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Association of College and Research Libraries. Iowa Chapter

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ILA/ACRL Newsletter

vol. 16, no. 1, March 2006

<http://www.iowaacrl.org/newsletter/March2006/index.html>

Spotlight on Marketing

@your library®

Last March Iowa academic librarians responded enthusiastically to the call to spotlight library instruction practices in their libraries. Based on the success of that “spotlight,” the Newsletter Committee and the Public Relations and Marketing Subcommittee of the ILA/ACRL Advocacy Committee asked librarians this year to share information on marketing and public relations programs and practices they use to promote their libraries. The committee members thank the respondents and hope that sharing our collective wisdom about library marketing will strengthen our efforts to publicize our individual libraries.

Cornell College Library

Jean Donham

"Cool @ Cole" During New Student Orientation, the library hosts an ice cream social in the library for first-year students. We serve small containers of ice cream, paid for by a local bank. The Student Affairs Office arranges the Orientation schedule so that students come by groups each hour of the afternoon. We place raffle jars around the library at various locations (circulation, reference, writing studio, technology studio, AV, etc.) Each hour we have a raffle drawing at our reference desk and encourage students to gather around to see who wins prizes. Local businesses are happy to contribute gift certificates and prizes to bring students into their stores. Library staff circulate around the library to help students experience how friendly we are. Borrowing from baseball (and police departments) we have designed trading cards for each librarian. They have a photo of the librarian and contact information, including the departments in which we work on the front. On the back we have provided "stats"--just like real stars. Our stats include the major Dewey ranges for our departments, hobbies, favorite movie librarian, and favorite quote. Students seem to enjoy getting to know a little about us. We distribute these in classes where we teach.

An idea from the Sioux City Public Library, we ordered pens that have our library name and a window through which student see messages each time they click. We distribute these when we are teaching classes and emphasizing the research process. The messages are:

- Where to start? Ask questions.
- Curious? Explore and learn more.
- Ready to focus? Refine topic.
- What next? Dig deep & research
- Is it good? Evaluate the info.
- How'd it go? Reflect and assess.

At the beginning of the year, we offered a program for RAs to encourage them to guide new students on their floors toward the library. Our librarians wrote a skit--featuring Napoleon Dynamite trying to write a research paper. He finds himself making use of a librarian, a quantitative reasoning consultant, a writing consultant, a technology consultant--all in the library. In addition, we offered short break-out sessions, each featuring some resource the library has that RAs may or may not be aware of--e.g., RefWorks, JSTOR, etc. We serve food at this event as well, offered during the dinner hour.

Divine Word College

Daniel Boice

Describe the components of your library's marketing/public relations program. None to general public.

How do you address niche markets, such as students, faculty, administrative staff, and the general public?

- *Every week, in the college's newsletter, the library has a short news item. This always includes a Trivia Contest, the correct answer to which -- using a reliable resource -- earns a gift certificate to the student coffee shop, as well as recognition in the following newsletter. We also include some item of news, whether an interesting quotation, a note about a particular resource that might be of use, or some other information. We try to construct questions of interest to particular groups of students -- Vietnamese, Caribbean, etc. The rise of Google has made this especially challenging, hence the requirement of a "reliable" resource, which sometimes allows us to discuss the merits of various websites versus the library's print and online tools. This semester, our Research & Rhetoric class is participating by writing their own questions. If we use one, it gets the student five points in the class.*
- *Every fall, on the feast of St Jerome (patron saint of libraries), we have a coffee & donut social for our faculty, administrators, & staff. This serves as an opportunity for mentioning new resources of particular interest to individuals.*
- *We issue a monthly listing of new books arranged by broad subject categories to faculty, depending on their disciplines. Each title includes a brief summary. Faculty may choose how they like to receive this, whether electronically or on paper or both.*

How do you evaluate the effectiveness of your marketing/pr program? *Nothing formal.*

What resources have you found useful in creating and evaluating your program? *Nothing.*

In what ways does the library participate in your college/university's marketing/pr program? *Only indirectly.*

Does your library participate in consortium, regional or other library marketing/pr programs? *No.*

Have you found the ACRL "Marketing @ Your Library" web resources to be useful? How have you used them? *Not of particular value to our very small institution.*

Hawkeye Community College Library

Judy Mitchell

The mission of the Hawkeye Community College Library is to promote, reinforce, and enrich teaching and learning at the College by providing high-quality information resources, services, and instruction. Various methods are used to accomplish these goals.

Communication with students and faculty members includes:

- Articles in Hawmlink, a publication sent to all students at the beginning of each semester, provide an overview of the library's services and resources available from on and off-campus.
- Welcome letters from the library director are sent to all new faculty members describing the library services, including bibliographic instruction opportunities.
- A weekly article in Hawkeye Happenings, the newsletter for staff and faculty, focuses on specific resources or library services.
- Face-to-face, small group, and whole class instruction whether at the main campus, satellite sites, or area high schools where students attend Hawkeye classes.

Participation on a wide variety of campus committees, including the President's Council and the Curriculum Coordinating Committee, give the entire library staff opportunities to promote the library. The librarians also do in-service training sessions during staff development days on topics such as using LexisNexis Academic, advanced EBSCO searching, and more.

Library displays feature new print materials while others highlight resources for specific topics or formats. Patrons are encouraged to browse the displays and check out any of materials they find interesting.

Outreach to the community opportunities include:

- Guided campus tours with stops in library
- Library participation in the Boy Scouts of America's Merit Badge College

- Library participation in Partners in Education activities with Orange School students

Iowa State University

Dave Baldwin

Describe the components of your library's marketing/public relations program.

- *Iowa State University Library has a library-wide representative committee established in January, 2005.*
- *The committee has worked with the Dean on a donors' newsletter called "Bookmarks", which is distributed twice annually. Two issues have been distributed.*
- *The committee has established a monthly newsletter (10 per year) that is sent electronically to all ISU faculty and staff. (approximately 8,000). Called "YourLibrary Newsletter", it contains items from all divisions and is coordinated by the committee. As of February, there have been four issues.*
- *The committee is discussing additional public relations initiatives.*

How do you address niche markets, such as students, faculty, administrative staff, and the general public? *Two groups targeted thus far are faculty and staff and donors. Newsletters.*

How do you evaluate the effectiveness of your marketing/pr program? *We do not yet have a formal means for evaluating the program.*

What resources have you found useful in creating and evaluating your program? *We have utilized the OCLC "Small investment – Big return" ad program to create our own ad to run in the daily student newspaper. In process.*

In what ways does the library participate in your college/university's marketing/pr program? *We coordinate our efforts with the university's Public Relations office.*

Does your library participate in consortium, regional or other library marketing/pr programs? *No*

Have you found the ACRL "Marketing @ Your Library" web resources to be useful? How have you used them? *We've looked at the website but have not utilized the resources. Yet. The committee members attended an ACRL Marketing Academic and Research Libraries program conducted by Ken Marks, chair of MARL.*

Iowa Western Community College

Ellen Van Waart

Describe the components of your library's marketing/public relations program. *We distribute items each fall with the college library log such as pens, pencils, mini-Frisbees.*

How do you address niche markets, such as students, faculty, administrative staff, and the general public? *We target faculty during bibliographic instruction classes. We put a monthly news item in the college, "IWCC News", that goes out over email. The news items contain bits about "What's new at the IWCC library" such as new books, services, or this month a link to an online book. We publish articles in the student newspaper or recruit a student to interview us.*

How do you evaluate the effectiveness of your marketing/pr program? *We usually monitor responses from staff, students, and faculty.*

What resources have you found useful in creating and evaluating your program?

In what ways does the library participate in your college/university's marketing/pr program? *We don't.*

Does your library participate in consortium, regional or other library marketing/pr programs? *No*

Have you found the ACRL "Marketing @ Your Library" web resources to be useful? How have you used them? *No, but I will now. This survey makes me realize that we don't do a very good job marketing the library. This will be a priority for us in the coming year.*

Kirkwood Community Library - Iowa City

Kate Hess

Describe the components of your library's marketing/public relations program.

- *Informal marketing: The 2 full-time library employees regularly inform staff and students about library services during meetings, student seminars, and class presentations.*
- *Formal marketing program: New faculty orientation presentation on library services; library website that highlights resources and services for students and faculty; bulletin board and display case outside the library which display information on various topics (e.g. voting, first amendment rights, library awareness month, etc.); brochures distributed to all faculty at the beginning of each fall semester including info on library employees, contact numbers and emails, website, database passwords, and special services and resources for faculty; semester-ly faculty newsletter which promotes and highlights a different resource and a different service with each issue; librarian presents library-related info at faculty meetings approximately 2-3 times a year.*

How do you address niche markets, such as students, faculty, administrative staff, and the general public? *I believe we are less pro-active with marketing to students directly. We hope that by targeting faculty to integrate libraries, research, and information literacy into their classes, that we'll reach the students. The library website is geared toward student needs, with a special page devoted to instructors. The administrative staff and general public are not really part of our marketing, or are at least secondary to students and faculty.*

How do you evaluate the effectiveness of your marketing/pr program? *Not formally. When flyers or newsletters are systematically given to each faculty, we note an increase in calls and emails from faculty during the following week or two, but do not keep statistics.*

What resources have you found useful in creating and evaluating your program? *Reading about other libraries's programs in trade magazines often gives me ideas. Online classes can be helpful in specific areas, e.g., website design.*

In what ways does the library participate in your college/university's marketing/pr program? *Representation in the student handbook; participation in new faculty orientation; a stop on the tour for prospective students/parents.*

Does your library participate in consortium, regional or other library marketing/pr programs? *Not that I know of.*

Have you found the ACRL "Marketing @ Your Library" web resources to be useful? How have you used them? *I have never looked at these - didn't know they existed, but will look now!*

Kirkwood Community Library - Cedar Rapids

Genny Yarne

Describe the components of your library's marketing/public relations program.

- *Bookmarks, Guidebooks, Orientations for classes.*
- *By being members of certain committees the faculty/staff are made aware of the Library and its services. This has been particularly true of being on the Technology Committee.*

How do you address niche markets, such as students, faculty, administrative staff, and the general public?

- *Bookmarks with Kirkwood Community College Library information on them.*
- *Student Guidebooks to the Library*
- *Faculty/Staff Guidebooks to the Library*
- *Presentation to faculty on "Integrating the Library into Assignments" in the fall during staff days.*
- *Copyright presentations to staff and faculty*
- *Sponsored a session of "Put it in Writing @ Your Library," a cooperative effort of Woman's Day and ALA.*
- *Bibliographic Instruction specifically designed for the individual class*
- *"Ask Steve," which is designed for uninterrupted one-on-one research help. Reservations are made by the student.*
- *Prepared extensive list of periodicals, monographs and online resources for the Kirkwood Center for Excellence in Learning and Teaching.*
- *Prepare bibliographies for faculty.*

- *Help with faculty research for advanced degrees*

How do you evaluate the effectiveness of your marketing/pr program?

- *By the attendance at the session of "Put it in Writing @ Your Library." People came from all around the area.*
- *By the number of requests we had for Bibliographic Instruction after the presentation in the fall, and by the number of new requests and the repeat requests for BI. By the number of questions we receive about copyright and the requests for copyright presentations for faculty/staff and students.*

What resources have you found useful in creating and evaluating your program? *Presentation resources, copyright information, and the information about how to use our services. References to general library theory on BI.*

In what ways does the library participate in your college/university's marketing/pr program? *We don't.*

Does your library participate in consortium, regional or other library marketing/pr programs? *We belong to the Linn County Library Consortium and so have a Consortium List of Magazines and Journals that are made available in each participating library.*

Have you found the ACRL "Marketing @ Your Library" web resources to be useful? How have you used them? *We haven't used any of them.*

Loras College

Joyce Meldrem

Describe the components of your library's marketing/public relations program. *For this fiscal year, we had a booth at the Homecoming tailgate where we gave away Library Koozies; we've been posting biweekly ads in the restrooms and corresponding table tents; we gave away candy and fruit during finals week and showed movies for a break; and, like I said we're unveiling READ posters today; we're going to do something during National Library Week, including a survey; we publish a monthly "Must List" where we give the top 10 things that we think people ought to know about – not just library related, but also campus, community, and world related; and finally, we will do something for finals week this spring.*

How do you address niche markets, such as students, faculty, administrative staff, and the general public? *We're not really concentrating on niche markets at this point – we're just trying to garner some attention for the library.*

How do you evaluate the effectiveness of your marketing/pr program? *At this point, we're just trying to garner some attention for the library – we haven't really tried to evaluate anything*

yet. Although during finals week, we did hear one comment – “The library has gotten so cool this year!” – that made us happy.

What resources have you found useful in creating and evaluating your program? 3 of us attended a “Library Marketing That Works” Workshop put on by Suzanne Walters – it was very beneficial; 2 of us also attended a workshop entitled “Brochures, Promotions and Web Sites that Work” to help get us started on some ideas.

In what ways does the library participate in your college/university’s marketing/pr program? We haven’t gotten as involved as I’d like to see us – we used the campus marketing department to help create our READ posters. We are also having a PR class come and do a project for the library this spring.

Does your library participate in consortium, regional or other library marketing/pr programs? No

Have you found the ACRL “Marketing @ Your Library” web resources to be useful? How have you used them? We’ve used them for ideas, but haven’t really used them full-blown – we don’t have an @your library campaign.

St. Ambrose University

Mary Heinzman

Describe the components of your library’s marketing/public relations program. We have a marketing committee comprised of three library staff members that plan activities for the year and then publicize them. We also place an ad in the student newspaper on a regular basis.

How do you address niche markets, such as students, faculty, administrative staff, the general public? We don’t focus on a specific market – all of our programs, events, activities, messages go to the entire student body, faculty and staff. If we have something special that we want to advertise to the general public, we ask our campus PR department to put something in the local newspaper.

How do you evaluate the effectiveness of your marketing/pr program? We keep track of attendance at events and try to incorporate suggestions from the students, faculty, and staff in our next round of planning.

What resources have you found useful in creating and evaluating your program? We ask for feedback from attendees, either in the form of a short questionnaire after the program, or anonymous comments.

In what ways does the library participate in your college/university’s marketing/pr program? The library is used a lot as a setting for photographs for campus brochures. We send copies of all our events and programs to the campus PR department. We hand out library brochures and

pens/pencils during orientations and recruitment meetings. We pattern our web site after the university's – using the same colors, fonts, and general layout, so that there is a recognition that we go together.

Does your library participate in consortium, regional or other library marketing/pr programs? We participate in the Prairie Area Library System marketing programs. We use some of their group advertising materials, participate in group programs (like All Quad Cities READS, or other reading programs), and send a representative to the consortium marketing planning meetings.

Have you found the ACRL “Marketing @ Your Library” web resources to be useful? How have you used them? We have used some of them. The booklet they put out on marketing for academic libraries has been useful in helping us get organized and plan events.

Vennard College

David M. Sabine

Describe the components of your library's marketing/public relations program. I'm new, but I don't think we have one.

How do you address niche markets, such as students, faculty, administrative staff, and the general public? N/A

How do you evaluate the effectiveness of your marketing/pr program? We have student, faculty/staff, parent, and alumni surveys that are conducted annually to evaluate the overall library (size of collection, adequacy of collection, hours, staff).

What resources have you found useful in creating and evaluating your program? I've never thought about it.

In what ways does the library participate in your college/university's marketing/pr program? Potential students and their parents are given a tour of the library when they visit campus.

Does your library participate in consortium, regional or other library marketing/pr programs? I've been trying to do whatever IPAL and Open Access ask of me. Does that count?

Have you found the ACRL “Marketing @ Your Library” web resources to be useful? How have you used them? I've never been to that site. Sorry.

Waldorf College

Jim Kapoun

The reality is that in today's complex information environment, we have a greater responsibility to communicate the resources and expertise our libraries and librarians provide on our campuses and in society. The goal of the LVH marketing plan is to raise awareness of the library and its services and promote the study and classroom space to the academic and local area community. Working on a limited budget the library staff must find creative and simple solutions to achieve these goals. Outlined below are the objectives and projects the LVH Library will conduct in 2005-2006. In May 2006 the library staff will assess all activities and evaluate their use for the coming academic year.

Web Promotion : The LVH Library web site will create an exhibition hall that will outline events (both national and local) for the campus. It will be the conduit for bibliographies and on line resources that students and community visitors can access. This exhibition hall will be linked on the front page and updated weekly. Along with the exhibition hall the web site will have a special section on "about the library." This section will contain the usual basic information about the library and services along with highlight and information on scheduled events. A counter will highlight the page giving weekly reports on gate count and library visitors. A link to new acquisitions will be provided on almost every page.

Scheduled Events: The LVH Library will host and sponsor 6 events over the 2005-2006 academic year. Providing the space and refreshments for each event.

- October 10, 2005 : The Library Dedication ceremony
- November 2005: Faculty Forum: Intelligent Design
- December 2005: Children's book Reading from Creative Writing Class
- February 2006: Faculty Forum: Foundation grants
- March 2006: Library Lecture Series: The generation gap in education
- April 2006: Open House Ice Cream Social and Book Sale

Newsletters and E-mail: The LVH Library will publish six times a year a newsletter called Bibliotek for faculty and staff. The format will be electronic and an e-mail reminder with a link will be sent. The newsletter will be posted on the library web site; information for faculty and students. Bibliotek will highlight databases and new acquisitions and provide information on integrating library resources into the classroom.

Students will receive Luise Notes once a month during the academic year through campus e-mail. This e-mail will contain information on resources and upcoming events.

Promotional Items: The LVH Library will set aside an amount of money to be determined in the budget review for promotional items. They include:

- Handouts include: Bookmark, Library Map, information on faculty research center, library instruction program, the coffee club, and Luise V. Hanson biographical information
- Pens, Pencils, Post-It-Notes with Luise V. Hanson imprint, available at circulation desk

- Special Luise V. Hanson buttermints available at the circulation desk and for all outside conferences and events.
- Mouse Pads with Luise V. Hanson logo at all computer terminals, available for sale \$1.00
- Luise V. Hanson Mugs available as gifts to guests and part of the Coffee Club promotion. For \$25 , \$10 for students each person receives a mug and a gift certificate to the Java City Coffee Shop; helps support book budget.
- A Luise V. Hanson full size banner with logo and stand will be displayed and used in special campus events.
- Polo shirts for the staff with logo imprint.
- Raffle at the ice cream social LVH items which will include an IPOD, book bags, and mugs.

Campus Events: The library will fully in gage in any campus events or promotions. We provide special gift packets for prospective students and potential new hires to the college. We will coordinate through campus planning and events.

Wartburg College

Kim Babcock Mashek

At the being of the 2005-2006 academic year, we started as new marketing/public relations campaign at Wartburg College due to the dramatic change in the look of our library's web page. We decide that a great marketing tool to add to our web page was a rotating banner of READ posters. During the faculty workshop meeting before fall semester, as a library staff we displayed ALA READ posters and encouraged faculty to pick a favorite book to pose with for a poster. We received a fair amount of interest and have had at least ten faculty and staff members pose for READ posters. We even were able to have Wartburg College president Dr. Jack Ohle and his wife Kris pose for the pictures. Due to this marketing campaign we have had a renewed interest by faculty members in the library. Also students and organizations have posed for the posters because they want one for their dorm room or want to increase the visibility of their campus organization. Some faculty and faculty members have taken multiple pictures for READ posters because they love the poster idea. We feel that the posters have added something fun and different to our web page and have been a great marketing tool to reach out to faculty, staff and students.

President's Piece

Welcome to a new year and our first newsletter of 2006. This is also my first newsletter as president of ILA/ACRL. I'd like to extend an enthusiastic thank you to all of you who agreed to run for office, and to serve as committee chairs and committee members. As vice-president, my main responsibility was to serve as chair of the Nominating Committee. Even divided up among three or four committee members, this is quite a task, and I'm appreciative of all of you who

responded to our requests to serve. Please take a few minutes to look through the list of committee chairs, members, and executive board members at our web site.

You may have received through your email the call for papers for our 2006 spring conference to be held at the University of Iowa's Memorial Union on April 21. The call for papers is also at the ILA/ACRL web site. Stephen Dew is chairing the committee for this year's conference, which has been some years in the making. We are joining together with the Iowa Association of School Librarians this year. IASL only recently became part of ILA and our board has been having discussions with IASL members for at least two years to prepare for this. Please consider sending in a paper proposal and coming to the conference to join your colleagues and to find out how we can work together with school librarians to be better prepared to serve our newest students. Barbara Robb, chair of the Fall Program Committee has also started working with her committee to plan our contributions to the ILA fall conference. We should have more information about this committee's work in our next newsletter.

The board is working with the ad hoc research committee, chaired by Kathy Magarrell, to develop a new award to encourage and recognize our members' scholarly activities, and we'll be working with ILA as it refines its strategic plan.

Sincerely,
Rebecca Stuhr
Grinnell College
2006 ILA/ACRL President

ILA/ACRL Spring Conference 2006

Co-Sponsored by the Iowa Association of School Libraries

Friday, April 21, 2006

Iowa Memorial Union, University of Iowa, Iowa City, IA

High School to Higher Ed: Helping Learners Make the Leap

Focusing on our common concerns and the issues related to students transitioning from high school to college, the ACRL Chapter of the Iowa Library Association and the Iowa Association of School Librarians are planning a one-day conference to be held on Friday, April 21, 2006, at the Iowa Memorial Union on the campus of the University of Iowa. Keynote Speaker will be Professor David T. Conley, Director of the Center for Educational Policy Research at the University of Oregon (<http://cepr.uoregon.edu>). At the 2005 ALA Annual Conference in Chicago, Conley was the keynote speaker for the AASL President's Program "Standards for Success."

Conley is the author of *College Knowledge: What It Really Takes for Students to Succeed and What We Can Do to Help*, a book that identifies the knowledge and skills necessary for students to succeed in their entry-level college courses. Based on in-depth analysis of university faculty expectations and course content, the study analyzes the gaps between high school education and college entry skills, and provides ideas that can be implemented by high school librarians, teachers, and administrators to improve their college preparation programs. In his keynote presentation, Conley will also discuss ideas that academic librarians and administrators can use to improve their first-year student programs. The keynote presentation will be followed by several concurrent sessions and a variety of programs of interest to academic and school librarians.

The pre-conference dinner is scheduled for 6pm to 8pm, Thursday night, April 20 th, at the Mill Restaurant, 120 E. Burlington, in Iowa City, with individuals paying separately for their drinks and meals.

For those out-of-towners wishing to spend Thursday night, April 20 th, in Iowa City, fifteen rooms have been reserved at the Iowa House Hotel in the IMU (http://imu.uiowa.edu/iowa_house/). The room rate is \$84, and reservations should be made by telephone at 319-335-3513—be sure to mention that you are part of the Iowa Library Association. If the Iowa House fills up, a good option is the Sheraton Hotel on the Pedestrian Mall (http://www.starwoodhotels.com/sheraton/search/hotel_detail.html?propertyID=1282). Reservations can be made by telephone at 800-325-3535 (in this case, no need to mention ILA).

More information on the conference will be available from the ILA/ACRL Web site: (<http://www.iowaacrl.org/>).

Please plan on joining your colleagues at this important event!

ILA/ACRL Spring Conference 2006
Co-Sponsored by the Iowa Association of School Librarians
High School to Higher Ed: Helping Learners Make the Leap
Friday, April 21, 2006
Iowa Memorial Union, University of Iowa, Iowa City, IA

Conference Registration Form

Name:

Library:

Institution:

E-Mail Address:

Conference Registration Fee (includes lunch and refreshments during breaks):
\$50 ILA Member \$65 Non-Member \$20 Student

Upon receipt of your registration, an acknowledgement will be e-mailed to you. You will receive a printed receipt at the conference. PLEASE NOTE: Registrations will be accepted as late as the day of the conference (**checks only**), but lunch will not be guaranteed for those registering after the deadline. No refunds will be issued for cancellations after Monday, April 17.

Make check payable to ILA/ACRL. Mail completed registration form & check to:
Stephen H. Dew, Coordinator
Library Services for Distance Education
100 Main Library
University of Iowa
Iowa City , IA 52242-1420
E-mail: stephen-dew@uiowa.edu
Tel: 319-335-5069
FAX: 319-335-5900

ILA/ACRL Conference Scholarship Application

ILA/ACRL Spring Conference 2006

The Awards Committee of ILA/ACRL announces the availability of a scholarship to attend the ILA/ACRL Spring Conference, April 21, 2006 at the Iowa Memorial Union, University of Iowa. The scholarship will cover the registration fee and up to \$100 in travel, hotel, and meal expenses (including the Thursday dinner planned the night before the conference on April 20). Applicants must be paid members of ILA/ACRL, working fulltime in an Iowa academic or research library, and either:

Attending their first ILA/ACRL Spring Conference.

OR

Have worked in an Iowa academic or research library for fewer than three years.

Library science students and/or support personnel working in an Iowa academic or research library may also apply for the scholarship. Student and support personnel applicants do not have to be paid members of ILA/ACRL. Previous scholarship recipients are not eligible.

ILA/ACRL 2006 SPRING CONFERENCE SCHOLARSHIP APPLICATION

Name:	_____ _____
Address:	_____ _____ _____ _____ _____

Telephone:	_____
FAX:	_____
E-mail:	_____
Current position:	_____
Previous position(s):	_____

Education:	_____

Please submit the application (above) and a 500 word essay describing your interest in the scholarship and how you believe the scholarship will benefit your professional development. Scholarship winners are selected by the Awards Committee on the quality of the essay. Deadline for the application and supporting essay is **March 24, 2006**. The winner will be announced **March 31**. Submit by mail, e-mail, or fax to:

Kathy A. Parsons
 295 Parks Library
 Iowa State University
 Ames, IA 50011-2140
 Phone: 515-294-9630
 Fax: 515-294-5525
 Email:kap@iastate.edu

ILA/ACRL Committee Reports

Looking for Leaders: A Message from the Nominating Committee

The Nominating Committee is seeking interested individuals for several committees and for vice-president/president-elect, chapter's council representative. To learn more about the

committees and leadership roles, go to the ILA/ACRL Web site at <http://www.iowaacrl.org/> and click on "ILA/ACRL Organization."

If you find something that piques your interest, volunteer by completing the form at <http://www.iowaacrl.org/organization/volunteer.html>.

For further information, please contact Jean Donham, 319.895.4260 or jdonham@cornellcollege.edu
—submitted by Jean Donham

Treasurer's Report

Balance in account as of 12/31/2005: \$1,758.55.

Report Submitted by Randy Roeder, 2006 Treasurer

Ad Hoc Advocacy Committee

The members of the Ad Hoc Advocacy Committee have all been busy advocating for Iowa's academic libraries! Each of the subcommittees has nearly completed its subcommittee's action plan. Specifically, here is what we have been up to:

Public relations and marketing subcommittee:

As you may recall, in the November newsletter, the marketing subcommittee solicited responses from Iowa academic librarians regarding methods they use to market their library services. Be sure to check out the results of this initiative, which are featured in this issue's "Spotlight on Marketing" column.

Members

Jan Dellinger (chair)
Ryan Gjerde
Ellen Neuhaus
Amy Paulus

Serials/open access subcommittee:

The open access subcommittee has collected and annotated a range of web resources designed to introduce Iowa academic librarians to the issues involved with the open access movement and to provide librarians with strategies for dealing with the rising prices of serials. The toolkit is available at <http://www.iowaacrl.org/advocacy/>.

Members

Mary Iber (chair)
Mandy Swygart-Hobaugh
Ellen Neuhaus

Michelle Holschuh Simmons

Mentoring/professional development subcommittee:

The mentoring subcommittee is reviewing the literature published about existing mentoring programs as a way to develop a set of recommendations for a mentoring program here in Iowa.

Members

Mandy Swygart-Hobaugh (chair)

Jan Dellinger

Kate Hess

Mary Iber

Intellectual freedom/equity of access subcommittee:

The intellectual freedom subcommittee distributed a fourteen question survey in January to a representative at each of the 65 academic (or academically oriented) libraries in Iowa. By the middle of February, the committee is pleased to report that the survey has been completed by 40 respondents (62%). The committee intends to report on the results at the upcoming ILA/ACRL conference. If you are unsure if your library representative has completed the questionnaire and you would like to do so, please contact Amy Paulus at amy-fuls@uiowa.edu. The survey is available at <http://survey.uiowa.edu/wsb.dll/1/intellectualfreedom.htm>.

Members

Amy Paulus (chair)

Kate Hess

Ryan Gjerde

Michelle Holschuh Simmons

Report Submitted by Michelle Holschuh Simmons, 2006 Chair

ACRL Chapters Council Representative

The ACRL Chapters Council met in San Antonio, Texas, during the ALA Midwinter Meeting. I was pleased to have the current President, Rebecca Stuhr, and the Past-President, Kathy Parsons, join me for this meeting. There were many visitors to this meeting - Camila Alire (ACRL President); Pam Snelson (ACRL President-Elect); Candidates for ACRL President-Elect and ACRL At-Large Candidates. National ACRL allows local chapters to be reimbursed for expenses involved around printing and mailing - a \$1 a member is the amount held in reserve. For our chapter, we still produce a print directory and mail out the election ballots so we have never had a problem in getting reimbursed for the full amount that is allocated for us. However, larger chapters such as New England, have thousands of dollars that is largely being untouched due to the electronic nature of their communications. Because of this, the Chapters Council submitted an action item to the ACRL Board of Directors asking for more flexibility on what could be eligible for reimbursement. The ACRL Board of Directors did approve this policy with

two exceptions: honoraria or travel to support librarians' presentations at ALA, ACRL, or ACRL Chapter conferences and goods or services prohibited by ALA and ACRL policy are not eligible for reimbursement.

The Iowa Chapter ACRL logo was distributed and you can see this new logo above. However, since our chapter is associated with the Iowa Library Association, we will be keeping our current logo to reflect this relationship.

Submitted by Amy Paulus.

News from the Academic Libraries in Iowa

Community College News

Kirkwood Community College (Cedar Rapids)

The Kirkwood Community College library faculty and staff in Cedar Rapids, are in the midst of preparing for a complete remodel of the library. The remodeling will begin on the first floor June 1, which means everything must be moved to the second floor. Extensive weeding is being done to accommodate the reference and circulating collections. Of course, some items will be put into storage. In December, the collection will move to the completed first floor in order that the second floor can be remodeled. Submitted by Genny Yarne.

Scott Community College

Scott Community College Library will be one of ten libraries across the United States hosting a free writer's workshop on Tuesday, April 4, 2006 from 7:00-9:00 p.m. in the Student Life Center. The workshops are given by libraries in partnership with Woman's Day Magazine and The American Library Association. The campaign, titled "Put It In Writing@Your Library" is designed to increase public awareness of the opportunities and resources for writers in America's libraries. This fifth annual writer's workshop will be led by Iowa author, Lori Erickson. Participants will learn the skill of writing a query letter, how to develop story ideas and how to do research. Submitted by Linda Nelson.

Iowa Private Academic News

Conference for Private Academic Libraries

The Iowa Private Academic Libraries 2006 Annual Meeting will be held March 10th at Morningside College in Sioux City from 8:30 am to 2:30 pm. The keynote speaker will be Dr. Scott Bennett who will speak on "The Choice for Learning." He will also facilitate group work on "First Questions for Designing Learning Space." Conference registration, which includes refreshments and lunch, is \$20. There is also a pre-conference dinner Thursday, March 9th, evening that is not included in the registration fee. Further information and the registration form can be found at <http://www.ipalgroup.org/2006ipal.html>.

Coe College

Linda Bloedel, Coe's Interlibrary Loan Assistant died Friday January 20th 2006 of complications from breast cancer. She had been employed at Stewart Memorial Library for 35 years. Submitted by Betty Rogers.

Grinnell College

Katie Dunn, a recent graduate of the University of Indiana School of Library and Information Science recently joined the Grinnell College Libraries library faculty. She will be the Science Librarian during the 2006 spring semester and will continue during the following academic year as a reference and instruction librarian and a specialist and contact person for the college's GIS activities.

Grinnell College Librarian Christopher McKee, after serving a distinguished term as Samuel R. and Marie-Louise Rosenthal Librarian of the College since 1972, will be moving to Senior Faculty Status at Grinnell College during the 2006-07 academic year to pursue scholarly research in naval history. The college recently completed its search for a new director and has appointed Richard Fyffe as Samuel R. and Marie-Louise Rosenthal Librarian of the College, beginning around August 1, 2006. Mr. Fyffe holds a B.A. from the University of Connecticut with a major in Philosophy; the M.S. from Simmons College Graduate School of Library and Information Science in Boston; and the M.A. in Philosophy from the University of Connecticut. Since 2000, he has served as Assistant Dean of Libraries for Scholarly Communication at the University of Kansas, administering the collection development and preservation programs and sharing collaborative leadership for digital library initiatives. He played a leadership role at KU in several programs which received national recognition for their success and innovation, including planning, policy development, and implementation of the KU ScholarWorks digital repository

Loras College

Loras College received an ICF grant along with the campus matching funds for purchasing equipment and/or personnel to help scan and digitize materials from the Library's Special Collections. We haven't selected the collection yet that will be digitized first but are looking forward to the process and the possibilities. We have selected a Konica Minolta PS5000C color scanner and will purchase a computer and large screen monitor to use with the scanner.

Last September we hired Michelle Bailey as our Cataloging Services Librarian and Suzanne Ward as our half-time Library Assistant. Michelle is a recent graduate of the University of Iowa Library and Information Science program. Suzanne graduated from Loras College and had previously worked for Dubuque Bank & Trust.

We have been trying to garner some attention for the Library during this past year. We participated in Homecoming's Tail Gate and gave away Koozies with the Library logo printed on them.

We gave treats away and also showed a couple of movies as study breaks during Finals Week. On February 21st, we revealed our first annual group of READ Posters to students and faculty in the Alumni Campus Center – before and after a Presidential Brown Bag luncheon. They were well received and we are encouraged to continue the tradition.

Every two weeks since last fall we've posted table tents and bathroom ads in the Library which promoted different services and resources available in the Library.

We purchased about 1000 titles from NetLibrary's downloadable audiobooks and have recently made them available to our patrons. We also purchased 2 MP3 players and attachments to encourage listening to books on tape while driving. We're also encouraging the Loras community to download books to their laptops which are provided to each student, staff member, and faculty member on campus by the College.

This year we've undertaken the project of cataloging the Curriculum Library on campus and adding the holdings to the Library catalog. It will be a long-term project since the majority of the items have not been cataloged. Submitted by Joyce A. Meldrem

St. Ambrose University

This year in March marks the 10th anniversary of the O'Keefe Library's new library building. To celebrate, the Library plans a series of events in March, including an art contest using old card catalog cards, a photo contest and exhibit, a special treat day (cookies and chocolate!), and other fun activities.

O'Keefe Library is participating in an ACRL Sister Libraries pilot project. We are developing a sister library relationship with the library at Universidad Anahuac in Mexico City, Mexico. In addition to exchanging information on policies and procedures, we have exchanged copies of books written by faculty, and are working on setting up a staff exchange between the two libraries.

O'Keefe Library recently received some large donations of book collections. Timothy Walch, director of the Hoover Museum in West Branch, Iowa, donated approximately 1,800 volumes of Irish American works, including biographies, literature, history, and reference works. Rev. John Wright has donated a large collection of Catholic liturgical materials, including books and periodicals. These are being added to our collection and will be available for circulation.

The Iowa OCLC Users Group annual spring conference will be held at O'Keefe Library on May 25-26, 2006. Jennifer Davis, Head of Technical Services, is in charge of local arrangements. For more information, contact Jennifer at DavisJenniferJ@sau.edu. Submitted by Mary Heinzman

University of Dubuque

Anne Marie Gruber has been appointed Reference and Instruction Librarian. Gruber will focus on the information literacy and the first-year experience. She is a recent graduate from the University of Iowa School of Library and Information Science.

Jonathan Helmke has been appointed Assistant Director for Library Systems and Technical Services. Helmke, formerly Access Services Librarian at Butler University, began February 27. Submitted by Mary Anne Knefel.

Iowa Public Academic News

Iowa State University

The following news items originally appeared in the InForm, a twice monthly publication for Parks Library employees.

In November, Gerry McKiernan, Science & Technology librarian, delivered an invited PowerPoint presentation titled “Wikis: Conversational Technologies for Community Collaboration,” at the Wikis for Collaboration, Sharing and Learning, Center for Excellence in Learning and Teaching, Teaching and Learning Workshop Series. Self-archived at: <http://www.public.iastate.edu/~gerrymck/CELT2005.ppt>

Karen Lawson, Head of Digital Services, was an invited speaker at the 2005 Northeast Regional Digitization Seminar held at MIT, Cambridge, MA on November 9, 2005.

Kathy A. Parsons presented “Weeding on the Horizon” at the 2005 CODI Conference (Customers of Dynix, Inc.) in Minneapolis, MN in November.

Hilary Seo, Greg Wool, and Tanya Zanish-Belcher were awarded faculty research grants. Dean Olivia Madison in conjunction with the Travel and Research Committee established a formal competitive faculty research grant process in January 2006. The grant program is expected to be offered each calendar year.

Hilary received funding for her project, “Survey Locally -- Preserve Globally: Surveying International and Foreign Legal Information for Global Preservation.” She will be conducting a sample survey of the foreign and international collection at the University of California Berkeley’s, School of Law Library. The survey is intended to identify trends in the condition of twentieth-century materials based on country of printing or publication, with the hope that these trends are applicable to other law libraries with significant percentages of foreign publications in their collections. With this data, it is hoped that law libraries without formal preservation programs can more easily identify groups of materials at risk.

Greg will be using the funding for his project, “A Statistical Profile of Personal Names Associated Bibliographically with Monographs.” He will conduct a study that will examine the bibliographic association of personal names with monographs, drawing on a random sample

from several large Iowa libraries. Questions to be addressed include: what different types of relationships between name and published work are there, and how prevalent is each type? How many names are excluded? How many works are affected by exclusions? Implications for cataloging code development (including the controversial “rule of three” limiting the indexing of co-authors) and online catalogs (including use of the blanket label “author” for all indexed names) will also be addressed.

Tanya will use her funding to travel to Iowa City, to work with co-author, Kären Mason, Iowa Women’s Archives (University of Iowa). They are co-authoring a solicited article for Library Trends which will be published as part of a volume tentatively titled, “Gender Issues in Information Needs and Services,” volume 55, number 1, Summer 2007.

University of Iowa

Jean Sayre has been awarded on the IOWA Awards. As you can see from this link <http://www.uiowa.edu/hr/oe/worklife/IOWA/currentWinners.shtml>, the award is given to individuals or teams because their work has improved the workplace for others. Mindy Egeland, the head of the Hospital Library and the current chair of the Hardin Library Advisory Committee, nominated Jean for this recognition.

Congratulations to Jim Duncan who, with Jerry Moon (Department of Speech Pathology and Audiology), has been awarded an Innovations in Instructional Computing Award. Jim and Jerry will be developing a program to “use web-based interactive virtual reality to teach human laryngeal anatomy.” This new project will build on The Bones of the Skull: A 3-D Learning Tool, work done several years ago by the Information Commons Production Services.

Congratulations to Edward Miner, who with Cliff Missen has an article in the latest issue of Africa Today, one of the major scholarly journals in African Studies. The article, titled Internet in a Box": Augmenting Bandwidth with the eGranary Digital Library can be read at the Project Muse web site, http://muse.jhu.edu/journals/africa_today/toc/at52.2.html

Staff Update

[Jean Sayre \(1951-2006\)](#)

Jean Sayre, Associate University Librarian and Director of the Hardin Library for the Health Sciences, died January 28 after a lengthy illness. Jean began her duties at Hardin in January, 2002 after serving in administrative positions in health science libraries around the country, most recently as Associate Director of the National Network of Libraries of Medicine, Greater Midwest Region. During her tenure at Hardin, and as an adjunct faculty member of the Colleges of Medicine and Nursing, Jean reorganized the staff, administered a high-profile grant that resulted in the creation of the Iowa Public Health Information (IPHI) web site, spearheaded a major remodeling project, and raised the profile of the library throughout the health campus. All of these efforts have strengthened the library’s role as the primary health information resource in Iowa and as a nationally recognized leader in innovation and service. Jean was a respected and revered colleague who took a special interest in acting as a mentor to new librarians. She held

numerous offices within the Medical Library Association and was recently honored with an “Improving Our Workplace” award from the University as well as a special citation from Governor Vilsack honoring her “work for the state of Iowa.” University of Iowa Libraries staff members will remember her as a good friend who drew out the best in those she worked with and whose pleasant demeanor created an atmosphere of cooperation and enthusiasm. (from the Hardin Library for the Health Sciences - <http://128.255.94.135/announce/archives/23>)

Appointments

Mark Anderson, Librarian I, Digital Initiatives Librarian, DLS, effective January 1, 2006
Change of Status

Ericka Raber, Librarian II, from 50% to 70%, RLI, effective January 3, 2006

Jennifer Wolfe, Librarian I, from 75% Complex Cataloging, CTS and 25% DLS to 50% Complex Cataloging, CTS and 50% DLS, effective January 1, 2006

Transfers

Jeff Dodd, Librarian III, moved from Head, Physics Library and Reference Librarian in the Engineering Library to Cataloging Librarian in Complex Cataloging, CTS, effective December 12, 2005.

Lisa McDaniels, Librarian I, moved from Cataloging Librarian in Complex Cataloging, CTS to Head, Math and Physics Libraries and Instruction Librarian, RLI, effective December 12, 2005
Phased Retirements

Becky Johnson, Librarian III, Head, RLI, Decreased to 60% Time, effective January 1, 2006
Retirements

Bill Sayre, Librarian III, Coordinator, Finance, effective November 27, 2005