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11-2005

## ILA/ACRL Newsletter, vol. 15, no. 3, November 2005

Association of College and Research Libraries. Iowa Chapter

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# ILA/ACRL Newsletter

vol. 15, no. 3, November 2005

## Spotlight on the ILA Annual Conference

Dubuque, Iowa was a beautiful fall location for the Iowa Library Association Annual Conference



that was held on October 19th through the 21st. The Grand River Center had fabulous facilities for the conference and you can see a section of it in the picture to the left. The title of the conference was "Moving Forward Together: Communication, Collaboration, Cohesion" and was well attended. General Session Speakers included Carol Brey-Casiano, Immediate Past-President of ALA who spoke on the topic "Advocates Moving Forward: the Power of Partnerships." The Last River Rat, Kenny Salwey, an author from Wisconsin kept us

enthralled at the Thursday evening banquet when he spoke on "Living with Nature". Dr. Jose-Marie Griffiths, Dean of the School of Information and Library Science at University of North Carolina, spoke at the Friday general session on "Embedded Librarians: Knowledge Professionals at the Front Lines of the Information Age." The Iowa Library Association/Association of College and Research Libraries sponsored one pre-conference and three concurrent sessions within the conference. Highlights of these can be found below and are courtesy of the following Newsletter Committee Members: Veronica McAsey, Lisa Stock, Mary Anne Knefel, Sandy Ballasch, and Amy Paulus. Jane Campagna was able to attend the Pre-Conference and graciously agreed to contribute for this issue of the ILA/ACRL newsletter. Kathy Parsons, ILA/ACRL President, and Susan Knippel, Membership Committee Chair, are pictured below in the ILA/ACRL Booth that was in the Exhibit Area of the Conference Center. Pictures are courtesy of Amy Paulus and Susan Knippel. We hope you enjoy this issue!



## ILA Annual Conference Scholarship Recipients from ILA/ACRL



Each fall ILA/ACRL provides a scholarship to attend the Annual ILA Conference. This year there were two award categories. The first category was given to a librarian working in an Iowa academic library who was either attending their first ILA Annual Conference or had worked in an Iowa library for fewer than three years. The second award was a one-time award donated by the ILA/ACRL sponsored conference speaker, David

Tyckoson, who donated \$250 of his honorarium to be given to a library support personnel or a library science student. The scholarship recipients were Jennifer Tuner and Aileen Chang-Matus.

Comments from the two award recipients about their conference experiences are included below:

*As a librarian new to the state and the profession, I greatly appreciated the opportunity to attend my first professional conference. True to its central theme, "Moving Forward Together: Communication, Collaboration, and Cohesion," the 2005 ILA Fall Conference in Dubuque helped me connect with others in my profession and see where librarianship in Iowa is headed. It was wonderful to see such an energetic and dedicated group of people come together for the betterment of Iowa's libraries!*

-- Jennifer Turner, Technical Services Coordinator, Luise V. Hanson Library, Waldorf College, Forest City, Iowa.

*What an opportunity and delight the 2005 conference of the Iowa Library Association was! I enjoyed learning about the work and perspectives of librarians and staff in a wide variety of roles and departments other than my own area of serials. The view of life and circumstances of many kinds of libraries that were larger, smaller or different in mission from my own was truly fascinating. Through all the concurrent and general sessions and meetings wound the common thread of the vital role of active, committed library people in supporting individuals' and communities' information needs—but with fresh, varied perspectives on how we can all approach this task in these quickly changing times.*

*The ILA conference was engrossing, enlightening, and refreshing—if not satisfying, since it did whet my appetite for further involvement. My sincere appreciation to all the dedicated people who contributed to this coming together of minds and experiences around the topic of library work, and my special gratitude to those who made it possible for me to participate!*

-- Aileen Chang-Matus, Serials Assistant, Cole Library, Cornell College, Mount Vernon, Iowa.

*Submitted by Ellen Neuhaus – 2005 Awards Committee Chair*

### **Pre-Conference Highlights and Pictures**

*Introduction to Digital Imaging - Pre-conference with Jill Koelling, Executive Director, Collaborative Digitization Project in conjunction with BCR.*



I attended the Introduction to Digital Imaging pre-conference sponsored by ILA/ACRL. The session was conducted by Jill Koelling, the Executive Director of Collaborative Digitization Project which contracts with BCR to provide training on digitization. I am a novice when it comes to digitization and knew next to nothing about it. This pre-conference was exactly what I needed. Ms. Koelling has had a lot of experience giving presentations on scanning and digitizing. She started from the beginning with introducing us to the vocabulary of scanning, such as what jpegs and pixels are. She also discussed scanners and the pros and cons of in-house production and outsourcing. Most of her comments addressed the process of scanning images with very little emphasis on scanning text. This presentation

gave me a basic understanding of the issues of digital imaging which is exactly what I hoped for.  
*Jane Campagna, Scott Community College.*

## Concurrent Sessions Highlights and Pictures

*Reference Success, Reference Failure Presented by Dave Tyckoson, Head of Public Services, Henry Madden Library, California State University – Fresno.*



In this ILA/ACRL-sponsored session, David Tyckoson, Director of Public Services at the Henry Madden Library at California State University, Fresno, spoke to a standing-room-only crowd about his research in the measurement of reference success. This year, Tyckoson received the Isadore Gilbert Mudge R. R. Bowker Award, the highest national honor given by ALA to a reference librarian.

Tyckoson began by reviewing the various studies which all found a 55% success rate in answering factual reference questions. With this low rate of accuracy, why, then, do people return to reference librarians? The answer, he says, lies in the behavioral side of a reference transaction. A more accurate assessment of reference success lies in a patron's willingness to return to a librarian for help.

With a behavioral reference model in mind, ALA's RUSA (Reference and User Services Association) Committee proposed behavioral guidelines for reference interviews. Tyckoson, who served as the first chair of this Committee, reviewed these "Guidelines for Behavioral Performance of Reference and Information Service Providers." They state that a successful reference interview is marked by approachability, interest, listening/inquiry, searching, and follow-up. Tyckoson then discussed all of these factors, with particular attention to approachability.

Tyckoson has developed approachability survey, in which people are presented with pictures of a pair of librarians at a reference desk and asked to choose which is more approachable. After the audience did the survey, he discussed the results, which were consistent with the audience's answers. He has found that the nonverbal cues are the key to being approachable. In the survey, most will approach the smiling person over a person with a neutral expression; patrons will approach a standing librarian because being at eye level makes people comfortable. Patrons will not approach someone on the phone. Patrons will wait in line for the busy librarian, thinking that he or she must be helpful.

Patrons will return to librarians that appear interested in them. When they ask a question, patrons are in a vulnerable position. Ask them questions in order to bring them through the research process together. Know your community. What are the common questions you should expect? Finally, ask the patron if they have found what they wanted. This is the question with the highest correlation to the patron's willingness to return.

Tyckoson recommended that we look at the ALA Guidelines, available at the ALA Website, and role play with the reference staff. At the reference desk, we are the library advocates and we must improve our skills so that we can be of value to our patrons. Mary Anne Knefel, University of Dubuque.

*Reference Desk Live! Presented by Dave Tyckoson, Head of Public Services, Henry Madden Library, California State University – Fresno.*

Dave Tyckoson with help from some Iowa Librarians: Leanne Alexander from Iowa State University, Jane Campagna from Scott Community College, Stephen Dew from the University of Iowa, Rebecca Funke from Des Moines Area Community College-Boone Campus, Jeff Kushkowski from Iowa State University, Kathy Parsons from Iowa State University, and Rebecca Stuhr from Grinnell College, took reference service to the extreme in these comical skits!



The musical talents and acting skills of these librarians amazed the audience! This session was highly entertaining but also made you think about how the reference desk could appear. Jane Campagna (pictured with Dave on the right), boisterously began with the introduction to this program and provided the transitional information in between each "act".



Characters:

Dave Tyckoson: The Godfather Reference Librarian

Kathy Parsons: Mafia Security

Stephen Dew, Leanne Alexander and Rebecca Funke: Students with a research project

Dave Tyckoson began the first act as "The Godfather"

(pictured to the left) by creating the illusion of a dangerous and exotic reference desk and librarian! The students describe their research problem after the privilege of being able to make an appointment with the Reference Godfather. Kathy Parsons, as mafia security, assesses the situation in the background. This skit delves into some serious issues despite its light-heartedness. The use of library support staff and students at the reference desk and the availability of the reference librarian are all concerns faced by many libraries.

Characters:

Jeff Kushkowski: Mr. Reference Man (sang to the tune of "Secret Agent Man!")

Stephen Dew, Leanne Alexander and Rebecca Funke: Students with a research project

Next, Jeff Kushkowski (aka Mr. Reference Man pictured to the right with the students), showed the political side of the reference desk. With the Patriot Act and other intellectual freedom issues, sometimes working on the reference desk entails being more of a secret agent than a librarian.





Characters:

Dave Tyckoson: Inquisition Reference Librarian

Stephen Dew, Leanne Alexander and Rebecca Funke: Students with a research project

Dave Tyckoson then illustrated the roving reference librarian scenario - which could reflect the atmosphere present back in the times of the Inquisition. Outreach and helping

students in their own environments is an increasingly popular service and issue. Reference transactions in the library are low and thus the need to reach out to students in places outside of the library. But how do we get rid of the feeling that we are hounding people to death rather than helping them? The Inquisition Reference Librarian pictured above questioned each student separately in order to get all of the information about the research project and in the process, intimidates each of them into giving up the knowledge they possess.

Characters:

Rebecca Stuhr: Julie Andrews Reference Librarian

Stephen Dew, Leanne Alexander and Rebecca Funke: Students with a research project

With increasing Google use, the need for reference service to become a larger production in order to attract attention to its importance is a growing concern for many libraries. Thus "Reference, the Musical" is an

excellent idea to implement. Rebecca Stuhr, pictured below, assures students Leanne Alexander and Rebecca Funke that their problems are not so bad by singing "My Favorite Things."







Characters:

Dave Tyckoson: Reference Librarian

Kathy Parsons: Genie

Stephen Dew, Leanne Alexander and Rebecca Funke:  
Students with a research project

Most students are amazed at the wealth of knowledge that a reference librarian and library holds. We are able to answer questions and find information on almost every topic possible. But of course, they do not know that we all have our own personal genies! In this act, Kathy Parsons played the genie who finds all the answers. She is pictured to the left with Dave Tyckoson playing the reference librarian who uses one of his wishes in order to obtain the information needed to answer the research questions of the students.

Characters:

Jeff Kushkowski: Rick the Librarian

Stephen Dew: Rival to Rick and Husband to Rebecca Funke

Rebecca Funke: Love interest of the two men

Rebecca Stuhr: Director of the Library

Rick the Librarian, played by Jeff Kushkowski to the right, illustrated the fact that the reference librarian needs more romance. A love triangle ensues with Rick the Librarian as the old love interest who is surpassed by Stephen Dew as the current love in Rebecca's life.



Characters:

Dave Tyckoson: Rapmaster  
Reference Man

Stephen Dew, Leanne  
Alexander and Rebecca  
Funke: Students with a  
research project

Lastly, Dave Tyckoson  
astounded us with his  
marvelous rapping abilities in  
order to demonstrate that  
librarians are not old and  
stodgy but hip and cool.

Students would much rather ask for help from the "Rapmaster Reference Man"!



This session was well-attended and provided an opportunity for everyone to laugh at their profession. These skits were highly improbable in real life but the similarities to the job as a reference librarian were uncanny. There are many serious issues raised by each skit...the Patriot Act is not normally a laughing matter, but Dave Tyckoson and crew did a great job at illustrating these to the extreme!

*Amy Paulus, University of Iowa.*

### *Assessing Services in Academic Libraries*



The rapid pace of change in how information is collected and disseminated makes it challenging for libraries to monitor and meet the needs and expectations of the populations they serve. Pictured from left to right are Mary Heinzman from Saint Ambrose University, David Gregory from Iowa State University, and Lisa Stock from Des Moines Area Community College who shared in this session the methods and results

used in assessing services and user needs in their respective institutions. David Gregory described the use of LibQUAL at Iowa State. LibQual is a web-based, user-centered assessment

of library service quality. It is intended to be used as a continuous improvement model. It is grounded in the “Gap Theory” and looks for gaps in present service as compared to desired service. It particularly measures three service dimensions: Information Control, Affect of Service and Library as a Place. A series of “spider graphs” were shared to explain how the gaps in service are analyzed.

Mary Heinzman spoke on the use of SAILS (Standardized Assessment of Information Literacy Skills) and other assessment methods at Saint Ambrose in Davenport. She described some of the advantages and disadvantages of using SAILS. St. Ambrose runs the SAILS assessment as well as their own pre-test/post-test based on the goals of their information literacy course. Each first year student at St. Ambrose is required to complete the Information Literacy course. If students score consistently low on a certain aspect of the post-test curriculum is adjusted to address it.

Lisa Stock spoke on the use of CIPP Model (Context, Input, Process and Product) for assessment. This is a business model first popular in the 1980’s. The originator was D.L. Stufflebeam. Lisa described the use of surveys, interviews, and observation in the evaluation of a library. Participants were urged to consider evaluation borrowed from other disciplines as being valuable to libraries.

- *Lisa Stock, Des Moines Area Community College.*

### *Wireless 101 Presented by Brian Heil, Networking Consultant, Ezrasoft Consulting*

Before going wireless, Brian Heil suggests that librarians consider four things: why they want to go wireless, what security do they need, what bandwidth is necessary, and what is the cost.

A few things to consider when deciding why to go wireless are a wireless network may fit the building better than a wired network, it may better serve patrons and staff, the library has the staff, infrastructure, and security to support it, and the library can afford the cost. Heil pointed out that the cost may include half a staff member to monitor the system.



Security is a big issue with providing wireless. The system is relatively insecure with anyone being able to use its radio waves to steal information from other users or to download and

disseminate a virus. To avoid this, Heil suggests to purchase the best solution affordable and reliable for the library and to take measures to mitigate the risks. An important item to remember is not to use default configuration options that normally come with hardware from major electronic stores. Use as much security provided by the access points as possible and cover only the areas that need access.

Although controlling users' personal laptops and devices will be difficult, suggesting the use of personal firewalls and downloading up-to-date virus scanners can help protect the user and the system.

Bandwidth influences the system by providing the speed of the connection. For example, 802.11b provides 11 Mbps while 802.11g has 54 Mbps. It is also necessary to figure out what the library will allow users to do. Some activities such as iTunes and peer-to-peer use a lot of bandwidth resulting in slower processing and fewer users. Therefore, the number of access points needed is directly related to the number of users allowed onto the system.

Some items to consider in the cost of going wireless are number of users, security, hardware, and staff. Finally, the library should have a policy implemented before making the system live.

The session's PowerPoint presentation and additional information about wireless can be found at <http://www.ezrasoft.com/ila/>. Heil recommends the article "Ten steps to wireless internet access in your library" on his web page.

– Veronica McAsey, Briar Cliff University.

### *Copyright Law Basics Presented by Dru Zuretti, Client Relationship Manager, Copyright Clearance Center*



The ILA Presidents Program was one of the more interactive such programs I've seen in a long time. Dru Zuretti, the Client Relationship Manager at the Copyright Clearance Center, presented two informative and packed sessions. While it is unfortunate that the speaker was unable to get all the way through her presentations due to the questions from the audience, it was obvious that her openness to questions and her serious answers were appreciated by her listeners.

The morning session concentrated on the basics of copyright such as what it is and why it has become so important as the world moves from primarily industrial to informational in nature.

She pointed out that intellectual products are the second largest export of the United States. The fundamental concepts of fixation, originality and eligibility were described in the context of the copyright laws, including the extension of copyright in the Sonny Bono Copyright Term Extension Act.

The lively discussion meant that all the topics weren't discussed, but further information is available at [www.copyright.com](http://www.copyright.com).

*Sandy Ballasch, University of Iowa.*

### *Advanced Topics in Copyright Presented by Dru Zuretti, Client Relationship Manager, Copyright Clearance Center*

Copyright laws may be confusing for traditional formatted materials. But for digital or electronic materials, it is more complex, vague, or non-existing according to Dru Zuretti. Digital content is defined as anything that is represented in a digital format. Zuretti claims that the content may be “produced, stored, managed, or transmitted using digital technologies.”

Copyright laws for non-digital works also protect digital content. Further protection is provided under the Digital Millennium Copyright Act (DMCA), which amended the Copyright Act. Unfortunately, the amendments fail to clarify and simplify copyright guidelines. It does, however, assist in the promotion of distance education through digital technologies but there are some requirements for academic institutions.

Zuretti states that under copyright law section 512c academic institutions must:

- Designate an agent to receive reports of copyright infringement,
- Notify the Copyright Office of the agent’s name and address,
- Develop and post a copyright policy, and
- Comply with any take down requests.

She stresses that the requirements are not a local problem for the library but a need for the entire institution. DMCA also provides some provisions and protections such as circumventing anti-piracy features in software, although there are some exemptions granted to libraries and educational institutions for anti-circumvention, and limiting liability of the institution for copyright infringement by faculty and graduate students.

Additional requirements of DMCA for institutions are:

- To set up a system that prevents unauthorized access,
- To prevent unauthorized dissemination after acquiring access,
- To use only lawfully acquired copies of copyrighted material, and
- To educate the campus about copyright.

The Technology, Education, and Copyright Harmonization Act of 2002 (TEACH) makes distance education settings equal to classroom settings. Anything that can be used in a classroom may be used online. To follow TEACH guidelines, an institution must:

- Be a non-profit, accredited educational institution,
- Have active copyright compliance policies,
- Give information to parties impacted by it,
- Inform students about materials that are copyrighted,
- Permit only students enrolled in the course access to the materials,
- Prevent the retention and/or further dissemination of materials after the conclusion of the course, and
- Limit the number of copies for temporary and long-term use.

TEACH does not allow the conversion of analog to digital except for particular instances, the use of unlawfully acquired copyrighted materials, and electronic reserves, coursepacks, and/or interlibrary loan materials.

With regards to electronic reserves, Zuretti suggests that the “reserve guidelines should be in alignment with the “Guidelines for Classroom Copying” and sections 107 and 110” of the copyright act. The first time use does not generally mean that the content is “free” because e-reserves require the same permissions as coursepacks. Some administrative guidelines are password protect the materials, know what you paid for, work from authorized originals, remove immediately expired materials, and include copyright notices.

Using materials in course management systems requires permission to be obtained in a similar manner as classroom handouts.

Zuretti advises that libraries understand and closely read subscriptions for print and digital periodicals. Make sure that the contracts have the features the library needs such as e-reserve and interlibrary loan. She also states that although faculty may be responsible for following copyright in their courses it is the institution that is mainly responsible for following copyright laws.

– *Veronica McAsey, Briar Cliff University.*

## *BCR Update Presented by Regan Harper, Bibliographic Center for Research*

Regan Harper gave her annual update which included useful information about products, services, and workshops available to the libraries in Iowa who are BCR members. Reference Services new databases included: Evidence Matters, ACP PIER, ProQuest Medical Library, McGraw Hill Digital Engineering Library, W.H. Wilson, Morningstar.com Library Edition, Britannica Print, netLibrary Audio Books and



netLibrary Ready Reference Collection. Serials Solutions Electronic Resource Management System is a software product that is also available through BCR. Non-OCLC using SILO members need to select from 5 vendors for MARC records: CatExpress (OCLC), Alliance Plus Online (Follett), ITS.MARC (TLC), Precision One Cataloging System (Brodart), or The MARC Wizard (MITINET). Libraries who use OCLC WorldCat for Resource Sharing are encouraged to update your policies in the ILL Policies Directory: <http://illpolicies.oclc.org>. Union List migration will happen on February 19th, 2006 and the Connexion Client 1.50 will be released in early December. The WorldCat Collection Analysis service is also available on a subscription. The newsletter "Action for Libraries" is going to electronic format only beginning in 2006. BCR will also begin to offer WebLive training this fall to respond to training needs in a more timely manner. RSS feeds are available for the newsletters and announcements from BCR.

*Amy Paulus, University of Iowa.*

*Meredith's Creative Library: The Move from Print to Electronic Presented by Patty Bellus, Creative Library Manager, Meredith Corporation and Tina Christiansen Mabuice, Digital Asset Administrator, Meredith Corporation*



Patty Bellus described the state of affairs at Meredith Corporation when she was first hired as a librarian to digitalize and organize the enormous amount of material produced by artists, photographers, graphic designers, etc. at Meredith through the years. Some of the material was kept in a small area known as the “library” but even more remained in desks, offices and cubbies all over Meredith.

A dramatic transformation and a new way of storing images was introduced a few years ago. Now images are stored on the company database and available for use throughout the company and the world. Patty and Tina described

the software used and the procedures implemented.

- Lisa Stock, Des Moines Area Community College.



*What it means to be a Library Director Presented by Jean Donham, Cornell College, Ellen Hampe, Coralville Public Library, and Barbara Safford, University of Northern Iowa*

This LAMA-sponsored session featured Jean Donham, College Librarian, Cornell College; Ellen Hampe, Assistant Director of the Coralville Public Library; and Barbara Safford, University of Northern Iowa's Program Coordinator for School Media Studies. Each librarian spoke of her experience as a leader/manager and offered insights to the rest of us. The picture to the right shows Alison Ames Galstad, Director at the Coralville Public Library, introducing the three panelists.



Dr. Donham, who began the panel, discussed the tension between leadership and management. Leadership brings to mind words such as responsibility, visionary, policy, expertise, and the big picture. These ideas ask the question, "What and why?" By contrast, management evokes such words as control, stress, coaching, organization, objectives, and details. These ideas ask the question, "How and when?" How do these two ideas work together for the library director?

Donham believes that, as a leader, the library director:

- guides and communicates a vision. Her vision, the teaching library, is exemplified in the Cornell Center for Teaching and Learning.
- sets examples and acts as a role model. At Cornell, each librarian is a consulting librarian in a subject area and participates as a consulting librarian.
- mentors colleagues and encourages their self-development. At Cornell, the librarians discuss a substantial article over lunch once each block.
- supports relationships with faculty, students, and others
- models lifelong learning

As a manager, but with a leadership aspect, Donham believes the director must

- represent the library and its interests
- set expectations and a method to measure their attainment.

The lessons that Donham has learned as a director are:

- The buck stops here
- No pain, no gain
- Inventories can be managed; people must be led.

Ms. Hampe, who spoke next, discussed the job of the public library director: to identify the information needs of the community and manage those needs accordingly. She explained the two-fold management issues brought about because public library funding comes from the city but the management comes from an independent Library Board. Therefore, a successful Public Library Director must foster an ongoing relationship with the City Council as well as educate the Library Board about crucial issues. In negotiating city government, the Director must cultivate relationships with the city council, other city departments, and key county officials.

Ultimately, the Director must keep in mind that since the library exists to serve, he or she must communicate with the public, to determine their needs, inform people of their services, and give feedback on how well the library has met the public's needs.

The most important work of a Director, Hampe believes, is to work with staff. You must hire the right staff and manage them well. Communicate with them and give them honest feedback.

Safford, who is married to librarian Herb Safford, has had a long and varied career and has come to the conclusion that there is not much difference in managing different types of libraries. According to Safford, the successful director needs a vision. Ask yourself and your staff: Where should the library be in five, ten, and fifteen years?

In addition, Safford stated, the director must take the time to plan. She quoted Newt Gingrich, who said "in the absence of coherent, systematic design, you can't distinguish activity from progress."

Next, the director must be an advocate. Safford said that no one knows your contributions unless you tell them. Blow your own horn. People do not understand what librarians do or their value to the community unless you let them know.

Finally, Safford said the about 85% of the director's time is taken up with dealing people, so you had better be a people person, because you will see them at their best and at their most infuriating. Whether dealing with staff, the mayor and city council, or library patrons, the library is about relationships.

In a question and answer period after the presentations, Donham, Hampe, and Stafford all said that the most important activity a director does is hire and develop staff.

*Mary Anne Knefel, University of Dubuque.*

*Moving forward with Data-driven Decisions from the Census Presented by Beth Henning, Coordinator, Iowa State Data Center, State Library*



Beth Henning, Coordinator of the Iowa State Data Center at the State Library in Des Moines, discussed the American Community Survey and other census products. She is pictured below and to the left. Brett Cloyd, GODORT Vice Chair, provides the introduction of Beth Henning at this session and is pictured to the left. Making use of census information government, business, educators, etc., can

find school district demographics, economic statistics and other information down to the town and district level. Results can be obtained as graphs, tables, etc.

Community profiles can be customized by ethnic groups, age groups, social and economic trends or school district profiles. A particularly useful aspect of the talk was the examples of handouts and publications that she had created with publisher software. Graphs, tables, text and other information can easily be extracted and composed into attractive and useful documents. A particularly useful item from the presentation was the url for the Publications section of the Iowa Data



Center: [www.iowadatacenter.org/additionalinfo/publications.html](http://www.iowadatacenter.org/additionalinfo/publications.html).

It is hoped that the funds will be made available to keep a continual update of data between the 10 year census. It had been planned to do an annual American Community Survey to avoid having to do the long census. One ACS has been done, but it isn't known if any more will be funded.

*Sandy Ballasch, University of Iowa.*

*Leading by Example: Reflections on the 1st ILA Leadership Institute Moderated by Carrie Falk, Shenandoah Public Library. Panelists: Jennie Garner, North Liberty Community Library, Liz Grimsbo, Simpson College and Pat Means, Villisca Public Library*



Carrie Falk, a mentor at the 1st ILA Leadership Institute, led three graduates from this program through a series of questions designed to interest Iowa library staff into attending the next ILA Leadership to be held in August of 2006 at Central College in Pella, Iowa. Jennie, Liz, Pat and Carrie are pictured to the right during

this session. Each panelist gained unique perspectives and helpful techniques on how to improve their leadership skills but each of them took away a sense of friendship and closeness with everyone during this three day long workshop. Pat Means shared that she is more confident in implementing new programs and that anyone can be a leader - Masters degrees or youth are not required to benefit from the Leadership Institute. Liz Grimsbo found that leading from below still means being a leader, even though she does not directly supervise other staff. After the Leadership Institute, Liz is already becoming more involved with ILA and Simpson College committees. Jennie Garner found that she is more confident after attending the Leadership Institute and advised that anyone who ever wanted to speak out, or wanted to get involved in their community, or wanted to build confidence would be an excellent candidate for the 2nd Leadership Institute. Overall, the 1st Leadership Institute was a growing experience for all attendees.

*Amy Paulus, University of Iowa.*

### ***Community College Roundtable Meeting***

The Community College Roundtable had its annual membership meeting at the ILA Conference. Kate Hess from Kirkwood Community College was elected Vice-President/President-Elect and Judy Mitchell from Hawkeye Community College was re-elected Secretary. We also discussed a Spring meeting which will be held in March. Jane Campagna, Scott Community College.

## **President's Piece**

“And the envelope, please...”

“Oscar for Best Fall Programming goes to...”

The Fall Program Planning Committee for their fantastic array of programming for the 2005 Annual ILA Conference in Dubuque. Wednesday’s pre-conference, co-sponsored with the Special Libraries Round Table, was attended by more than 20 people. From the comments that I have heard indicate that participants found it informative. Thursday’s sessions on reference behavior skills were standing room only and left the audience to ponder their own behaviors as well as bringing much laughter during the afternoon session. Friday’s panel presentation on three different assessment tools for academic libraries was quite informative.

“Oscar for “Best Performance by Amateurs goes to...”

Leanne Alexander (ISU), Jane Campagna (Scott Community College), Stephen Dew (UI), Rebecca Funke (DMACC-Boone Campus), Jeff Kushkowski (ISU), Kathy Parsons (ISU), Rebecca Stuhr (Grinnell College), and David Tyckoson (Fresno State) for their roles in the Reference Desk Live! What talents our colleagues possess! Be assured that they will be keeping their day jobs. Although, I do not know about you, too bad there were not any talent scouts in the audience. One of us could be the next “American Idol” with her voice--our incoming President, Rebecca Stuhr!

“Oscar for Meritorious Service goes to ...”

The ILA/ACRL Executive Board, Committees Chairs, and Committee Members for their contributions over the past year to our organization. You all have made my year as President run smoothly. You have made a difference!

As my year as President comes to an end, I am glad have had this opportunity to lead this fine organization, met new people from other academic libraries, and share the Iowa academic libraries stories with state chapters across the country.

-- *Submitted by Kathy Parsons.*

## **ILA/ACRL Spring Conference 2006**

### **Co-Sponsored by the Iowa Association of School Libraries**

**Friday, April 21, 2006**

**Iowa Memorial Union, University of Iowa**

**Iowa City, Iowa**

## **High School to Higher Ed: Helping Learners Make the Leap**

A few years ago, several academic and school librarians in Iowa began a dialogue about common concerns and issues related to students transitioning from high school to college. Our activities have included several programs and meetings, and last year, focusing on the issues of the first-year experience, the ACRL Chapter of the Iowa Library Association sponsored Stuart Hunter from the Policy Center on the First Year of College as its primary speaker at the state conference in Sioux City.

Continuing our dialogue about students transitioning from high school to college, the ACRL Chapter of the Iowa Library Association and the Iowa Association of School Librarians are planning a one-day conference to be held on Friday, April 21, 2006, at the Iowa Memorial Union on the campus of the University of Iowa. We will have a notable keynote speaker at the beginning of the conference, followed by several concurrent sessions and a variety of programs. A call for proposals will be extended in January 2006, and registration details will follow shortly afterward.

Please plan on joining your colleagues at this important event!

## **Marketing Spotlight Introduction for March 2006 Newsletter**

### **Marketing 101:**

#### **Tapping into the ACRL Marketing Toolkit for Academic and Research Libraries**

**Amy Paulus, Ellen Neuhaus, Jan Dellinger, Ryan Gjerde**

**Members of the Marketing and Public Relations Subcommittee of the ILA/ACRL ad hoc Advocacy Committee**

Library marketing and public relations programs have become increasingly important in assisting libraries thrive in their highly competitive online and academic environments. In fact, librarians can no longer take for granted that their stakeholders will have positive – or even benign – regard for library collections, services, staff and facilities. Libraries that want to manage their image and effectively reach out to their target audiences can take advantage of the collective wisdom found on the [ACRL's "@ your library®" web site.](http://www.acrl.org/acrl/acrlissues/marketingyourlib/marketingyour.htm)

(<http://www.ala.org/ala/acrl/acrlissues/marketingyourlib/marketingyour.htm>)

ACRL developed the [@ your library® Toolkit for Academic and Research Libraries](http://www.acrl.org/acrl/acrlissues/marketingyourlib/marketingyour.htm) during 2002-2003, basing it on the American Library Association (ALA) "@ your library®" multi-year campaign launched in 2001. According to the introduction, the toolkit is intended to help librarians 1) promote awareness of the unique role and contributions of the academic or research library; 2) increase visibility and support of the library and its librarians; 3) better market library services; and 4) present academic and research librarianship as a desirable career.

The toolkit and accompanying materials on the ACRL web site provide a wealth of valuable ideas and promotional materials both for libraries in the early stages of creating a marketing plan and for libraries that want to improve the effectiveness of current marketing programs. Sections of the toolkit address “telling your story,” strategies for reaching students, administrators and faculty; creating a marketing communication plan; using the “@ your library ®” brand; and how to work with the media.

Other wonderful resources are available on the ACRL marketing web page. Interested librarians should plan on taking some time to explore this rich repository of practical and inspirational material. For example, the [Outreach](#) link provides access to online documents on “100 Ways to Reach Your Faculty” and “Multicultural Outreach in Academic Libraries.” The [Graphics](#) link provides access to the @ your library ® logo for downloading in both color and black and white and templates for creating ads, bookmarks, brochures, flyers and more. In addition the web site provides [statistics and studies about the academic library community](#) and access to [additional marketing/public relations publications](#).

Additionally librarians can review the [“best practices in marketing” materials](#) from the American University and Illinois State University libraries, the 2005 Best Practices in Marketing Academic and Research Libraries @your library ® Award winners. Those planning on attending the January 2006 ALA Midwinter Meeting may be interested in the registration information for the ACRL [“Creating a Marketing Plan for Your Academic and Research Library”](#) one-day workshop that will take place during Midwinter. Those interested in participating in an ongoing conversation about marketing/public relations can join the [Academic PR Discussion List](#). Few Iowa academic and research libraries have the luxury of staffing a full-time marketing and public relations department. No matter what size a library may be, however, this web site can assist the library staff in brainstorming, planning, implementing and assessing its marketing and public relations program.

### **Challenges, Practices and Questions for March 2005 “Spotlight on Marketing” feature in the ILA/ACRL Newsletter**

Describe the components of your library’s marketing/public relations program.

How do you reach niche markets, such as students, faculty, administrative staff, the general public?

1. How do you evaluate the effectiveness of your marketing/pr program?
2. What resources have you found useful in creating and evaluating your program?
3. In what ways does the library participate in your college/university’s marketing/pr program?
4. Does your library participate in consortium, regional or other library marketing/pr programs?
5. Have you found the ACRL “Marketing @ Your Library™” web resources to be useful? How have you used them?

## **ILA/ACRL Annual Committee Reports**

### **Awards Committee**

Ellen Neuhaus (Chair), University of Northern Iowa, 2005

Jan Dellinger, Hawkeye Community College, 2005

Sandra Keist, Grand View College, 2006

Kent Snowden, University of Northern Iowa, 2005

Carlette Washington-Hoagland, University of Iowa, 2006

Two scholarships were awarded to individuals to attend the ILA/ACRL Spring Conference at the Gateway Center in Ames, Iowa on May 20. The scholarships covered the registration fee and up to \$100 in travel, hotel, and meal expenses. The scholarship recipients were

1. Jim Kapoun, Library Director, Voss Memorial Library, Waldorf College.
2. Clint Wrede, Catalog Librarian and Bibliographer, Rod Library, University of Northern Iowa.

Two scholarships were awarded to individuals to attend the ILA Annual Conference at the Grand River Center in Dubuque, Iowa in October. The second award was donated by the ILA/ACRL sponsored conference speaker, David Tyckoson, who donated \$250 of his honorarium to be awarded to a library support personnel working in an Iowa academic library or a library science student. The scholarships covered the registration fee and up to \$150 in travel, hotel, and meal expenses. The scholarship winners were

1. Jennifer Turner, Technical Services Coordinator, Luise V. Hanson Library, Waldorf College.
2. Aileen Chang-Matus, Serials Assistant, Cole Library, Cornell College.

The committee drafted a document outlining the conference scholarship awards given each year by ILA/ACRL. The document included a description of each award and its criteria and method of selection. The document will be submitted to the ILA Awards Committee.

*Report Submitted by Ellen Neuhaus, 2005 Chair*

### **Directory Committee**

Kris Stacy-Bates (Chair), Iowa State University, 2005

Dave Baldwin, Iowa State University, 2006

Liga Briedis, Drake University, 2005

Molly Galm, Northwest Iowa Community College, 2005

Chris Neuhaus, University of Northern Iowa, 2006

Linda Scarth, Mount Mercy College, 2006

Duncan Stewart, University of Iowa, 2005

The committee sent the files for the web directory and personal name index page to Ryan Gjerde as chair of the Electronic Communications Committee. The Directory Committee received timely responses from every library. Unless we receive additional updates or Ryan has further



questions for us during the process of readying the pages for the Web, this concludes the Directory Committee's work for 2005.

*Report Submitted by Kris Stacy-Bates, 2005 Chair*

### **Electronic Communications Committee**

Ryan Gjerde (Chair), Luther College, 2005

Leo Clougherty, University of Iowa, 2006

Rebecca Funke, Des Moines Area Community College, Boone Campus, 2006

Michelle Holschuh Simmons, University of Iowa, 2006

Steve Ostrem (ex officio), University of Iowa, Listserv coordinator

The Electronic Communications Committee continues to collect and post information from all ILA/ACRL committees for posting on the website.

*Report Submitted by Ryan Gjerde, 2005 Chair*

### **Fall Program Committee**

Becky Lutkenhaus (Chair), University of Northern Iowa, 2005

Pali Kuruppu, Iowa State University, 2006

James O'Gorman, St. Ambrose University, 2006

Barb Robb, Kirkwood Community College - Iowa City, 2005\*

Along with the Special Libraries Roundtable, we co-sponsored a pre-conference entitled "Introduction to Digital Imaging," at ILA Annual Conference. Jill Koelling from the Bibliographical Center for Research discussed many aspects associated with converting printed resources into a digital format. On Thursday, Dave Tyckoson from Fresno State University presented two sessions reference services and on Friday a panel discussion on "Assessing Services in Academic Libraries" was given.

*Report Submitted by Becky Lutkenhaus, 2005 Chair*

### **Membership Committee**

Susan Knippel (Chair), Iowa State University, 2005

Tim Bryant, University of Northern Iowa, 2006

Barb Corson, State Library of Iowa, 2006

Stephen Dew, University of Iowa, 2005

Victoria Maloy, Mount Mercy College, 2005\*

Linda Nelson, Scott Community College, 2005\*

Lorrie Pellack, Iowa State University, 2006

Randy Roeder, Coe College, 2006

As of September 2005, we have 194 members. This is down from 203 members a year ago. But, at least it is up from the 159 members we had as of April of this year. We, also, had an exhibit booth at the Fall Conference.

*Report Submitted by Susan Knippel, 2005 Chair*

### **Newsletter Committee**

Amy Paulus, University of Iowa, 2006 (Chair)  
Sandra Ballasch, University of Iowa, 2005  
Andrea Dinkelman, Iowa State University, 2006  
Mary Anne Knepfel, University of Dubuque, 2005  
Elly S. Lensch, Luther College, 2006  
Veronica McAsey, Briar Cliff University, 2006  
Lisa Stock, Des Moines Area Community College, 2005  
Barb Weeg, University of Northern Iowa, 2006

The Newsletter Committee produced three issues of the ILA/ACRL Newsletter in 2005, including the issue you are reading now. A special thanks to Andrea Dinkelman who suggested focusing on a specific topic for each newsletter issue. We were very successful in gathering information from many ILA/ACRL libraries about instructional activities for the March issue. July focused on the Spring ILA/ACRL Conference held in Ames and the November issue focused on the ILA Annual Conference. I look forward to continuing this practice of spotlighting different areas in 2006 and everyone will be able to enjoy reading about public relations and marketing activities in the March 2006 issue. The format of the newsletter changed with the July newsletter and now has a much different style with multiple pages and multiple columns.

The time commitment and contribution by each committee member was tremendous: gathering information about instructional activities, attending sessions at both ILA/ACRL and ILA conferences and writing up reviews on these sessions, and collecting news from Iowa's academic libraries! My greatest thanks go to them as well as to those who contributed their library's news and other information.

*Reported Submitted by Amy Paulus, 2005 Chair*

### **Nominating Committee**

Rebecca Stuhr (Chair), Grinnell College, 2005  
Leo Clougherty, University of Iowa, 2005  
Jean Donham, Cornell College, 2005  
Kathy Magarrell, University of Iowa, 2006  
Arron Wings, Kirkwood Community College, 2006

The 2005 nominating committee members included Leo Clougherty, Jean Donham, Kathy Maggarell, and Arron Wings. Arron Wings resigned during the fall because of commitments at work. Each nominating committee member was responsible for finding members for one

committee and I took on the rest of the committees and the final hard to find members. As of October 15, 2005, we are still short one committee member on the nominating committee otherwise, all committee slots are filled. I made a special effort to get community college librarians on the committees, and we have many more such librarians on the committees for next year--including membership, directory, newsletter, and nominating committees. Stephen Dew took on the chair responsibilities for Spring Conference Planning Committee in September and he and 2005 and the new 2006 committee members are hard at work making plans for the 2006 spring conference. This particular committee needs to be formed and active well before January. The executive board may want to look at the definition and make up of this committee for the future. The early start is informal at this point, but we may want to make this a formal arrangement. We also had a full slate of candidates for the executive board for 2006. Ballots are in the mail as of this date and are in the process of being filled in and returned. The deadline is Monday, October 24. Thank you to Leo, Jean, Kathy, and Arron for their efforts in filling the committees and to all those who have volunteered to serve during 2006 and 2007.

*Report Submitted by Rebecca Stuhr, 2005 Chair*

### **Spring Conference Committee**

Ed Goedeken (Chair), Iowa State University, 2006

Leanne Alexander, Iowa State University, 2006

Claudia Frazer, Drake University, 2005

Kate Hess, Kirkwood Community College, 2006

Mary McInroy, University of Iowa, 2006

Mary Peterson, Simpson College, 2005

Janet Pine, Iowa State University, 2006

Jennifer Stewart, William Penn College, 2005

The ILA/ACRL Spring 2005 Conference met on May 20, 2005 at the Gateway Center in Ames, Iowa. The conference theme was "Academic Libraries: Cornerstones for Communities." The featured speaker was Dr. David Carr, who teaches the School of Library and Information Science at the University of North Carolina-Chapel Hill. The title of his presentation was: "An Academic Library Beyond an Academic Community."

Approximately 100 people attended the conference from both the academic library community and also from the Iowa School Library Association. After Dr. Carr's presentation, the rest of the conference was filled with numerous presentations dealing with a variety of topics ranging from National History Day to collection development issues relating to cookbooks.

The 2005 Spring Conference Program committee consisted of: Ed Goedeken (Chair), Iowa State University; Leanne Alexander, Iowa State University; Claudia Frazer, Drake University; Kate Hess, Kirkwood Community College; Mary McInroy, University of Iowa; Mary Peterson, Simpson College; Janet Pine, Iowa State University; and Jennifer Stewart, William Penn College. Janet Pine and Leanne Alexander provided significant assistance in preparing for the

conference. Jennifer Stewart also assisted with the program proposal evaluation process. Other members of the committee were exceedingly helpful serving as session moderators and making sure that the conference proceeded smoothly. Special mention should also be made of the valuable technical assistance provided by Susan Knippel and Norma Dowell of Iowa State University. Kathy Parsons was instrumental in procuring our meeting site and negotiating with the Gateway Center, as well as assisting with many of the conference details. Thanks also go to Laurie Hews, from the ILA office, for her assistance with registration.

Net receipts for the conference was \$6130. Final expenses were \$7254  
*Report Submitted by Ed Goedeken, 2005 Chair*

### **Treasurer's Report**

Balance in account as of 09/30/05: \$2439.62

*Report Submitted by Steve Ostrem, 2005 Treasurer*

### **Ad Hoc Advocacy Committee**

#### ***1. Subcommittee on Public Relations and Marketing***

Members: Jan Dellinger (chair), Ryan Gjerde, Ellen Neuhaus, Amy Paulus

#### Action Plan

- Review the ACRL “@ your library” toolkit.
- Promote the use of the ACRL “@ your library” toolkit in ILA/ACRL newsletter and by other means.
- Survey Iowa academic libraries to identify current advocacy projects and marketing plans.
- Work with the ILA/ACRL Electronic Communications Committee to post information from the advocacy/marketing survey on the ILA/ACRL web site.
- Develop and present a proposal to the ILA/ACRL Executive Board for an award for the “best” marketing/public relations project at an Iowa academic library.

#### ***2. Subcommittee on Serials-Open Access and Scholarly Communication***

Members: Mary Iber (chair), Mandy Swygart-Hobaugh, Ellen Neuhaus, Michelle Holschuh Simmons

Action plan: To create a website that can be linked to from the ILA homepage and encourage libraries in the state to link to it. There are many excellent sites already with good info and strategies on them for the scholarly communication issue. We intend to bring them under one page and share it.

### ***3. Subcommittee on Mentoring/Professional Development***

Members: Mandy Swygart-Hobaugh (chair), Jan Dellinger, Kate Hess, Mary Iber

Action Plan: The Mentoring/Professional Development Subcommittee will develop an action plan for implementing a state-wide mentoring program for newly-hired college/university librarians. At this juncture, we envision the action plan containing the following components: Information gained by researching existing mentoring programs that will inform our program development.

- The established program parameters, such as expectations for participants, an application/pairing system for mentees and mentors, training of mentors, etc.
- A plan for launching a pilot project
- Materials for publicizing the program (website, brochure, ILA/ACRL newsletter, informing newly-hired IA academic librarians through e-mail, endorsements from participants, etc.)
- Plans for handing off the program administration after our subcommittee's term

### ***4. Subcommittee on Intellectual Freedom/Equity of Access***

Members: Amy Paulus (chair), Kate Hess, Ryan Gjerde, Michelle Holschuh Simmons

Action Plan: To develop a survey to distribute to academic libraries in the state of Iowa on issues relating to the USA Patriot Act and Homeland Security. The survey will be designed to collect practices and concerns about these issues. These findings may be presented at the following ILA/ACRL Spring Conference and/or the ILA Conference along with a panel session and/or experts in this field.

*Report Submitted by Michelle Holschuh Simmons, 2005 Chair*

### **Ad Hoc Education Committee**

Jane Campagna (Chair), Scott Community College

Cheryl Taylor, Dordt College

Susan Moore, University of Northern Iowa

Linda Nelson, Scott Community College

The Education Task Force is developing a survey that will be sent to ILA/ACRL members on the ILA/ACRL listserv in January, 2006. This survey will help to determine the educational opportunities for academic librarians in Iowa and what is needed. Please take the time to complete the survey when it reaches your email.

*Report Submitted by Jane Campagna, 2005 Chair*

### **Ad Hoc Research Committee**

Kathy Magarrell (Chair), University of Iowa

Leo Clougherty, University of Iowa  
Janet Pine, Iowa State University  
Rachel Crowley, Briar Cliff University  
Jeff Kushkowski, Iowa State University  
Kris Stacy-Bates, Iowa State University

The Ad Hoc Research Committee has been discussing how to best support the research and professional development needs of Iowa librarians. Some of the ideas included offering cash rewards for research (publications, presentations, and so forth), especially to new librarians, as well as offering more financial support for attending conferences. The committee thought it might be more practical for the Research committee to merge with the Awards committee. This will be discussed at the next Executive Board meeting.

*Report Submitted by Kathy Magarrell, 2005 Chair*

## **News from the Academic Libraries in Iowa**

### **Community College News**

#### *Des Moines Area Community College*

State of Iowa Accreditation Standards for Community Colleges

The Iowa Department of Education is in the process of revising the accreditation standards for Iowa Community Colleges. A group of community college librarians will be meeting with Bill Silag from the DOE on December 9th at DMACC, Ankeny Campus. The state is facilitating a series of meetings with stakeholders across the state to gain input and background.

-- *Submitted by Lisa Stock.*

#### *Northeast Iowa Community College*

We are in preliminary planning stages for a cooperative agreement where we would house the Peosta Branch of the Dubuque County Library in a proposed new library facility for the Peosta Campus of the Northeast Iowa Community College, Burton Payne Library. We are very excited about it. If you have any questions just give me a call at 800.728.7367 ext. 269.

- *Submitted by Deb Seiffer.*

#### *Scott Community College*

On September 8th, the Scott Community College Foundation received a check for \$1,750 for literacy materials, particularly books, videos, and CDs on English as a Second Language for the SCC Library collection. The generous gift was from the Wal-Mart associates at the Wal-Mart on West Kimberly in Davenport. Jane Campagna, library director, attended a Wal-Mart associates meeting that morning to accept their donation to the Library. Jane commented she

was impressed with their caring and concerned attitude about literacy for Quad City residents. Scott Swanson, director of the ESL department at Scott Community College has graciously agreed to help Jane select the best materials for ESL students.

-- Submitted by Linda Nelson.

## **Iowa Private Academic News**

### **Clarke College**

In September, Paul Roberts, Director of the Nicholas J. Schrup Library at Clarke College, attended the CIC-sponsored Transformation of the College Library Workshop in Chicago. The Clarke team consisted of Roberts, Sr. Joan Lingen, Provost and Academic Dean and Sr. Pat Nolan, Professor of English.

### **Coe College**

Hong Bo Xie has recently been hired as Head of Technical Services at Stewart Memorial Library. Hong Bo is a recent graduate of the University of Iowa School of Library and Information Science. She joins Stephanie Sueppel hired last Fall as Head of AudioVisual replacing Cedra Williamson who retired.

Two of the library's support staff have been recognized for their years of service to the Coe College community; Linda Bloedel, Interlibrary Loan Assistant for 35 years of service, and Rich Adkins, Music Library Supervisor, for 30 years of service.

-- Submitted by Betty Rogers.

### **Divine Word College**

Dan Boice, Librarian at the Jacoby Memorial Library, is very happy to report that Divine Word received a ten year accreditation from the Higher Learning Corporation/North Central Accreditation. Boice chaired Divine Word's accreditation team, which visited the campus in October.

### **Drake University**

Cowles Library is very pleased to announce the appointment of Mireille Djenno to the Library faculty where she will serve as Librarian for the First Year Experience. In that assignment, she will be enhancing the relationship of the library with the first year program, and undertaking activities to foster student information literacy competencies. Ms. Djenno received her MLS from the University of Wisconsin-Madison, as well as a second advanced degree in Comparative Literature from that institution.

Cowles Library has released their latest addition to the Iowa Digital Heritage Collections. Historic Des Moines, Images of Des Moines 1904-1914 is a collection of images of homes, parks, public buildings and businesses from the beginning of the 20th Century. The collection, compiled from sources held in Cowles Library's Special Collections is fully

searchable and is accompanied by an article written by local historian John Zeller. The collection can be accessed on-line at: <http://www.lib.drake.edu/heritage/odm>

-- Submitted by Marcia Keyser.

### *Loras College*

Michelle Bailey is the new Cataloging Services Librarian at the Loras College Library. Suzanne Ward is the new Library Assistant-Part-Time. In October, the library staffs of Loras and UD got together to discuss ILLiad.

### *Mercy College of Health Sciences*

Mercy College of the Health Sciences Library in Des Moines moved into its new facility on October 28, 2005. The library is on the first floor of the College's new Sullivan Center and now has 6,600 square feet of space designed to meet the needs of our growing number of students, faculty, and staff. The new facility has rooms available for group study or media viewing and an adjacent 25 seat computer classroom that uses Smart Board technology. [PDF of the fact sheet and picture of the Sullivan Center.](#)

-- Submitted by Eileen Hansen.

### *Morningside College*

We have a new Circulation Manager. Her name is Karen Johnson. Karen holds a BS degree in German from South Dakota University. She worked at Gateway for 8 years. She is the mother of a teenage son and lives in Sgt. Bluff, Iowa. Karen has worked as a library volunteer and brings a wealth of technical knowledge and computer skills to Morningside College Library. She has also been active in Girl Scouts and has been an adult leader for many years. Karen began her employment with Morningside on July 1st.

-- Submitted by Daria Bossman.

### *University of Dubuque*

In September, Mary Anne Knefel, University Librarian at the Charles C. Myers at the University of Dubuque, attended the CIC-sponsored Transformation of the College Library Workshop in Chicago. The UD team consisted of Knefel, John Stewart, Vice-President of Academic Affairs and Paula Carlson, Associate Dean. The library also has three new staff: Jaimie Shaffer, Circulation Supervisor; Kim Spenser, Serials Assistant; and Diana Homan, Library Secretary. Paul Waelchli has been promoted to Assistant Director of Library Instruction and Public Services and Jan Waterhouse has been promoted to Assistant Director of Library Systems and Technical Services.



## Waldorf College



The Luise V. Hanson library was formally dedicated on October 8, 2005. Waldorf College received \$4.5 million from the John K. and Luise V. Hanson Foundation to help fund the library. Luise V. Hanson was an 18-year member of the Waldorf College Board of Regents. She was the wife of John K. Hanson founder of

Winnebago Industries of Forest City, Iowa. Luise was a life long supporter of Waldorf and had a passion for books and libraries. The library has 28,500 square feet with 2 classrooms and a seminar room, several individual study rooms, wireless, a faculty research center, college archives, and a coffee shop. Details and pictures about the library can be found on our library web site at: <http://www.waldorf.edu/services/library/library.htm>.

### New Staff

In August of 2005 Jennifer Turner became our new Technical Services Coordinator. She holds a BA from Concordia College in Moorhead Minnesota and a MLS from Dominican University. She was formerly Media Librarian at the Hutchinson School System in Minnesota.

Luise V. Hanson Library receives two grants for 2005-2006:

The Luise V. Hanson Library received a Carver Grant for \$50,000 to help build our children's curriculum center as well as collection building in biology and business resources.

Waldorf College was awarded a Title III grant from the US Department of Education in 2005. Over the period of 5 years the library will be receiving \$125,000 for collection building in psychology, biology, and secondary education.

-- Submitted by Jim Kapoun.



## Wartburg Theological Seminary

At the Wartburg Theological Seminary's Reu Memorial Library, there are two new staff members: Barbara Day, Readers' Services and Media Services Supervisor and Deborah Vanicek, Technical Services Assistant/Media Assistant.

## **Iowa Public Academic News**

### *Iowa State University*

In late August 2005, Gerry McKiernan, Science and Technology Librarian, delivered an invited PowerPoint presentation titled “Wikis: Disruptive Technologies for Dynamic Possibilities” at Digital Libraries à la Carte: Choices for the Future, an international workshop held at Tilburg University, The Netherlands. The presentation reviewed the general nature and structure of select wikis, the features and functions of popular wiki software engines, and described the content and use of wikis by select businesses, colleges and universities, and libraries. A self-archived copy of the presentation is available (<http://www.public.iastate.edu/~gerrymck/TICER2005.ppt>).

In October, Gerry McKiernan also delivered a selected PowerPoint presentation titled “Web Feeds: The Greatest Things since Sliced Bread!” at the LITA National Forum 2005 in San Jose, California. A self-archived copy of the presentation is available (<http://www.public.iastate.edu/~gerrymck/LITAForum2005.ppt>).

Sean Cordes, Instructional Technology Librarian, also gave a presentation at the LITA National Forum 2005. Sean’s talk was entitled, “Library Instruction Tutorials: Bottom-Up Design Structures for Maintenance and Scalability.” The presentation described the processes involved in designing a scalable, portable, and maintainable application structure to deliver library instructional content. Highlights of the presentation included choosing scalable technologies by establishing needs and requirements; separating content from design using modularization; creating scalable web application using open standard technologies; and fostering adoption through dialoguing and brand integration.

DataPalooza, the Library’s annual electronic learning festival was held on October 5, 2005. Librarians demonstrated online resources and answered questions from patrons about selecting and searching electronic resources.

Parks Library is one of the first academic libraries in the United States to provide a public scanner for use by the Iowa State University community. The scanner is self-service, and it is located in the Reference area at Parks Library. Patrons can store scanned images on a CD or a flash/USB drive. Scanned images can also be emailed to the patron’s personal computer. The Public Relations Committee at Parks Library has released the first issue of “Your Library – Newsletter.” The newsletter is distributed via email to ISU faculty and staff. It is also available on the Library’s website, <http://www.lib.iastate.edu/home.html>.

### *University of Northern Iowa*

#### Personnel News

Tim Bryant, a former Reference Librarian & Bibliographer, is currently an Instructional Technology Librarian in the Information Commons of the E. H. Butler Library at Buffalo State College, SUNY.

Becky Lutkenhaus, former Documents & Maps Reference Librarian & Bibliographer, has accepted a position as a Product Developer for Thomson West in St. Paul. Becky will be working on the Westlaw.com product.

Kent Snowden, former Head of Access Services, has accepted the position of Director of the Rosa Parks Library at Troy University-Montgomery Campus, Montgomery, AL.

Rod Library is currently conducting a search for a Reference Librarian and Bibliographer. For more information, please go to <http://www.lib.uni.edu/searches/> and click on the Reference Librarian and Bibliographer option. Rod Library anticipates advertising for an Access Services Coordinator soon. Please watch the Web site on the Rod Library page, <http://www.lib.uni.edu/searches>, and the Iowa Library Job List, <http://www.silo.lib.ia.us/for-ia-libraries/joblist.html>, for this position announcement.

### *University of Iowa*

UI Libraries' Sesquicentennial Anniversary

It all started in 1855 with two boxes, 50 books and a dream. This year marks the UI Libraries' Sesquicentennial Anniversary. We invite you to join us for this celebration.

Student Essay Contest. Deadline October 7. Grand Prize \$200.

Beyond the Bun: A Look Inside Librarian Culture. North Exhibition Hall, Main Library. September-November, 2005.

Branch Libraries Open Houses. September 26-October 10, 1:30-3:30pm.

Librarian Film Series (co-sponsored by the Bijou and LISSO). Shambaugh Auditorium, Main Library. October 27-30, 8pm.

Campus Party. Food, Music and Drawings for iPod and Gift Certificates. Main Library. November 3, 1-4pm.

Sesquicentennial Celebration. Dr. Mark Edmundson, author of "Why Read?", will speak. Dessert Reception will follow. Shambaugh Auditorium, Main Library. November 3, 7pm.

Connecting You to a World of Ideas for 150 Years. North Exhibition Hall, Main Library. November 2005 - February 2006.

For more information, check online at [www.lib.uiowa.edu/sesqui](http://www.lib.uiowa.edu/sesqui).

Roy J. Carver Charitable Trust of Muscatine Grant

The University of Iowa has received a \$236,000 grant from the Roy J. Carver Charitable Trust of Muscatine to help expand and renovate the main library's Information Arcade electronic classroom. Construction of the two-year, \$1.36 million project is expected to begin in

2006. The project will expand the arcade by adding a second electronic classroom to alleviate pressure on the existing room, as well as two others at the Hardin Library for the Health Sciences. The new classroom will explore the use of wireless technology and provide a more flexible teaching environment, and it will divide much of the existing space into workstations that allow for more collaborative learning and interaction between students and faculty members.

UI Conservator To Help Save Historical Collections Damaged By Katrina

The conservator from the preservation department of the University of Iowa Libraries is headed to Mississippi to help begin the process of saving cultural and historical collections damaged by hurricane Katrina. Gary Frost leaves Thursday, Sept. 22, for a one-week trip to the Gulf Coast. His team will visit numerous museum, archives and libraries in Mississippi cities to offer an initial assessment of the damage.

<http://www.uiowa.edu/~ournews/2005/september/092105katrina-libraries.html>

Card catalogue redux

By Courtney Davids - The Daily Iowan

Published: [Wednesday, August 24, 2005](#)

In the first week of classes, while students are rushing to the bookstores to shell out hundreds of dollars for textbooks they may never crack open, those in the UI Library Preservation Unit are taking a closer look at a more nostalgic side of books.

With the advent of such technologies as the Internet and digital cataloguing, certain traditional library standbys, such as the card catalogue, are going the way of the eight-track tape.

Because the library's main card catalogue was retired in 2004, today's first year students will never experience the romantic act of physically leafing through a drawer of cards in order to find the call numbers for the books they need. But they still have a chance to encounter these artifacts and experience them in a reinvented and artistic manner through the cARTalog project.

Currently, more than 160 participants from at least 20 states have requested cards with the aim of creating book art, sculpture, card poetry, and mail art.

Kristin Baum, an assistant conservator in the UI preservation unit, salvaged a fraction of the catalogue cards before they were hauled off to recycling in February. Her plan for cARTalog is to distribute the 1 million cards, which represent one-fifth of the library's total cards, to people in the community and children in local schools with the intention that participants find as many creative uses for them as possible.

Her goal is "not about the end product but about generating community and getting people creatively connected with one another around the card catalogue," she said.

The inspiration for the project came in the mid- to late-90s, when she witnessed other libraries following the digital trend. Receiving a friend's postcard of the card-catalogue installation at the San Francisco Public Library solidified the idea.

"It opened me up to our cARTalog project once I learned that the UI cards were headed out the door," she said.

Many people may see this shift to a digital era as a tragic death of library culture, but Baum attempted to counter that notion.

"From antiquity, forms have repeated," she said. "Certain formats fall out of use and then cycle back in." She cited the similarity of a computer screen's scrolling mechanism to the ancient papyrus scroll.

Baum views the project as a rebirth of the card catalogue, and she is "curious to see how people will use the cards" and "excited about the miraculous things that people will come up with." Those interested in contributing a creation may have until January 2006 to complete their projects.

Submissions will be considered for exhibition and inclusion in the library's permanent holdings. Baum is most excited about the plans for the mail art submissions, which will be housed in an on-site collection in an old card catalogue drawer. In this way, "people can experience the act of physically paging through the card catalogue, but what they are paging through is also art."

<http://www.dailyiowan.com/media/paper599/news/2005/08/24/Arts/Card-Catalogue.Redux-969068.shtml>

#### UI Libraries Exhibit Celebrates United Nations' 60th Anniversary

The University of Iowa Libraries will host an exhibit of items from its United Nations depository collection to celebrate the 60th anniversary of the founding of the United Nations. The exhibit will run from Oct. 17 to 29 in the Government Publications Reading Room on the third floor of the Main Library. A reception for the exhibit will be held from 4 to 5 p.m. Monday, Oct. 24.

The UI Libraries has been a U.N. depository since 1968, and it has a full collection of materials dating to the organization's founding in 1945, according to Brett Cloyd, Documents Librarian. The UI Libraries also provide staff research assistance for those who use the collection.

"These primary source materials provide students, faculty and other researchers with an insight to the relations between countries, as well as the events and activities within countries other than our own," said Cloyd. "Reports from the field in Rwanda, Yugoslavia, Indonesia, El Salvador, Afghanistan and Iraq, among others, help provide a more diverse and illuminating picture of current and historical events in our world. Students have greatly benefited from access to this information."

The United Nations is also an active collector of statistics and treaties among nations and plays an important role as a facilitator between its more than 190 member countries.

"At a time both of globalization and increased polarization on issues of the day, materials in the U.N. collection can help shape and form an understanding of the debates in a broader context," Cloyd said. "We will be featuring materials on Human Rights, the Environment, Nuclear Non-Proliferation and the Millennium Development Goals to highlight key parts of the collection."

Information about the Libraries' United Nations exhibit can be found online at <http://www.lib.uiowa.edu/govpubs/intl/unday.html>. For more information, contact Brett Cloyd at (319) 335-5743 or by email at [brett-cloyd@uiowa.edu](mailto:brett-cloyd@uiowa.edu).

STORY SOURCE: University of Iowa News Service, 300 Plaza Centre One, Suite 371, Iowa City, Iowa 52242-2500.

#### Staff Update

##### New Professional Staff

Randy Roeder, Librarian II, Head, Complex Cataloging, CTS, effective July 1, 2005

Mark Anderson, Part-time, Temporary (6 months) Librarian I, Digital Initiatives, 62.5% FTE, effective July 1, 2005

Mary Noble, Part-time, Temporary (6 months) Librarian I, Complex Cataloging, CTS, 62.5% FTE, effective July 1, 2005

Stephanie Joseph, Librarian I, Librarian Residency Program Reference Librarian, RLI, effective September 6, 2005

Jennifer Wolfe, Librarian I, from 100% Complex Cataloging, CTS, to 75% Complex Cataloging, CTS and 25% Digital Library Services, effective September 26, 2005

#### Promotions

Amy Cooper Cary, Librarian III, Assistant Head, Special Collections & University Archives, effective July 1, 2005

Edward Miner, Librarian III, Bibliographer, effective July 1, 2005

Michael Wright, Librarian III, Head, Rapid Access, CTS, effective July 1, 2005

Jia Xu, Librarian II, Complex Cataloging, CTS, effective July 1, 2005

#### Resignations

Janet Hulm, Librarian II, Head, Acquisitions, CTS, effective August 1, 2005

Amy Cooper Cary, Librarian III, Assistant Head, Special Collections & University Archives, effective July 29, 2005

#### Retirements

Larry Woods, Director, Technical Services & Information Systems, Administration, effective September 20, 2005