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3-2009

## ILA/ACRL Newsletter, vol. 19, no. 2, March 2009

Association of College and Research Libraries. Iowa Chapter

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# ILA/ACRL Newsletter

vol. 19, no. 2, March 2009

When faced with needing a "special topic" for our second newsletter of 2009, I jotted down a few ideas and then asked the committee to submit their own suggestions. Surprisingly, what I was thinking of and what committee members suggested fit well with the theme for the ILA/ACRL Spring Meeting. In this issue you will find an article about the Spring Meeting, and articles that should spark your interest not only in hearing Steven J. Bell's keynote address on "Future-proofing Your Library," but also in attending the great selection of breakout sessions. Read on to learn about future-proofing that is currently going on in Iowa's academic libraries in the form of creative solutions for collaboration and for marketing programs and services.

## **It's Spring Meeting time again!**

*-Submitted by Randy Roeder-*

"Future-proofing your Library," the 2009 ILA/ACRL Spring Meeting, takes place on Friday, April 17, at Hawkeye Community College in Waterloo. Our Keynote speaker will be Steven J. Bell, a librarian/educator whose well-received conference presentations have earned him a following throughout the country. Bell is Associate University Librarian for Research & Instructional Services at Temple University's Paley Library and the author of over 30 articles and two books. Profiled in Library Journal's Mover & Shaker Issue in 2002, Steven J. Bell blogs as "The Kept Up Librarian" and has developed and delivered over 50 workshops and conference presentations.

If Dr. Bell's appearance is not enough to lure you to register for the meeting, program highlights appear below. The conference registration form can be found at the ILA/ACRL website at: <http://www.iowaacrl.org/content/conference/2009> Additional program information will be posted to the site as it becomes available

Breakout sessions will include:

**Academic Library/IT Department Relations: IT Professionals Speak** - Moderators: Jan Dellinger, Hawkeye Community College; Jean Donham, Wartburg College; Panelists: Thom Neith, Hawkeye Community College; Gary Wipperman, Wartburg College; John Wynstra, University of Northern Iowa Rod Library

**Back to the Future: How Rethink the Desk Can Revive Reference Service in the New Millennium** - Kim Babcock Mashek and Kari Weaver, Wartburg College

**Confronting the Gathering "Cloud": Philosophical Foundations and Future Directions of Library Architecture** - Rachel Fleming, Collection Development Librarian, Central College

**Embedded in the Future: Integrating Library Tools in Students' Online Research Environments** - Julia Bauder, Data Services Librarian, and Elizabeth Rodrigues, Reference & Instruction Librarian, Grinnell College Libraries

**Farzaneh's & Ruya's Excellent Adventures: Exploring Teaching & Learning Opportunities in Second Life** - Susan A. Vega García & Rano Marupova, Iowa State University

**Futurecasting Libraries: Instant messaging a study in culture, technology and services** - Sarah Passonneau & Dan Coffey, Iowa State University Library

**Giving Distance Users What They Want** - Dan Gall, Coordinator of Library Services for Distance Education, University of Iowa Libraries; Amy Paulus, Head, Access Services, University of Iowa Libraries

**How to Design and Implement Web Usability Testing** - Nicholas Wyant, University of Iowa Marketing a New Brand - Jim Fisk & Pamela Mikelson, Morningside College

**The Perpetual Question: Future-proofing Library Experience for the First College Year** - Beth McMahon, Reference & Instruction Librarian, Central College; Cyndi Boertje, Tutoring Coordinator, Central College

**Preparing Non-Science Majors for a Future of Evaluating Science** - Mary Iber, Cornell College

**Stacks After Dark: What Really Happens When the Boss is Gone for the Day?** - Kathy Parsons, Iowa State University

## **Indispensable!**

*-Submitted by Dan Gall-*

The economy is hurting and most of our libraries are facing budget cuts. Stereotypically, we librarians are shy about promoting ourselves and the value we bring to our communities, yet that is exactly what many of us need to be doing now. So, what can we do as individuals to promote ourselves, our libraries and the contribution we make? Not all the ideas below will work in all situations. If they fit, use them. If they don't fit, use them to spark your own creative ideas.

"Getting outside of the box is always a good thing, and I think cross-collaborating with other areas is the best way to self-promote," says Regina Garza Mitchell of Central Michigan University. In her capacity as an instructional designer and teaching faculty, she has worked on campus-wide committees with librarians and seen the contributions they can make. Nan Seamans, Dean of Libraries at Georgia State University agrees. "I tend to think that the more our

non-library colleagues see us doing professional things, the more they're like to both take us seriously and remember to call on us when things comes up."

### **Work with your academic departments:**

"The idea of establishing ourselves as librarians for a department really works at Cornell." Says Jean Donham, now the College Librarian at Wartburg College. "Our faculty introduce us to students by saying, 'This is our department's librarian--he/she works especially for our department and is the go-to person for us in the library.'" Faculty like the sense of ownership or partnership, she adds.

- Kari Weaver, a liaison librarian at Wartburg College, maintains weekly office hours for her departments.
- Reference Librarian Von Yeager holds regular drop-in hours at the University of Iowa's African-American Cultural Center.

### **Get known for something:**

Many of us have a passion or at least something we're very interested in. Use that interest to get known in your community - however you define "community".

- Beth Filar Williams at the University of North Carolina-Greensboro runs the Going Green at Your Library blog and is involved in Greenboro's local sustainability organization.

### **Use your email wisely:**

We all send emails every day and most of us have a signature with basic information automatically included, but we can do more. Thomas Walker, Associate Dean of UW-Milwaukee's School of Information Studies, has a vision. "Part of the librarians' professional e-mail signatures would include one link, called "My Info Scoop of the Day" or something less hokey (but something more tempting than "Tip" or "Advice" or "Cool Link")." The link would pull from a rotating database of library resources, cool outside websites, tutorials, or anything else you want to promote. "While one person would have to maintain the site," he says, "any librarian could link to it...once their email signature has been set up.

- Include links to new resources, your library's blog or other information in your signature file.
- I include a link to a short online satisfaction survey when I send email responses to students and instructors.

## **Follow up on what you already do:**

Instinctively, I think most instruction librarians use instructions sessions to promote the library. In addition to talking about the library, bring something the students can walk away from

- Barb Kuttler, Reference Librarian at St. Ambrose University, hands out business cards during BI sessions to build relationships with students.
- Librarians at Cornell College bring a sign-up sheet on a clipboard with them to BI sessions to encourage students to make follow up appointments.

There is no one way to make yourself indispensable to your academic departments, library patrons or academic community, but making sure you are available is a good place to start. "Faculty meetings, the campus coffee shop, convocations on campus, places where faculty eat lunch are all examples of places to be and to simply join in conversation." says Jean Donham. "These informal contacts result in all kinds of opportunities."

## **Iowa Academic Libraries' Conversation on Marketing for the Future**

*-Contributing authors: Suzanne Araas Vesely (also editor), Mary Iber, and Kristi Robinson-Bontrager. Also featuring work by Cathy Boggs, Rebecca Huggins and Martin Schmidt.*

### **Introduction:**

What is marketing? Is it different for academics and for public librarians? Or is there a continuum that challenges assumptions about whom we market to? Why? Here is an example: one Iowa public library is embedded in an academic library, resulting in a vital community relationship and expanded service for both libraries.

How do we begin/collaborate with the university? Can lessons learned from community-wide efforts influence the way in which we approach our colleagues on campus?

In this article, three Iowa academic librarians show the stuff of their respective libraries. Be prepared to learn some great new strategies of marketing through service and enthusiasm.

Creating/finding Common Ground with the Community:

**Cornell's Embedded Public Library:** Mary Iber, Consulting Librarian for the Natural Sciences at Cornell College in Mount Vernon, Iowa, says of this arrangement, "I consider a lot of our marketing to be the way that we share and promote what we do. Since we are both an academic library and a public library, we approach both constituents. Many programs we have apply to both, but there may be a primary basis in one or the other." There is a link on the academic library page for the public library, which has its own special website <http://colelibrary.org/>.

Cornell's outreach to Mount Vernon is clear is evident in the community gateway <http://www.cornellcollege.edu/community-gateway/index.shtml>.

### **Reciprocity between the Fairfield Public Library and Maharishi University of**

**Management:** Perhaps the dichotomy of town and gown in libraries is a myth and library marketing activity is the tool to build strong community relations. Suzanne Vesely, Senior Librarian I at Maharishi University of Management Library, points out that although Fairfield Public Library is not in the same physical location as Maharishi University of Management Library, Director Rebecca Huggins promotes activities that appeal to the university clientele. Recently, she has achieved quite a coup: Fairfield Public Library has become a Cooperating Collection of The Foundation Center in New York; it is a premier resource for grant seeking nonprofits and individuals. Foundation Center representatives have been offering in-person workshops and webinars at the Fairfield Public Library. A wealth of information is available on the Fairfield Public Library Website. University Grantwriters flocked to a recent presentation by Kieg Schladweiler, Coordinator of Cooperating Collections from The Foundation Center in New York and formerly a reference librarian at the New York Public Library. His method of presenting information literacy alone was worth the time, and his dynamic approach to grant writing inspired both town and gown. For more information, please visit <http://www.youseemore.com/fairfield/grant.asp> .

The M.U.M. Library and the Fairfield Public Library also have a reciprocal agreement to share resources as much as is possible. Fairfield Public Library allows international students on intensive programs of graduate study (8 months and then a two-year distance program while working for a company) to get a temporary library card with a deposit. M.U.M. Library has a free card for Fairfield Residents, one attraction being a large collection of videos donated primarily by the student government, as well as available reference help for all library patrons. M.U.M. also offers free community events regularly, featuring poetry readings by local poets and critics, lectures on international topics, and a workshop is being planned for the "digitally challenged" library users in the community.

### **University of Iowa's Town and Gown Approach:**

Kristi Robinson-Bontrager, Public Relations Coordinator for the University of Iowa, lists some creative boundary-breaking strategies for the vibrant community of Iowa City and beyond:

- We occasionally host public events/programs at the Iowa City Public Library and the Coralville Public Library.
- Last fall while the University was dealing with the aftermath of the flood, we hosted a speaker, an atomic bomb survivor from the Hiroshima Peace Memorial Museum, at the ICPL. It was a very well attended event - more than 200 people from the community.
- Also in the fall, we invited StoryCorps to come to campus and record oral histories of the flood. We really wanted to include a wide and varied perspective, not just University

people. One way we did that was host recording sessions at both the ICPL and the Coralville PL.

- Often, people in the community don't think they can use the University Library; our collaboration with the public libraries helps to break down those barriers.
- We promote each other's collections and regular services
- ICPL posts blurbs and links to some of our digital collections (Abraham Lincoln and the Flood collection)
- We link to the ICPL catalog from our website.
- When the UI Libraries celebrated its 150th anniversary in 2005, we invited librarians from around the area to an event at a home Iowa football game. Public librarians from Des Moines, Iowa City, Coralville, North Liberty and Cedar Rapids; the State Librarian of Iowa; and the college librarian from Kirkwood Community College joined Nancy Baker, the University Librarian, at a brunch and in the President's box at the game. To promote libraries across the state, they were all recognized on the field during the game. It was very fun to see a group of librarians out on the field at Kinnick Stadium.
- We also work on the One Community, One Book project (it is directed through the Center for Human Rights) with librarians from all of the public libraries and school libraries in the area.

### **Marketing to Academics:**

Kristi Robinson-Bontrager also discussed a client-oriented set of marketing strategies for the academic community: "We are really considering four constituencies: faculty, staff, graduate students and undergraduate students. Though they may have some overlapping needs; they are distinct markets."

- For faculty:
  - Our primary point of contact is through the subject specialist. These librarians communicate regularly with faculty to discuss everything from library purchases, scholarly communications issues and promotion of Iowa Research Online (our institutional repository; see <http://ir.uiowa.edu/>) to developing library-related assignments, working with their students or creating a lib-guide for a specific course.
  - We created a specifically targeted brochure for faculty. Subject specialists deliver it to new faculty at the beginning of the year.
  - We also just did a mass mailing to all the faculty to announce our new campus delivery service that delivers books directly to faculty offices. We created magnets to promote the service and also included the faculty brochure.
- For Staff
  - Since we knew that our new campus delivery service would impact staff directly, we have arranged a series of meet and greets with department secretaries. The Subject Specialist and the Head of Access Services take coffee and pastries to the department and talk with them about the service.

- We are part of the new faculty/staff orientation DVD and a library staff member attends the monthly session for new faculty and staff.
- Graduate Students
  - They are probably our most active user group. We created a brochure about library services just for them and distributed it at the annual graduate student conference on campus.
  - Subject Specialists work closely with grad students on both their own research and on resources for the classes they teach.
  - We attend the Grad Student Orientation and conduct a library intro session.
- Undergraduate students
  - This is our largest user group and sometimes the least active. Our primary message to undergraduate students is that there are lots of great resources out there that will help enhance their academic experience and we know that it is difficult to find the good stuff, but we are here to help.
  - Each fall we sponsor a treasure hunt that introduces students (both grad and undergrad, though it is targeted primarily to freshmen) to library resources and services.
  - At the end of the semester we host free coffee nights during finals.
  - We participate in the University College Transition program, which includes a course on how to succeed in college. See this link for an article about the course: <http://www.uiowa.edu/~ptimes/issues02-03/winter02-03/college.html>. There is a library session within this curriculum. Some of our Reference & Instruction librarians have taught their own College Transition class.
  - We posted signs with the information desk phone number in the book stacks.
  - We attend Admissions Information Sessions, which helps parents and new students to set expectations, as well as helping with Orientation sessions.
  - We've met with the Admissions tour guides to tell them about the Libraries and we created a Top Ten list for them to use as a cheat sheet while they are talking to prospective students about the Libraries.

**Suzanne Vesely discusses Maharishi University of Management Library's client-friendly atmosphere:**

The philosophy of Maharishi University of Management Library client service is to help people to realize their full potential, explore their dreams, have fun doing it, and sometimes help the library. For instance, one student, wanting a gallery for students to display a few works at a time rather than having to go through a formal show, was inspired to repaint the hall joining the west entrance to the library with the Sustainable Living Program. The Sustainable Living students were inspired to set up a solarium next to the long row of West windows. Together, these efforts created a pleasant ambiance for the "Impromptu Student Gallery," and I only had to be appreciative for this much-needed paint job to get done.



From our side, our library team gets high marks for service in the annual surveys. An important aspect of service, in my view, is listening to student priorities and then acting on what we hear. In this sustainability-oriented, environmentalist campus, we are in the process of "greening" the library as a response to student input, and the administration appreciates our efforts to do so at minimal cost. The students' enthusiasm has already carried the day for:

- Refinishing much of the old furniture for thousands of dollars in savings
- Putting in a filtered water fountain
- Installing an environmentally friendly roof with 12 skylights along the wide open causeway in the library's center to introduce more natural lighting into the library and save on electric bills
- Sustainably and attractively repairing our 1970's carpet for just a few dollars

More is in the planning stages.

Mary Iber (Cole Library, Cornell College) says: "I believe that we market ourselves by our programming, consulting, and involvement in campus activities. Often at meetings that are not library-related, one of us offers a suggestion that involves use of some database, function, or program that the library offers."

Both MUM and Cole tailor standard marketing practices to the environments of their respective universities. Below are a few areas of common marketing activity featuring the approaches of each institution:

### **Newsletters:**

Director of Cole Public Library Cathy Boggs writes a column called Cole Corner for the Mount Vernon Sun; see <http://www.mtvernonlisbonsun.com/article.php?viewID=4058> . Boggs covers topics from programs to new books to practical ideas. She also sends out a monthly newsletter to public patrons via email or in print as the patron prefers. Cathy also schedules excellent programming -- from Mesquaki Code Talkers to Barbara Robinette Ross to her regular programming for story hour for pre-school, movie days on "early out days" and in the summer, and there's a reading group for the middle school, a reading group for the teens and movie days on "early out days" and in the summer.

Maharishi University of Management Library has put out an emailed monthly newsletter with color photographs in PDF format for four years, "What's New at M.U.M. Library." It is archived at [public.box.net/mumlibrary/](http://public.box.net/mumlibrary/) and anyone can request to be on the monthly list by contacting [svesely@mum.edu](mailto:svesely@mum.edu). A monthly feature in the current version discusses tips for improving information literacy according to the ALA/ACRL standards, which has proven popular with faculty on campus. Displays include new large donations of books, and events scheduled center on poetry: local notable poets, and scholarly presentations on canonical poets. These events are always free and draw both students and members of the community at large.

## **New Student Orientations:**

All new students come to Cole Library for an ice cream social and a chance to enter to win prizes at the special stations: (e.g. reference, serials, Quantitative Reasoning Studio, Writing Studio, Academic Media Studio, AV). The peer advocates make sure their groups get around to at least see what we have and meet someone from each area. Cole doesn't give talks about what they do, except the little bit that gets woven into the prize drawing segment. "We like to start friendly and open, and let them know they are welcome," Mary Iber says.

Suzanne Vesely reports that Maharishi University of Management Library has just reinstated its New Student Orientations this year. She says: "Like Cole, we emphasize to students that we are there to make their lives easier and save them time. We advertise on campus since most of the student attendance is still voluntary." Students come because of organic fruit, cookies (sometimes homemade) and a gift certificate/drawing for a correctly answered exit quiz that also shows how well the mostly international students comprehend the presentation by the library staff. While having fun, students also meet the staff and hear about their respective areas of specialization, watch a sample database search, and listen to explanations of the difference between licensed online resources and the web and tips on library use and ethical use of resources. They are also introduced to the work station with its large selection of specialized software and a small bookshelf next to it featuring recent materials on software such as Photoshop, Creative Suite, and more. It also offers color printing capacity, and an Epson scanner. Students are also introduced to the new books sections, the new quiet study carrels, the laptop study areas, and the reference room. The orientations are filmed and posted on MySpace; see [myspace.com/mumlibrary](http://myspace.com/mumlibrary). The Director Martin Schmidt and Suzanne also have done interviews on the campus radio station, KHOE.

**Faculty Orientation:** Cole Library has had an information literacy program in place for many years; Mary Iber reports:

Cole librarians conduct one day of the orientation for new faculty each fall (and do mini sessions prior to every new block for the new adjunct faculty). The day long orientation involves introduction to ways the library and the Center for Teaching and Learning (we think of ourselves as one but have separate names) can enhance their teaching experiences, their adjustment to teaching on the block plan, and help their students succeed.

Cole has one session where the topic is our Focusing on Assignments <http://www.coloradocollege.edu/library/acmassign/index.html>. All the teaching strategies and theories are freely available online thanks to work Cornell College and Colorado College did using an ACM Information Literacy Grant. We have faculty read and analyze past assignments according to certain criteria, and note where they could use the intervention of a consultant (librarian, writing, quantitative reasoning, academic media). These sometimes result in lively discussions. Mary Iber says: "I recently had a relatively new faculty member tell me that is

where she got the idea for the staged assignments that she uses so successfully in Systems Physiology."

**Campus wide Information Literacy Initiative:** Martin Schmidt, the director of Maharishi University of Management Library, is in the process of creating a campus wide consulting faculty role for librarians. Using information literacy rubrics that he and Suzanne Vesely have created based on ACRL standards, he highlights the process aspect of information seeking: evaluating student search strategies. This rubric has already been accepted by the Academic Council with the understanding that evaluating the process requires expert help. The library has presented this new approach to the faculty senate. We hope to reach all teaching faculty with this approach.

**Service to the University:** Both Martin Schmidt and Suzanne Vesely have also volunteered to be part of an effort to place international students by coaching them and evaluating their resumes. We have added a display of books dealing with job searching and encourage our teaching faculty colleagues who are involved in this special campus wide effort to use the books as a review in preparation for this intensive counseling.

#### **Cole's Consultant System and more:**

Cole has a model system in place since 2000, wherein librarians work closely with faculty to produce information literate students. To get an idea of how this dynamic program works, please visit the link on the Cole home page under Resources for Faculty.

<http://www.cornellcollege.edu/library/faculty/index.shtml> and the campus has a bi-weekly online newsletter, a master calendar, and a "Today @ Cornell" in which Cole lists events.

Mary Iber has also provided an impressive list of the strategies used to market on campus:

1. **Conversations About Teaching:** Cole hosts and organizes monthly conversations over the lunch hour for faculty about topics they are facing: teaching controversial topics, capstone courses, using clickers, teaching in an environmentally friendly way, internships, etc. This is co-sponsored by Cornell's Office of Academic Affairs.
2. **The Consultant:** We publish a 2 page newsletter called The Consultant, twice a year and hand them out at the faculty meetings, and have them available online.
3. **Interviews:** A consulting librarian meets with all candidates being interviewed by their division to give an overview of the library, how we work, the support we offer, and how we can help make their teaching experience better. We also attend the candidates' presentations to the campus, providing feedback to the search committee.
4. **One Book, One Campus, One Community:** This fall we started a very successful program that we will be annual. Faculty, staff, students and the community are all encouraged to read the same book. Readings by the author, discussions, a convocation, and writing sessions during New Student Orientation were some of the events that the library organized (in conjunction with other committees and offices on campus).

5. **Service:** We serve on campus committees, task forces, as advisors to students as individuals and to student organizations. We are involved with planning for and meeting campus speakers and we collaborate with various departments and offices on campus for campus displays. For example, our recent display for Black History Month collaborated with our Intercultural Life Office and supplemented a visiting display from the African American Museum of Cedar Rapids. We used many resources from our Archives to feature news about famous speaker to our campus, including Frederick Douglas and Martin Luther King, the evolution of black student groups on campus, special events and photos. We offer programs and lectures, book talks and an Indie Film festival, each of which welcomes the campus and the local community. We have a yearly reception in the library in honor of faculty who have recently been promoted or tenured and purchase a book of their choice for the library which is displayed at the reception. We create READ posters using faculty and students with their favorite books and display them in the lobby of the library.

Mary Iber concludes: "The way that I look at it, as we integrate ourselves into the campus and the community, we are always marketing our library and the Center for Teaching and Learning. By providing programs and services that enliven thinking, support creativity, save time, and provide opportunities for growth, we get positive responses, and our patron's recommendations do additional marketing for us."

Kristi Robinson-Bontrager observes: "We are constantly working on putting our resources and services where our user groups are."

Suzanne adds: "Having a good team of people who place service first is the basis of good marketing. It makes any other efforts believable. People often tell me how much they appreciate the library. This conversation and getting to know the work of these outstanding librarians-Mary, Kristi, Becky, Carol and Martin--has inspired me to raise the bar next year!"

## **Collaboration – Making the money and services go farther!**

The condition of our economy affects everyone, including libraries. According to Library Journal, the Arizona State Library decided to close the State Archives and History Building this year due to a 75% budget decrease. The Pennsylvania State Library, in Harrisburg, may face a budget reduction of \$2.5 million. In order to curtail costs, the library may reduce staff and/or limit hours the library is open. Lack of funds negatively affects the services and resources libraries have to offer their patrons.

In response to budget cuts, many libraries are forming partnerships with other libraries and/or institutions to provide services and access to resources. Some libraries have begun combining their digitized collections to enable online access to material that would otherwise be inaccessible. For example, the State Library of Ohio and the Ohio Historical Society established

the Digital Resource Commons. The program disseminates materials from the University System of Ohio and Ohio's liberal arts colleges. <http://drc.ohiolink.edu/>.

The power to purchase more for less is formed when libraries group together to purchase databases and other resources. In Illinois, for example, the Library Partnership Trust provides 24X7 access to a variety of resources for patrons. Tumble Books, Gale Virtual Reference Library, and Net Library are three of the resources offered by the LPT.

Powerful, exceptional, user centered services are born from collaboration. In these days of budget reductions, collaboration is essential. It is an old but true cliché, there is power in numbers.

*-Submitted by Linda Nelson-*

For small, publicly funded, libraries such as those at Iowa's community colleges, collaborating and networking with other libraries and librarians has numerous benefits. A survey of community college libraries reveals that collaboration comes in a variety of forms.

### **Hawkeye Community College**

The HCC library is a member of the Cedar Valley Library Consortium. Other CVLC members include the UNI libraries, HCC, Cedar Falls Public Library, Waterloo Public Library, Allen College and the newest "kid on the block," Wartburg College. The consortium's purposes include:

- Sharing an integrated library system
- Fostering cooperation among multi-type libraries with different governing agencies
- Increasing public awareness of library resources in the area

Maintenance of the library system is performed by UNI library staff and costs are shared proportional among the member libraries. Benefits for CVLC libraries besides the shared costs include: training for skills related to the cataloging and circulation systems, and job "shadowing" for paraprofessional staff (providing the opportunity to learn how another library and its departments approach day-to-day operations and services.)

The [WPL@HCC](#) collection opened in September 6, 2007. Books from this collection, which is located at the Hawkeye library, are provided by the Waterloo Public Library (WPL), and WPL cards are required for check out. New materials are selected and processed at Waterloo Public library and then sent to the HCC library for shelving and circulating. The collection also contains audio books.

The advantages of a shared collection include: providing recreational reading for HCC students beyond what the library's budget could allow and provides easy access to WPL materials to students and nearby residents.

*-Judy Mitchell-*

## **Indian Hills Community College**

Indian Hills Community College library participates in [WILBOR](#), a consortium of over 90 public and several community college libraries. WILBOR libraries collaborate to provide access to audio books, and in some resource sharing of a rotating audio book collection with our Library Service Area in Bettendorf. The libraries we partner with are mostly small, public libraries, and the LSA. The benefits are that we get to provide an additional service to our staff and students, and offer them more audio books than what we can afford to purchase outright.

*-Cheryl L. Talbert-*

## **North Iowa Area Community College**

We belong to the NILC group - North Iowa Library Cooperative. It is made up of multi-type libraries in the North Iowa Area. We've been a group since 1986 and have done lots of resource sharing, grant writing, and other activities over the years. In the past, we have also planned an annual conference/workshop for public, school, academic, and special librarians. Over the last couple of years, the group hasn't been very active. I don't even think we held a conference last year.

Previously, we were able to leverage resources and take advantage of "new" technologies. For example, our first fax machine was purchased as part of a resource sharing grant, mainly for interlibrary loan. We had a union list of serials way before Silo. The downside for us was that we ended up doing more of the sharing and less of the borrowing. However, we put our stamp on everything (branding), so it was good PR.

It was also a good way for me to be able to network with other librarians and library types. A recent example of that is when our School Partnerships Coordinator was looking for Area 2 school enrollments that were published in our local newspaper back in October. We no longer have the papers from that time, but I was able to call the librarian at the newspaper (one of the partners in our group), and she was able to help me. Sometimes being able to put a face to a name is helpful.

I also benefited from the conferences. It was an inexpensive way to get staff development opportunities. Also, helping plan and execute the conferences helped me to develop my leadership skills.

*-Karen Dole-*

## **Northeast Iowa Community College**

The NICC libraries are members of the Dubuque Area Library Information Consortium (DALINC). It comprises almost every type of library you can think of! We have several colleges, a couple universities (one of which is in Wisconsin), seminaries, a bible college, hospital libraries, public libraries, and of course NICC.

The purpose as written in our constitution is: "... to encourage, coordinate and develop the educational, recreational and informational uses of the library and information systems that are now available or may be available in the future in order that the benefits there from may have the widest possible application and effect."

In the spring, we have a workshop that is open to any library interested in attending. With leadership from Loras College, we developed the Midwest Interlibrary Loan Conference. A few of us participated in the BIG READ last year. The majority of our members allow other members to share collections.

DALINC, which began meeting in 1987 and became an official organization in 1989, is a very congenial group that supports its members and learn from each other.

*-Deb Seiffert-*

## **Northwest Iowa Community College**

The NWICC library is in a consortium (ICCOG), which shares a variety of online. Four years ago, we also partnered with 2 other libraries in purchasing an ILS system (Polaris). This system is remotely hosted (we do not have a server) and we are able to "share" our catalogs with each other, as well as the other libraries in ICCOG through our federated search engine, WebFeat. This was purchased through the ICCOG /Title III grant. We do not share staffing with any libraries, as we are too remote to be close to anyone! The benefits of participating in joint projects or purchases is obviously bargaining power, as long as all parties are in agreement-we have been fortunate to be in a great working relationship with the other libraries across the state.

*-Rhonda Huisman-*

## **Southwestern Community College**

SWCC is a part of the ICCOG consortium (of seven community colleges) which to offers online classes. The librarians in this group meet regularly and collaborate to offer library resources to all students. We have focused on a library presence within the online classes that provides a core set of online resources. These resources are available to all of the online students as well as the students in face-to-face classes at each of the colleges.

The SWCC library also belongs to WILBOR a consortium for downloadable audio books. Both of these consortiums have provided us with more resources than we could have possibly purchased on our own by maximizing the benefits of the library's budget allotment.

We also collaborate with the local public library on marketing the resources available at each of our libraries.

*-Ann Coulter-*