



June 4, 2010

RUSA President's Annual Report

Susan J. Beck, RUSA President

This was a year of change and a year of excitement! RUSA hired a new executive director, and BRASS made their Midwinter Conference Virtual. The RUSA E-Participation Task Force recently issued their Final Report which recommends: "The time is now for RUSA to shift towards one Annual conference and to focus on how E-participation can help to strengthen, streamline and sustain the Division." Although the RUSA BOARD has not had an opportunity to vote on this recommendation, I believe it will define how we work for the near future

As I leave the President's office, I want to address some of the challenges we will be facing in the future.

- We need to learn to effectively facilitate our members' electronic participation
- We must encourage and facilitate the creation of new professional development opportunities
- We will continue the development of the RUSA website by encouraging all RUSA Committees to participate in the "Five things Every Librarian Needs to Know About" project.
- We need to explore ways to impact the diversity of our profession if we can no longer afford to participate in the spectrum program.
- We need to build and create new leadership opportunities if we can no longer afford to participate in the emerging leaders programs.
- We need to find new ways to retain our members and recruit new member.
- How do we get members to run for office in this economy?

### Website Improvements

We have worked hard to improve RUSA and make RUSA work smarter to serve the needs of our members. This year we have focused on improving and updating our website. We decided to lease a dedicated server to get content out to our members more quickly. We initiated new protocols, deadlines, and hired a part time person to facilitate

faster response time and make needed changes. We initiated new procedures at least at the RUSA level to make sure that content changes with greater frequency.

### **New RUSA Guidelines Approved**

The Board approved the following new guidelines March 5, 2010

- Guidelines for the Preparation of a Bibliography, July 2009 (CODES Bibliography Committee)
- Guidelines for Liaison Work in Managing Collections and Services; January 2010 (CODES the Liaison with Users Committee)
- Guidelines: Virtual Reference Services, January 2010 (MARS/RSS Virtual Reference Committee, 2009)

Guidelines that are currently under review include:

- STARS Guidelines for Resource-Sharing Response to Natural and Man-made Disasters
- STARS Guidelines for Interlibrary Loan Operations Management

### **RUSA's Strategic Plan 2009-2010**

Here are some of the new initiatives to come out of the plan:

- The creation of a deadline spreadsheet to support protocols for posting more RUSA program content on the website. For example, content created at Midwinter MUST be up on our website by February 15, for Annual, September 15
- Survey membership to determine member needs/wants with a goal to make RUSA membership highly valued.
- Create a systematic process for RUSA units to contribute to the development of the strategic plan.
- Encourage each section to host 1 or more hot topic chats this calendar year.
- Create task force to investigate webinars/webcasts.
- Improve RUSA website to make it a current and valuable resource for members and the profession.

## **"Five things a new librarian should know about" Initiative**

As a means to develop a more valuable web presence for our members, the RUSA President created this initiative to encourage each subject related RUSA committee to develop a web page that will provide basic information for new librarians relating to the concerns of the committee and the webpage would be called: Five things a new librarian should know about... This is meant to be an evolutionary process. Both the STARS and RSS Sections have worked on this initiative. STARS will hold a chat on the topic on June 10, 2010. This will be the first RUSA section sponsored chat.

## **Annual -- The Washington Conference 2010**

RUSA Staff created a fabulous guide to highlight RUSA's programs and discussion groups at Annual. Please see the guide *RUSA@ Annual Conference at:* <http://rusa.ala.org/blog/2010/05/11/ac10-finalrusaguide/> . This guide provides complete descriptions of all RUSA programs and discussion group meeting locations and a handy DC map of all the ALA Hotels.

RUSA is offering 3 pre-conferences, 14 programs and 15 discussion groups in DC! There programs on the use of screen casting software for instruction, budget friendly software to enhance your library's services, and ways to expand your library's virtual reference services to mobile devices. Panelists will share their experiences with international borrowing and lending, shared collection development practices, digitizing historical collections. There are programs on electronic reference product development, green business practices and the role of unions in promoting democracy and economic prosperity. The very first readers' advisory research and trends forum will be held as well as the well respected Reference Research Forum. There is also a program that focuses on implementing collection centered programs and an opportunity to view and discuss the film: *So Long Are You Young: Samuel Ullman's Poems and Passion*

Authors for the Literary Tastes Breakfast include Dan Chaon, whose most recent title "Await Your Reply: A Novel," was a 2010 Notable Books List selection, Laney Salisbury, co-author of "Provenance: How a Con Man and a Forger Rewrote the History of Modern Art," a non-fiction selection for the 2010 Notable Books List, Adriana Trigiani, author of the bestselling "Very Valentine," which was a 2010 Reading List selection for Women's Fiction and Melvin Konner, author of "The Jewish Body", the 2010 Sophie Brody Medal for Jewish Literature.

The RUSA Presidents' Program, For the Love of Reference has three great speakers: Nancy Pearl, author Joseph Finder and Peter Bromberg. There are also interesting technology opportunities to experience! You must come in person to see the excitement for yourself. (Monday 1:30-3:30 Room 202 A in the convention center)

## **RUSA AWARDS**

At the Midwinter Meeting, we held the very well attended Book and Media Awards. The Notable Books List which identifies the 25 most important fiction, nonfiction and poetry titles for adults, The Reading List which recognizes outstanding genre fiction and the Sophie Brody Medal for achievement in Jewish literature were among the awards announced.

We will be holding the Annual RUSA Achievement Awards Ceremony at Annual where 16 achievement awards will be presented. Marie Radford is this year's recipient of the Isadore Gilbert Mudge Award for an individual who has made a distinguished contribution to reference librarianship. Nancy Pearl has been selected the winner of the 2010 Margaret E. Monroe Library Adult Services Award which honors a librarian who has made a significant contribution to library adult services. You are welcome to come to the ceremony on Monday afternoon at 4 pm in the convention center following the President's Program.

### **Smart Investing @ Your Library**

Smart Investing @ your library is enhancing their website with a redesign and addition of examples of: pod casts (audio and video) from grantee programs, examples of successful staff training modules, examples of staff survey instruments, examples of social media marketing techniques, and a section to recognize outstanding programs. This program also won an ASAE Award of Excellence this year.

### **RUSA People**

The 2009-2010 year was off to a great start when Susan Hornung accepted the position as the new Executive Director of RUSA. It is a pleasure to work with Susan, as I am sure you have discovered. She brings such positive energy to the position, and willingness to get things done, and get them done right. I believe that with Susan's leadership and guidance, we will make RUSA a stronger, more efficient, and a better member responsive organization than ever before!

We welcomed a new Emerging Leader: Edward Garcia, Jr. Mr. Garcia is the Information Access Librarian at the Cranston (R.I.) Public Library and provides reference services in-person and via telephone, as well as conducts programs to train public and staff on new technology and subscription databases.

Harriett Green, University of Illinois has been the RUSA President's Spectrum Scholar. To get Harriet really engaged with RUSA, she was appointed to the Membership Committee and the President's Program Planning Committee. Harriett has just assumed the duties of the liaison to the *RUSA Update* for the next two years and will be a new member of the Publications and Communications Committee.

This spring our web master, Chris Cieslak resigned. After reviewing the needs of the Division, this position is being redesigned to better serve the needs of our members. High level technical programming responsibilities will be outsourced on an as needed basis. We have also been employing a part time person to help keep our website up to date.

### **RUSA Election Results 2010**

I am pleased to introduce you to our new leaders. Please join me in congratulating them.

#### **RUSA**

Gary W. White – President Elect – RUSA  
Directors-at- Large

- Judy Solberg
- Wayne Bivens-Tatum

#### **BRASS**

Chris Lebeau -- Vice Chair/Chair Elect  
Kevin Harwell – Member at Large

#### **CODES**

Wayne Bivens-Tatum Vice Chair/Chair elect  
Members-at-Large

- Megan M McCardle
- Asia Gross
- Donna M. Colamatteo

#### **History Section**

Janice Lindgren Schultz – Vic Chair/Chair Elect  
Thomas Jay Kemp -- Member at Large

#### **MARS**

Anne M. Houston-- Incoming Chair of MARS – elected  
Dianna McKellar will take on the position of Vice Chair/Chair Elect  
Erin Elizabeth Rushton – Secretary  
Stephanie Joy Graves – Member at Large

**Reference Services Section**

Liane Luckman Taylor Vice Chair/ Chair Elect  
Marjorie Schreiber Lear - Secretary  
Virginia Cole - Member-at-Large

**STARS**

Heather Welton -- Vice Chair/Chair Elect  
Bethany Badgett Sewell -- Secretary  
Geneva R. Holiday - Member-at Large

Respectfully Submitted,  
Susan J. Beck  
Reference and User Services Association President

*"Success is not measured by what you accomplish but by the opposition you have encountered,  
and the courage with which you have maintained the struggle against overwhelming odds."  
Orison Swett Marden*