants.

Erika Lenke, ACRL Vice-President/President-Elect, told attendees that in the upcoming 2008 ACRL elections, members will be asked to vote on a ballot issue authorizing the creation of interest groups. Interest groups (IGs) are a way for ACRL to be more flexible and to respond more quickly to member interests. It is hoped that interest groups will help members who currently do not see a place for themselves in ACRL to combine with others with similar interests. ACRL will provide $150.00 per IG (and groups will be eligible to apply for other funding). ACRL administration will check applications to ensure that IGs do not duplicate existing groups.

Candidates for ACRL vice-president/president-elect Lori Goetsch, Dean of Libraries at Kansas State University, and

Janice Simmons-Welburn, Dean of University Libraries at Marquette University, were on hand to describe the issues they would focus on if elected. Also giving brief statements were the candidates for director-at-large: Linda Kopecky, Head, Research & Instructional Support Department, University of Wisconsin-Milwaukee; Daniel R. Lee, Interim Team Leader for Undergraduate Services, University of Arizona; and John A. Lehner, Assistant Dean for Library Systems and Planning, University of Houston. Mark Emmons, Coordinator, Information Literacy & Instruction Services, University of New Mexico, also a candidate, was unable to attend Midwinter due to a family emergency.

Michael McLane, director of the Catholic University Libraries, is temporarily taking over the Legislative Program responsibilities of Kara Malenfant, ACRL Scholarly Communications and Government Relations Specialist. He described the volunteer program for legislative advocacy. ACRL's goal is to have one legislative advocate per congressional district. The position involves writing to/visiting federal representatives. Legislative advocates also work to involve their campus administrators in legislation affecting libraries. There are still positions available; if you are interested in volunteering to be a legislative advocate for your congressional district, please send an e-mail to mcclane@oswego.edu.

Chapters Council Vice-Chair/Chair-Elect Kevin Merriman announced that nominations are being sought for Chapters Council vice-chair and secretary for 2008-2009. ACRL/DVC members who are also ACRL national members are asked to consider running for either position. Send a statement of interest to Kevin Merriman at kmerrima@uno.edu.

Mary Ellen Davis, ACRL Executive Director, announced that proposals for contributed papers, panels, workshops, and preconferences for the ACRL 2009 conference in Seattle are due by May 18, 2008. The application form can be at found at http://acrl.org/ala/acrl/acrlevents/seattle/program/program09.cfm.

For the first time, ALA is introducing a conference track at ALA Annual for refereed papers. This year there will be 20 slots for the presentation of papers by individuals. The deadline for submission is March 31, 2008. For more information, see http://www.ala.org/ala/eventsandconferencesb/annual/2008a/proposals.htm.

During the discussion period, ACRL toolkits were mentioned as valuable resources that address several of the issues facing academic libraries. The toolkits are available online, and it is not necessary to be a member of ACRL or ALA to use them. There are currently four toolkits: Scholarly Communications, Campus Outreach & Advocacy, Information Literacy Standards, and Marketing@yourlibrary. A page with links to each toolkit is under the heading Toolkits at http://www.ala.org/ala/acrl/acrlproftools/professional.cfm.

ACRL Presidential Candidates Forum

Pat Newland, ACRL/DVC Chapters Council Representative

The ACRL Candidates Forum, organized by the Chapters Council, was held at ALA Midwinter in Philadelphia on Sunday, January 13, at a luncheon sponsored by EBSCO. Candidates running for vice-president/president-elect and director-at-large were introduced. The president-elect candidates, Lori A. Goetsch, Dean of Libraries, Kansas State University, and Janice Simmons-Welburn, Dean of Libraries, Marquette University, answered a set of prepared questions (see below), as well as questions from the audience. A podcast of their responses to some of the questions was recorded on February 8, and is available at http://www.acrl.ala.org/acrlinsider/2008/02/11/acrl-podcast-2008-vice-pr.

Voting begins March 17, 2008 and ends April 24, 2008.

1. What experiences as an academic/research librarian prepare you for the responsibilities of this position? What strengths from those experiences will you bring to your presidency?

2. Of the various goal areas identified in the ACRL Strategic Plan 2020 document, which is most important to you, and how do you propose to achieve its objectives? How would you measure your success?

3. Librarians often receive comments of concern about the disappearance from libraries of print materials which are being replaced by digital collections. If you were called by National Public Radio with a question that related to ACRL's view of this change, how would you respond?

4. ACRL has promoted the ALA Spectrum Scholarship Program by making contributions to the ALA Scholarship Fund and by developing the ACRL Dr. E. J. Josey Spectrum Scholar Mentor Program. During your term as ACRL President, what additional steps might ACRL take to promote diversity among college and research librarians? Individuals may think differently about what diversity means. What does it mean to you?

5. How can ACRL help libraries increase their visibility on campus?

6. How can ACRL meet or understand the needs of small- to medium-size libraries?

7. What do you think will be the key issues facing academic and research libraries in the next two years? Are these covered in the ACRL Strategic Plan?

Check our website **www.acrldvc.org**
for information about membership,
events and chapter governance.

National Library Legislative Day 2008

Brett Bonfield, ACRL/DVC Legislative Liaison

On May 13 and 14, 2008, join librarians and library advocates from across the country on Capitol Hill for the 34th annual National Library Legislative Day. Take this opportunity to tell your representatives about your library and the importance of academic librarianship. The DVC is supporting this event by providing a $250 travel stipend for one of its members

This two-day event begins with a day-long advocacy training and briefing session on Tuesday, May 13 at the Holiday Inn on the Hill, 415 New Jersey Avenue, N.W., Washington, D.C. 20001 (800-638-1116). Wednesday, May 14 is dedicated to congressional visits and a reception.

The DVC will be holding a lottery for its annual $250 travel stipend. If you are interested in being in the lottery, please email Brett Bonfield (brett@disappearingmoment.com) by noon on Friday, April 11. The recipient will be notified by 5:00 p.m. that day. Your travel and lodging arrangements should be made individually.

Pennsylvania librarians should use the registration form at the PALA website: www.palibraries.org/ALALegDayReg.pdf. For further information, contact the Pennsylvania state coordinator, Debbie Malone, at debbie.malone@desales.edu or phone 610-282-1100 x1253. Debbie is also coordinating Pennsylvania's participation in Virtual Library Legislative Day, a campaign to assist those who cannot make it to Washington in contacting members of Congress by phone, fax, or email. Please let her know the name of your congressional representatives or your district number. Information on specific issues and advocacy tips will be sent throughout the spring.

To register from other states and for additional information, please visit the National Library Legislative Day 2008 page on the ALA national website: http://www.ala.org/ala/washoff/washevents/nlld/nlld2008.cfm.

VOTE!

Ballots for the DVC Board Elections
are due back by April 10, 2008.

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

Candidate information and ballots were sent
to members who have paid their 2008 dues.

Chapters Members in the News

Steven J. Bell, Temple University Libraries, co-authored, with **John Shank**, Penn State Berks, the chapter "Librarianship + Technology + Instructional Design = Blended Librarian" in Gordon, Rachel Singer. 2007. Information Tomorrow: Reflections on Technology and the Future of Public and Academic Libraries. Medford, NJ : Information Today. Watch for these articles by Steven which were recently published: "Exploring the Faculty Blogoverse: Where to Start and What's in it for Academic Librarians" co-authored with David Murray, appearing in the October 2007 issue of College & Research Libraries News; and "Design Thinking" published in the January-February 2008 issue of American Libraries.

Aside from writing, Steven also participated as primary guest presenter for the October 26, 2007 broadcast of the Soaring to Excellence Teleconference. The presentation was titled "Finding the Trends that Matter: Get Your Environmental Scan On".

Dolores Fidishun, head librarian at the Penn State Great Valley Library, has been selected as the 2008 winner of the Association of College and Research Libraries Women's Studies Section (WSS) Career Achievement Award. The award, sponsored by Greenwood Publishing Group, Inc., honors significant long-standing contributions to women's studies in the field of librarianship over the course of a career.

"She is a pioneering researcher in the study of adult learners, women and technology and she is an extraordinary mentor to librarians in all fields of the profession," said Kelly Barrick, chair of the WSS award committee A cash prize of $1,000 and a plaque will be presented to Dolores at the ALA Conference in Anaheim, during the WSS Program at 8:00 a.m. on Monday, June 30, 2008.

Sara Franks has joined Saint Joseph's University's Francis A. Drexel Library in the newly-created position of Instruction and Outreach Specialist. Sara graduated in 2007 from Indiana University Bloomington with Master's degrees in both English and Library Science.

Alexia Hudson, Penn State Great Valley Reference and Instruction Librarian, has been named one of the Library Journal 2008 Movers & Shakers: People Shaping the Future of Libraries.

Stephen Marvin of West Chester University attended the VALA Conference in Melbourne, Australia on the theme Libraries / Changing Spaces, Virtual Places. He came away with lots of ideas related to his interests in social networking and copyright.

Sylvia Morra, Head of Readers' Services, High Library, Elizabethtown College, attended the Pennsylvania Library Association annual conference and presented a poster session, "If You Can Shop, You Can Do Research—a guided reading worksheet for first-year college students."

Scott Vine, Reference Services Librarian, and **Pam Snelson**, College Librarian, both at Franklin and Marshall College, have had a paper titled, "From Instant Messaging to House Calls: The Development, Use and Effects of Virtual Reference in the College Library Environment" accepted for the upcoming Libraries in the Digital Age conference, June 2008, in Dubrovnik, Croatia.

Library News and Events

Pete DePuydt, Reference Librarian and Archivist, **High Library, Elizabethtown College**, published "The Photography of Jay G. Francis: Early 20th Century Images of Lancaster County and Beyond" in the *Journal of the Lancaster County Historical Society* (Vol. 109, No. 3, pp. 140-151, Fall 2007), and submitted an article on a manumission deed from High Library's collections to the *Maryland Historical Magazine*.

Saint Joseph's University Library is participating in a project with the Association of Jesuit Colleges and Universities to create a digital photo archive. Digital images, along with explanatory text, feature notable buildings, people, documents and events in the history of various Jesuit institutions. This developing archive can be found at http://ajcudigital.org/ajcuphotos.htm.

In honor of William Shakespeare's 444th birthday, the Friends of the **West Chester University Library** are hosting a very special guest – J. Frank Mowery, Head of Conservation at the Folger Shakespeare Library. A program is planned at the Philips Autograph Library on April 23, 2008 beginning with breakfast at 8:30 a.m. After the breakfast, J. Frank Mowrey will speak about Shakespeare Folios and about fine binding. The cost for breakfast and the presentation by Frank Mowery is $15. Please RSVP to Stephen Marvin smarvin@wcupa.edu, 610-436-1068.

That afternoon, from 1:00-3:00, Library Services will be sponsoring a Shakespeare Birthday Bash in the Special Collections Room. The program will include performances of Shakespeare material, as well as music and dance. For this day only, the four Francis Harvey Green Shakespeare folios will be on display. The afternoon event is free and open to all.

Wilmington University Library is presenting a program for National Library Week called Inspired by Books: How Books and Visual Art Make a Difference in the Lives of Troubled Youth. The program will take place on Thursday, April 17, 2008, 5:30-7:30 p.m. at the Doberstein Admissions Center Auditorium, Wilmington University, New Castle, Delaware.

Featured speaker is Billie Travalini, author of the just-published book Teaching Troubled Youth: A Pedagogical Approach. Also on the program are a teen art exhibit on visual storytelling, and a panel on the role of libraries, art, literature and troubled youth.

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. If you haven't yet done so, please forward dues through 2008 to Bobbi Jacquet.

- 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 Bobbi Jacquet, Treasurer. Please contact Bobbi (jacquet@cabrini.edu) with any questions about your membership.

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

Mail to: **Dr. Roberta Jacquet**
      Holy Spirit Library
      Cabrini College
      610 King of Prussia Road
      Radnor, PA 19087-3623

- -

PLEASE PRINT CLEARLY

Name: _____

Institution: _____

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

_____

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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
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. 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 during the Spring Program on May 9, 2008 (attendance not required) and the successful candidate will be asked to write a follow-up article for the Fall 2007 ACRL/DVC newsletter.

Applications may be mailed or submitted electronically as an RTF or Microsoft Word document (featuring the .doc extension). The deadline has been extended to April 1, 2008. Please send applications to:

Katherine Furlong, Vice President ACRL/DVC, c/o Skillman Library, Lafayette College, 710 Sullivan Rd., Easton, PA 18042

furlongk@lafayette.edu

Delaware Valley
ACRL Chapter

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Francis A. Drexel Library
Saint Joseph's University
5600 City Avenue
Philadelphia, PA 19131

SPRING PROGRAM

Wrestling with e-Reference Resources

May 9, 2008
PENN STATE GREAT VALLEY
MALVERN, PA

See enclosed brochure for
program details and registration form.