

ACRL NY

Association of College and Research Libraries

The Greater New York Metropolitan Area Chapter

Connections:
The Quarterly Newsletter of ACRL / NY

Volume 25, Number 1
Winter 2007

Message from the President

Marsha Spiegelman

On behalf of the Executive Board of ACRLNY, I welcome you to another exciting year. Our organization, which has a long history of providing opportunities for networking, professional development and mentoring, looks forward to continuing its mission in 2007. Your membership and support enable us to sponsor activities that focus on issues of importance to academic and research librarians in the Greater New York Metropolitan area.

ACRLNY is divided into three geographical sections, New York City, Long Island, and Westchester, Lower Hudson Valley. Each section offers interesting programs and events that meet the needs of its members. In addition, our organization currently hosts seven discussion groups, including Access Services, Collection Development, Cultural Diversity, Education and Curriculum Materials, Information Literacy and New Librarians. This year we hope to begin a group for Archives and Special Collections. This past year our section and group leaders organized a variety of excellent programs such as the visit to the Morgan Library, several workshops including, "Academic Librarianship: Developing a Research Program for Tenure and Beyond", "BI Strategies" and "Electronic Resource Management Systems." Others arranged meetings and sessions about the ERIC database, collection policies and information literacy strategies. These dynamic groups are always looking for your participation and I encourage all our members to become involved. If you are interested in joining a group,

please contact the appropriate leader listed on our ACRLNY executive board website, <http://www.aclrny.org/exbrd.htm>.

The highlight of each year is our annual symposium. The 2006 program, held at Baruch College Newman Conference Center, was entitled "Commercialization and the Academic Library: Mission Statement or Market Share," and featured presentations by Walt Crawford, Rick Anderson, Grace Roosevelt and Jim Neal. The talks, which offered meaningful responses to the theme, reflected a variety of perspectives. Elsewhere in this newsletter you will find articles on each of the speakers. I would like to thank all those involved who worked to make this event a success. Katrina Frazier, Vice President/President Elect and Chair of the 2007 Symposium Planning Committee has already begun to plan this year's event. If you are interested in serving on the Planning Committee, please contact her.

ACRLNY looks to stay current and forward-thinking. This year, the organization has transitioned its job and events postings from a listserv to a blog, thanks to the hard work of Monica Berger, Brian Lym and Ann Grafstein. Librarians can access the blog from our webpage and have the option of subscribing through an RSS feed or through an email alert. Look for more information on the genesis and implementation of this innovation elsewhere in this newsletter.

There are many executive board members who work diligently to make ACRLNY an exemplary chapter. Bellinda Wise, our Membership Secretary, and Janet H. Clarke our Treasurer are but two of those who deserve praise. One person who deserves particular mention is Laurie Lopatin, who served as our Recording Secretary for many years. Although Laurie has decided to take a well-deserved break from the Board, we thank her for her years of outstanding service. Laurie meticulously kept the minutes, crafted the bylaws and always knew the answers before we even realized what the questions might be. Gloria Meisel has taken on that position.

As we move into 2007, Rosanne Humes, our Newsletter Editor, continues to keep us informed of chapter happenings. This year we would like to enhance our newsletter

with informative articles that recognize the efforts and achievements of all of our members. Please let her know of your professional activities so that we may include them in future issues, and submit pieces of interest for consideration. If you are attending the ACRL National Conference in Baltimore, or another library event, consider writing an article about a particularly noteworthy session.

I look forward to a productive year in which ACRLNY can provide leadership and professional growth options for all. Please feel free to contact me with ideas and suggestions for speakers, programs and collaborative efforts. Share your enthusiasm and interest in ACRLNY with your colleagues and encourage them to join. Our chapter is only as strong as its members!

Marsha Spiegelman, President
marsha.spiegelman@ncc.edu

New Special Collections and Archives Discussion Group

A new discussion group is forming for archivists and special collections librarians at academic libraries. This will be a great place for archivists and special collections librarians to get together to discuss current events and projects, as well as shared challenges and opportunities. Please contact Mary M. Manning at manning@adelphi.edu if you are interested in helping to organize, lead, or participate in what will certainly be a lively and informative discussion. Please make sure that your ACRL membership is current.

Mary Manning, Adelphi University

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Previous issues of *ACRL/NY Connections* may be found on the chapter's website: <http://www.acrlny.org>

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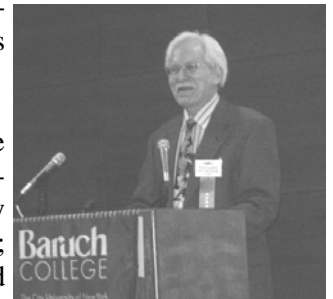
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Highlights from the ACRL/NY 2006 Symposium
Commercialization and the Academic Library:
Mission Statement or Market Share ?

What's your story and why should they care?

Walt Crawford, book author, magazine columnist and systems analyst at OCLC, challenged academic libraries and librarians to define what their story is. Do academic libraries understand their function? Do they know how to connect their mission to their community?

According to Mr. Crawford, academic libraries need to figure out the answers to these questions to survive. He points out the following: academic libraries need to market themselves on an ongoing basis and need to be an essential part of their college community; they need to be careful of outsourcing, it can hurt the library if too many functions are outsourced; they need to maintain a great library and realize the print collection does matter; and they need to keep helping students with information literacy.



Like any other business the Academic Library needs to market itself to stay alive. The academic community needs to be kept up to date on our story and they will recognize how vital we are to the community.

Rosanne Humes, Nassau Community College

The Future of the Academic Library in a Radically Changed Information Environment



Rick Anderson

(Continued from page 3)

one (and not necessarily a librarian) to purchase or obtain access for them. (3) Libraries will continue acquiring incorrect resources for their patrons. (4) Desktops will be replaced by laptops and cell phones may take the place of laptops when it comes to students. The increased usage of laptops will result in more remote access of resources and “fewer warm bodies” in the libraries. (5) Google Print will become more visible, prominent and a leader when it come to the OPAC. (6) Subscription prices for journals will continue to increase and libraries’ budgets will be unable to “catch up.”

In summary, Anderson highlighted these “mantras:” (1) The job of the librarian is to dispense information and not to control or manage it. (2) Librarians should think like a “bad patron” and not as a “good librarian.” The Google interface was designed for the “bad patron.” (3) “Not everything worth doing is worth doing well (let alone perfectly).” (4) Errors, the prime cause of problems for patrons, cannot be eradicated; librarians can only “prioritize” them.

In conclusion, Anderson believes that the ROI (Return of Investment) not only impacts business but also librarians, whose jobs are to provide service to patrons. “Faster and easy use of resources by patrons” has to be taken into consideration. “We celebrate efficiency” notes Anderson, as it is important and eliminates waste. “Speed-to-stacks, speed to purchase items and make them available faster is almost always better.” And finally, it’s not about “new vs. old but high-value vs. low-value.”

Barbara Bonous-Smit, Queensborough Community College, CUNY

The Entrepreneurial Imperative Revisited: The Academic Library in the Commercial Market Space,”



In his presentation “The Entrepreneurial Imperative Revisited: The Academic Library in the Commercial Market Space,” James Neal urges academic libraries to embrace the spirit of entrepreneurship as they respond to those dynamics that are currently reshaping the profession, particularly in the area of information technology. In fact, rather than shying away from the business model, he encourages librarians to adapt and draw from business those concepts that enable them to enhance their image in the university and the larger community.

Defining the word entrepreneur which comes from the French and incorporates the word *pre*neur or “take charge,” he also quotes Howard Stevenson who refers to “a management style that involves pursuing opportunity without regard to the resources currently controlled.” Finally, he quotes Joseph Schumpeter in talking about “Carrying out new combinations.” Clearly, he thinks that librarians must be proactive, creative and willing to seize new opportunities. Some of the incentives to entrepreneurship include an environment that encourages innovation, collaboration and that provides feedback and recognition of positive results; of course, sufficient resources and are always helpful. In “advancing an entrepreneurial strategy” librarians must explore non traditional markets and exploit their strengths in new and imaginative ways. In this milieu, libraries need to position themselves at the center of the virtual community frequently acting as purveyors of knowledge rather than passive recipients.

Referring to the crisis in scholarly publishing, Neal believes libraries have an important role in making scholarly publications available online and, in many instances, have already spearheaded initiatives in this area. Digitizing unique materials, while at the same time, making them readily accessible is another example of the academic library transcending physical space in this relatively new online world. Electronic learning also creates new opportunities for libraries to reach out to a variety of populations. Furthermore, the digital environment has established an even greater need for a clear handle on such issues as intellectual property and copyright; academic libraries are uniquely positioned to address

these topics as well. In the process, partnerships with faculty in other disciplines are essential as well as partnerships with the K-12 community.

Moreover, libraries must use utilize their strengths to bring in additional income. Beyond the pursuing of research grants, Neal cites examples that were used at the John's Hopkins Library when he was the director. This included leasing space normally occupied by a special collections library for social events as well as leasing storage space to other libraries, and selling products that included images from the collections. However, he does stress the importance of building a "firewall" between business opportunities and the more traditional services offered by the academic library.

While some might consider many of the suggested strategies unorthodox, upon further reflection, many might say "why not?" In fact, that was part of the basic premise of Neal's address - that while librarians do not necessarily have to abandon much that they have done and done effectively in the past, they do need to think of new approaches in order to remain relevant. Neal provided attendees with much to think about as they contemplated the future of librarianship.

Harriet Hagenbruch, Hofstra Univ.



Higher Education for Sale

Grace Roosevelt began her talk with an overview of the unprecedented expansion of for-profit colleges and universities. She reviewed the often hidden influence of private corporations on academic research and the

more general encroachment of market forces on liberal education at not-for-profit colleges. The second part of her presentation included a brief summary of the history of the

idea of liberal education and some personal reflections about the link between liberal learning and liberal politics. According to Ms. Roosevelt, independent, not-for-profit educational institutions have traditionally provided one of the few protected spaces in which the market itself can be freely criticized. She concluded that to lose such protected space may weaken political discourse just at the moment when we most need a robust politics to counter the forces of commercialization.

2006 Symposium Pictures



Farewell ACRLNY-L, Hello ACRL/NY Blog!

Feb. 2, 2007 marks a new era for ACRL/NY: the advent of our first blog, ACRL/NY Events and Jobs, <http://acrlny.blogspot.com> and the end of ACRLNY-L.

ACRLNY-L, our listserv, has always been a part of my professional life. In early days, it was there to help me look for jobs and, in more recent years, it served as a tool for keeping updated on local events and my own library's recruiting.

ACRLNY-L postings, as well as other content, were archived on our website, <http://www.acrlny.org>. Deborah Dolan (Hofstra) took care of HTMLing those postings for several years and subsequently, Ann Grafstein (Hofstra) took over this job. Adding the content was a fair amount of work and it had to be done in a timely manner.

Moderating ACRLNY-L was another time-consuming task. Hosted at NYU, a whole group of moderators had the task of sifting through every email. Jennifer Schwartz, formerly of NYU, was the moderator when I first became active with ACRL/NY. When she left NYU, the job fell to Nadaleen Tempelman-Kluit. Gloria Rohmann was her backup. More recently, Emily McElroy took over moderator duties. The feedback I got was that moderating the listserv was very time-consuming. And archiving the listserv content to our website was double work. There had to be a better way. And then Emily McElroy suggested, why not create a blog instead of maintaining both the listserv and the website.

2006 was the year of the blog. I became a regular reader of blogs and user of Bloglines and later Google Reader but I also took the plunge and learned the basics of creating a blog. But part of the magic of doing a webpage is the intellectual organization of the content. Blogs are fine for current information but what about searchability and organization? When it was time to decide if a blog was really the way to go, I needed help.

That's where Stephen Francoeur came in. Stephen, a librarian at Baruch, is very savvy about blogs. He told me that a new version of Blogger would allow bloggers to add tags to their postings. That was the ticket to a truly useable blog. ACRL/NY Events and Jobs can be browsed by category or geographical location. In addition, searching is part of the navigation bar at the top of the page.

But what should we do about those librarians who aren't comfortable with blogs and blog readers? For those librarians, Stephen told me about Feedburner. Feedburner sets up syndication for your blog but also allows you to add an email button to you blog. So, for those of you who aren't comfortable with blog readers, I suggest you try our email option. You'll get one email per day when there are postings. Of course, you can just go to the blog and read it like any other website but isn't the point behind a blog the currency of the content?

To get started, go to our blog, ACRL/NY Events and Jobs, at <http://acrlny.blogspot.com>. There you can choose the email option or click on the orange "Subscribe to RSS feed" button. It's also easy enough to search "ACRLNY" in Bloglines or Google Reader. Find both the email option and the RSS feed button by scrolling down the right-hand column.

The blog is managed by the team of Brian Lym (Hunter College) and Ann Grafstein (Hofstra University). I created the blog and function as their backup. Like ACRLNY-L, it is for announcements, not discussion and limited exclusively to events and jobs related to academic and research libraries. All postings to ACRLNY-L after Oct. 25, 2006 are archived on the blog. We also offer links to websites listing other events as well as live feed to Lisjobs.com library job postings.

Submit events and jobs to: acrlny@gmail.com.

Please let us know what you think about the new blog at mberger@citytech.cuny.edu.

Monica Berger, New York City College of Technology, CUNY

Joint meeting of the Access Services and Collection Development Discussion Groups

The Access Services and Collection Development Discussion Groups held a joint meeting in The New York Public Library's (NYPL) Trustees Room at the Humanities and Social Sciences Library on Tuesday, January 9th, 2007. The focus was on using library statistics. The meeting topic was conceived when chairs of both groups began discussing how they could locally use the information gathering capacities in the integrated library system to help make decisions about collections and library services.

In the discussion, two questions rose to the surface. What types of public service statistics can be used for collection development and library services decision making? And what are the pitfalls of taking these numbers out of context?

The format of the meeting was an open discussion, with the catalyst being a bibliography sent a few weeks prior that was compiled by Debbi Smith, Collection Development and Management Librarian at Adelphi University and Chair of the Collection Development Discussion Group. Most of the articles focused on the use of interlibrary loan and circulation statistics, and also on resources for faculty research vs. curriculum support. The meeting was attended by twelve visitors including librarians from Adelphi University, Brooklyn College, Columbia University, Ionia College, Kingsborough Community College, New York Academy of Medicine, The New York Public Library, Princeton

University, and Queensborough Community College.

It quickly became apparent that there were potential shortfalls of using these empirical statistics for collection development. It is possible to get a general idea of how much a resource is being used, but not always why or by whom. There is also the risk that the collections would become demand driven and subsequently lose long term focus. This was positive or negative depending on the mission of the library. Usage statistics do not account for usage activity that is inflated in areas that have high publishing output, and circulation analysis can not account for in-house browsing of the collection.

Most of the conversation revolved around collection development issues, although the slippery nature of collecting numbers, interpreting/understanding those numbers, and relying on those numbers for decision making was touched upon.

Following the half day meeting, a NYPL docent took many from the group on an informative tour of the library.

This informal, yet thoughtfully planned meeting proved to be a font of information. The variety of library sizes and missions made for lively discussion and collegial information sharing. Please join one of the many discussion groups available through ACRL/NY for professional opportunities such as this.

Matthew Sheehy, New York Public Library

News from ALA Midwinter ACRL Chapters Council

I received the following important message from Lois Cherepon, our ACRLNY Archivist and Chapters Council representative at ALA Midwinter in Seattle.

At the Midwinter Leadership Council many heard about and were able to discuss proposed changes to ACRL's structure. The ACRL Board is still very interested in your feedback. To help explain the changes and answer your questions, we have created an ACRL Proposed Structure Changes FAQ page: <http://www.acrl.org/ala/acrl/aboutacrl/whatisacrl/structfaqs.htm>. The FAQ also links to the multi-page document distributed at Leadership Council and its accompanying survey.

Please share this information with your sections and committees, and encourage everyone to add their suggestions and concerns via the survey The Board needs your comments by March 1 so we can make recommendations about next steps.

Take a few moments to review the material and make your voices heard!

Marsha Spiegelman

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Academic Librarianship: Developing a Research Program for Tenure and Beyond.

On November 16, 2007, the Long Island Division of ACRL/NY presented a workshop entitled “Academic Librarianship: Developing a Research Program for Tenure and Beyond.” The workshop was co-sponsored by Hofstra University and organized by Georgina Martorella, Chair of the ACRL/NY Long Island Section. It was held at Hofstra. The goal of the workshop was to provide to academic librarians a research framework for scholarly publication in Library and Information Science and to describe the role of research within the discipline. The speaker, Professor Deborah Dolan, Social Sciences Librarian at Hofstra University, has a solid background in research methodology and has conducted research in both the fields of Psychology and Library Science. Her lively presentation addressed various issues confronting academic librarians who are required to publish for the purposes of tenure and promotion but may not necessarily have the training and education as to the role of research within a discipline and research methodology. She described both various methodologies and standardized instruments which can be used to conduct valid and reliable research and examined the process of investigating and developing other credible methods and tools. Participants were invited to discuss their ideas for research and strategies were given for turning an idea into a contribution to the scholarly literature. Professor Dolan and the participants also examined strategies for developing ongoing research programs based on real issues in academic librarianship.

The Long Island Division would like to thank Professor Dolan for providing this informative workshop. Participants were given new ways of looking at scholarly research as well as some ideas and strategies for developing their own ideas into a successful research program! We also thank all those who attended and Hofstra University for providing the facilities.

Georgina Martorella, Hofstra University