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# **ULS Universe**

Issued by the Communications Committee, University Libraries Section, Association of College & Research Libraries, a division of the American Library Association.

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#### **NEWSLETTER GOES PRINT!**

Welcome to the first print issue of the *ULS Universe*, published by the ULS Communications Committee. Since the Spring 2001 inaugural issue, the newsletter has been available electronically, on the ULS website and through the ULS listsery. To reach as many members as possible, the ULS Executive Committee decided at the ALA annual conference in San Diego to produce the newsletter in hard copy as well as electronic. We hope you will find the newsletter interesting and informative. I have very much enjoyed editing the *Universe* these past several years. Beginning with the Fall 2004 issue my colleague here at Georgia Tech, Tim Daniels, will take over as editor. This is *your* newsletter, so if you have any ideas, comments, suggestions, etc., please feel free to contact me or Tim.

Katharine Calhoun katharine.calhoun@library.gatech.edu

Tim Daniels tim.daniels@library.gatech.edu

#### **MESSAGE FROM THE CHAIR**

Colleagues - I hope those of you who went to ALA Midwinter were invigorated by the various programs you attended and the interplay of professional contacts and concepts. The ULS Executive Committee had two very lively meetings. Our most interesting discussion focused on the difficulties of attending two major conferences a year in the light of general budget reductions and slashed professional travel budgets. Our committee is concerned that younger members will not be able to participate as fully as they would like with our two-conference model and in-person attendance requirement. Committees have not yet taken full advantage of virtual meeting technology. The Section is very interested in pursuing this issue at length and would like to hear from its members. Vice-Chair Carol Ann Hughes will be leading these discussions (see below).

At the same time, the Section is interested in partnering

with a number of other ACRL sections to mutual advantage where possible. I have already initiated discussions with the Chair of the College Libraries Section, and other discussions will take place with such sections as the Women's Studies Section and the Western European Studies Section. ULS is the largest ACRL section, and as such it behooves us to reach out to colleagues in other areas whenever and wherever possible. Sections Council, which meets every Friday before ALA, is a potential forum for initiating these discussions.

Meanwhile, I would like to take this opportunity to congratulate colleague Tom Kirk, College Librarian at Earlham College, Indiana, who is the 2004 ACRL Academic/Research Librarian of the Year. Great job, Tom! You have our heartiest best wishes. This award recognizes "an outstanding member of the library profession who has made a significant national or international contribution to academic or research librarianship and library development." One of the joys of serving as the ULS Chair is to be a member of the selection committee for this award, sponsored by YBP Library Services. It carries a cash award of \$3,000 as well as a plaque and recognition at a reception at the ALA Annual Conference.

I would like to encourage you all to think seriously about nominating someone for this award. Previous awardees include Ross Atkinson, Larry Hardesty, Sharon Hogan, Jim Neal, Henriette Avram and Fred Kilgour, to name but a few. This is indeed a stellar lineup over the years and reflects the best and the brightest in our profession - the solons and the sages, the futurists and the firestarters. I encourage each one of you to be thinking about someone you feel worthy of inclusion in that lineup. Take a look at the criteria for the award, and send in a nomination. The process is not arduous. The nomination package can be as copious or succinct as you like - vita of the nominee, your letter of nomination and other supporting letters as appropriate. There are many

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stellar librarians in our organization who meet the very open-ended criteria. Achievement can be in the area of service, research, writing or program planning. My sense is that many people do not think this is their responsibility - that they, personally, are not up to the task or that the process is overwhelming. Don't leave it to someone else if you think you know of a deserving candidate. The deadline for the 2005 award is December 3, 2004. Start early, start now! Come to ALA in Orlando and make it a goal to look at people in light of potential for this award.

While in Orlando, be sure to make time for the ULS program "Beyond the MLS: Today's Graduates and Tomorrow's Libraries", which will focus on the changing character of the library experience for new graduates (see article below). I have enjoyed my opportunity to visit with many of you and to communicate through this newsletter. I was glad to see there are many readers out there who are listening and who are involved. I heard from several of you that my previous column on trying to figure out how to get off the treadmill hit a nerve. I hope you personally have found some ways to take a break and recharge your batteries. In the meantime, my bucket and spade will come with me to SeaWorld! I look forward to seeing you there.

Gillian

Gillian M. McCombs ULS Chair, 2003-2004 Dean and Director, Central University Libraries Southern Methodist University

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# MESSAGE FROM THE VICE-CHAIR/CHAIR-ELECT Virtual Meetings or "Face Time": Let Us Hear From You

The ACRL Virtual Meeting Task Force (VMTF) has finished the work of recommending implementation strategies for open electronic meetings. Part of the Task Force's recommendation is that: "ACRL take a leadership role within ALA in developing a business plan that allows the organization to move toward a more virtual Midwinter meeting model, which would allow an alternative to required, on-site participation."

What do you think about expanding the use of virtual meetings to accomplish the work of ULS? Of ACRL?

Our colleagues in the College Libraries Section (CLS) have been holding Midwinter meetings in a virtual environment for three years. According to Susan Richards, Chair of CLS, their members see having two conferences per year as a real deterrent to expanding member participation, particularly in tough economic times. Other reasons for moving into a virtual environment include limited institutional support for two major conferences, the timing of the two ALA conferences which conflict with peak work periods, and

the extended amount of time required away from the library to participate effectively in leadership activities.

This discussion has its roots in the 2001 report of the ALA Electronic Meeting Participation Taskforce. James Rettig's 2003 report to the Committee on Organization: (http://www.ala.org/ala/ourassociation/governanceb/council/counccommittees/coo/openmeetings.htm) outlines some of the logical ramifications of moving toward more virtual meetings from an ALA-wide perspective. Great thanks are owed the members of the VMTF: Norice Lee (Chair), Scottie Cochrane, Deborah Dancik, Charlotte Droll, Lee LaFleur, Cheryl A. Middleton, and Lorena O'English for evaluating the pros and cons of this move from many angles and presenting ACRL with a clear path toward implementation.

Let us hear from you – do you support a "virtual Midwinter" for ULS? For ACRL? Why or Why Not? Contact Carol Hughes or Gillian McCombs with your opinions and ideas before ALA Annual (hughes@uci.edu or gmccombs@smu.edu).

I want to represent the best interests of ULS members on this issue at ACRL Sections Council. I also want to encourage you to make your opinions known directly to ACRL staff and colleagues in other ALA Divisions. Let's make sure that we discuss openly and candidly the role that virtual meetings can play as an important tool in removing barriers from participation for everyone.

Carol Hughes Vice-Chair/Chair-Elect Associate University Librarian for Public Services University of California – Irvine

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#### JOIN THE ULS DISCUSSION LIST!

Looking for a low-traffic way to stay up-to-date on ULS news and issues of interest to university libraries? Then join **uls-l**, the new, unmoderated email list maintained by ACRL and the ULS Communications Committee. To subscribe, send an email to listproc@ala1.ala.org with "subscribe uls-l your first and last name" in the message field.







# BEYOND THE MLS: TODAY'S GRADUATES AND TOMORROW'S LIBRARIES

ACRL/ULS Conference Program 2004 ALA Annual Conference, Orlando FL Saturday, June 26, 2004 Orange County Convention Center 311 A-C 1:30 pm – 3:30 pm

What is the future of academic librarianship? Is the MLS relevant to the academic library of tomorrow? Changing professional roles are creating significant pressures on traditional competencies and on the organizational cultures in which librarians work.

The University Libraries Section of ACRL will present an enlivening program that examines this topic from multiple points of view. A university library director will discuss changing staffing and organizational needs along with the recruitment, educational and professional development challenges they pose. A library/information science dean will discuss new strategies beyond the MLS for developing professionals who will thrive in the complex new environments. Two early career librarians will reflect on their expectations and experiences.

### **Speakers:**

Joseph Lucia, University Librarian, Villanova University

John Unsworth, Dean, Graduate School of Library and Information Science, University of Illinois

Anna Liza Posas, Library Fellow, University of California at Santa Barbara

Brian Mikesell, Director of Systems and E-Services, St. John's University

Moderator: Erika Ripley, Periodicals Librarian, Southern Methodist University

#### **DISCUSSION GROUPS AT MIDWINTER**

#### **Campus Administration & Leadership**

The Campus Administration & Leadership Discussion Group met from 11:30-12:30 in the U.S. Grant Hotel on January 10, 2004. The topic for discussion was "First, You've Got To Get Their Attention: A Discussion About Budget-Reduction Strategies That Wake Up Campus Administrators (And Those That Put Them To Sleep)". David Gleim, Dean of Auraria Library, University of Colorado at Denver, began the discussion by reporting on his survey of budgetcutting strategies used by Colorado academic library directors. Forty-two people attended the session, and a lively discussion ensued. Participants shared strategies that had worked, and ones that did not. There were a number of experienced library administrators in the room who contributed ideas that they had used. Some of the most interesting comments, however, came from the non-administrative librarians in the room who contributed ideas about how library staff can help in making the library's case to the campus. The discussion was so lively that the participants agreed to continue the discussion through e-mail after the session was over.

Mary Munroe and Laurel Minott, Co-Chairs Campus Administration & Leadership Discussion Group Planning Committee

# **Current Topics: "Promoting and Marketing the Library as Place"**

Session attendees were welcomed to a capstone discussion in the group's three-year look at the topic of "library as place." This Midwinter's discussion focused on how marketing can bring the idea of "library as place" into sharper focus and how it can help users truly understand what the library is and what it can do for them.

Bill Miller, Dean of Libraries at Florida Atlantic University, led off the discussion by sharing his thoughts about why the library remains important and essential. He pointed out that campuses are continuing to erect and renovate library buildings and said that even though there has been a great deal of digitization and electronic publishing, most print materials will never be digitized due to copyright and other restrictions. Bill feels that it is unfortunate that every advance in the electronic realm sparks speculation about the demise of libraries. Academic libraries provide many necessary functions that other parts of the University do not provide. Bill asks, "Other professionals market, why shouldn't we?"

Danuta Nitecki, Associate University Librarian at Yale, talked about how she has been promoting the library as place through her library's learning commons concept, a concept that is directing much of the renovation work that is taking place in the Yale libraries. Danuta framed her comments around the theme "Library as Place: Expanding a Cultural Icon." She noted that the traditional library icon is a quiet place to study, a privileged place to access books, a showplace for housing cultural heritage and an architectural statement of place. Expanding this traditional view means creating a learning space which can accommodate individual solitary learning, group learning and assisted learning, that is, classes conducted by librarians and faculty working with their students.

We then turned our attention to the ALA's **@Your Library** campaign and to the **@Your Library Toolkit**. Mary Reichel, University Librarian at Appalachian State University, spoke about how she used the **Toolkit** and campaign to market the University's new library building. Mary used the theme "Breaking New Ground@Your Library" for all of the activities surrounding the project. Groundbreaking Day was April 9, 2003 during National Library Week.

Virginia Cherry, Director of the Richard Bland College Library and Ellen Andes, formerly at Richard Bland College Library and currently Manager, Electronic Collections, Reference & Access Services at California Lutheran University, then spoke about how the Bland Library has used the @Your Library Toolkit in their marketing programs. Richard Bland College Library of Richard Bland College of the College of William and Mary is located on a commuter campus. The library wanted to be the center for information for its students. Some of the marketing slogans they adopted were "Find Your Fortune @Your Library," "Reeling You in @Your Library", and "Let Us Amaze You @Your Library." Virginia and Ellen placed slogans with pictures of library activities on their website, prepared press releases, and displayed posters of the President and Provost with students which featured the slogans. The result was that the library was perceived as being active and energetic in its mission to serve the community.

Ken Marks, Dean of University Libraries, University of Nevada, Las Vegas, chaired the ACRL task force that developed the **@Your Library Toolkit**. Ken emphasized that libraries have to assess marketing in relation to strategic planning. He also pointed out the importance of knowing whom you are targeting with a marketing campaign. Ken reminded everyone that marketing materials are available through the ALA website.

Betsy Baker, Chair Current Topics Discussion Group Planning Committee

#### **Public Service Directors of Large Research Libraries**

The Public Service Directors of Large Research Libraries Discussion Group met on Sunday afternoon, January 11th. Before Midwinter, the group voted on the topics that they most wanted to discuss. Two issues rose to the top of the list: 1) consolidating libraries and service points and 2) staffing of reference and service desks. Both led to spirited discussions.

As budgets tighten and library usage patterns change due to the proliferation of online resources, more research libraries are taking a serious look at the number and types of specialized libraries that they are supporting. In some cases, academic colleges want to reclaim valuable space occupied by branch libraries. University of Washington conducted a year-long, data-driven study of its branch libraries. Columbia, Penn State, North Carolina and the New York Public Library are merging discipline-based libraries. Other libraries have reduced staffing in branch libraries. Academic faculty like the customized services offered by branch or discipline-based libraries, and can feel a sense of loss if they close or are consolidated. It is important to offer these faculty new services—book delivery, online resources, etc. — as a "carrot" to compensate.

New models of reference have meant a re-evaluation of staffing patterns. There was consensus that reference librarians should have traditional, e-reference, and virtual (chat) reference integrated into their assignments. Electronic reference is increasingly being centrally coordinated and staffed. More service points are being consolidated. There is a growing recognition that lending/circulation desks are handling an increasing number of questions. Arizona, the University of Virginia, Penn, and Columbia are merging lending and reference functions at a single desk. Harvard offers roving reference in the student houses and dining halls, which are wireless. Minnesota has staff from their Writing Center at their reference desk in the afternoons, and the University of Virginia offers IT (helpdesk) assistance from their reference desk. Some librarians expressed concern that reference librarians are spending too little time on reference desks, instead delegating their responsibility to paraprofessionals. Michigan has returned librarians to a primary position at their Graduate Library reference desk, to the pleasure of the librarians and the Michigan faculty. Several libraries reported a surprising increase in the number of reference questions coming to their service desks. The group speculated that this is due to the new generation of college students (Millennials or Nexters), who are used to doing work collaboratively and tend to respect expertise.

Sally Kalin, Convener

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## **Undergraduate Librarians**

Members of the Undergraduate Librarians Discussion Group met on Sunday evening in San Diego for dinner at Bandar Persian Cuisine. This was followed by the UGLi Discussion Group meeting on Monday morning, January 12<sup>th</sup>. The agenda and discussion included the following:

- \* Kari Lucas of the Center for Library and Instructional Services Computing (CLISC) at UC San Diego spoke to us about her facility, the services offered and its transformation from a traditional undergraduate library to a 24 hour computing and library instruction facility.
- \* The current "Guidelines for University Undergraduate Libraries" document was discussed (http://www.ala.org/acrl/guides/uniundlb.html). A process for reviewing the document was discussed. Lori Goetsch, Chair ULS Standards and Guidelines Committee, attended the meeting to report on the process for revising the document.
- \* A second draft of a new UGLi Statistics document was reviewed and revised. The document was simplified so that more libraries will find it easier to complete and participate in the collection of the statistics.
- \* The group shared information and ideas about programs for campus orientation activities. Jeff Kosokoff, Harvard University, led the discussion describing the Lamont Library's successful orientation program.

#### **Urban University Libraries**

The primary subject of discussion at the Midwinter meeting of the Urban University Libraries Discussion Group was "Fundraising in Urban University Libraries." There are unique challenges for fundraising in an urban environment, where there are frequently many libraries, and special opportunities in the diverse business and nonprofit community. Most urban university libraries are not at the flagship universities and may not have well-established development efforts. We also discussed the impact of service to community members and the role Special Collections plays. Several libraries that have had success with fundraising reported on their efforts, including an inspiring story from Dana Rooks at the University of Houston on their campaign to raise \$20 million. The University of Washington also told of successes they had had, and Georgia State University reported that their students voted to recommend to the Board of Regents a fee for the "transformation" of the library that will raise \$10 million if the Board approves. After discussion about the staffing and organization needed to do fundraising effectively, the group decided to send out an informal survey to get a clearer sense of how urban university libraries structure their fundraising and to whom they direct it.

Charlene Hurt, Convener



#### MIDWINTER COMMITTEE REPORTS

#### **Communications**

Several topics were addressed at the Midwinter meeting of the Communications Committee. Chair John Lehner noted that Tim Daniels has been approved by ULS Chair-Elect Carol Hughes to take over from Katharine Calhoun as editor of the ULS newsletter. Leslie Madden, former chair of the Communications Committee, is now appointed to the committee as the ULS News Liaison. John and Leslie reported that the ULS Executive Committee favors the newsletter being produced in paper format as well as electronic. Communications Committee members also discussed possible aesthetic improvements and content revision for the ULS website. John noted that the ULS Section Manual will be updated, and that the roles of ULS News Liaison and Newsletter Editor, as well as sections on website maintenance, will need to be updated.

John Lehner, Chair

## Conference Program Planning 2005, Chicago

The ULS Conference Program Planning Committee met at Midwinter to begin planning for the 2005 program at the ALA conference in Chicago. Committee members are Chair, Barbara I. Dewey, John Forys, Cheryl Middleton, Patricia Renfro, and Timothy Wherry. The committee decided to focus on issues and topics related to some aspect of scholarly communication and will continue to refine the program during the spring.

Barbara I. Dewey, Chair

#### **Membership**

Members of the Committee are Bruce Henson (Chair), Tom Fisher, Walter Stine, Susie Rohrbough, Janet Stines, and Marilyn Hankel. At Midwinter, the Committee discussed letters to new members, a ULS Historical Committee Participation spreadsheet, and initiatives to send a letter/survey to dropped ULS members and to have an orientation/social for new members.

The Committee continues to send an average of 60 letters per month to new members; ACRL no longer provides mailing labels but sends names and addresses electronically. Many Sections have begun sending e-mail welcome letters to new members; however, the ULS Executive Committee prefers that welcome letters continue to be sent via mail. The Committee completed an Excel spreadsheet of Historical ULS Committee Participation, which contains 1,361 names of committee members and Chairs serving from 1971/72 to 2003/04. The file should prove useful to the ULS Vice-Chair/Chair-Elect each year when making new committee appointments and also to the ULS Nominating Committee. A survey of 15 other ACRL Sections' membership committees was completed in order to discover their new member orientation activities. In the future, the Membership Committee would like to organize a combination social/ orientation at annual conferences. The Committee will draft a letter to former members, to be approved by the Executive Committee, which includes a brief questionnaire asking why membership has been dropped.

Bruce Henson, Chair

#### **Organization and Bylaws**

The committee did not meet in San Diego for Midwinter due to the illness of Chair Sue Reyna. However, we will be working by e-mail and have our next formal meeting at ALA Annual in Orlando in June 2004. Our major focus is revising the ULS Section Manual. We may need to clarify the responsibilities in this regard because some of our duties may overlap with those of the Policy and Planning Committee. Also, Organization and Bylaws has one virtual member--Rory Patterson.

Sue Reyna, Chair

#### **Policy & Planning**

The ULS Policy & Planning Committee met Sunday, June 11<sup>th</sup>, in the U.S. Grant Hotel. The committee has been asked to update the ULS Section Manual which was last updated in 2000. The update involves adding and deleting content as well as some style changes. The manual also needs a format that is more standardized.

A timeline for the project was established:

March 2004: Section reviews

April 2004: Delegate section responsibilities among

committee members May 2004: First rough draft June 1, 2004: Final draft

Once the draft is completed, it will be presented to the ULS Executive Committee for discussion and approval.

James Cory Tucker, Chair

#### **Standards & Guidelines**

The ACRL Task Force on Standards for Libraries in Higher Education held a well-attended open hearing at the ALA Conference in San Diego. It is the Task Force's goal to make minor revisions to the document based on feedback from the hearing, and then move it through the ACRL and ALA approval process. ULS is represented on this task force by Lori Goetsch and David Lewis from the ULS Standards & Guidelines Review Committee.

The Undergraduate Librarians Group is working on a revision of the "Guidelines for Undergraduate Libraries." The group met with Lori Goetsch, chair of the ULS Standards and Guidelines Review Committee, in Orlando to discuss the document and plan their work. Once a draft document is prepared, it will be made available for review and comment.

Lori A. Goetsch

†

#### **ULS EXECUTIVE COMMITTEE**

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