ACRL Washington Newsletter

Fall 2007, No. 61

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Regular Features

President's Message

Featured Library: SON Library, Walla Walla University

Regional News

Articles

All Librarians Must Be Kept on a Leash or: How I Experienced My First ACRL Conference
by Stacy Prest

ACRL-WA/OR Joint Conference 2007: One Student's Perspective
by Adrian Pauw

A Big Idea for Outreach to Undergraduates: The Library Student Liaison Program at Eastern Washington University
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President's Message

by Corey Johnson

You'd think the person in charge of coordinating the conference would have a great deal to say about the conference events/contents but I actually spent most of the time taking care of the logistics for the next event during each current event. Let just say I now know a lot more about credit card processing companies, dietary preferences and computer projector technology than I ever thought I'd know. For my President's Message, I bring you highlights from my ACRL-Conference email folder from the past 14 months (names and situations may have been changed slightly in order to protect the innocent):

- 5/22/06 = I reserved Pack Forest for the Fall 2007 Conference. The reply from the Pack Forest manager said, "When do you begin advertising?" It got me to wondering, do they really have groups that advertise their events 1.5 years in advance? The bar has been set high!
- 6/06/06 = I counted a total of 12 keynote speakers considered for the conference. I wrote to the board, "I'd like to get a really big name person in the library world or perhaps a not-quite-so-big-name person outside the library world." We definitely got the former!
- 9/14/06 = Jessica Albano (coordinator for the last Pack Forest Conference) writes, "...I'd like Corey to weigh in. Planning the conference is a lot of work..." Ah, the voice of experience.
- 9/21/06 = I get a note from Anna Creech (ACRL-WA Board member) with a list of the Top 10 Dos and Don'ts of Conference Planning - one and two are Do get it in writing and Do sweat the small stuff. I didn't do one (I'm too trusting), but did do two.
- 11/15/06 = Jessica Albano comes up with The Visible Librarian as the conference theme - yes, we need to make our worth known!
- 2/17/07 = A board member writes, "I think we discovered last year that WSU's teleconferencing and UW's teleconferencing can't talk to each other. Does that ring a bell with either of you?" Do you mean Huskies and Cougars speak different languages?
- April - June 07 = I count 28 messages about lining up credit card processing services - anything to provide some convenience for our conference attendees!

- June 07 = We receive 21 total submissions for participant presentations - a new record I believe!
- 6/19/07 = Julie Todaro writes to me, "Hi, Corey. I'm absolutely coming, not to worry (and I know you aren't worrying unnecessarily) ...I am underwater finishing some ACRL activities..." At this point I vowed to do at least one conference preparation activity underwater.
- 8/1/07 = A person writing to inquire about the conference writes, "Yes, $100 is indeed a bargain." This could be a conference tagline!
- 8/8/07 = I decide to address the snoring issue head on by openly recommending people bring earplugs. Did you bring yours? Did it help?
- 8/17/07 = Our treasurer writes, "... it sounds like it's time to have our books audited by a tax professional." What are we doing with your conference fees?
- 9/11/07 = I received a message with the subject line "Massage service for your conference at Eatonville?" Sorry, yes we discussed it but it was a bit too expensive!
- 9/14/07 = The WA scholarship winners are announced - Stacy L. Prest (Walla Walla Community College) and Adrian Pauw (University of Washington I-School) - see their conference articles in this issue!
- 9/15/07 = I realize we have only two people signed up for the Mini-Poster Contest. Hmmm, two contestants and two prizes.
- 9/21/07 = An WA "east sider" asks the age old question, "Do you think I can make it all the way from Spokane to Eatonville in time for the conference if I leave early that same morning?"
- 9/21/07 = I advertise the conference by writing, "see what this inexpensive, intimate and educational conference has to offer you." I now think if I've ever used those three words to describe anything else in my life?
- 9/22/07 = I learn that computer projection units can cost up to $80/day to rent - ouch!
- 9/26/07 = I get the message saying that I need to get this president's column done by 11/9 - yikes, that's tomorrow!!
- 10/7/07 = I get a cost list from Pack Forest including costs for breakfast on Saturday - hey, wait a minute?
- 10/10/07 = Julie Cook first mentions that Chex Mix will be a component of the party festivities. The whole conference receives a platinum upgrade.
- 10/15-10/17/07 = There are three days of email discussion about whether or not Pack Forest has good cell phone reception.
- 10/17/07-10/18/07 = There is a flurry of emails about whether lodging is based on per person or per lodging unit. I realize I better get this straight or the conference may cost 12.28 times more than I'd previously calculated.
- 10/18/07 = Bonnie Gratch Lindauer, Coordinator of Library Instructional Services, City College of San Francisco writes to say she'd like to donate $250 to the conference scholarship fund. She had spoken in WA early this year and wanted to donate her honorarium. What a wonderful gesture!
- 10/22/07 = There are 8 emails about refunds and when to give or not give them. Do people have lives outside this conference?
- 10/23/07 = We communicate our worries about ice for the drinks only to rediscover upon arriving at Pack Forest that they have 4 empty refrigerators available for use.
- 10/22/07 = Rachel Bridgewater says she cannot bring her camera to Pack Forest

because it is broken. I bring my camera only to discover the batteries are dead (no charger either, of course). Anna Salyer brings her camera and takes pictures. This is a key example of board teamwork?!?

- 10/24/07 = The last email I receive before conference is from an attendee who says she will be late because she had to schedule a last minute library instruction session. Yes, conferences are great, but we cannot short change our bread and butter!
- At this point you may look like you're interested in this President's Message but you likely are not!

Thank you to everyone who made this conference possible!

Corey

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The SON Library

Bruce McClay, M.A., M.L.S.

Walla Walla University (previously Walla Walla College for those unaware of the recent identity shift), founded in 1892, is a faith-based institution operated and supported by the Seventh-day Adventist Church. Complimenting its strong liberal arts core, the university supports professional programs in nursing, social work, business, and engineering.

Walla Walla University also has the unique distinction of supporting libraries in three states: Washington, Montana, and Oregon. The main library, Peterson Memorial Library, is located on the home campus in College Place, Washington, and serves approximately 1800 students in over 40 undergraduate areas of study and six graduate degrees. The university also operates four additional campuses each with a library focusing on a specific area of instruction. The SON (School of Nursing) Library is located on the branch campus in Portland, Oregon.

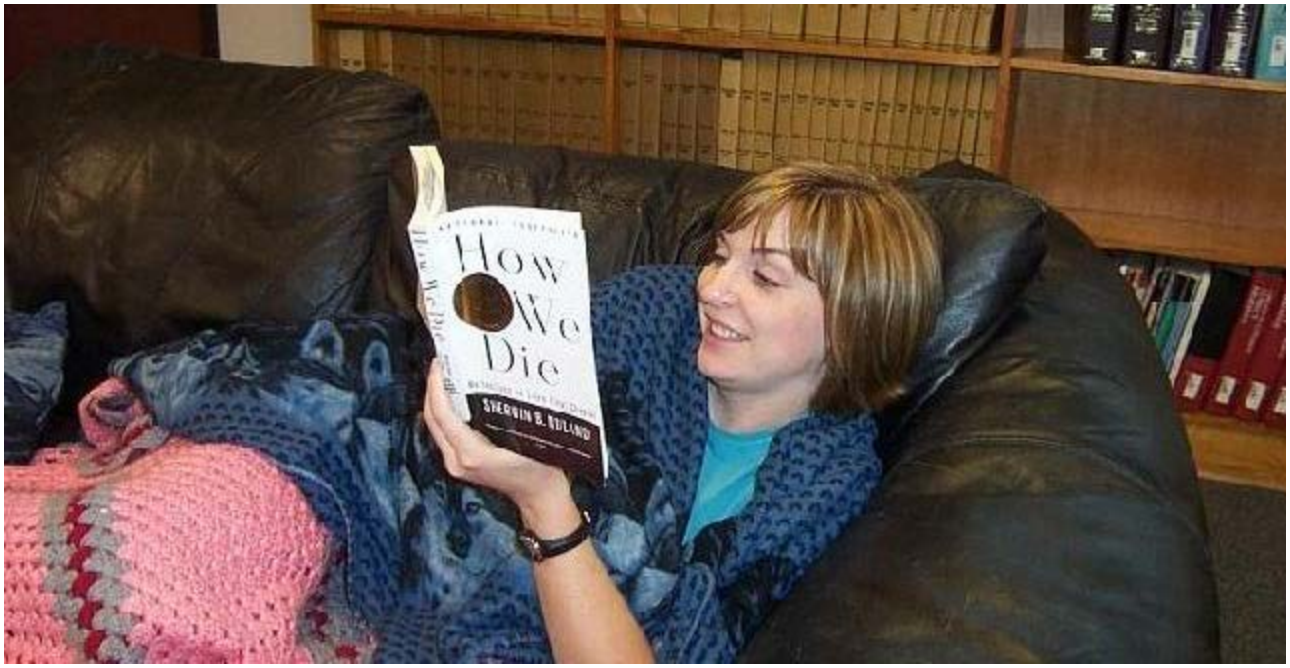
The school of nursing, in operation from 1897, is home to 102 students and eighteen full and part-time faculty. The mission of the library is to serve the information and research needs of these nursing students and faculty while providing a positive, user-friendly environment. It is a small library with one professional librarian and six student library assistants who run the library when the librarian is not present. The Peterson Memorial library team provides superb support for each branch campus library. This support frees the SON Library team to focus on student and faculty needs.

To provide the information and research needs of students and faculty, the SON Library, in cooperation with Peterson Memorial Library, offers access to a wide range of resources: 6241 books, 700 media items, 100 print periodicals, and nearly 100 full text and citation/abstracting databases. Students and faculty have access to 9,950 periodicals. Included in this number are 2,079 titles classified as medical/nursing/health. Recently added databases include Sage Premier, Cambridge, Springer, Wiley, and the JSTOR Language and Literature Collection. The focus of the monograph collection is obviously nursing, but the library also houses a small but adequate religion collection and a smattering of books in other areas. Along with the main campus, the SON Library recently joined Orbis Cascade Alliance providing access to the resources of 35 libraries in Washington and Oregon. Interestingly, the SON Library with its specialized collection has become a lender more than a borrower through the Orbis system. The main campus library provides interlibrary loan (ILL) support. With Orbis and ILL almost every student and faculty research resource need can be supplied quickly and efficiently.

The focus in the SON Library is clearly on customer service. One of the advantages of a small library is the personal service provided by the librarian. In some libraries, the

professionals, the ones best trained to use the resources and respond to needs, are handling library business while the paraprofessional or student assistants are on the front lines. Students or faculty needing help in the SON Library have a librarian who will sit down with them, listen to their needs, and guide them in their search. The librarian seeks to know and greet each student by name.

Several years ago changes were made to make the library more appealing. Several traditional library rules such as "No Food," "No Drink," and "No Talking" were dropped. Students were invited to eat while they studied, and on occasion food was actually provided (a "Make Your Own Sundae Day" in the library). At this writing, not a single item has been lost due to spilled food or drink. Some study carrels were removed to make room for a leather couch, recliner, and easy chair. New art was added. A program for actively marketing the library services and resources was put in place. As a result student and faculty use of the library increased dramatically.



Nursing faculty today support the library by requiring that students use library resources for their research. Nursing research is periodical driven. Teachers ask students to locate articles in library print journals, in electronic databases provided by the library, and in valid Web sites. It would be difficult and perhaps impossible for any student to get through the nursing program without utilizing the library, its resources, and its services.

You have probably heard the three rules of real estate: location, location, location. The same can also apply to a library. The SON Library is ideally located at the entrance to the School of Nursing building so students entering or exiting the building pass right by the library daily. This location, along with the friendly, personal service focus, has contributed to

the library becoming the de-facto student center on campus.

In 2003, representatives from the Oregon State Board of Nursing and representatives from the National League of Nursing Accrediting Commission came to the campus for their respective accreditation visits. In their reports both accrediting bodies commended the library for exceptional service to students and faculty.

One report stated, "Everyone at the Portland Campus has high praises for their library and staff. Students perceive the library as dynamic and personable. Students and faculty laud the service and access to resources." The Oregon State Board report also commended the College Place colleagues for their support to the Portland Library. Both groups recommended accreditation for the school for the maximum eight years.

The SON Library is proud of its record of service and is committed to continue to make that the focus of its mission, vision, plans, and daily operation. A sign hangs in the library office: "Prioritize Based On Direct Benefit To Students." In this crazy library world awash in multiple demands, the SON Library team seeks to always follow this advice.

Bruce McClay, M.A., M.L.S.
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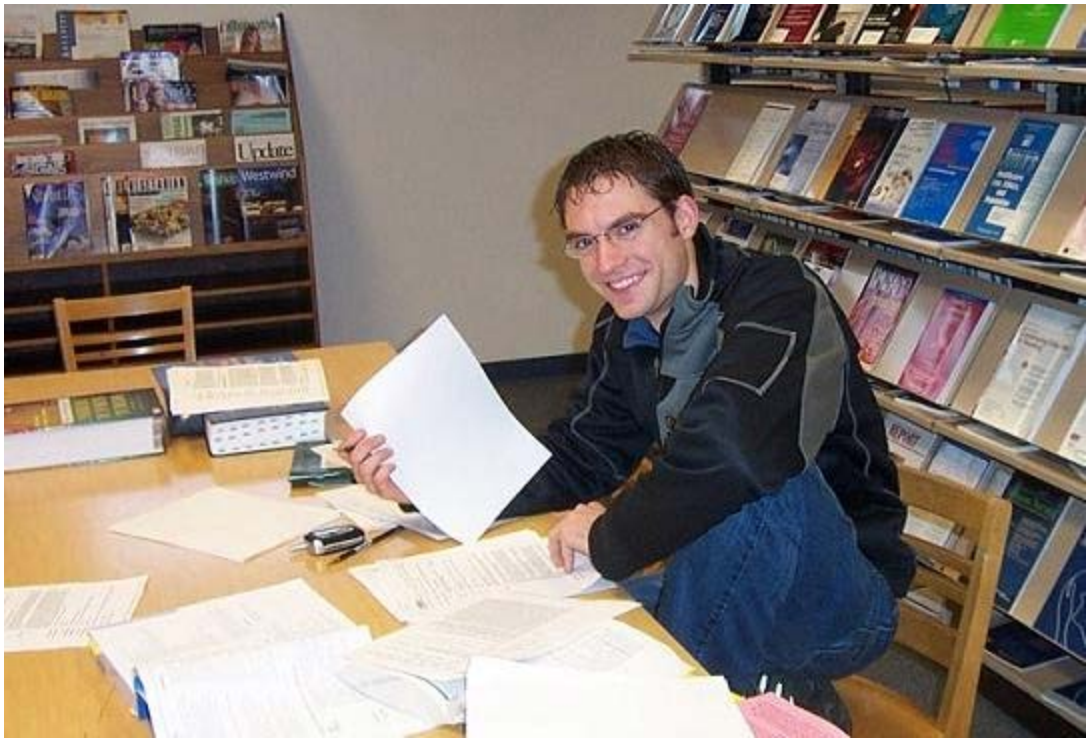
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Central Washington University
Bates Technical College
Eastern Washington University
Heritage University
Pacific Lutheran University
Pierce College
Renton Technical College
Saint Martin's University
University of Washington Bothell
University of Washington Seattle
University of Washington Tacoma
Western Washington University
Whitman College

Central Washington University

Brooks Library is delighted to add two new collections to our digital repository highlighting interesting aspects of the Central Washington University campus and its history.

- The 1977 Washington State Women's Conference was held in Ellensburg and hosted by the Central Washington State College Women's Center. The collection (through public records, newspaper clippings, office files, video and scrapbook images) provides a sense of the excitement and disappointment felt by the women who planned and attended the 1977 Washington State Conference for Women. It also includes ephemera from the 1975 Berlin IWY Conference, at which noted political science author and former CWU professor, Dr. Usha Mahajani, attended as a delegate from India. Central Washington University women clearly impacted the IWY agenda-both locally and globally. We are delighted to share these resources with our community. http://digital.lib.cwu.edu/cgi-bin/library?site=localhost&a=p&p=about&c=1977wome&l=en&w=utf-8
- The University Campus Buildings Collection consists of images and maps of structures on the Central Washington University campus from the late 19th Century to the late 20th Century. The images were scanned from various

collections held in the University Archives, including the University Relations Office, Public Relations and Marketing Office, the offices of the student newspaper and other campus wide departmental and office collections.
http://digital.lib.cwu.edu/cgi-bin/library?site=localhost&a=p&p=about&c=1977wome&l=en&w=utf-8

We are currently recruiting for four tenure-track faculty positions: Reference & Instruction Librarian, Head of Reference Department, Collection Development Librarian, and Electronic Resources Librarian. More information is available at http://jobs.cwu.edu/.

Kirsten Erickson left CWU in October to work in the King County Public Library System. She is serving as a reference librarian for North Bend, Snoqualmie, and Fall City. Erickson is excited about this new opportunity that will allow her to travel around the region and spend more time doing instruction for various different user groups.

Anna Creech will be leaving CWU in December to take on the position of Electronic Resources Librarian at the University of Richmond in Virginia. She will be responsible for managing the library's electronic resources, as well as providing reference services and some instruction. Creech is looking forward to returning to her "home" region, but will miss her friends and colleagues in the Pacific Northwest.

submitted by Anna Creech

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Bates Technical College

Bates Technical College, in Tacoma, Washington, now has two library locations -- a new facility on its South Campus and the original site on its Downtown Campus. We welcome **Rae Schneider**, **Mary Moseley**, and **Jennie Vano** to our staff.

Downtown Campus Library
1101 South Yakima Ave., M124
Tacoma, WA 98405
ph.: 253.680.7220
fax.: 253.680.7221
email: library@bates.ctc.edu

South Campus Library
2201 South 78th St., E201
Tacoma, WA 98409
ph.: (253) 680-7550
fax: (253) 680-7551
email: library@bates.ctc.edu

submitted by Sue Schub

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Eastern Washington University

Personnel

Meet Justin Otto

Justin Otto joined the library faculty as Reference & Instruction Librarian for Social Sciences this fall. Justin brings both academic and business experience to EWU. Along with his MLIS from the University of Washington's Information School, he holds B.A. and M.A. degrees in economics from Washington State University. Justin was an instructor and graduate assistant in Economics at WSU and a graduate assistant in Reference at Foster Business Library at U WA. Most recently, Justin served as Economics Liaison Librarian at Emory University in Atlanta. He has also worked as a registered financial assistant for KMS Financial Services. Justin was named one of the American Library Association's Emerging Leaders of 2007. We're looking forward to his leadership in providing outstanding library service to EWU's social science disciplines.

Student/Library Events

Pizza on the Porch

Each year the EWU Libraries welcomes back students with something fun . . . Sticks on the Steps (Popsicle treats), Subs on the Steps (Subway sandwiches) or Pizza on the Porch. Rosa's Pizza was the big hit this year on October 3 when over 1,000 pieces of pizza were served within a two-hour period. Typically the library serves around 700 pieces, but the turn-out was so tremendous that another 30 pizzas were ordered and quickly delivered. The students loved the free carbs, and the servers, including Provost John Mason, Vice Provost Nick Jackson, and library faculty and staff, loved serving it and getting to know our hungry EWU students.

Fundraiser

Island Zest a Huge Success

The EWU Libraries' annual Oktoberfest fundraising event grossed over $32,000 for the EWU Libraries' Collection Endowment Fund for the purchase of books and journals. The theme this year was Island Zest. Here's what you missed . . .

- A feast with tropical flair by Black Tie Catering
- Beer and wine tasting courtesy of Latah Creek Winery, Robert Karl Cellars, Coeur d'Alene Brewing Company, and Northern Lights Brewing Co., as well as non-alcoholic beverages

Cupcakes from Cheney Delights and Mrs. Fields Cookies

- Live music by Moko Jumbie, a steel drum band
- Hawaiian dancers from the EWU Hawaiian club
- A fabulous live auction with Auctioneer Austin Booker

Thanks go to everyone involved in this fun event!

EWU Campus and Community Events

Through an Indian Eye

On Nov. 2 EWU Libraries recently took part *Through an Indian Eye*, an afternoon of American Indian art, dance and music. George Flett, American Indian ledger artist and member of the Spokane Tribe, gave a lecture/demonstration on the influence of the Prairie Chicken Dance on his art. Mr. Flett demonstrated his art in the lobby of JFK Library, where he was joined by the Prairie Chicken Dancers and Prairie Chicken Dance Drum Group for two performances. A reception and book signing followed.

submitted by Carol King

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Heritage University

Northwest Association of Private Colleges and Universities (NAPCU) will be holding their annual meeting October 28-30, 2007 at the Hilton Garden Inn in Yakima, Washington. Library directors and deans from the private colleges and universities in Washington, Oregon, Idaho and western Montana will gather. See the NAPCU website for registration information. Our guest presenter will be Dr. Julie Beth Todaro the 2007-2008 ACRL President and Dean for Library Services (LS) at the award winning (2001 ACRL Excellence in Academic Libraries) Austin Community College (ACC) in Austin, Texas. Her presentation and work with this group will be: The Changing Nature of Work: Managing and Leading Para-professionals in 21st Century Libraries. The president of NAPCU for the 2007-2008 academic year is **Reesa Zuber**, Library Director at Heritage University. Dalia Hagan, Library director at Whitman College is in charge of the program.

submitted by Reesa Zuber

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Pacific Lutheran University

An article by **Genevieve Williams**, Undergraduate Research Librarian, has been published in the journal, *Library Philosophy & Practice*. The article title is "Unclear on the Context: Refocusing on Information Literacy's Evaluative Component in the Age of Google". It appeared in the June 2007 special issue.

The City of Tacoma has awarded artist and PLU Virtual Reference Librarian **Holly A. Senn** a 2007 Tacoma Artists Initiative Program grant. The competitive grants are awarded to recognize artists in the community and to assist them in generating new work.

The PLU library's brand-new website debuted this summer. Completely redesigned from the ground up, the new site makes it easier for students and faculty to find and use library resources, access online journals and books, and get research help from librarians. The new features include the ability to search the library website, easier access to course reserves and interlibrary loan, and improved finding and browsing by subject area. Each subject area has its own page that can be linked to from department websites, and other locations online.

submitted by Susan McDonald

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Pierce College

New Faces at Pierce College

Frank Brasile, Technical Services/Systems Librarian
Pierce College Library officially welcomes Frank Brasile as a tenure-track librarian. Frank proved indispensable last year in his temporary librarian position, and so we are delighted to have him join us on a more permanent basis. Frank majored in Journalism/Mass Communications, with minors in English and Philosophy, from St. Bonaventure University. He received his MLIS in 2004 after working in magazine publishing for several years. Before coming to us he worked as the sole librarian at a design school. At Pierce, Frank enjoys the variety as well as the excellent reference collection. He likes the atmosphere, which he calls "challenging but relaxed," and he likes the fact that can rely on his coworkers.

Nia Lam, part-time Librarian
We also welcome and are fortunate to have Nia Lam, a 2007 graduate of the University of Washington. Nia received her undergraduate degree in communication and worked as an editor for a commercial news wire in San Francisco before obtaining her MLIS. While earning that degree she worked as a graduate assistant at the University of Washington Libraries. Nia enjoys the small college environment, she says, "because everybody is friendly and it seems like a tight community. People ask different questions and have interesting research topics, so every day is a little bit different and I always learn something new."

submitted by Kathy Swart

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Renton Technical College

Renton (WA) Technical College recently honored **Laura Staley**, RTC Media Librarian, as the college's "Employee of the Quarter" for July - September 2007. Laura was recognized for her excellence in customer service and teamwork. The nominating document noted that "Laura is very much a team player and always open to new ideas. She is involved in teaching classes and workshops for the library, and is also involved with other library groups." Congratulations, Laura!

RTC Library Director **Eric Palo** and his wife **Kathy Peterson** have had an article published in the online newsletter, *Library WorkLife*.

Palo, Eric and Kathy Peterson. “Recruiting Tips to Attract Top Talent,” Library WorkLife, ALA-APA Online. Volume 4, No. 7, July 2007.

submitted by Debbie Crumb

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Saint Martin's University

Three new faculty members have joined the O'Grady Library staff. Irina Gendelman, Instructional Designer, collaborates with faculty in the integration of instructional technologies into traditional classrooms as well as in the development of online courses and course materials. Irina expects to complete her doctorate in Communications from the UW this winter, and she was previously employed by the UW's Center for Instructional Development and Research as an Instructional Consultant. Karen Jaskar, Information Literacy Librarian, coordinates the library's instruction and reference programs. Karen is a 2007 graduate of the UW Information School and worked for several years at UW Tacoma, first as a reference assistant and then as a librarian. Alita Pierson, Electronic Services Librarian, coordinates the acquisition and administration of our electronic resources. Alita, a 2004 iSchool graduate, has returned to the Pacific Northwest from Texas A&M Corpus where she was the Government Documents Librarian.

submitted by Scot Harrison

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University of Washington Bothell / Cascadia Community College

Learning 2.0 summer project

Librarians, library staff and other staff from Academic Services participated in a summer long experiential learning project to familiarize ourselves with web 2.0 tools and their potential application to research and writing instruction. Each week, we explored a different learning module through hands-on activities led by a staff member. Learning 2.0 modules included blogs; RSS and news feeds; wikis; clickers; podcasts and video/audio downloads; Flickr and YouTube; tagging, folksonomies, and Delicious and Technorati. Some of the results from this project include using clickers to spice up staff training sessions, including Meebo chat reference widgets on librarian subject and class pages; podcasting instructions for setting up new student accounts; and using a blog to share information about reference, technology and circulation issues.

Diversity Award Nomination

The UW Bothell/Cascadia CC Campus Library was nominated for the 2007 Youth of the Year Employer Award by the Northshore School District for the library's work with their Adult Transition Program. **Katie Whitson** (Head, Collections and Access Services) and **Janice Crosetti** (Stacks Maintenance Technician) attended the 2007 Governor's Awards Program, "Honoring Our Connections, Strengthening Our Bonds" presented by the Washington State Governor's Committee on Disability Issues and Employment (GCDE). Special thanks to **Janice Crosetti** and **Jacquelyn Ray** (Library Technician Lead) for their work on this project.

Seeing Sound, Hearing Form-Reception and Exhibit

Sandra Kroupa (UW Libraries' Allen Library Book Arts and Rare BooksCurator) and artist in residence Charles Alexander presented an exhibit and discussion of artist's books, letterpress editions, and other visually and aurally engaging works, April 25 - May 29, 2007. Discussion topics included preservation of the traditional craft of book-making, and historical and contemporary interpretations of the book as an art object. Most works from the exhibit are held by UW Libraries Special Collections in the Book Arts Collection.

Presentations and Poster Sessions

Leslie Bussert (Ethics and Humanities Librarian), **Amanda Hornby** (Media & Technology Studies Librarian), **Gray Kochhar-Lindgren** (Center for University Studies and Programs and Professor, Interdisciplinary Arts and Sciences, UWB) and **Justin Young** (Writing Center Director, UWB) will present on new media and its implications for teaching, learning, knowledge production and storage, research, and scholarship for the UW Bothell Teaching and Learning Center, 11/09/07.

Leslie Bussert, **Alyssa Deutschler** (Policy/Global Studies Librarian) and **Amanda Hornby** presented at a day-long workshop "Web 2.0 for Librarians: Tools for Teaching & Communication". The workshop was presented by the UW Libraries Information Literacy Working Group and co-organized by working group member Alyssa Deutschler. Leslie, Alyssa, and Amanda developed and taught well-attended workshops on emerging technologies, including Social Bookmarking, RSS and Podcasting. The workshops emphasized practical applications of Web 2.0, as well as implications for teaching, learning, and communication. The workshop was attended by UW librarians and librarians from local academic libraries, 8/30/07.

Leslie Bussert shared findings from a recent assessment project at the Quarterly Teaching Conversation presented by the UW Libraries Instruction & Information Literacy Working Group, 6/4/07. The assessment examines information literacy skills in English classes at Cascadia Community College. Leslie also organized a half day workshop with Cascadia faculty across disciplines to discuss the implications of the assessment findings for their course curricula and assignments, 7/27/07. This is an ongoing assessment project as part of the LSTA grant for Information Literacy in Washington Community and Technical Colleges.

Doreen Harwood, (Business Librarian) and **Charlene McCormack**, (Business Librarian Intern and UWB Business Program Alum) presented "Meeting Research Demand in a Limited Resource Environment: Streamlining with Technologies" at the Pacific Northwest Higher Education Conference on Teaching and Learning in Vancouver, WA, May 4, 2007. Information from their presentation was also submitted as a poster session at the American Library Association Annual Conference in Washington, DC, June 2007.

Julie Planchon Wolf (Nursing Librarian) co-presented a library workshop: "Assignment Design" with Todd Lundberg (Faculty and Director, Teaching and Learning Academy, Cascadia Community College). Julie reported on recently published literature about academic integrity. New and experienced faculty and librarians in attendance provided peer review on improving syllabi, assignments, quizzes, tests, activities, assessments, rubrics, etc., in order to help students avoid plagiarism, 9/18/07.

Sarah Leadley (Head, Reference and Instruction) and **Bruce Burgett** (Professor, Interdisciplinary Arts and Sciences, UWB) presented their collaborative work on the IAS core course (BIS 300: Interdisciplinary Inquiry) at "Beyond Wikipedia and Google," a workshop on teaching information literacy hosted by the UW Teaching Academy as part of the series: Provosts Workshops on Teaching and Learning (May 18, 2007). Along with Cinnamon Hillyard (Professor, Interdisciplinary Arts and Sciences, UWB), they made a similar presentation at the annual meeting of the Association for Integrative Studies in Tucson, Arizona (September 2007).

Amanda Hornby and **Justin Wadland** (UW Tacoma) attended the Columbia University Libraries and Global Resources Network Conference "Human Rights Archives and Documentation: Meeting the Needs of Research, Teaching, Advocacy and Social Justice", held October 4-6, 2007 at Columbia University. The conference featured prominent national and international panelists who spoke on a variety of topics related to human rights collections, including collecting and archiving Human Rights documentation; the ways activists and lawyers use human rights documents in their

work; and how libraries and archives can best support Human Rights collections. The conference attracted librarians, archivists, scholars, lawyers and activists, leading to rich discussions about these important topics and issues.

Promotions/Reappointments

- **Leslie Bussert**, Reference & Instruction/Ethics & Humanities Librarian, promoted from Assistant Librarian to Senior Assistant Librarian, 7/1/71
- **Alyssa Deutschler**, Reference & Instruction/Policy Studies Librarian, promoted from Assistant Librarian to Senior Assistant Librarian, 7/1/07
- **Tamara Garrard**, Library Technician III promoted to Library Technician Lead, 10/8/07
- **Amanda Hornby**, Reference & Instruction/Media & Technology Studies Librarian, promoted from Assistant Librarian to Senior Assistant Librarian, 7/1/07
- **Suzan Parker**, Reference & Instruction/Social Sciences Librarian, reappointed as Senior Assistant Librarian, 7/1/07

New Appointments

- **Michelle Batchelor**, Access Services / Reference Librarian, 9/1/07
- **Elsa Acacio Bina**g, Administrative Coordinator, Media Center, 7/1/07
- **Molly Flaspohler**, Temporary Reference & Instruction Librarian 7/16/07
- **Charlie Potter**, Temporary Reference & Instruction Librarian 7/1/07

Goodbyes

- **Katy Dichter**, Library Fellow, 8/17/07
- **Sarah Lester**, Temporary Reference Librarian 7/28/07
- **Jacquelyn Ray**, Library Technician Lead 6/8/07
- **Lori Tschirhart**, Temporary Reference/Access Services Librarian 7/01/07

Congratulations and goodbyes to our colleagues Katy Dichter who is now at Fred Hutchinson Cancer Research Center, Sarah Lester who starts in January as Assistant Librarian in the Engineering Library at Stanford University, Jacqueline Ray who is working as a trainer for the Park Service in Oregon, and Lori Tschirhart who is now a Reference Librarian at the Natural Sciences Library, at the Seattle campus of the University of Washington.

submitted by Suzan Parker

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University of Washington, Seattle

Events & Announcements

Field Notes from a Catastrophe: Man, Nature, and Climate Change by Elizabeth Kolbert is the UW Common Book for the freshmen class of 2007/2008. For information on public lectures, exhibits and promotional materials related to the book visit the UW Libraries Common Book page: http://www.lib.washington.edu/commonbook/index.html

- **David Laskin**, the Maxine Cushing Gray Writer-in-Residence at the Suzzallo Library, will give a public presentation on November 16, 2007 at 7pm in Suzzallo 101. David won the Washington State Book Award for The Children's Blizzard and for Partisans: Marriage, Politics and Betrayal Among the New York Intellectuals. Registration information for the lecture can be found on the UW Libraries Current Events page: http://www.lib.washington.edu/support/libraries_events.htm
- The current issue of D-Lib Magazine features the University of Washington Digital Collections as the highlighted collection. http://www.dlib.org/

Grants

- Washington State Library Historic Preservation grant of $20,000 - awarded to preserve photographs in the the Elmer Ogawa acetate negative collection, and the Gorst, Clark Kinsey and Kyo Koike nitrate negative collections. These collections document the culture and history of Japanese, Native-American and African-American ethnic groups in Washington State.

New Appointments, Promotions & Reclassifications

- **Katie Blake**, Special Collections Reference Librarian (75%), Special Collections Division, 6/25
- **Kathleen Collins**, Reference & Instruction Librarian, Odegaard Undergraduate Library, from Senior Assistant Librarian to Associate Librarian, 7/1.
- **Theodore Gerontakos**, Metadata/Cataloging Librarian, Monographic Services Division, 8/1.
- **Daniel Jergovic**, Assistant Metadata Librarian (50%), International Studies/Slavic & East European Section and Cataloging Librarian (50%), Monographic Services Division, 8/30.
- **Emily Keller**, Suzzallo Public Services Librarian
- **Sarah Lester**, Engineering Librarian (50%), Engineering Library, 11/5.
- **Michael Meng**, Chinese Studies Librarian
- **Matthew Parsons**, Map Librarian, Map Collection, Senior Assistant Librarian, 7/1
- **Deborah Raftus**, Romance Languages & Literatures Librarian, Reference & Research Services Division, 9/1.
- **Lauren Ray**, Educational Outreach Services Librarian, Reference & Research Services Division, 7/1.
- **Joanne Rich**, Information Management Librarian, Health Sciences Libraries, Senior Assistant Librarian, 7/1.
- **John Vallier**, Head of Distributed Media Services, 08/07
- **Jennifer Ward**, Head, Web Services, Information Technology Services, from Senior Assistant Librarian to Associate Librarian, 7/1
- **Linda Whang**, Engineering Instructional Services Librarian, Engineering Library, from Senior Assistant Librarian to Associate Librarian, 7/1.
- **Stephanie Wright**, Natural Sciences Information Services Librarian/Management

Information Librarian, Natural Sciences Library, from Assistant Librarian to Senior Assistant Librarian, 7/1.

Resignations

- **Michael Crispin**, Sound Recordings Librarian, Music Library, 7/11.
- **Chandra Heller**, Engineering Librarian (50%), Engineering Library, 9/21.

Retirements

James Stickman, Head, Serials Services Division, 11/1.

submitted by Jennifer Sundheim

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University of Washington Tacoma

Four Year Institution

UW Tacoma became a full 4-year institution this year with over 2,600 students enrolled. Continuing the successful Core model for freshmen, approximately 180 new freshmen began their college careers. Sophomores had the choice of many new classes as the curriculum expands and the institution grows at all levels.

New Student Orientation

Library Staff thoroughly enjoyed participating in many of the activities of New Student Orientation this Fall. Staff participated in the planning process, conductied workshops, staffed an information table, and met many of the new students (and the Husky Dawg!) at the 3rd annual Taste of UWT.

Another great student orientation

Arts Gift

The UW Tacoma Library received a gift donation of $1,000 from **Janis Crowe** in honor of her mother. Ms. Crowe requested titles in literature & art that celebrated both the visual & literary arts. **Jennifer Sundheim**,

Head of Library Collections selected unique titles that will benefit current and proposed academic programs, the broader Tacoma community as well as our consortial partners in Summit. She selected titles from an Art & Poetry series that combined the works of well-known poets with the images of accomplished visual artists. She also purchased the International Handbook of Research in Arts Education as well as some classic literature titles. Our sincere thanks and appreciation go to Ms. Crowe for her generous gift.

September Project Activities

Librarian **Justin Wadland**, Head of Media and Visual Resources, led the organization of this year's September Project activities and displays. Justin and his committee selected the theme of censorship, and in conjunction with Banned Books Week conducted two community events and created displays.

In collaboration with the UW Tacoma Student Chapter of the ACLU, the Pierce County Chapter of the ACLU, and King's Books, a panel discussion focused on issues surrounding "Banned Books and Freedom of the Mind." Panelists included author Brent Hartinger, whose book Geography Club was removed from libraries in University Place School District in 2005; Catherine Lord, Branch Manager for the Seattle Public Library system and a professional trainer on Intellectual Freedom; and professor Suzanne Holland, Chair of the Religion Department at the University of Puget Sound and associated with the ACLU Speakers Bureau.

The film Good Night, and Good Luck, directed by George Clooney, was shown followed by a discussion led by UW Tacoma professor Bill Kunz, who recently published the book Culture Conglomerates: Consolidation in the Motion Picture and Television Industries.

Censorship displays were created by Media Technician Megan Watson and Reference Assistant Michelle Massero. Themes of the displays included culture and civil rights; authors of color, a history of control, opposing viewpoints, and challenged classics.

New Staff

The UW Tacoma Library welcomed **David Johnson** and **Meghan Hall** as our two new Reference Assistants this Fall.

Resignation

Karen Jaskar resigned to take a job as the Instructional Services Librarian at St. Martin's O'Grady Library.

Erica Coe and Pat Arnold enjoy the ACRL-WA conference

submitted by Anna Salyer, photography by Anna Salyer

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Western Washington University

Bob Thomas has joined the WWU Libraries as the Integrated Systems Librarian & Principal Cataloger. Bob received his MLS from University of Washington in 1997 after a career in the U.S. Navy. He worked for eight years at WLN (later OCLC) as the senior librarian of the MARS authority control service. Before coming to Western he was the Database Quality Coordinator & Authorities Librarian at the University of Virginia.

submitted by Sylvia Tag

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Whitman College

Personnel

Penrose Library welcomes **Julie Carter** as Reference and Information Literacy Librarian. Julie comes to Whitman from a position as Circulation Supervisor at Furman University in Greenville, SC. She holds an MLIS from the University of South Carolina, and a BS in Zoology from Mars Hill College in Mars Hill, NC. There has also been a

reorganization in the Penrose library staff to combine the circulation and interlibrary loan departments into Access Services. Changes in positions include **Elizabeth "Beth" Crockett** as the Coordinator of Access Services and **Jennifer Johnson** as the Manager of Access Services.

submitted by Julie Carter

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All Librarians Must Be Kept on a Leash or: How I Experienced My First ACRL Conference

Stacy Prest, Walla Walla Community College (photos courtesy of Anna Salyer)

Pack Forest Scholarship Winners

During my 250+ mile drive to the ruggedly beautiful Pack Forest Conference Center, I had plenty of time to think about the upcoming ACRL conference. I assumed that I would meet other academic librarians with whom to discuss weighty library issues and lofty academic theory. What I underestimated was how much fun it could be. Walking to registration I noticed a very official-looking sign that, in its original format read, "All pets must be kept on a leash." A librarian with a sense of humor had altered the sign and replaced "pets" with "librarians." This small act made me laugh out loud. Many stopped to take a photo. It really set the tone for a comfortable, casual conference.

Soon enough it was lunchtime and the taco bar buffet was fun and the conversation was lively as acquaintances were renewed and introductions were made. I was fortunate enough to invite myself to join some other community college librarians, who made me feel welcome. We were soon joined by Melissa Anderson, the student scholarship winner. We talked about professors at the UW i-School and classes there that we had in common. Let the networking begin.

At the beginning of most meetings, there are "housekeeping" items that are dealt with, so I expected there to be a few announcements made to the assembled group. The questions and answers, however, were unlike any other conference I had attended. We were cautioned not to go hiking too far afield without an orange vest (it was hunting season after all) and no, there wasn't poison ivy, but there might be poison oak. As I gazed at the vaulted timbered ceiling, taking in the solid architecture of the building,

orange flystrips caught my eye. Not something that Frank Lloyd Wright would have figured into his designs, I'm sure.

We then quickly got down to the business that had brought us all here. Jan Davis, a former academic librarian who had transitioned into the private sector, gave an interesting presentation, "Library Marketing: A Private Sector Perspective." She put a different spin on "marketing" libraries. She provided useful, practical suggestions for defining the library's target market and then effectively promoting library services to that market. I learned a new term- "talking logos"- and enjoyed the lively discussion provided by members of the audience. As academics, we often tend not to promote ourselves as if we were a business. With the ever-present threats of budget cuts and staffing shortages, her ideas were timely and applicable to our specific setting.

After a short break, we broke up into smaller groups. I attended the next session put on by librarians from Eastern Washington University, "Getting Your Students to Market for You: Service Learning and Promoting Library Resources." Ielleen Miller and Nadean Meyer told the real-life experience of the service learning concept used by their library. In this instance, the library became the client. They worked with students who became the "marketing" agency for the library's product. The students earned class credit in a real environment and the library was the beneficiary of the student or "authentic user" point of view. While they related some of the pitfalls of the program, it was an overall positive experience, which they continue to participate in. Again, the audience participation during the presentation added to the richness of the mix. It got me to thinking about how I could incorporate this type of experience into my own library.

Library tattoos from the "Live Fast, Die Smart" session

The next workshop was put on by a trio of librarians from the University of Washington's Odegaard Undergraduate Library. Anne-Marie Davis, Kathleen Collins and Laura Barrett tag-teamed their way through "Live Fast, Die Smart: Selling Research Workshops to Undergrads." I appreciated their ideas of how to reach out to young, hip students. I would never have thought of temporary tattoos as a marketing tool! They described a variety of other marketing attempts including strategically placed posters, sandwich boards and in orientation schedules. The caveats of possible copyright infringement were also pertinent to the discussion and a good lesson for librarians at all levels.

After dinner, I invited myself to the CLAMS meeting, a group of community college librarians. I got a good feel for issues that have already impacted or would be impacting the community college libraries. Again, there was lively discussion and relevant information was shared.

At the post-meeting party, I sat down across from a roaring fire with a paper cup of "two-buck Chuck," played a little Halloween trivia (who knew how competitive librarians could be!) and met the librarian from Walla Walla University. In a small town like ours, you would think our paths might have crossed already, but since they hadn't, it was fun to get to know her.

The next morning came too quickly (remember that our dorm room was in the dining hall) when the breakfast preparations started early. I ate, and then packed and cleared out of the room. Our next session was presented by Julie Todaro, President of ACRL and Dean of Library Service for Austin (TX) Community College. After information about ACRL itself, she got into the meat of her session, "The Power of Personal Persuasion." She presented relevant stories on how to use your own powers of persuasion when dealing with college faculty and administration. This put a real-world spin on customer service and lobbying for those of us in academic libraries. And all of this was done with such a great sense of humor! I look like I'm interested… and I am! (you had to be there)

The morning sped by and soon I was heading back down the road to the Valley of the Double Wallas. My first experience at an ACRL conference was a powerful and positive couple of days. I took away a lot of ideas. Now I need to figure out how to incorporate into my job at Walla Walla Community College all that I just learned. I feel very fortunate to have been awarded the first-time attendee scholarship which gave me the opportunity to rub elbows with some of the finest folks in the library biz. Thanks for making me feel welcome and valued. I hope this is just the beginning of a long and fruitful association.

Winners of the poster contest:

The Cranky Librarian Campaign
Please don't
WASTE
right!

Discover the Library Posters

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ACRL-WA/OR Joint Conference 2007: One Student's Perspective

Adrian Pauw

"The Visible Librarian: Establish Your Presence on Campus" was not only my first ACRL-WA experience, but was also my first out-of-town professional conference. In addition to being a University of Washington iSchool student, I also work at Foley Center Library at Gonzaga University and was in the wonderful position of being able to bond with some of my Gonzaga co-workers on the drive across our state. Excitement and just a hint of self-deprecating humor (complete with campground signs edited to say that "All Librarians Must Be Leashed") were in the air as we pulled into the Center for Sustainable Forestry at Pack Forest. I would soon realize that this playful, informal tone (along with an incredible amount of hard work put in by the conference planning committee and ACRL-WA/OR officers) created an atmosphere that fostered sharing, collegial friendships, and much professional growth.

Jan Davis

Jan Davis' opening session, "Library Marketing: A Private Sector Perspective," challenged those of us who are a bit introverted (like me) to change our service behaviors and our patron expectations. We can best meet the needs of our patron populations by building relationships with them and talking positively about the services we provide (like any small business person must to do), instead of waiting for patrons to connect with us. With Jan's unique perspective in mind, we scattered to find our

Participant Presentations.

I chose to attend "Science Experiments: Reaching Out to Our Users," put on by dynamic and innovative librarians from the University of Washington. UW Map Librarian Matt Parsons' talk included drawing people into the library with Geocaching (high-tech GPS meets a good old-fashioned scavenger hunt), and Linda Whang shared her experience with setting up a satellite reference desk in the Computer Science and Engineering building. Laura Barrett talked about the personal service she is able to give the UW Psychology department because of her significant presence on the department's website. Stephanie Wright emphasized that the internet could be a middle ground for patrons and librarians if we make library web pages part of the workflow of patrons. We can do this with blogs and RSS feeds, and can track our success using Google Analytics to evaluate our web traffic. Lori Tschirhart added to the web tools discussion by addressing the significance of a library presence within Web 2.0 applications like Facebook, Meebo (embedded instant messaging), and Second Life. Finally, Maureen Nolan illustrated just how powerful a little bit of controversy can be during her discussion of "Topic Tables" at the UW libraries. Topic Tables are double sided and often "deliberately provocative" displays on a particular issue. In one case, a Topic Table called "Global Warming: Myth? Reality?" sparked such a controversy that a group of students created their own poster in response. That's the kind of engagement we'd all love students to have in our libraries! Looking back on this presentation, it's amazing to me that these librarians were able to meaningfully discuss such an impressive number of valuable ideas, projects, and experiences during their allotted hour.

After a quick break, we launched right into Session 2 of the Participant Presentations. I attended "Special Connections: Putting the Power of Special Collections to Work," presented by Steve Silver and Beth Aydelott of Northwest Christian College. Silver is the Library Director at NCC, while Aydelott is a Professor of English, and their collaborations illustrate the incredible potential of librarian/subject instructor relationship. Silver emphasized that making the library a standard part of the learning process was not just good for the students and faculty involved. Such participation also fights the "marginalization of the library." I was inspired by the photos of students reveling in their opportunity to interact with pre-Gutenberg bibles, and invigorated by Aydelott and Silver's enthusiasm for utilizing all the resources at their disposal. Students learn what they do, and bringing them to the special collections department can enhance their personal connection with the subjects of their studies.

After dinner (which included a delectable sundae station from the incredible Pack Forest staff), there were chapter meetings and then a party at Pack Hall. The fliers promised "beverages" and "adult beverages," so I knew we'd all have a blast! The white elephant book exchange sparked a few spontaneous book talks (personally, I can't truly enjoy a party that doesn't have a little bit of a readers' advisory service included).

Julie Cook
compiled an
exceptionally
detailed game
of Halloween

Trivia game at the party

trivia; I can honestly say that I've never had so much fun correcting a test (even though I only got 25 out of 40 correct)! For instance, did you know that spiders were commonly used in an attempt to cure leprosy in the Middle Ages? I didn't.

After having summer-camp flashbacks while stumbling over tree roots en route to the bathroom at 2 a.m. (wearing my fuzzy bright pink pajamas as a handy alternative to open-season orange), we tucked into a hearty breakfast. I was eager for Dr. Julie Todaro's two-part presentation, "The Power of Personal Persuasion," and was not disappointed.

Julie Todaro

In addition to the title of 2007-08 ACRL President, Todaro possesses a quick, dry wit and a wealth of personal experience that she smoothly translates into concise advice. She talked in detail about putting persuasion techniques in the appropriate cultural context, a subtle point that I found immensely relevant to working with diverse populations in academic settings. Her encouragement to find "faculty champions" to go to bat for the library prompted me to look at the special collections collaboration

between library and faculty at Northwest Christian College from a different angle. In addition, I was very impressed with Dr. Todaro's ability to provide relevant and insightful answers to complex questions from conference attendees. I think two of the best strategies I absorbed from Dr. Todaro's talk were 1) when making a pitch for more money/resources/etc., lead with your weaknesses so that your strengths have a more solid foundation, and 2) instead of talking exclusively about what will be gained if your proposal is accepted, also explain what will be lost if your proposal is not accepted. Dr. Todaro's talk concluded the conference on an energizing positive note, leaving me eager get home and put what I had learned during the last two days into practice.

I was eager to get home for another reason: my son was turning one year old the next day, and I had an evening of cake-baking and snuggling ahead of me. As a mom who works full-time, I don't take out-of-town trips on a whim. However, I would come back to ACRL-WA/OR in a heartbeat. The conference planners ensured that everything went without a hitch, the speakers encouraged and fostered meaningful professional discourse, and the staff at Pack Forest gave us a hard-to-beat combination of the comforts of home while surrounded by the beauty of the woods. I was wholly impressed with the content of the presentations and the talented people I met. My sincere thanks go out to ACRL-WA for giving me the opportunity to attend with a student scholarship.

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A Big Idea for Outreach to Undergraduates: The Library Student Liaison Program at Eastern Washington University

Julie Miller, Associate Dean of Libraries, Eastern Washington University

We've started something big at EWU Libraries. Last year we piloted a library student liaison program to improve outreach to students, particularly undergraduates. Modeled on the liaison program at George Washington University's Gelman Library, the pilot had three goals:

- enhance communication between EWU Libraries and the student body;

articulate student perspectives on library services and help to determine priorities for student information needs;
- increase student participation in library programs and activities.

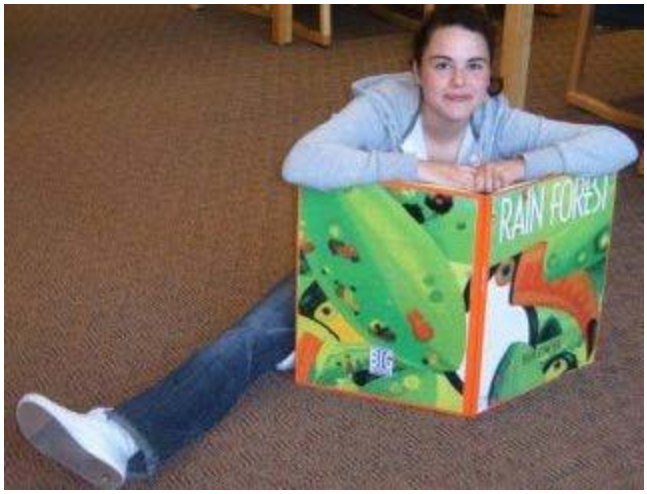
The position, a part-time, 40-week renewable position reporting to the associate dean, was funded from the library's operating budget at a higher rate of pay than most student positions in the library. After a search and interview process, we hired Lauren, a senior pre-law major who had demonstrated leadership experience and communication skills.

Enhanced Communication. Lauren participated in job shadowing and attended library management meetings and staff development sessions to gain an understanding of library policies and operations. Her first task was to develop and maintain the liaison Web site and pages in MySpace and FaceBook. She also spoke to student government, student clubs and organizations, and program managers in student support services and academic programs.

Student Perspectives. EWU Libraries implemented the LibQual+ 2007 satisfaction survey in April 2007, and Lauren helped to promote the survey to students. She also held student focus groups to help in identifying student perspectives on and priorities for library services. Lauren implemented physical and virtual "comment boxes" and kept a log of student interactions. She participated in policy discussions regarding a coffee shop in JFK Library, technology, and library fines, among others.

Library Programs and Activities. Lauren partnered with student and academic programs to increase student use of the library through displays and events. Examples include: the Clothesline Project, a display to promote domestic violence awareness, in JFK Library; a service learning project to promote RefWorks citation software to students; Game Night, providing board games and Xboxes for students needing a study break the week before finals.

As EWU Libraries continue to grow and change to meet the information needs of students and faculty, the student liaison program is a promising means of outreach. EWU Libraries have garnered goodwill among student leadership as a result of the student liaison pilot. The student liaison program has also helped library staff to see policy and procedures from a fresh perspective. Because Lauren graduated in June, EWU Libraries have recently hired our second student liaison. Katrina is a junior marketing major (and former cheer captain) who has big plans to bring students to the library-and the library to students. For more information, contact Julie Miller at julie.miller@mail.ewu.edu



Lauren, EWU Libraries' student liaison in 2006-2007, in the Curriculum Center at JFK Library

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WWU Special Collections News

Marian Alexander, Head of Special Collections,Western Washington University

Western Washington University Libraries Special Collections recently concluded a highly successful collaboration with the University's Woodring College of Education and the Whatcom Museum of History and Art.

Focused on the "Campus School," a public school operated on Western's campus from 1899 to 1967, the joint project began in 2004. Outcomes included an exhibit at the Museum, "Teaching Learning-Learning Teaching: the Campus School, 1899-1967," displayed from June 10 to October 7, 2007," and a documentary video produced by Special Collections and Black Dog Productions, a local media production company. Marian Alexander, Head of Special Collections, and Tamara Belts, Special Collections Manager, served as executive and associate producer, respectively. Alexander also co-wrote the script for the 50 minute video, which included numerous images from Special Collections' Campus School Photograph Collection as well as personal reminiscences, including excerpts from oral histories, collected during the project.

At the request of the local historical society, Alexander also authored the first detailed history of the Campus School. Her article, "Model School: a History of the Campus School at Western Washington University, 1899-1967," was published in August as a special edition of the Journal of the Whatcom County Historical Society.

As part of the overall public relations effort for the project, which also included a reunion, Special Collections published a newsletter. Mailed to more that 1500 alumni, affiliates and interested others around the world, The Campus Schooler proved to be an effective vehicle for soliciting memorabilia and memories in both written and oral form, as well as contributions to a fund supporting the purchase of preservation resources for Campus School materials. As one component of preservation, Special Collections is presently developing a database of the Campus School Photograph Collection using ContentDM.

To see issues of The Campus Schooler, access an extensive photo gallery, as well as oral history transcripts, visit http://www.thecampusschool.com. For more information,

contact Marian Alexander, Head of Special Collection, WWU Libraries, email Marian.Alexander@wwu.edu

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INVISIBLE LIBRARY: Riding the Wave of Library Transparency

Genevieve Williams, Undergraduate Research Librarian, Pacific Lutheran University

Before you do anything else, go to Google Images and search on the phrase "invisible bike".

This is a tiny portion of an Internet phenomenon as inexplicable as it is amusing. It's also not what I came here to talk about: it may, however, serve as a metaphor for my own theme. So imagine, if you will, that cat on his invisible bicycle. He knows he's on a bicycle. We know, because the caption tells us so, that he's on a bicycle. But neither he nor anyone else can see it.

Consider that image, in the light of a few recent developments that might be considered the cresting waves of a longstanding and ongoing trend. The meteoric rise in electronic resource use has had some well-known consequences: fewer patrons coming to the library to access resources (though they often come to the library for other purposes) with a corresponding rise in access from points outside the library, such as from a dorm room, coffee shop, or office, and a proliferation of access-ownership models beyond the single-title, perpetual-ownership library subscription. Meanwhile, patrons' impressions of the library itself, particularly those of college students, seem to be increasingly remote from the reality: we're still a place for books, yes, but for so much more as well. Libraries have already done a pretty good job at reinventing ourselves, even if we've started calling ourselves information commons or research centers. As we've taken out the books, we've made more room: room to work, room to collaborate, room to set up a mobile workspace with wireless-enabled laptop and stacks of printed PDFs.

What faces us now, however, is an expanding virtual space where our patrons may well be using the library without knowing that they're using the library. People can usually tell when they're in a library building-though most of us can probably field amusing tales to the contrary-but proliferating access points to information, a physical space geared less toward housing collections and more toward working with them, and an ongoing identity crisis precipitated in part by these developments suggest that when

it comes to massive shifts in the world of libraries and information, we ain't seen nothing yet.

Changing Channels

The library's loss of its information monopoly is well documented. Instead of holding a collection, the library increasingly provides access to materials that it does not itself own, connecting to outside resources rather than bringing them into its physical space.

The traditional venue for such access-if "traditional" can be used for something only around a decade old-is the library website. In the early years of the Web, creating a parallel virtual presence providing access to the library's electronic resources was an eminently sensible move; with little integration between print and electronic resources, and few to no other points of access for those electronic resources, without a library-provided gateway patrons would never discover those resources on their own.

Today, it is no longer possible to ignore the possibilities of the wider Web as a discovery tool; nor is it possible to ignore the proliferating access channels to good information online. Earlier this year, in a much-publicized move, JSTOR opened its holdings at the citation level to Web search engines, and almost immediately experienced a surge in attempted article access from non-subscribers. From JSTOR's perspective, this is clearly an untapped market, but it presents something of a challenge to librarians whose students may not know that their library has JSTOR, but who also may not be able to access it via Google, particularly from off campus.

However, libraries can turn this proliferation of access points to literature to our advantage, especially since escalating serials costs make it impossible for most libraries to be truly comprehensive. The access-ownership dichotomy appears to be a decreasing concern, at least to faculty; as discussed in a report published in Educause Review last summer, faculty are less concerned with whether their institution has a journal, than whether that journal exists somewhere. At my own institution, where faculty must regularly use Interlibrary Loan or take advantage of affiliations with larger universities to do their research, we see the beginnings of what an information environment where the line between access and ownership is blurred entirely might look like. Who's to say that the ILL process might not one day be as simple and fast from the end user's perspective as clicking on a link resolver is now?

As the open access movement gains traction, we see changes not only in where our patrons access research literature, but how: the single-paid subscription is just one option in an increasingly crowded field of pricing models, access levels, and bold, hacker-esque free information experiments. As high-profile open access portals such as the Public Library of Science have established beachheads of legitimacy in the field of scholarly communication, traditional publishers have chosen a variety of responses. Much in the news lately is PRISM, the Partnership for Research Integrity in Science and Medicine, which has suggested that integrity of scholarship (particularly as measured and determined by peer review), the dissemination of scholarly information, and the preservation of knowledge are threatened by open access initiatives, particularly those which are government-mandated. Proponents of open access counterargue that open access can and does advance science, by increasing the visibility of scholarly literature, accelerating the pace of scientific publication and thus the research cycle, improving

searching and retrieval that need not negotiate complex authentication protocols and proprietary interfaces, and facilitating interdisciplinary research and collaboration.

Whether open access eventually triumphs in the field or simply becomes one of several options, it seems reasonably certain that it's not going away anytime soon. The recent Senate vote on NIH-funded research, which would ensure the public availability of such scholarship, might just be the vanguard in the field. Given this, the avenues of discovery to quality scholarship can be expected to proliferate further. In addition, online access to information that is not necessarily scholarly communication, but can be used for same, is on the increase, particularly government reports and data. Information useful to business students is also increasingly available online, often from the very corporations and organizations they are researching; annual reports and SEC 10-Ks are a notable example.

The effect of the Web's accessibility and relative ease of use on student research behavior is, of course, well documented, and a source of constant discussion and much frustration. Accessibility of information weights it heavily in the student's mind; though students generally recognize the importance of other evaluative criteria, ease of access has a seductive pull, particularly as deadlines loom. And while critical reflection, an understanding of and desire for good, thorough research material, and a willingness to look for information that may be harder to find but ultimately more valuable are all research habits to be cultivated, it's hard to argue against the idea that what librarians and the vendors who serve us really ought to be doing is making the good stuff easier to find. Students aren't the only ones who like accessible information. The rising impact factors of open-access journals are evidence of this.

A Library by Any Other Name

Two particular services that tend to come up in discussions of this nature are Google Scholar and Facebook. The applicability of Google Scholar to our scenario is obvious: the more research is discoverable on the Web (even if only at the citation level, as is currently the case with JSTOR, Project Muse, and some other services), the better Google Scholar serves as a discovery and research tool. If databases, archives, and other online repositories are channels of information, then Google, and particularly Google Scholar, might be the remote control, and it has the advantage over the library website of finding both that website, and some substantial proportion of what the website links to.

But what about Facebook? Many librarians have created Facebook accounts as another way of connecting with students, with varying levels of success. After a flurry of interest in Facebook's potential, things seem to have settled to a middle-of-the-road level where students' use of Facebook primarily as a tool for socializing is acknowledged to not mesh terribly well with the idea of contacting the librarian for research assistance. However, Facebook is interesting for a couple of other reasons.

To begin with, it's terribly popular. And while quality research isn't a popularity contest, a website that attracts that much traffic is worth taking seriously. It's important for librarians not so much to establish a presence on Facebook, as to understand why it works. Secondly, Facebook, Myspace, and other social network sites are increasingly leveraging their enormous user base-a user base that largely initially gathered where it

did in order to socialize with friends-by allowing and creating applications that work on these sites, effectively turning them into application delivery platforms. If libraries are to create presences on Facebook, it may well be through library tools, not librarians ourselves: additional discovery channels for knowledge. Facebook isn't the only game in town, either; Google's OpenSocial project will provide another venue for research tools that don't live on the library website, but that the library might provide.

One obvious result of the phenomena described above is that patrons who never enter the building nor touch the library website may still be said to be using the library. If a student in her dorm room does a keyword search on Google Scholar that leads her to an article on JSTOR, her access to that article is covered by the library's JSTOR subscription. It's hardly radical to observe that managing these kinds of connections in an environment of proliferating pricing and access models is and will continue to be an increasing proportion of many librarians' jobs. It's a different form of going where our users are; this means not just making ourselves present online, but also making our principal resources not only online but accessible. At my own library, journal usage tends to rise when a print subscription is replaced by an electronic one. Studies of resource usage at other libraries show a rise in electronic usage generally. Whether these data reflect a similar tendency remains to be seen, but such a trend on a universal scale would hardly be surprising.

Yet despite skyrocketing electronic resource use, the physical library doesn't seem to be going away, even as its appearance changes: reference collections replaced by computer workstations, reading rooms by coffee shops, campus phones by wireless access points and "no cell phones" signs. As libraries have reinvented themselves as learning commons or other consolidated service and study centers, many have actually seen their gate counts rise, even as circulation and print collection usage drops.

Of course, an advantage of electronic resources, whether they are databases of scholarly articles or online reference services, is that they can be used inside or outside the library building, effectively expanding its reach. But this decoupling of the library as a physical space from the library as a repository of information elicits some unease from those of us who, perhaps, find our professional attentions divided, and ourselves wary of the fate of the in-person, in-place aspect of librarianship. If the stacks were replaced entirely with workstations, would it still be a library? Would it still be a library if there were no reference desks or check-out stations, if the primary interactions were students with one another rather than students with a librarian?

The answer is certainly yes, but predicting what that will look like and what our roles will be is more difficult. Certainly the definition and embodiment of the collection becomes more diffuse.

(Re)claiming Identity

Another definition that becomes more diffuse, or perhaps simply more subjective, is that of the library itself. A post on the Academic Librarian blog discussing the Educause Review article on changing information services needs of faculty makes the point that the decoupling of the library's physical and virtual presences has already lead to some confusion about what our patrons mean when they say "library": when faculty say that they expect the library to become less relevant in the future, we might well be moved

to ask if they realize how much of their scholarly reading is available to them because the library purchases the necessary resources and makes them available. In this context, the library is already invisible.

On the other hand, the same blogger points out that the library as a place still has… well, a place; namely, "We have an obligation to integrate today's students into a culture of research and learning." Whether reference and instruction can, will, or should become as invisible as library-provided access to resources is a larger question than I can address here, but this obligation is an excellent argument in itself for the continued existence of the library, whether it be an entirely virtual presence supplemented by roving librarians or a place where students come to draw from deeper wells of knowledge and expertise.

Additionally, whether print is, in fact or eventually, dead or not, it's pretty clear that along with proliferation of access points to information, we also have proliferation of formats: not just print or digital, but many varieties of both, along with the requisite audio recordings, video recordings, software, and so on. Students still come to the library to access information, even if they're coming to the library to check out the latest changes on their Facebook accounts using the library computers. The usefulness of both Google Scholar and the library website as discovery tools both inside and outside the library building suggests an entity larger than the building itself can contain, with many more doors. An aptly-titled post on the Library Web Chic blog ("The Future of Library Services Isn't the Library Website") points out that there is no way for our Web sites to keep up with everything that our patrons want to do, and radically suggests that we shouldn't try: rather, leverage existing tools to give students and faculty access to the information they want through a variety of channels, since access to that information is, after all, the principal point.

Where does all this lead us? Our progress will continue to be slow and somewhat awkward; if we were building libraries from scratch today we might be more efficient. But that would require tossing out our existing organizations, collections, buildings, and technology services and starting over, which is not advisable. A need for additional technological savvy and a willingness to experiment are important, of course; but more than that, it's time to really expand the notion of what a library is, and what it means to provide library services in an environment where the library, or rather some of its most traditional and sacred elements, become invisible.

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