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ILA/ACRL Newsletter

vol. 20, no. 5, Winter 2010

This issue of the ILA/ACRL Newsletter features a semi-annual President's Piece submitted by sitting ILA/ACRL president, Mary Iber, results of the IA/ACRL fall elections, reports from the fall ILA Conference and a video link submitted by member Hank Zaletel, Iowa DOT Librarian.

President's Piece

November 2010

What a great year to be President of ILA/ACRL! Working with such creative and innovative members of our organization has been a privilege for me, and I hope there have been benefits to each person in our organization.

Our Strategic Planning sessions in early 2010 resulted in three major categories where we are working to extend and improve our influence. I'll use these categories to highlight some of the progress we've made this year.

1. Outreach – to improve our value within our institutions, and between them:

We are focusing on building bridges with school librarians to help make the transition for students from high school to college more productive. At the November 5, 2010 ILA planning meeting, IAASL and ACRL formed a committee of librarians who are passionate about this. If you'd like to be involved with this committee, contact Jen Rouse (jrouse@cornellcollege.edu)

A Scholarly Communication subcommittee was established under the leadership of Kate Hess. A survey is underway to determine the needs of academic librarians in this area and the committee will proceed from those results.

2. Technology – to improve our communication through use of appropriate technology

Have you joined our new Facebook page yet? Use "ILA ACRL" to share ideas and stay in touch with Iowa Academic Librarians. (Thanks to Sara Scheib and Mara Egghermann for getting this off the ground.)

Many ideas are in the testing ground. Some have provided experience for future success (such as recording our spring conference sessions.) Some examples of what is working and saving time and money are:

- i. doing some committee brainstorming via google docs between meetings

- ii. electronic voting (thanks to Laurie Hews at ILA for setting this up for the past 2 elections and the work of Ryan Gjerde and the Nominating Committee)
 - iii. an amazingly informative newsletter online (thanks to Leslie Ross Ferm and the Newsletter Committee)
 - iv. online registration for the Spring Conference for the first time (thanks to Beth McMahan and the Spring Conference Committee)
 - v. a new membership directory complete using googld maps (thanks to Deb Seiffert and the Directory Committee)
3. Membership – to provide quality opportunities that encourage new and continued membership

Our Spring Conference on April 23, 2010 The Library is Open: Open Minds, Open Doors, Open Access at the Kirkwood Center for Continuing Education was filled with just the kind of “opening” experiences the committee hoped for. With Barbara Fister as keynote, naturally there was food for thought and challenges to our way of thinking and operating. Concurrent sessions provided examples of librarians creating or maintaining a wide variety of openings. (Thanks to Beth McMahan and the Spring Conference Committee)

At the ILA Fall Conference, ACRL co-sponsored a successful pre-conference on The Customer-Driven Academic Library led by Jeannette Woodward. We rounded out our programs offerings with sessions on using humor at work, relationships at work, and computing in the clouds. (Thanks to Dan Boice and the Fall Conference Planning committee)

In 2011, at Central College in Pella our Spring Conference will be on March 18. The theme is The Essentials: Rethinking, Refining, Reviving. Hope to see you there, if not before.

Wherever we are working, each of us is contributing to the flow of ideas and information. If you would like to take your ideas and contributions to another level, join us on Facebook, contribute by serving on a committee, run for office, attend and/or present at our conferences. It’s all about sharing the talents we already have, and rising to develop new ones. In that light, be sure to watch announcements about 2011’s one day leadership workshop which promises to be lively, practical, and fun.

I wish Ryan Gjerde at least as rewarding a year as I have had as he takes up the Presidency of ILA/ACRL.

May we all grow and prosper.

All the best, Mary Iber President, ILA/ACRL

2010 ILA/ACRL Election Results

The ILA/ACRL Nominating committee is pleased to announce the results of this Fall's elections. Thanks to all candidates who so graciously volunteered to serve the Iowa academic library community!

- * **Rebecca Funke, DMACC Boone Campus, VP/President-Elect**
- * **Dan Chibnall, Grand View University, Secretary/Treasurer**
- * **Michael Wright, The University of Iowa, Member-at-Large**

ACRL Sponsored Sessions at the ILA Annual Conference

The following are reports from the past ILA Annual Conference (2010):

Computing in the Clouds: The Nexus of Systems, Discovery and Data

Matt Goldner, OCLC Product and Technology Advocate

“Cloud computing” describes a way to work with technology with both software and data residing on remote servers, or “in the cloud,” rather than on the user’s own computer or even on hardware at the user’s own organization. In its purest form, the only locally-installed software needed is a web browser. As long as the user has a sufficiently fast and reliable Internet connection, the cloud computing model offers many advantages for increasing efficiency and freeing up the local user to innovate services rather than focusing on technical workarounds. For example, imagine one upgrade done on the shared software stack rather than separate upgrades performed by each organization using the software. Libraries in particular can benefit from cloud computing as our work requires doing more functions, with more complex systems, and more convoluted workflows, to meet the changing demands of users and to accommodate a multitude of collection formats such as digital and media materials.

OCLC sees great potential in a cloud computing approach for delivering many library management services, and is well underway in developing Web-scale Management Services for acquisitions, circulation, and patron account management. The idea is for the local library to spend less time on infrastructure and more time on initiative and information. Web-scale Management Services is intended to integrate data from item discovery and acquisitions through cataloging, circulation and access, and cooperative intelligence, reducing the number of separate steps in the workflow for each item. More information on the specifics of OCLC Web-scale Management Services can be found at www.oclc.org/webscale.

Reported by Kris Stacy-Bates

“The Customer-Driven Academic Library”

Jeannette Woodward, Principal, Wind River Library and Nonprofit Consulting, Lander, WY (<http://windriverconsulting.com>)

Sponsored by ILA/ACRL and Community College Librarians Roundtable

In this pre-conference session, Jeannette Woodward described what students, faculty and staff need from their academic library. Her presentation focused on the library as a welcoming space for members of the academic community. Woodward suggested that library staff update the library building by installing bright lighting and decorating with neutral colors on carpeting, walls and furniture. Staff can make students feel more comfortable by providing adequate seating and allowing students to bring in food or drink to the library.

Woodward asked participants to form groups to brainstorm and report on aspects of the “worst” academic library possible. Later in the day, members of these groups acted as consultants to the imaginary academic libraries and made suggestions for improvements.

In addition to the space needs of academic libraries, Woodward also discussed customer service. She encouraged staff to walk around the library to meet with students instead of staying behind a desk. Woodward spoke of “invisible” customers such as faculty members, who may not ever step foot in the library, but use the library’s website and databases for information. She challenged librarians to reach out to new students, nontraditional students and adjunct faculty, who may need after-hours assistance that other departments are not able to provide.

Reported by Rebecca Bartlett

“Humo(u)r in Libraries”

Fred Gertler, Former Assistant Dean of the University Library, University of the Pacific, Stockton, CA (<http://www.humorinlibraries.blogspot.com>)

Sponsored by ILA/ACRL and Community College Roundtable

Wearing a blue fish hat with multicolor streamers, and a fake nose and glasses, Fred Gertler assured the audience that he was not a stand-up comedian. He discussed the various ways in which library administration and staff can inject fun into their library work every day. Here are some of Gertler’s suggestions for library programming:

- Create a book jacket of the month club, then hold a beauty pageant at the end of the year to show off the covers
- Quiz patrons on local and college trivia and award library-themed prizes
- Create a website listing 100 things you can do in the library
- Post baby pictures of the librarians and have patrons guess who’s who
- Set aside a day free from technology

Reported by Rebecca Bartlett

GIVE THEM WHAT THEY WANT: PATRON-DRIVEN COLLECTION DEVELOPMENT

Karen Fischer, Collections Analysis and Planning Librarian, University of Iowa, Iowa City

Mike Wright, Head of Acquisitions and Rapid Cataloging, University of Iowa, Iowa City Sponsored by Resources & Technical Services Forum, ILA/ACRL and Public Library Forum

Karen Fischer, Collections analyst and Planning Librarian at the University of Iowa, and Michael Wright, Head of Acquisitions and Rapid Cataloging at the University of Iowa discussed the popular Patron Driven Acquisitions (PDA) pilot that was implemented by the University of Iowa in September 2009. The University of Iowa Libraries employed an unmediated PDA system, which means patrons order electronic resources with no staff intervention. Ten views of an e-book triggers a purchase. Patrons are able to access the e-books by searching the OPAC and clicking on desired titles without knowing that they may actually be ordering the title. According to Fisher and Wright, one advantage of the PDA system is a higher probability that the acquisitions will be used. A potential challenge is monitoring acquisitions budgets and allocating funds. All in all, the new system shows promise and the librarians at the University of Iowa Libraries will continue to work directly with patrons to help build an e-book collection that will get plenty of use.

Reported by Leslie Ross Ferm

Robert 'Sam' L. Carstens/ Benton Street Bridge Collection and Interview - Historic Archives Video Collections - Iowa Department of Transportation

[Robert 'Sam' L. Carstens/ Benton Street Bridge Collection and Interview](#)

The second video at the above url is an oral video interview filmed earlier this year by Hank Zaletel, Iowa DOT Librarian, with a 91 year old retired ISU professor of Engineering who was the onsite engineer for the Benton Street Bridge in Iowa City, one of the first steel-welded bridges in the country.

[View video description](#)