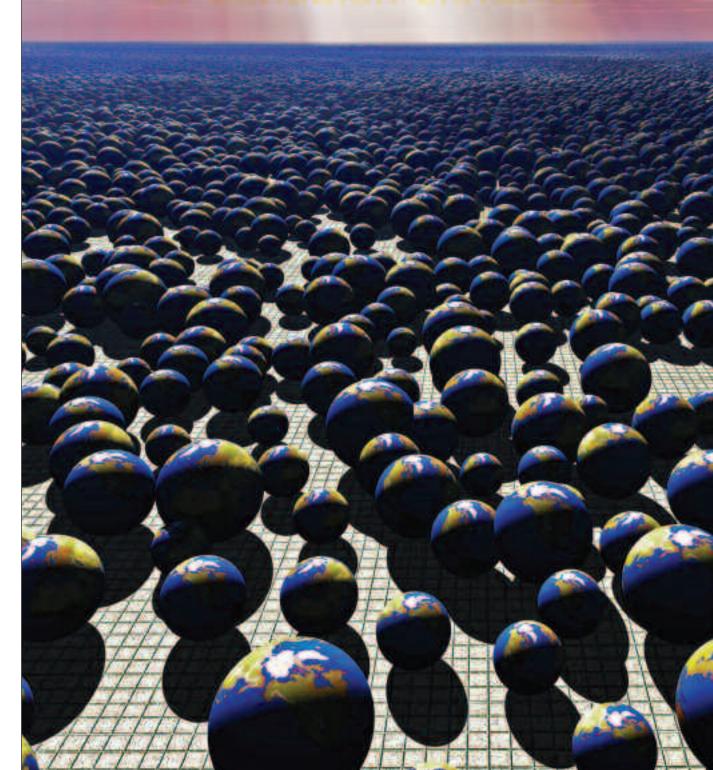
HICITOR

1150 Morrison Dr., Suite 400 Ottawa, ON K2H 8S9 Publication No. 40005356

Vol. 56 No. 6 (2010)

International Activities of Canadian Libraries





CALL for NOMINATIONS ~ AWARDS

2011

Complete information on criteria, judging, nomination procedures and application forms are available on the CLA Web site (www.cla.ca). Go to: "CLA at Work" and "Awards".

The deadline for all award nominations is **February 28, 2011** unless otherwise noted.

(613) 232-9625 • Fax: 613-563-9895 • Email: info@cla.ca

Outstanding Service to Librarianship Award

This award, the highest honour granted by CLA may be given annually for an achievement which is outstanding and of lasting significance in the field of librarianship. The award may be for contributions either locally or nationally by a current or retired personal member.

Award for the Advancement of Intellectual Freedom in Canada

This award recognizes and honours outstanding contributions to intellectual freedom in Canada by individuals or groups. Preference is given to librarians and library institutions. However like-minded individuals such as teachers or authors or groups such as schools or publishers are also eligible.

CLA/Ken Haycock Award for Promoting Librarianship

This award honours individuals who have demonstrated exceptional success in enhancing the public recognition and appreciation of librarianship. This may have been accomplished through exceptional practice as a librarian; teaching the profession in formal and informal settings; writing; serving as a mentor or role model; or otherwise raising external appreciation of librarianship.

CLA Book Awards

Generously sponsored by Library Services Centre CLA is seeking nominations for books published in Canada in 2010 for the following awards:

- Book of the Year for Children Award
- Amelia Frances Howard-Gibbon Award for Illustration
- Young Adult Canadian Book Award

Deadline: December 31, 2010

CLA/ Information Today Award for Innovative Technology

Generously sponsored by Information Today, Inc.

This award is given annually to honour a member or members of the Canadian Library Association for innovative use and application of technology in a Canadian library setting.

28th Annual Student Article Contest

Generously sponsored by ProQuest

This contest is open to all students registered in, or recently graduated from a Canadian library school, a library technician program, an information science program, or faculty of education library program.

Deadline: March 31, 2011

CLA Library Research and Development Grants

One or more grants totaling \$1,000 will be awarded annually, when merited, to personal members of CLA to support theoretical and applied research in library and information services.

Miles Blackwell Award for Outstanding Academic Librarian

Generously sponsored by YBP Library Services

This award is presented to an individual member of CACUL who has made an outstanding national or international contribution to academic librarianship and library development.

Robert H. Blackburn Distinguished Paper Award

Named after Dr. R. H. Blackburn the first President of CACUL (1963-64), this award acknowledges notable research published by CACUL members. Submissions may be made by any member of CACUL, including the author.

CACUL Innovation Achievement Award

Generously sponsored by OCLC Canada

This award recognizes academic libraries which, through innovation in ongoing programs/services or in a special event/project, have contributed to academic librarianship and library development.

CACUL New Academic Librarian of the Year Award

Generously Sponsored by EBSCO

This award recognizes innovative ideas and initiatives brought to life by Canadian academic librarians in colleges and universities who have completed their MLIS or equivalent within the last five years. This award is not intended for a group, but rather to honour an individual.

2011

CTCL Award for Outstanding College Librarian

This award is to honour a college librarian who has made an outstanding contribution to college librarianship and library development in Canada.

CTCL Innovation Achievement Award

Generously sponsored by OCLC Canada

This award recognizes innovation in college libraries that contribute to college librarianship and library development.

CAPL/Brodart Outstanding Public Library Service Award

Generously sponsored by Brodart

This award may be given annually by CAPL for outstanding service in the field of Canadian public librarianship.

Follett International Teacher-Librarian of the Year Award

Generously sponsored by Follett International

The Canadian Association for School Libraries honours, through this award, a school-based teacher-librarian who has made an outstanding contribution to school librarianship within Canada through planning and implementing school library programs, based on a collaborative model which integrates library and classroom programs. Nominees do not need to be members of CASL.

CASL Margaret B. Scott Award of Merit

The Margaret B. Scott Award of Merit honours an individual who has made an outstanding contribution to Canadian school librarianship at the national level. Nominees do not need to be members of CASL.

CASL Angela Thacker Memorial Award

This Award honours teacher-librarians who have made contributions to the profession through publications, productions or professional development activities that deal with topics relevant to teacher-librarianship and/or information literacy.

CASLIS Award for Special Librarianship in Canada

Do you know a special librarian who has made an outstanding contribution to special librarianship in Canada through publication, research, teaching or any other noteworthy activity of benefit to the profession?

CLTA Merit Award for Distinguished Service as a Public Library Trustee

This award is presented annually to a library trustee who has demonstrated outstanding leadership in the advancement of trusteeship and public library service in Canada.

CLTA/Stan Heath Achievement in Literacy Award

This award is presented annually to a public library board that has initiated an innovative program that is contributing significantly to the advancement of literacy in its community.

CLA INTEREST GROUP AWARDS:

Access to Government Information Interest Group Olga B. Bishop Award

Generously Sponsored by Counting Opinions
The annual \$200.00 Olga B. Bishop Award will go the library

school student submitting the best paper on government information or publications.

Deadline: March 31, 2011

CLA/YBP Award for Outstanding Contribution to Collection Development & Management

Generously sponsored by YBP Library Services

This award recognizes an individual member in good standing of CLA who has made an outstanding local, national or international contribution in the field of library collection development or management.

CLA/Library Technicians Interest Group Award of Merit

This award acknowledges a library technician who demonstrates outstanding professional achievement and leadership in the library and information community at a regional, provincial or national level.

Technical Services Interest Group

The CLA/3M Canada Award for Achievement in Technical Services

Generously sponsored by 3M Canada

This award recognizes achievement in technical services in order to encourage innovation and raise the profile of technical services.

Canadian Association
Library canadienne
Association des bibliothèques

Canadian Library Association 1150 Morrison Drive, Suite 400 Ottawa, ON K2H 8S9 (613) 232-9625 • Fax (613) 563-9895 www.cla.ca

Feliciter

Publisher

Kelly Moore

Editor

Judy Green

Copy Editor Jennifer Jarvis

Layout & Design/ Review Coordinator

Beverly A. Bard

Member Communications Advisory Committee 2010-2011

Elaine M. De Bonis, Convenor; Gerry Burger-Martindale, Nicole Eva, Denise Glasbeek, Todd Gnissios, Patrick R. Labelle

Published since 1956 by the Canadian Library Association 6 times per year as a membership service to CLA members in good standing. Volume 1, No. 1 to the present issue is available on microfilm from CLA.

Indexed in the Canadian Index and Library Literature and available online in the Canadian Business & Current Affairs Database.

Deadlines are as follows:

Issue	Editorial	Advertising Space
1	Dec. 10	Jan. 10
2	Feb. 11	March 7
3	April 15	May 2
4	June 22	July 4
5	Aug. 19	Sept. 6
6	Oct. 19	Nov. 7

Acceptance of an advertisement does not imply endorsement of the product by the Canadian Library Association.

Feliciter

Canadian Library Association 1150 Morrison Drive, Suite 400 Ottawa, Ontario K2H 8S9 613-232-9625 Fax: 613-563-9895

Advertising, including career ads:

Judy Green

Marketing & Communications Manager

Tel.: (613) 232-9625, ext. 322 Fax: (613) 563-9895 Email: jgreen@cla.ca

Printed by Performance Printing Ltd., Smith Falls, Ontario

©The Canadian Library Association ISSN 0014 9802

Publication mail agreement number 40005356

Table of Contents

Volume 56 • Number 6 • 2010

Theme: International Activities of Canadian

Librarians

Guest Editor: Karen Bordonaro

Guest Editorial

International Activities of Canadian 227 Librarians by Karen Bordonaro

Theme Features

Crossing Borders: The Western New York/ *74*0 Ontario ACRL Chapter bv Kevin Manuel

Overdue: Health Information Access for All 242 bv Sandra Kendall

The University Librarian as a Team Player in Tanzanian Civil Society by Chantal Phillips

Ready, Set, Go... 246 Starting a Library's International Program by Margaret Law

International Librarianship: What Can *248* We Do Here in Canada? bv Nasser Saleh

Feature Articles

Confessions of a Library Santa by Guy Robertson

UFV's Library and Information Technology Program: A 30-Year History Sets the Tone for the Future by Christina Neigel

Canadian Library Month 2010 by Judy Green

Columns

President's Message 228 Transcending Boundaries by Keith Walker

From the Director's Chair 230 Become a librarian – see the world! by Kelly Moore

Taking the Lead 232 Command and Control: Over and Out? by Ken Roberts & Daphne Wood

In Memoriam 234 Tributes to Norman Horrocks

In Memoriam Tribute to Guy Sylvestre

Book Reviews

800m Ahead: Small Public 265 **Libraries in Canada** Alberta Beach, Alberta

Departments

Index to Advertisers 243

CLA Executive Council & Staff Contacts 268

Front Cover

This month's cover image: **Billion Earths**

Photo Credit: www.dreams time.com/rovaltv-free-stockimages-billion-earths-image 9568399#© Canadafirst info

Cover Design: Beverly Bard



Guest **Editorial**

by Karen Bordonaro



International Activities of Canadian Librarians

Canadian librarians are citizens of the world. This has become very apparent to me in serving as guest editor for this issue. As an American who crosses the border to work in Canada every day, I have a strong personal interest in discovering and sharing information about the myriad international activities engaged in by Canadian librarians. What I found really surprised me. In many remarkable ways, Canadian librarians are making the world a smaller place in which we can all connect with one another in both professional and personal ways. The theme of this issue, international activities of Canadian librarians, reflects the broader idea of connection across borders.

International activities offer both professional and personal benefits to Canadian librarians. Professional networks are sparked when we work with colleagues from different countries. We can share perspectives on our own practices with them as well as learn new professional modes of service and resource development from them. We can benefit personally as well. Our horizons will broaden, our knowledge of the world will increase, and we can experience personal engagement with people from other cultures and home environments. All of these activities connect us to each other.

Examples of how we are all connected can be seen in the range of articles written for this issue. Kevin Manuel tells us how local American and Canadian librarians are connecting with each other as he writes about the professional activities sponsored by the joint Western New York/Ontario Chapter of the Association of College and Research Libraries. Spanning even further geographical distances, Sandra Kendall explores a

Guest Editorial continued on page 229



Transcending Boundaries

The theme of this issue of Feliciter, international experiences of Canadian librarians, brings back memories of my experience on an international job exchange in the early 1990s. My family and I spent a wonderful year living on a small farm near the city of Ballarat in Victoria, Australia. I exchanged jobs, houses, cars, dogs... but not sheep (they were farmed out the year we were left in charge of the land). Our youngest son started school there, and both of our boys adopted Aussie accents on their first day of school... and as quickly reverted to a Canadian accent once they got home to Medicine Hat. I had an amazing year working at a small university library and commuting often into the large city of Melbourne (driving on the "wrong side" of the road) to attend meetings where we discussed strategic planning, technology and staffing... all issues that transcend international boundaries. The people we met in Australia were amazingly friendly and the experience has been one of the highlights of our family's history.

More recently, in my capacity as President of CLA, I had the privilege of attending the World Library and Information Congress organized by the International Federation of Library Associations and Institutions (IFLA) in Gothenburg, Sweden. It was fascinating to be amongst library leaders from around the world, as the 3,500 delegates represented 122 countries. I attended one session where the delegates talked about the benefits of being involved internationally. These included:

- promotion of home country and institution
- sharing of culture
- exchange of services, ideas, people
- professional return on the investment, including networking and contacts
- knowledge development
- involvement with the association (committee meetings, presenting, posters)
- long-term commitment to international relations (no country is self-sufficient; we need to cooperate and be involved)
- at the national level, the peers are other countries' national organizations, which meet at the international level

- danger of looking too inward if countries are reluctant to participate during times of economic downturn or uncertainty
- international activities should be part of regular operations, not a luxury
- recognition that international activities can take place at home by hosting visitors, exchange partners, using technology

Over the next two years, Canada's involvement with IFLA will be strengthened as we support, encourage and participate with Ingrid Parent in her role as IFLA President, the first Canadian to hold that position.

CLA should, and does, lead the way in Canada's involvement with the international library community; many of our individual members have taken an active role, and many libraries have been involved in IFLA as well as with other international groups. You will find their stories and reports in this issue of *Feliciter*.

While I write this message, the Executive Committee is preparing to release the draft of the reorganization plan for the Association. Much thought from the CLA Future Committee, the Council and our members has gone into the plan, which we expect will help to rejuvenate and renew CLA while also dealing with the financial situation. I look forward to hearing from you as the plan is shared. The draft plan will be revised based on the first round of feedback, and then it will be sent out again for another chance for the community to provide input on the future of our Association. You will have yet another opportunity to be involved when the resolutions for change are brought to a vote at the Annual General Meeting during the 2011 CLA conference in Halifax. Please review the ideas for renewal and let us know if you have other ideas or suggestions to help make CLA viable for you.

I hope you enjoy reading about the many ways Canadians are involved in the international library community, and I look forward to hearing your thoughts about the proposed plans for rejuvenating and renewing our Association.

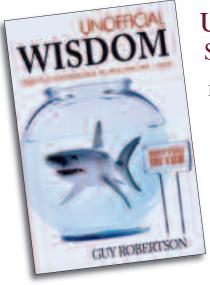
Guest Editorial continued from page 227

global Canadian initiative in her article about a medical library partnership program with Ethiopia, and Chantal Phillips relates her experiences working on a project in Tanzania. In addition, this special issue includes pieces by Margaret Law, who offers information and advice about setting up international programs in Canadian libraries, and by Nasser Saleh, who frames the bigger issues relating to international librarianship by asking the very important question, "What can we do here in Canada?" Taken together, these articles offer an intriguing glimpse into the ways that Canadian librarians are making connections across the globe a part of their daily work life.

Reading the articles in this issue has inspired me to continue looking for those connections. As librarians, we are in a unique position to positively affect the flow of information across borders, whether those borders are in our own backyards, across the country, across the continent or across the world. Each one of us has the power to contribute to these connections.

Please join me in thanking our authors for their welcome contributions and in personally supporting these efforts. We can make a difference. 🔼

Karen Bordonaro is the Liaison/Teaching and Learning Librarian at Brock University. Her liaison areas include Applied Linguistics and Modern Languages, Literatures, and Cultures. She is also the contact librarian for the Intensive English Language Program and for the International Student Programs in the Faculty of Education. In addition to library work, Karen also works part time as an ESL instructor.



UNOFFICIAL WISDOM Selected Contributions to Feliciter 1995-2009

Have you ever considered converting your library to a makeshift morgue? Have you ever been refused entry to the United States because you don't look like a librarian?

Guy Robertson, highly respected Feliciter columnist, shares his unique insights all things library and library related. He has compiled your favorite articles, spanning the past fifteen years with topics ranging from senior moments, visiting unique bookstores in the United Kingdom to library safety and security and disaster planning.

Order online at www.cla.ca at Shop CLA or orders@cla.ca

Unofficial Wisdom, Selected Contributions to Feliciter 1995-2009

Guv Robertson

ISBN: 978-0-88802-334-6

Publisher: Canadian Library Association

Price: CLA member rate \$26.95 (non-member rate \$29.95)



Director's Chair by Kelly Moore



Become a librarian – see the world!

It's not a slogan I ever heard in library school, and it's not the image most people have of our profession. But in our inter-connected information environment, it is a reality for many librarians. And the great thing about international librarianship is that you can start getting involved without leaving your desk. How is that "international"? you ask. Well, first, let's clear up a misconception. International librarianship is not just about being a librarian in a foreign country (though if you ever get the chance to work abroad, I would highly recommend it). International librarianship is about working collaboratively across geo-policital boundaries to advance key elements of our profession. It's about developing interoperability standards to share cataloguing data; creating frameworks for cross-border inter-library loans; learning from the experiences of others to set best practices in information literacy or reference services; or influencing decisions in global governance debates that affect our activities and services. And yes, you will likely get the opportunity to travel in order to advance these efforts.

What does it take to be successful in international librarianship? Most importantly, an open mind and willingness to learn from others. But it also takes patience – learning how to cooperate across cultural and linguistic divides is challenging. And it takes dedication – relationships develop over time, and progress is not made overnight on most issues. But the rewards are well worth the efforts!

What are some strategies for getting involved in international activities? The best approach is to start locally. Become involved in CLA; develop expertise on an issue through your local and national networks. This will give you the confidence to speak from the "Canadian perspective" when you are corresponding with representatives from other countries. Being part of your national association also offers the opportunity to meet Canadian colleagues who are already involved in international work; you can learn much from their experiences. Many CLA members are involved in a wide range of international activities, and you will read some of their stories in this issue.

International librarianship can involve bi-lateral, multilateral or international relationships. CLA has recognized the need for supporting international activities since its

inception. One of our Association's first resolutions in 1947 was to apply for membership in the International Federation of Library Associations and Institutions (IFLA), and we have maintained this membership ever since. We were active in the Commonwealth Library Association (COMLA) for many years; this membership afforded us the opportunity to develop strong relationships with other national associations, particularly with Australia and New Zealand. In 1981, we entered into an Anglo-Canadian Library Agreement to strengthen ties with the then Library Association in the United Kingdom and our national sister organization, the Association pour l'avancement des sciences et des techniques de la documentation (ASTED). We were a founding organization in the establishment of the Anglo-American Cataloguing Rules (AACR), and continue our cooperative cataloguing activities with our American, British and Australian counterparts with the introduction of Resource Description and Access (RDA). We have a long-standing and strong relationship with the American Library Association, and hold Affiliate status within their membership.

CLA will continue to pursue its international activities, and we will support our members in these endeavours. There is much we can contribute to and learn from our colleagues around the world.

It is a poigniant coincidence that in this international issue of *Feliciter*, we also pay tribute to the personification of international librarianship, Dr. Norman Horrocks. Norman was dedicated throughout his career to fostering cross-border connections, and his social network of librarians around the globe is a testament to his tremendous capacity to bring people together. An honorary member of the American, British and Canadian library associations, and a long-time member of the Australian national association, Norman recognized that international relations are imperative to successful librarianship. He was a leader and mentor to generations of librarians. We will miss his passion, his memory, and his unique ability to convey library history through stories of the personalities who shaped it. To Norman: cheers.

Subscrip on Services as DYNAMIC as your Collection

Swets Wise Selection Support



M b ttin feth b tin isl

I Utile w fin p on wg te fin n b tin

I fic rp

I fig pn fil to of let n v fin attentions.











Command and Control: Over and Out?

As the 1970s closed, the dominant management style for both public and private sector organizations was directive and hierarchical, honed to perfection during decades of economic growth and by the influence of soldiers who returned from "the war" with a sense of command structures. Private sector companies, however, were beginning to sense that change was coming at them more rapidly and that their competition now originated from unexpected quarters. As well, retiring leaders were being replaced by people who had never belonged to any army.

Organizational behaviourist Bernard M. Bass was the first to compare the concepts of transactional and transformational leadership.1 Transactional leaders, he stated, focus on immediate concerns and view people as tools to achieve goals that they alone get to set. In this world, labour is a purchased commodity and loyalty is expected because it is the boss who signs the paycheque. In contrast, transformational leaders use four tools to guide people: charisma, inspirational motivation, intellectual stimulation and individual consideration.² In this world, the relationship between the leader and their employees, colleagues and team members ultimately determines what goals will be achieved and how they will be accomplished.

Transformational leadership sounds good, and it also works. Staff are more likely to say that their organizations are highly effective; they work harder and smarter, toward commonly held goals. Employees value transformational leaders who set goals but allow others to find the paths to reach those goals. Leaders using the transformational model are judged to have better relationships with staff at all levels of the organization, including their own bosses.

The next generation

Like many public sector organizations, libraries have been slow to move toward transformational leadership. As an example, an article in Library Journal surveyed

exceptional new librarians ("Movers and Shakers") from 2002 to 2007. These professionals complained that their own leaders did not acknowledge their work and or connect with them. Of the Movers and Shakers who responded to the survey, almost half were not celebrated by their organization for the work that led to their recognition.3

The shift toward transformational leadership occurred just as leaders who had fought in the Second World War began to retire. We are now about to experience the retirement of the next significant generation, the baby boomers. It will be interesting to see what changes this movement brings to leadership styles and the impact it will have on the most critical resource in libraries: human capital. 🙈

Notes

- 1. B. Bass, "Leadership: Good, Better, Best," Organizational Dynamics 17 (1985), pp. 26-40; and B. Bass, "Theory of Transformational Leadership Redux," Leadership Quarterly 6:4 (1995), pp. 463-78.
- 2. J. Kouzes and B. Posner, The Leadership Challenge (San Francisco: Jossey-Bass, 1987).
- 3. C. Hill and M. Farkas, "What We Need," Library Journal 133:16 (2008), p. 24-27.

Ken Roberts is the Chief Librarian of the Hamilton Public Library, and Daphne Wood is Director, Planning and Development, of the Vancouver Public Library. They share a passion for leadership research and the practices of resilient organizations.

Book Review Digest Plus

An essential reference tool, **Book Review Digest Plus** collects the widest possible range of book reviews from the most respected sources.

Book reviews on the Internet often consist of little more than thinly disguised marketing materials or the subjective views of readers and customers rather than the considered work of experts and academics. Reviews in Book Review Digest Plus, by contrast, are serious, professional works, making this an invaluable resource for literary and biographical research, as well as for readers' advisory and collection development.

Content includes:

- Over two million reviews, including citations, generous excerpts from book reviews, book summaries, bibliographic data, and over 225,000 full-text reviews
- Coverage as far back as 1983
- More than 118,000 new reviews added every year
- Positive and negative evaluations
- "Master" records for each book, with links to reviews from a variety of sources

"The content will be welcome at any academic or ...public library.... incredibly powerful retrieval features."

—Reference Reviews





Toll Free: 800-367-6770 • Tel: 718-588-8400 Fax: 718-590-1617 or 800-590-1617 E-mail: custserv@hwwilson.com

Tributes to Norman Horrocks, OC, PhD, FCLIP



Norman Horrocks, was born in Manchester, England, His evening duties in his early days at Manchester Public Libraries in 1943 were spent fire watching, guarding the library against the threat of incendiary bombs. He used to describe that activity as a different kind of library conservation.

After a spell in British military intelligence, selected he claimed because he knew French and German, played chess, did the crossword in the *Manchester Guardian* and was a

librarian, his international career began as British Council librarian in Cyprus. His appointment coincided with Lawrence Durrell's period of residence there. Durrell was a member of the library and Norman is referred to, but not named, in Durrell's *Bitter Lemons*. Durrell describes a horrible glow in the sky one night as the library with its 25,000 books burned to the ground. Around the same time a bomb intended for the Governor of the island injured Norman and put him in hospital in London for six months.

Once returned to health, he looked for a different place in which to work and moved to Perth, Western Australia, at the time when the library system in that huge state was being developed from scratch. He was one of a group of UK librarians who made a significant contribution to that task. While in Perth Norman made time to take a degree in constitutional history, hence his future interest in parliamentary practice particularly as it applied to library associations.

After seven years in Australia, he took long service leave and enrolled in the new library school at Pittsburgh, teaching in the mornings and taking classes for his Masters in the

afternoon. On completion he joined the faculty and studied for a PhD. He then moved to Canada, joining the then new library school at Dalhousie. From then on he was active in library associations on both sides of the border in North America, constantly challenging attitudes and campaigning for greater membership involvement. Whenever he announced at the microphone "Norman Horrocks, councillor at large" everyone knew that he was going to remind the ALA's governing body that it was about to commit a policy or constitutional breach.

At about this time in the UK we were making the painful move from Library Association examinations to graduate

entry. Norman's standing in North American professional circles and his understanding of the profession in the UK, enabled him to be influential in the recognition of British professional qualifications for British Library Association members seeking employment in Canada and the USA. He was an active member of the ALA Standing Committee on library Education: UK Panel. He was one of the most visible British members of the ALA and represented British librarianship there at the highest level for many years. In recognition of Norman's contribution to international librarianship over a period of (at that time) of nearly 50 years and three continents, the (British) Library Association awarded Norman an Honorary Fellowship at a ceremony in London in October, 1998.

In later years he remained close links with the profession in the three continents in which his career developed. He smoothed paths, arranged meetings and contacts and offered advice whenever he identified the need. I well recall that when I was attending ALA conference as chief Executive of the LA, he invited me to a 'campaign breakfast' organised at the early stages Ann Symons's bid for ALA Presidency. It was a startling eye-opener to the stark differences in the processes of electing library association presidents between the UK and USA. Where will those seeking to modernise the constitutions of library associations turn to now for advice, I wonder?

Ross Shimmon, Chief Executive, The Library Association, 1992-1999.

This tribute draws heavily on the citation for the award of Honorary Fellowship, prepared by Andrew Miller.

 $-\infty$

In her letter nominating him for ALA Honorary Membership, past president Ann K. Symons noted: "Dr. Horrocks has educated and mentored thousands of librarians around the world, including many who have become ALA leaders. For many years Norman has acted as an "unofficial" parliamentarian for council members, and indeed has taught several ALA Presidents the finer points of conducting a meeting. His expertise about ALA policy has been critical on numerous occasions. There has never been a time when Norman has not had time to answer a question, participate in a discussion, provide information from his encyclopedic memory and archives. In fact, he is frequently consulted by

ALA staff as well as members." Many of the ALA leaders, including many past presidents, who supported that nomination noted both how extensive Norman's contributions had been – and that they were so constant as to be virtually invisible to many members. Past president Betty Turock noted, "Norman Horrocks' total ALA contributions have not always been obvious. He has served as advisor to more than a dozen ALA President, not only in parliamentary matters... but also in the themes and directions the presidents' major efforts might take." Past president Eric Moon noted: "I would find it difficult to name any other person who has contributed in so many ways to the Association and has been of such help to so many members over the past four decades."

In 1995, after 30 years on ALA Council, Norman Horrocks stepped aside - though he still attended all meetings until illness intervened. He continued to serve on and chair committees, he advised, he clarified, he recalled unwritten ALA history. He was a constant presence. He provided good counsel, friendship, wide-ranging experience willingly shared, and, to quote Eric Moon again, "unfailing good humor."

Mary Ghikas, Senior Associate Executive Director, American Library Association

-100r

Ask a thousand people in the library world about Norman Horrocks, and you will get as many stories of how he influenced their professional lives. This is mine.

I knew of him as an éminence grise of the profession, but our personal connection developed after I moved from Calgary to Halifax in 1999. Margy MacMillan, a Calgary librarian and Dalhousie alumna, had asked me to give Norman a hug from her. When I told him of my assignment, he opened his arms wide, gave me a beaming smile and said "OK then!" A firm friendship was born.

At an IFLA conference Norman introduced me to Linda Ashcroft, editor of New Library World. I was soon promising her a feature article, and Linda later hosted me as a visiting researcher at Liverpool John Moores University. When I was asked to run for CLA president-elect, I sought Norman's advice. I met Ann Symon, an ALA past president, who said her run for office was due to Norman's encouragement. For my Elect and presidential years he was always nearby for support.

The end of my CLA presidency left me wanting a new project in my life. Norman showed me how to turn my book idea into a proposal, and it was published the following year.

I told Norman once that I regretted leaving the U.K. without completing my professional library qualifications. He connected me with the CILIP Education Secretary, Marion Huckle. She invited me to apply for a fellowship — a complex process successful, in no small part, because of Norman's reference.

In our many conversations over tea, Norman and I only disagreed on one issue: whether a past president should remain on an executive (he in favour, I against). I have since come round to his viewpoint.

After I moved to Toronto, Norman and I continued to talk and email regularly. I looked forward to seeing him at local, national and international meetings. In his eighties, he decided to visit his sisters in the U.K. "because they were getting on a bit." Norman was always about doing the right thing as he saw it.

Norman was a networker long before we had heard of social media. He never hesitated to volunteer and to encourage others to do the same. He was a master at recognizing the essence of people and arranging beneficial connections for them. He could see talent even when

masked by hesitancy: he supplied the confidence building to allow that talent to shine.

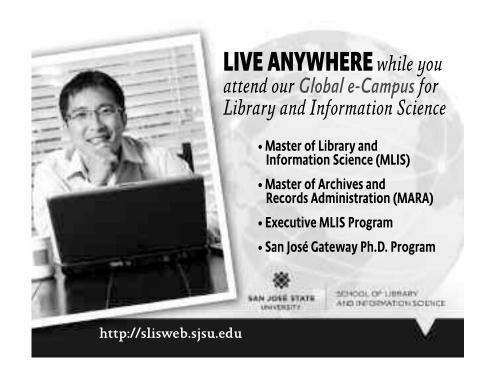
On his last day, Norman suddenly opened his eyes and demanded of his family, "Where's the agenda?" I can think of no greater tribute than for us to continue that agenda for him:

- Connect people with professional interests in common who might not otherwise meet.
- Encourage and support the hesitant to explore their potential.
- Stick to the agenda, and help the process succeed.Thank you, Norman.

Madeleine Lefebvre was CLA President for 2003-04. She is now Chief Librarian at Ryerson University in Toronto.

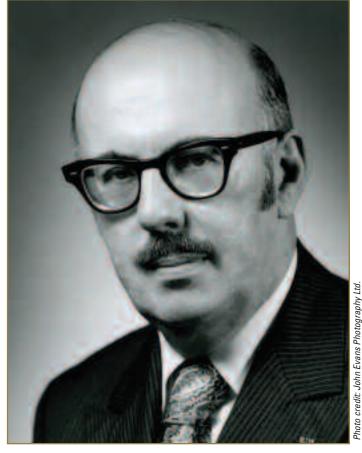


To commemorate Norman's tremendous impact on our profession, CLA has set up a blog in his memory, and we welcome you to contribute your thoughts and memories. http://www.clatoolbox.ca/Norman_Horrocks/



In Memoriam by Paul McCormick

National Librarian Guy Sylvestre, 1918-2010



With the death of Dr. Guy Sylvestre on September 26, Canada lost a "statesman among librarians." Early in his career, he was Private Secretary to Louis St. Laurent when St. Laurent was Secretary of State for External Affairs and Prime Minister. In 1953, Dr. Sylvestre became Assistant Librarian at the Library of Parliament, then Associate Parliamentary Librarian in 1956. He was named Canada's second National Librarian on June 1, 1968.

A prodigious author as well as a literary critic and historian, Guy Sylvestre celebrated the literature of French and English Canada and sought throughout his career to build bridges between Canada's literary communities. He described this role as that of a rassembleur, that is, someone who brings people and communities together. He was a leader in a range of national and international organizations. The recipient of honorary doctorates from the University of Ottawa, Mount Allison, Toronto, Prince Edward Island, Memorial and Concordia, Guy Sylvestre received the Order of Canada in 1982, the federal government's Outstanding Public Service Award in 1983 and the IFLA Medal in 1985. His literary archives are held by Library and Archives Canada.2

As National Librarian, he oversaw a dramatic growth in the programs and services, collections and resources of the National Library. As well, working in collaboration with library communities, he led the development of national planning, services and standards in support of Canadian libraries in a time of significant change. His impact in Canada has been well documented and assessed in a Festschrift published by CLA and ASTED.3 The title of his speech at CLA's 1970 annual conference, "The Prime Mover: The Role of the National Library," quoted H.W. Humphreys, who had said that "[a country's] National Library should be the prime mover in library matters and should be expected to be the leading library in all fields."4

Being a prime mover manifested itself in many ways. Dr. Sylvestre's revised National Library Act set a pattern for an activist role. A national conference on cataloguing standards was held in 1970 to discuss the impact of electronic technology and its effect on library methods and techniques. This led to the formation of task groups on MARC, cataloguing standards and the Canadian Union Catalogue, a consultative and collaborative pattern that was to repeat itself throughout his time as National Librarian.

In Memoriam

The National Library Advisory Board struck many committees and task forces with members drawn from across the country to assess and make recommendations in areas of national significance such as library standards, bibliographic services and resource sharing.

Specialized services and collections at the National Library were established in music, library documentation, children's literature, multilingual publications, and rare books and manuscripts. Collections for national resource-sharing purposes were strengthened. Major collections were acquired including the Jacob M. Lowy collection of Hebraica and Judaica, the Lawrence Lande collection of Canadiana, the Goldsmiths'-Kress Library of Economic Literature, and the archives of eminent musical and literary figures such as Glenn Gould and Gabrielle Roy.

Major services that supported Canadian libraries and an emerging Canadian library network were put in place. These included the Canadian Book Exchange Centre, International Standard Serial Numbers (ISSN) and International Standard Book Numbers (ISBN) authorities, the Multilingual Biblioservice, MARC records and tapes, a nationally available DOBIS system, subject headings and a decentralized Cataloguing-in-Publication (CIP) program. The strengths and weaknesses of Canadian library collections were assessed in a series of major resource surveys in areas such as law and official publications. A decentralized program for the preservation of Canadian newspapers was started. Major exhibitions and public programming showcased the National Library's collections.

By the time of his retirement in November 1983, Dr. Guy Sylvestre had proven to be a national and international leader, an innovator, a communicator, a partner, a facilitator and also a *rassembleur* — in short, a "prime mover." Indeed, he moved the National Library and its support for Canadian libraries forward in numerous long-lasting ways.

Notes

- 1. Anne Piternick, "A Period of Development at the National Library," *National Library News*, vol. 15, no. 11 (November 1983), p. 4.
- See www.collectionscanada.gc.ca/archiveslitteraires/ 027011-200.130-e.html.
- 3. The National Library of Canada and Canadian Libraries: Essays in Honour of Guy Sylvestre (Montreal: ASTED, c. 1996).
- 4. Canadian Library Association, *Proceedings: Twenty-fifth Annual Conference*, June 1970 (Ottawa, 1971), p. 13.

Paul McCormick is President of Partners in Access Inc., an Ottawa-based consulting firm. He is currently preparing a history of the National Library. In 2008 he conducted extensive interviews with Dr. Sylvestre for the National Library history.



800m Ahead: Small Public Libraries in Canada



Thank you to all of the readers who have followed the 800m Ahead article over the years. To date we have featured 50 libraries from across Canada, highlighting their uniqueness and commitment to the diverse communities they serve. Now it is your turn to tell us about your library!

Does your library have a story? We would love to hear it! We are currently seeking suggestions for future libraries to feature in the 800m Ahead section of Feliciter. If your library is located in Canada, serves a population of 10 000 or less, and has a great story to tell, please contact Carrie Jackson at carrie.jackson@ualberta.ca. Please include a short statement of why your library should be featured and a description of the town, library and community noting any interesting facts or history. Stay tuned for future articles, your library could be next!



Read together. Grow together.

Learning happens in many ways. Write a short story, play a game and get involved. Family Literacy Day is January 27. Learn more at FamilyLiteracyDay.ca





Theme Feature by Kevin Manuel



Crossing Borders: The Western New York/Ontario ACRL Chapter

Living close to the U.S. border certainly has its benefits — and they don't all involve shopping! Rather, the close proximity of the universities and colleges in western New York State and in the Golden Horseshoe of Ontario has contributed to the ongoing success of a special American-Canadian partnership.

For the past 35 years, the Western New York/Ontario Chapter of the Association of College and Research Libraries has fostered a cross-border connection for academic and special librarians. Members come mainly from the Buffalo/Niagara areas, but memberships are held as far afield in Ontario as Guelph and Toronto and in New York State from Rochester all the way to Cornell University in Ithaca. As a professional organization for academic librarians, the WNYO ACRL has supported the international exchange of ideas in its ongoing meetings and conferences since its founding.

Beginnings

In 1974, the national ACRL was approached with a proposal to form a new local chapter by the Research and Professional Development Committee from the State University College in Buffalo. After this proposal was accepted by the ACRL, a petition was distributed to academic librarians in the western New York region to gauge interest. The petition collected 39 signatures from national ACRL members, enough to form a chapter. The WNY chapter received approval on January 20, 1975. The first meeting was held on May 1, 1975, at the State University College, Buffalo, with nine WNY libraries represented by 31 librarians, who discussed the structure and bylaws and selected candidates for the chapter executive.

But something unique came out of this initial meeting — a suggestion to include librarians from Ontario. Following this first meeting, invitations were sent out to university and college librarians in WNY and Ontario about the first chapter conference, which was to be held on October 18, 1975, at Niagara County Community College. The theme of this first

conference was *Library Awareness*. Librarians from WNY and Ontario made presentations and 70 people attended, passing the bylaws, constitution and the name of the group, "Western New York/Ontario ACRL." In 1975, the chapter had 125 members and the membership fee was \$5 (today it is still reasonable, at only \$15).

A year later, the first WNYO conference to be held in Canada took place on October 1 and 2, 1976, at the Sigmund Samuel Library, University of Toronto. Its theme, Libraries – The Canadian Experience, attracted 92 attendees. Looking back at the themes of these early conferences, one can observe the transitions in technology in libraries. For example, the October 1978 conference, at the State University College in Buffalo, was on *Micrographics* and had a presentation titled "The Microforms Collection - Management and Use in an Academic Setting." At the 1979 October conference, Librarians – Making Choices, Taking Chances, hosted at the University of Toronto, there was a session titled "Choosing Alternatives to the Card Catalog." The University of Guelph hosted the conference in October 1980 with the theme Automated Library Systems: One Library's Response – with all the presenters from Guelph!

Although the technologies have changed, some of the themes still have resonance today, such as the September 1983 conference, *Personnel Issues in a Time of Fiscal Constraint*, held at the Ontario Institute for Studies in Education, Toronto. Also in 1983, an interesting development occurred when "due to the problem of slow mail between the United States and Canada, the Executive Board agreed to have co-chairpersons for the Public Relations Committee: one from the United States and one from Canada." Thank goodness we have email today! That same year, the chapter partnered with the eastern New York ACRL chapters to host a joint conference on library instruction in Syracuse. Over the years, the WNYO ACRL also partnered several times with the Upstate Chapter of the Special Libraries Association.

Keeping current

For the 10th anniversary of the chapter in September 1985, the conference Academic Libraries in a Changing Environment was held at the Prince of Wales Hotel in Niagara-on-the-Lake. Over the last 25 years, conferences have continued to be held in the spring and fall, switching between the American and Canadian sides of the border. Typical conference sizes tend to be around 75 attendees, so the group seeks special locations such as the Roycroft Inn (home of the Arts and Crafts movement in the U.S. a century ago) located in East Aurora, New York.

These smaller conference venues allow attendees to mingle and meet and share their experiences as academic librarians. A central focus of the conferences is selecting current topics that are important to academic librarianship, such as technology, teaching and collections. Recent conferences in 2007, 2008 and 2009 have included topics such as:

- Blowing Out the Walls: Information Literacy Beyond the Traditional Library
- Get It Where You Can: The Changing World of Collections and Acquisitions
- 21st Century Libraries: Don't Get Left Behind
- No Chalk Dust: Teaching and Learning in Online Environments
- Blur and Blend: Connecting Our Communities
- Adaptations: Leadership for Staffing Services and Collections

For the 2010 conferences, the WNYO ACRL Executive identified the theme of Scholarly Communication. In part, the idea for the theme came from the national ACRL's Scholarly Communication Road Show, which some of the Executive had attended at the University at Buffalo in 2009. But more significantly, Scholarly Communication is a catchphrase that many librarians have heard of but want to know more about.

In May 2010, the spring conference, Getting the Word Out: Scholarly Communication and Academic Libraries, was held at the historic Red Coach Inn located right by the American falls in Niagara Falls, New York. Speakers from Ontario and New York State shared their experiences in working with faculty on Scholarly Communication issues. The food and the view were fantastic, and so was the line-up of sessions! The fall 2010 conference, at the Roycroft Inn in East Aurora, New York, was entitled Scholarly

Communication 2: Copyright and Open Access, with American and Canadian speakers. Be sure to look at the spring 2011 edition of the WNYO newsletter next year for coverage of the 2010 fall conference!

Broadening partnerships

In mid-2010, an executive member of the Ontario College and University Library Association contacted the Programs Chair of the WNYO ACRL about the potential for collaborating on a conference next year. The WNYO ACRL Executive agreed that this would be an excellent opportunity to come together again with a regional group – this time from the Canadian side of the border. Planning for this joint OCULA and WNYO ACRL conference, with the theme Innovation and Creativity, has been on the go over the last few months.

A main feature of this conference will be an "Innovation Boot Camp" similar to the one held at University of Guelph Library in 2010. In addition, there will be a speaker from the Ontario Council of University Libraries, since the American members of the WNYO ACRL are interested in how OCUL came together as a regional library consortium and what advantages there may be for such a group in New York. The event will take place on April 29, 2011, at the beautiful Inn on the Twenty in Jordan, Ontario (a village five minutes outside of St. Catharines that is famous for its wineries). Our chapter's members are looking forward to this conference as sharing ideas across borders is certainly the best part of the WNYO ACRL!

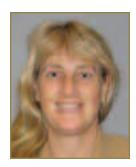
For more information about the WNYO ACRL, please visit our website at http://wnyoacrl.org/.

Note

1. WNYO ACRL: The First Ten Years, 1975-1985.

Kevin Manuel is a Liaison Librarian at Brock University in St. Catharines, Ontario. He is the Programs Chair of the WNYO ACRL for 2010-11 and he would like to thank the WNYO ACRL Archivist Ted Sherman from D'Youville College, Buffalo, for the information he contributed to this article.

Theme Feature by Sandra Kendall



Overdue: Health Information Access for All

Mount Sinai Hospital is a fully affiliated teaching hospital with the University of Toronto. This affiliation provides all cross-appointed hospital staff with access, by proxy account, to the resources of University of Toronto Libraries.

In May 2008, our hospital library was asked if it was acceptable for a doctor working on an educational program to give her proxy account to her Ethiopian colleagues so that they too could access the UofT Libraries electronic resources. After much discussion as to the infringement of licensing agreements that such an action would incur, I agreed that I would try to support this educational program in any way I could.

I was therefore pleasantly surprised that UofT Libraries had already established a project to provide access to its resources for surgeons affiliated wiht the University of Toronto Faculty of Medicine working in developing countries, called the Ptolemy Project.1 The next step for me was to investigate behind the scenes of the Ptolemy Project and connect with the team who had established it, with the hope of expanding access to the Ethiopian physicians involved with the Toronto Addis Ababa Psychiatry Project.

On the spot

In June of 2008, less than three weeks after the start of this project, I found myself at the Akaki campus of the Addis Ababa University (AAU) in Ethiopia, participating in an international educational symposium where I was additionally expected to complete a medical library assessment of the library resources and services of the Black Lion Hospital Medical Library.

Although I really appreciated how everyone at the Mount Sinai Hospital Library helped to brief and prepare me for this symposium and library assessment, I felt as though I was going empty-handed. I was informed by the lead physician from Toronto that I would not be asked to present at the symposium, but that I should be prepared to work with the Chief Medical Librarian by providing an introduction to

the operation and resources of my medical library, as well as to the vast number of resources available through the University of Toronto Libraries. Additionally, it was important to explain my role as a clinical librarian, as this is the role that provides a value-added feature for the library in promoting patient care. Just in case I was put on the spot because you never know - I went having arranged a trial access to the clinical decision support tool, UpToDate, for AAU and the Black Lion Hospital.

Invitations were accepted to this symposium by over 1,000 delegates from various universities worldwide who were interested in developing educational partnerships with AAU. Significantly, the Ethiopian Ministry of Education announced their ambitious goal of increasing PhD graduates in all disciplines by 5,000 and master's graduates by 10,000 in the next 10 years.

To support this projected increase of PhD graduates and subspecialties in medicine, there was the accompanying realization that it would be a priority to further develop medical library services throughout Ethiopia.

During one of the keynote presentations of the symposium, AAU faculty asked a librarian to address the audience on how to improve access to electronic resources and further develop medical library services. It quickly became clear that I was the only medical librarian who had answered the request to come to this symposium. I introduced myself, my hospital, our medical library and my university. I explained my role as a clinical librarian, and how in this role I make suggestions on how to answer clinical queries using our library resources, and how I have attended grand rounds and even patient rounds.

I was overwhelmed by requests to improve access to clinical, scientific, veterinary, pure sciences and the nursing literature and I truly wished I had not gone alone. This group of professionals was asking for assistance. The educational impact of my chosen career has never been so clearly validated.

Mule program

On my return to Toronto, the Ptolemy Project Library website was redesigned to make it easier to access because of the limited bandwidth in Ethiopia. A more user-friendly navigation page soon offered EBSCO's Dynamed, UpToDate and Thomson's drug referencing database, Micromedex. As a result of the increasing usage, the total number of registered users who will be issued accounts through Ptolemy will triple in 2011, thanks to the support and staff efforts at the UofT Libraries.

The success of the project has evolved into a universityto-university partnership between UofT and AAU and now covers 19 different subject disciplines. This project, which the medical library partnership falls under, is called the Toronto Addis Ababa Academic Collaboration (www.taaac.com).

As well as access to electronic resources, we had to turn our attention to availability of up-to-date print resources. At the Black Lion Hospital (Central Medical Library), these were mostly out of date - some over 20 years old. Under the direction of the Chief Medical Librarian, a list of desired subjects was drawn up. For a number of years required current texts have been taken to Addis Ababa via our "mule program." Each TAAAC member travelling to Addis Ababa is required to connect with the Mount Sinai Hospital Library to take along current medical, nursing, veterinary and science texts to the Central Medical Library. Our library in Toronto maintains an inventory of books sent and received.

Donations to our book project have come from Login Canada and the University of Toronto Bookstore. Donations of medical texts not older than five years are given to the University of Toronto Books with Wings volunteers for Ethiopia as well. In August 2010 the TAAAC library program partnered with Devxchange and Books with Wings to send over 1,000 current medical texts by shipping container to the Black Lion Hospital. This book shipment is to be followed in 2011 with a donation of a complete new core medical library collection.

Although some distance training in evidence-based practice has been completed, we would like to develop an effective, comprehensive onsite training program on medical clinical librarianship in Addis Ababa. University of Toronto medical librarians will be invited to create this training program and to consider travelling with me to Ethiopia to conduct training sessions to assist in further developing medical library services in Addis Ababa. Input from veterinary librarians would be desirable as well.

Working with our Ethiopian partners has been an invaluable experience to me as a medical librarian, and it is heartening to see that the goal of the librarian in Canada working to enhance patient care is so transportable and adaptable to conditions in a country such as Ethiopia.

Note

1. Massey Beverage, Andrew Howard, Kiristeen Burton and Warren Holder, "The Ptolemy Project: A Scalable Model for Delivering Health Information in Africa," British Medical Journal, vol. 327 (2003), pp 790-93, www.library.utoronto.ca/its/warren/790.pdf.

Sandra Kendall is a Global Health Scholar at the Peter A. Silverman Centre for International Health, a General Member of Wilson Centre at the University of Toronto, and Director of Library Services at the Joseph and Wolf Lebovic Health Complex at Mount Sinai Hospital. She can be reached at skendall@mtsinai.on.ca.

Associations, Institutes & Education The Canadian Library Association San José State University **Information Providers** H.W. Wilson **SWETS**

(www.greyhouse.ca) OBC

Publishers & Distributors

Greyhouse Publishing Canada

Index to Advertisers

Theme Feature by Chantal Phillips



The University Library as a Team Player in Tanzanian Civil Society

Fall 2010 has been a busy time for our research team, which includes two academic librarians from Canada. We are collaborating with three senior librarians at the University of Dar es Salaam in Tanzania.

Supporting the linkages between academic libraries and non-governmental organizations is not traditional library work. At the same time, many universities, including our own, explicitly claim to be a resource for civil society. So how is it that we can support citizen participation in democracy building? Our project proposes to do it through strengthening access to government documents.

Strengthening government through an engaged civil society is part of Tanzania's plan for development and reduction of poverty. Do libraries have a part to play in supporting democracy? We think so, yes.

"Building Civil Society Capacity for Poverty Reduction" is a collaborative project of Huron University College, Canada, and the Institute of Development Studies at the University of Dar es Salaam. The faculty members at IDS and librarians at Huron and in Tanzania have worked together for years to develop the proposal. The Canadian government and the University of Dar es Salaam support this project through funding from the Canadian International Development Agency.

Network of resource centres

The first year of this six-year project was devoted to the university campus in the capital, Dar es Salaam, on the Atlantic coast. We renovated and refurbished the IDS Graduate Resource Room. This included the creation of a selection tool for the collection in areas of international development, poverty and civil society. Faculty members were able to use the tool to select 200 books, which were added to the collection of the Graduate Resource Room and main library, enabling the faculty to add civil society courses to their offerings and develop a master's-level degree.

Meanwhile, the project leaders were working to get the university out to the community to support the network of small groups that push government to make changes in the lives of Tanzanians. When policy debates occur, these small non-profit groups need access to data, census materials, and policy and program alternatives to develop briefs to present to government on a wide range of issues – for instance, maternal health, water management, farming and education.

How can we librarian gatekeepers support engagement in debate and promotion of access to information? We hope to play the role of intermediary in supporting a network of resource centres. Our first step is creating a directory of resource centres and promoting this sector. Smaller non-profits often struggle to get good data and access to reliable alternatives when community problems are being discussed by policymakers. We are attempting to raise the profile of large libraries and resource centres as sources of credible, current information.

Students, graduates and academics are prominent players in the discussion of ideas. The library has its place in this arena, but making civil society contributions explicit and giving this type of library work a profile in the capital city is our project's goal. We plan to accomplish this through the small but active sector of non-profit resource centres staffed by professional librarians and information specialists.

Civil society organizations need the tools for participation, and the university has much to contribute – research, scholarship, engaged students, information and knowledge.

From the capital city to the community

The success of our refurbished graduate centre and the new curriculum designed for a master's program has led to the creation of a proposal for a PhD-level option as well. There is a strong interest in civil society issues, and we hope new graduates will fill gaps in the NGO sector.

Tanzanians are eager to listen to parliamentary debates at budget time. And there is no lack of voices calling for improvements to Tanzania's capacity to govern itself more effectively, transparently and accountably. One can often hear debates in the street related to government accountability and policy after the radio broadcasts of parliamentary sessions, which draw crowds around the radios blaring outdoors.

This fall we have been taking our library project into the villages. As I write this article, in the city of Arusha, the project staff (undergraduate and graduate students - one Canadian and two Tanzanians) are out in Monduli District meeting with Francis, a Maasai university student who is home for the break tending the cattle with his relatives in Alkaria.

We hope the education and language skills (KiMaasai, KiSwahili and English) of Francis will allow us to increase the use of text messages and radios to bring news of government initiatives to the village level. The library is not moving to Alkaria, but we think there are endless government documents that his phone could access through calls mediated by operators using databases of information on programs, benefits, NGO projects and funding sources.

Our project is working alongside the dynamic non-profit sector, in partnership with the university, and trying to keep in mind the timeless statement of S.R. Ranganathan:

"To every book its reader, and for every reader a book." But these days the book might be an electronic document and the reader a digital phone.

It is fair to say that our project is an example of how we continue to focus in librarianship on the needs of the information user. With text messaging, we will be trying to bring the university closer to our diverse civil society partners – from a pastoralist in the shadow of Mount Kilimanjaro to the hypermodern African citizen of the capital city.

Chantal Phillips is the librarian at the University of Guelph Ridgetown Campus. She has an extensive background in international development education and a strong interest in the participatory design of information systems and communication projects. Her current research is on the use of SMS text messaging for access to government documents and the creation of digital online collections for agricultural extension in Ontario. You can reach her on Skype at chantal.phillips or email chantalp@uoguelph.ca. She would like to thank Pamela MacKay, Alice Nkhoma-Wamunza, Arja Vainio-Mattila and Benedict Mongula for their assistance in writing this article.

Join the Canadian Library Association in Halifax, Nova Scotial

CLA 2011 will be held at the World Trade and Convention Centre, in Halifax, the gateway to Atlantic Canada.



Great shopping is within walking distance from your hotel, wine-tasting in the Annapolis Valley, a visit to Peggy's Cove, or an afternoon drive along the rugged seacoast, Halifax has it all! Wherever you go, you are sure to enjoy great maritime hospitality.

Please watch for updates on our Website, www.cla.ca. For more information, please contact Wendy Walton, wwalton@cla.ca

CLA 66th National Conference & Trade Show Halifax, Nova Scotia ~ May 25-28, 2011

Theme Feature by Margaret Law



Ready, Set, Go... Starting a Library's International Program

When President Indira Samarasekera arrived at the University of Alberta, she brought with her a belief that the university needed to commit to becoming a global institution working with the international community to find solutions to shared challenges. This belief was reflected in her vision document, Dare to Discover: A Vision for a Great University, which identified one of the steps to connecting communities as "Enhance relationships with other nations to create learning opportunities for students and research collaborations to address global challenges and initiatives that foster mutual understanding, global peace, and prosperity."

Given this environment, how does a university library respond and become part of the internationalization of the university? This was the challenge that the University of Alberta Libraries faced in 2008. As is good practice for any librarian, the process started with a literature review, which revealed little about best practices and nothing that was within our budget. Starting from scratch seemed like the best option.

Ready

First steps first. What was the rationale for the UofA Library having an international program at all? In a time when the institution was concerned about budgets and the associated staff issues, it was important to have a strong foundation that explained why we were entering into a new area, especially one that we were unfamiliar with and that was not directly driven by user needs and expectations.

The University's academic plan, *Dare to Deliver*, speaks directly to the role that the University of Alberta expects to play, and the kinds of programs and activities that all units in the University are expected to be involved in. The plan states that "we have a hand in shaping the global world" through a variety of relationships, and all units were expected to participate in this through:

increas[ing] the number, attractiveness and affordability of genuine joint programs, semesters abroad, bilateral exchange programs, international community service learning, internship opportunities with international companies and non-governmental organizations. (p. 18)

Thus it was clear that both the President's vision and the University's plan were directing the Library to do something, but it was still not clear what it would look like.

An environmental scan conducted for the Association of Research Libraries and published in 2009 identified a number of trends affecting the library and information science community, which supported the need for the UofA Library to develop international initiatives. The report identified the continuing high level of immigration into Canada, reflected in the increasing number of international students in universities. Universities are encouraged by both federal and provincial governments to market themselves to international students. Thus, the increased diversity in students, faculty and researchers will translate into a need for greater depth in library services to support the needs of this group.

The report also identified the potential for new partnerships with non-traditional content providers to develop collections. As the UofA Library already has many partnerships within North America, this seemed to point to the need to seek partners in other parts of the world, particularly those with "hidden" collections that have been difficult, if not impossible, for the university and research community to access.

In addition, continued advances in technology are enhancing access to information, including the potential for global information networks to provide added value to existing collections. This created opportunities for the UofA Library to engage in new collaborative relationships with universities and libraries in other countries. As interdisciplinary studies and research grow, libraries need to extend access to information into new areas, requiring

extended staff expertise. International partnerships would be one way to enhance both collections and staff knowledge. In particular, global partnerships are a strategy for developing and sustaining comprehensive foreign language collections.

It seemed that the University was urging us in this direction, and there was support from the external environment to proceed. Added to this was the Library's strategic plan, Good to Great. The Library's strategic plan had been developed in response to the University's own plan, in which the Library stated its intention to extend the benefit of the University's information and knowledge resource base and related services and technologies to local, regional, national and international communities. This is a component of the Library's intention to extend its reputation and be recognized internationally, nationally and locally as one of the best academic research libraries anywhere (italics mine).

Set

After determining that there was encouragement, if not a requirement, for us to proceed, it was important to develop goals for the international portfolio. These needed to align with both the Library's and the University's goals, as well as integrate with existing Library activities. While there had been a considerable amount of international activity by individual librarians, this would be a first step in directing and focusing them. The goals we arrived at focused on how the Library would use international activities to support directions that were already underway: enhancing the research community; enhancing the teaching and learning community; and enhancing our reputation. Specific activities were identified for each direction. For example, we would enhance our teaching and learning communities by:

- providing staff with international opportunities in order to extend their knowledge of international library and information science issues; and
- extending our collection in new directions that support learning and inquiry at a global level.

As part of this planning process, evaluation strategies and benchmarks were developed, and an associate librarian was assigned responsibility for implementation.

Go

Taking the plunge from developing a plan to actually implementing it was a big step: the world was so big and we were so small. The University had a list of countries where it



Girls in the coffee shop in the library at Chonnam National University, Gwangju, Korea

had already developed strong partnerships. It was committed to building on these, so that seemed a good place to start. China was one of the countries that headed this list, as the University had a significant number of programs involving that country, including collaborative research projects, shared degree programs and faculty exchanges.

Before I could go to China, I needed to determine what, exactly, we wanted to develop partnerships about, and what we had to offer. Travelling to China proved to be a great adventure. So many things about the libraries that I visited were familiar: wall-to-wall students studying, concerns about budgets, and concerns about damaged and lost material. Some were very unfamiliar: one of the libraries that I visited only allowed second copies to circulate; everything else was to be used in-house. The ways in which material was arranged and displayed was sometimes enlightening many of the libraries that I visited kept a separate room to honour and display material that was written by faculty members. Library directors were happy to discuss sharing print collections, sharing expertise, and exploring ways to provide access to locally developed digitized collections. Each of these discussions led to more work once I got home.

Back in Canada, I began to actively participate in everything on campus that had an international slant. This involved drinking many cups of coffee with individuals who were doing collaborative research or developing any kind of international activities. In each case I asked the same

Ready, Set, Go... continued on page 250

Theme Feature by Nasser Saleh



International Librarianship: What Can We Do Here in Canada?

During the last few years, I have had opportunities to make presentations at Canadian library conferences about issues related to international libraries. These presentations were based on my experience with international library or development organizations, mainly in developing countries, and they described how these libraries have initiated many successful projects and were able to overcome challenges they had faced for decades. One of the common questions I always get at the end of such a presentation is: What can we do here in Canada?

Mistaken assumptions

Many librarians tend to mistakenly think of international librarianship as a way for "assisting" or "helping" libraries that are located in developing countries. Unfortunately, this approach is still guided by the charity-based model that has dominated many international development projects for decades. This model means that the rich help the poor by reactively assisting libraries that have suffered from war, such as those in Iraq, Palestine and Afghanistan, or libraries that have suffered from natural disasters, such as those in Haiti and Sri Lanka.

Let me start with a definition of international librarianship. I like to use one of the early definitions of international librarianship, from Stephen Parker, that has been widely cited in this field: "International librarianship consists of activities carried out among or between governmental or non-governmental institutions, organizations, groups or individuals of two or more nations, to promote, establish, develop, maintain and evaluate library, documentation and allied services, and librarianship and the library profession generally, in any part of the world."²

The definition is broad. However, it can act as a good starting point to think about what we can do as librarians. There can be more possible activities beyond spending time in a foreign country, attending an international conference or working through a twin-library project. We have a great

opportunity to think about our capacity as individuals to participate in any cause that moves toward equal access to information worldwide and that promotes access to information as essential to the economic, social, political and health development of societies.

Motivation

It is crucial before librarians consider any international activity to think about what motivates them. Peter Lor has studied the different types of motivation that propel people into international librarianship³ and has found they include one or more of the following:

- Exoticism: Curiosity about how things are done in other places, combined with the love of travel and adventure.
- Philanthropy: A sense of caring about our fellow human beings.
- National influence: A cultural, economic and political influence through foreign aid that comes directly from a government-supported development agency such as the Canadian International Development Agency or the United States Agency for International Development.
- International understanding: A willingness to under stand how librarians in other countries manage their library services.
- Internationalism: A sense of the shared values of library professionals worldwide such as equity of access and open access.
- Cooperation: The common thread in many twin or sister libraries that work on a joint goal such as document delivery, capacity-building or digitization projects.
- **Innovation:** When librarians are willing to learn from an other library's experiences and apply some of these experiences to their own situations.
- Advancing knowledge: When the goal is establishing rigorous research that has clear objectives and findings that can be generalized to explain phenomena and yield greater understanding.

Self-understanding: When librarians can understand and critique on their own practice after they have an opportunity to work with a library in a foreign country.

Based on their individual motivation to participate in international librarianship, librarians can contribute to the field by creating a case study to guide future activities and projects. In his book on international librarianship, Robert D. Stueart⁴ lists many questions that researchers and practitioners in international librarianship need to answer, such as:

- What is known about the profession of librarianship on the larger scale?
- Can successful experiences be translated across geo graphical boundaries? If so, what are the most worthy ones to share and what is the best way of sharing?
- What inferences can be drawn from phenomena that might be identified and generalized into other contexts?
- Can specific challenges be identified and pursued to lessen the information gap between developed and developing countries?
- How do librarians in different cultures, with differing values and mores, pursue internationally identified goals and objectives for information-related services and activities?

Opportunities and constraints

Any interest in an international librarianship initiative should be taken to a deeper level to understand the context of access to information and library services in that country. Such an understanding would include the social, legal and political structure of the country, the economics of purchasing library materials, intellectual property and copyright laws, the level of information and technology literacy, language issues, and the level of training that library and information professionals have in these libraries.

With so many opportunities, we should be realistic that there can also be many constraints on achieving our expected outcomes – for example, access to information is perceived differently throughout the world. But librarians can think of the Internet as a new working environment that has successfully removed geographic and time barriers.

International librarianship is an area that requires further investigation and research. There is also a need to introduce international librarianship into the curriculum of Canadian library and information schools to prepare our future librarians. Case studies of the international activities of Canadian librarians could include studying the context of the phenomenon being examined, along with the significant practical opportunities and difficulties. International librarianship will not be only a set of activities, therefore, but it can also become a well-established practice.

The answer to this article's title question is: We can do a lot here!

Some Important Journals in International Librarianship

Focus on international library and information work. Published by the International Library and Information Group of the Chartered Institute of Library and Information Professionals (CILIP).

IFLA journal. Published quarterly for the International Federation of Library Associations (IFLA) by Sage Publications, London.

Information development: the international journal for librarians, archivists and information specialists. Published quarterly by Sage Publications, London.

International information and library review. Formerly International Library Review. Published quarterly by Elsevier, Amsterdam.

Libri: international journal of libraries and information services. Published quarterly by K.G. Saur Verlag, Munich.

New library world. Published bimonthly by Emerald Group Publishing, London.

World libraries: an international journal focusing on libraries and socio-economic development in Africa, Asia, and Latin America. Published semi-annually by the Graduate School of Library and Information Science, the Dominican University.

Notes

- N. Saleh, "Librarianship and Social Justice," a
 presentation to Librarians Without Borders Panel,
 Faculty of Information, University of Toronto, January
 2010; N. Saleh, "Access to Knowledge in Developing
 Countries," a presentation to Open Access Week at
 Queen's University, October 2009; B. Saddler, R. Metcalfe
 and N. Saleh, "Open Source Software in Developing
 Countries," Ontario Library Association Super Conference,
 Toronto, January 2008.
- J. Stephen Parker, "International Librarianship A Reconnaissance," *Journal of Librarianship* 6:4 (1974), pp. 219-32.
- 3. Peter. J. Lor, "Critical Reflections on International Librarianship," *Mousaion* 26:1 (2008), pp. 1-15.
- 4. Robert D. Stueart, *International Librarianship: A Basic Guide to Global Knowledge Access* (Lanham, MD: Scarecrow Press, 2007).

Nasser Saleh is Associate Librarian at Queen's University Library in Kingston, Ontario, and a PhD candidate in Information Studies at McGill University. Nasser has years of experience with international development agencies and international library organizations, including the Academy for Educational Development, the United States Agency for International Development, and the British Council. He can be reached at nasser.saleh@queensu.ca.

Ready, Set, Go... continued from page 247

question, "What is a potential role for the Library in supporting your work?" Most faculty members were surprised by the question, but gradually the Library began to appear on their international agendas. A university vice-president from India, visiting colleagues, was referred for a tour of the Engineering Library. As a result of that visit, the Engineering Librarian was invited to India to provide staff training and an introduction to how we practise librarianship and, in particular, how librarians are integrated with the engineering faculty at the University of Alberta.

A big part of doing my job is looking for money. This year saw a successful grant application that brought a librarian from Tanzania for a month on a professional visit. As he met with individuals at the University of Alberta, we began to understand some of the challenges faced by students from East Africa when they arrive here. His presentation on library training in East Africa made many staff members appreciate the relative ease of professional training and upgrading in Africa. When he returned to Africa, it was with our good wishes, and 300 books for his library, with the shipping paid for by a donor. In return, we expect to receive some locally produced African material for our collection.

What will come in the future? More partnerships with more universities to develop our collection, particularly hard-to-find locally published material, especially from small presses; more staff exchanges in which we'll share expertise and learn about our colleagues in other countries; and a better understanding of the background of international students here at the University of Alberta — all of which adds up to better support for our community.

Margaret Law is the Associate University Librarian, International Relations, University of Alberta, Edmonton. Feature Article by Guy Robertson



Confessions of a Library Santa

On a crisp December day 30 years ago, a young librarian reported for what he assumed was relief duty on the reference desk of a suburban branch. The branch manager poked him in the ribs and said, "Too skinny. Why couldn't HR send me the fat person I need?"

I was that young librarian. The branch manager was notorious for her bad attitude and her shoe collection, which enabled her to appear each morning in a new pair of Spanish spiked heels or Parisian sandals, or something chic and frightfully expensive from Milan. She berated everyone around her, and had no patience for underlings who lacked style or were unable to give her precisely what she wanted, when she wanted it. Reader, I loved her. She despised me, of course, since she had demanded a pudgy man to dress up as Santa Claus for the branch's Christmas programs, and my waistline was found wanting.

"Apparently you're the best we'll get at short notice," said the branch manager, whom I'll call Evelyn. "Go into the staff room and find your outfit. I'll be in my office."

What I discovered draped over a chair was what costumers call a Santa suit: cheap red velvet trimmed with ersatz white fur; a top with large black buttons and enormous pockets; voluminous trousers; and a soft pointed cap with a white pompom at the top. The outfit was lined with burlap. Everything smelled vaguely of sweat.

Under the chair was a pair of huge black work boots, several sizes too large for all but a giant's feet. Undaunted, I put on the outfit that was to be my second skin for an unforgettable fortnight. At first Evelyn was unimpressed.

"You look puny and forlorn," she said. She handed me a fluffy fake beard, then grabbed a cushion from her office chair and crammed it down the front of my trousers.

"You should wear thicker underwear if you want to protect your pink bits," she said helpfully. "That burlap can be rough on the skin. And don't chew the beard, since it's probably made from radioactive waste."



'Twas the week before Christmas, and all through the stacks, The children were plotting full frontal attacks ...

With the chair cushion adding to my girth, and the beard stuck to my cheeks and chin, I appeared pathetic. But Evelyn seemed satisfied, playfully punching me in the cushion and grinning maliciously.

"The brats will love you," she said.

You better watch out

Unfortunately, my role as Santa was ill defined. I was ostensibly part of a Christmas program that included librarywide ornaments and a tree – that year, a spindly fir that the librarians dubbed "Charlie Brown" - as well as storytimes, arts and crafts, and a donation system that inspired the technical services department to dump its discarded softcovers at various hospitals and seniors' residences. My job description, however, was vague.

Evelyn told me to spend time on the reference desk "looking jolly" and an hour or so per shift in the stacks and other public areas, where I was to "spread cheer." The only firmly scheduled event that featured the library Santa was what Evelyn referred to as "enthronement," during which

Feature Article



Their target was Santa, whose beard seemed to glow, But he failed to impress with his weak Ho-Ho-Ho ...

I was to sit for 90 minutes each morning in a creaky highbacked armchair draped with red and green blankets, chat with young patrons, and allow them to perch on my knee for parental photo-taking opportunities. Evelyn ordered the throne to be positioned near the circulation desk "for security," although she never revealed whose security she had in mind.

My initial stint on the reference desk was inauspicious. The first patron to approach me was an ancient drunk in search of the morning newspaper, which was stored in a nearby locked cabinet.

"Who the hell are you?" he asked. I told him. "You should find yourself a real job," he replied, wandering away with the newspaper. "And by the way," he muttered over his shoulder, "since when does Santa lend stuff instead of giving it?"

I told Evelyn about this encounter. She said, "Just ignore that old coot. He's been annoying us for decades. And make

sure he doesn't steal the papers. He tries that every now and then."

But my most disturbing reference encounter took place with a woman who wanted information about Australia, which she planned to visit the following spring. In the middle of a lengthy inquiry about music festivals in New South Wales, she stopped and asked me if I needed help.

"You might want to call your doctor, Santa," she said. When I asked why, she told me to look in a mirror. I retreated to the staff washroom, where I examined my faux-bearded face. It was covered with bright red hives. And so, upon further inspection, was most of my skin, which was allergic to the burlap that lined the Santa suit. When I told Evelyn, she sneered.

"Wouldn't you know it?" she said. "Our Santa is too delicate to answer reference questions. Find yourself a pair of long johns, Bucko, and return to work." And she flounced away in a pair patent-leather pumps in vogue that year with New York fashionistas.

You better not cry

A sporting goods shop in a neighbouring mall sold me the long johns, which covered my pink bits admirably. But now the Santa suit made me even hotter, and each moment on duty felt like high summer in Australia's Great Western Desert. To make the job even more uncomfortable was my enthronement, which attracted swarms of excited children. It was rare for only a single, well-behaved child to sit quietly on my knee. Each 90-minute throne period involved as many as four or five children clambering onto my lap at the same time, as if I were some sort of mountain ledge. They clung to my suit and my cap and beard, which frequently separated from my cheeks with a nasty ripping sound that caused great merriment among my assailants.

Eventually I would restore order with the help of parents, circulation desk staffers, and on one occasion the ancient drunken newspaper reader, who sprang to my aid upon witnessing the attempt by a little boy to remove one of my ears with a pair of scissors from a recent arts and crafts session.

"I hope they give you danger pay," said the ancient drunk.

I turned my attention to the little girl who sat on my knee. "What would you like from Santa this year?"

"I want a Camaro," said she with a four-year-old's sincerity.

"And what would you do with a Camaro?"

"Burn rubber," she replied with a glance at her father, a burly fellow who looked as if he managed the local chapter of the Hell's Angels. He beamed with pride and snapped our picture, which by now decorates the wall of either a grimlooking clubhouse or one of Her Majesty's high-security institutions.

Better not pout

As the holidays grew nearer, the number of children and camera-toting parents increased, and Evelyn decided that I needed seasonally appropriate assistants. These included two young women employed as clericals and their supervisor, whom I'll call Jane. They dressed up as elves and enjoyed themselves far more than I did, owing to their success at attaining the Christmas spirit. They performed crowd control duties around my throne, calmed down overheated children and impatient parents, pointed out the location of the washroom with its brand-new changing table, steered as many patrons as possible toward the Christmas book displays and arts and crafts room, and stood prepared to offer me first aid as required.

Jane brought me cold drinks. Once she smuggled me a thermos of beer. (And Jane, if you're out there, I toast your memory every December, my thermos held on high.) Meanwhile, the clericals made sure that no more than two children arrived on my lap at any one time, and that parents did not trigger their flashbulbs within a foot of my face. We sweated hard, my team and I, and at the conclusion of every throne session my Santa suit showed dark perspiration stains.

"Go clean yourself up," said Evelyn with disgust. "Use some talcum powder before you return, and if the sweat soaks off your beard, I'll have Jane reattach it with electrical tape." She warned me that local politicians and celebrities could show up at any time, and that I must be prepared to receive them.

"You can give us a better Ho-Ho-Ho, too," she said. "Try not to sound like a wimp." At that point I regretted my refusal to attend law school, or medical school, or a training program for undertakers: anything but a library school that would deliver me into the clutches of Evelyn and her kind.



Then an elf with a thermos restored Santa's cheer, Give thanks to assistants who slip you a beer ...

But somehow I persisted, even during the visit of the mayor, who ignored me, and the riding's MP, ditto, and a Canadian rock star who ignored everyone else and lectured me at the reference desk for an hour about the wonders of Scientology. I admit that every morning I was tempted to quit, or call in sick, or run away to join the circus, but Evelyn and her program challenged me to persevere. I knew that if I could finish my Santa assignment, I could do anything, such as climbing Mount Everest and teaching subject classification, although not simultaneously.

My most satisfying moments on the job were during my expeditions into the stacks to spread cheer. I understood that task entailed my asking people if they wanted assistance in finding items on the shelves; otherwise I assumed that I was obliged to do little more than wander around, beefing up my wimpy Ho-Ho-Ho and enhancing the twinkle in my eye, while tolerating the sweat that permeated my long johns and eventually pooled in my enormous boots. I was pleased to help elderly patrons carry their books to the circulation desk. I invited a young mother to try the new changing table

Feature Article



"On Dewey, on Dana, on Cutter, on Poole, Why didn't I sign up for medical school?"

in the washroom, rather than provide her infant with a fresh diaper on the floor of the fiction section. And when the fellow with Down syndrome believed that he had met the real Santa in the children's section, I knew that I had done my duty. (At home that evening I tossed my application to law school into the fireplace.)

Be good for goodness sake

Patrons were grateful for my efforts. Several parents gave me copies of the photos that they had taken of their children on my lap, and no, these are not for public consumption. Suffice it to say that I regret that my beard could not disguise my threatening scowl or otherwise Grinch-like facial expression as one little boy vomited on poor Jane's shoe; nor could I disguise my look of astonished delight when another boy wiped his muddy mitts on Evelyn's red satin dress. My responses to these events are recorded on film, and so far they've remained private. One day, however, they might disgrace me on the Internet. Perhaps by that time I'll be too old and tired to care.

On my last day at the branch, the ancient drunk gave me the gift of a tattered men's magazine and a painfully stiff handshake.

"For God's sake, lose that stupid outfit," he said. Then he handed me a scrap of paper that I treasure to this day. On it he had scribbled the address of a union hiring hall, below which he had added a message: "Talk to Ted about a real job. There's good money to be made in construction, and a guy like you could go far. Ho Ho Ho."

Before I could doff my Santa suit for the last time, Evelyn amazed me by requesting that I return to my throne so that she could sit on my knee for a photo, which one of the clericals would take with the library's Polaroid camera.

"Your knee is too damn bony," said Evelyn as she positioned herself for the shot. That day she wore a shot-silk blouse and black skirt, and had on her feet a pair of weapons-grade stilettos. "Don't think that this photo is for me," she snarled. "I want it for the next trustees' meeting after Christmas. I want to demonstrate how everyone in the branch participated in the festivities."



"Here's joy for the naughty, and peace for the nice. My thermos is empty. Bring something on ice."

As I was leaving, Evelyn gave me a gift certificate to a movie house.

"Better fatten up by next year," she said, "or there's no way that I'll employ you as the branch Santa." And from that day to this, dear reader, I have striven to stay slim. 🧢

Guy Robertson teaches in the Library and Information Technician Program at Langara College, and at the School of Library, Archival, and Information Studies at the University of British Columbia. He is the author of Unofficial Wisdom: Selected Contributions to Feliciter 1995–2009, and contributes to trade and professional magazines on a variety of topics. He can be reached at guy_robertson@telus.net.

Feature Article by Christina Neigel



UFV's Library and Information Technology Program: A 30-Year History Sets the Tone for the Future

The rapid pace of change, the increasing complexity of the field of librarianship and the growing demands to stay relevant can inhibit our ability to pause, examine and reflect upon the accomplishments that make this profession lifechanging for so many. In October 2010, the Library and Information Technology Program at the University of the Fraser Valley recognized the accomplishments of its graduates and the program through a weekend of celebratory activities and professional development for alumni. The incredible connections, feedback and support spawned a retrospective look at the program, its 30-year presence in B.C., and the changes it has undergone in response to the demands of the field.

Despite the intensity and uncertainty of the future, this examination reveals that the program, in tandem with the profession, has an incredible ability to adapt and meet the evolving needs of our communities.

Constant evolution

The Library and Information Technology (LIBIT) Program of the Fraser Valley made its debut in 1980. Since the 1960s the field of library science had undergone a variety of transformations, including a formalized split in education between "professional" and "paraprofessional" library staff. Increasing expectations for library services was a by-product of a growing population in western Canada. Stemming from an open-access, community college philosophy, the Library and Information Technology Diploma was a welcome program addition for the Fraser Valley. Beginning very modestly, the program produced its first graduates in 1983.

Instructor, program developer, librarian, mentor and leader, Pat Sifton was the driving force behind the development of the diploma in its early days. Her drive and her fundamental understanding of teaching and learning continue to influence the direction of the program. One former student recollects, "She really made a difference, I think, to a lot of students. She really was the tech program."

Although the program has maintained a focus on the process of building knowledge, the challenge of keeping up-to-date with technological change remains constant. Tools and information sources have shifted formats numerous times over the life of the program. The shift from manual typewriters, carbon copies, print indexes and microform to web-based databases, scanners and an endless stream of user applications has kept the program in a perpetual state of evolution.

Over the years, the program's size has grown, moving from classes of 10-15 students to classes of 30-35. The dedication of the program's faculty, however, has ensured that students get the most intimate and dynamic education possible. This success is made possible by the nature of the student population. Since the 1980s, most students have been older than the institutional average, bringing with them a body of life experience, motivation and knowledge that has proven invaluable in the workplace. Many students join the program with a substantial academic background, seeking practical applications for their knowledge base, while others are trying post-secondary education for the very first time.

Growth and expanded opportunities

In 1991, Fraser Valley College became the University College of the Fraser Valley, the first of two major transformations for the institution. With university degree-granting privileges, the organization continued to grow, providing wonderful opportunities of academic breadth for those in the LIBIT program. By 1994, the institution was given full and independent degree-granting status. This enabled the LIBIT program to work with other program areas for the purposes of laddering the diploma into full degree programs.

Dovetailing with these expanded opportunities for students was the adoption of the Internet. Instructional practices had to be adapted to incorporate the changes to information management. It was becoming apparent, even in the mid to late nineties, that the profession was going to

Feature Article



undergo significant shifts. Consequently, courses demanded expanded rigour and intellectual exploration.

It was during the mid-1990s, when students at the University College were formalizing their student associations, that the LIBIT program established its own student association. Although the Library and Information Technology Student Association was officially recognized as a student association in 1997, it had already been operating informally for more than two years. In fact, the association had a significant role in the planning of an alumni reunion as part of Pat Sifton's retirement party in 1995. Currently the student association funds an annual bursary, read-ins and other social activities, while becoming increasingly engaged in community activities such as the Fraser Valley Regional Library's Reading Link Challenge. The department has worked tirelessly to foster the association in an effort to support the development of students' leadership skills.

After Pat Sifton's passing in 2009, the Pat Sifton Endowment Leadership Award was introduced to reward and encourage leadership skills. In honouring Pat's leadership, dedication and foresight, the award reflects the core values of the program and its contributions to the profession. This monetary award is given to students in the program who exemplify leadership in the field, thereby representing the qualities of the award's namesake.

By the early 2000s, the program's success and stability led department head Tim Atkinson to commit to helping to service the educational needs of a geographically diverse province. A joint, part-time distance program with Langara College was established. This fully online and collaborative program was a huge and historic feat for both institutions,

illustrative of the resource sharing that is so integral to librarianship. Two graduating cohorts came out of the joint program and then the schools were able to offer their own independent distance programs.

Natural progression

As the industry's demand for technologically savvy problem solvers increased, there was a call to revise the LIBIT program so that students had more opportunity to experiment with technology and its ramifications on the field of practice. In addition, students could

incorporate a broader range of academic breadth courses that assist them in enhancing their understanding of the world. To solidify these ambitions, a co-op option was made available to students.

While the program wrestled with the shifting expectations of students, graduates and the library field, the institution was beginning its second transformation. In the fall of 2008, Premier Gordon Campbell renamed the University College of the Fraser Valley as the University of the Fraser Valley (UFV), making it a regional and "special purpose" institution. Although the purpose of the institution has always reflected this designation, many programs at the university have been inspired to explore their role within the Fraser Valley and the university is exploring its relationship with other institutions in British Columbia.

The potential role of information specialists is enormous and, with the increasing deluge of data, today's Library Technician Diploma Program at UFV has the potential to serve changing markets by providing an expanded education to students. In 2008, the program offered its first upper-level course (Advanced Internet Information Retrieval), encouraging non-program and program students alike to examine the implications of technology on knowledge and information literacy. More recently, the program has developed continuing studies courses for those with a library technician diploma. In the winter of 2011, these courses will become part of a continuing education Post-Diploma Certificate for Library Technicians. Providing students with upper-level credits, this program is part of a natural progression toward the development a more complete undergraduate education in the field of information studies.

Looking back and ahead

As a testament to the success and impact of the LIBIT program, the current faculty, staff and some sessional faculty are alumni of the program. Former instructor and department head Kim Isaac recognizes Pat Sifton's contribution when she says, "To this day we're still reaping the legacy that Pat has set the foundation for. She set up a really strong foundation and high standards for the faculty, the program and the students." The 30-year reunion validated these observations, as more than 70 current students and alumni made presentations, participated, and celebrated their contributions and accomplishments over an entire weekend.

Today, the program has moved away from channelling students into seeing themselves as prospective "paraprofessionals" because, despite its origins, the connotations of this term denote someone working underneath professionals. Since few library members distinguish between library staff, the need for all library workers to behave with a professional mindset is critical to library longevity. This reality, combined with the increasing complexity of the work and the types of interactions all library employees have today, reinforces the LIBIT program's approach to education as it moves into the next 30 years. 🦰

Christina Neigel is the Department Head of the Library and Information Technology Program at the University of the Fraser Valley, Abbotsford, B.C.

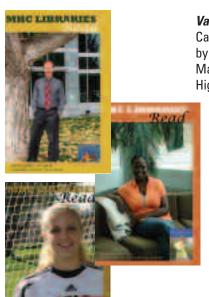
WANTED **AUTHORS WANTED FOR FELICITER** If you are interested in contributing to a theme issue or on other topics we want to hear from you! If you would like to submit an article for consideration, please send it to igreen@cla.ca. Your letters and comments on previous issues and articles are also welcome! We have an exciting line up of *Feliciter* themes for the coming year described below: **Due Date** Issue **Theme** 57 #1 **Preliminary Program** December 10, 2010 57 #2 (Conference Issue) Challenges Faced by Small Libraries February 11, 2011 57 #3 Open Access April 15, 2011 **Post Conference** June 22, 2011 57 #4 57 #5 **Future of Print** August 19, 2011 57 #6 **Boomers Busting Out** October 19, 2011



For 2010 the theme "Your Library, Your World" continued, with a new tagline "Opening Doors to the Future" – sparking the imaginations of librarians nationwide to create inspired programs during the month of October. This year over 15,000 posters and 280,000 bookmarks were distributed to libraries across Canada by CLM partners. Here's a snapshot of some of the innovative activities held to celebrate CLM 2010.



Alberta



Valarie Westers, Medicine Hat College Libraries Marketing Committee:

Canadian Library Month provided a wonderful opportunity to promote the great services offered by the Medicine Hat College Libraries. Using resources available on the CLA website, the Library Marketing Committee didn't miss an opportunity to ensure our libraries were front and centre. Highlights included:

- Banners and posters were displayed throughout both campuses and on the library webpage with a link to CLA information.
- Our READ campaign posters featuring college celebrities were posted in the library and presented during the October meeting of the major decision-making body of the college, President's Council.
- The Director of Library Services spoke about Canadian Library Month at President's Council, a Rotary Club meeting, and a Library and Archives Canada reception.
- A presentation about the library's history was displayed on the library's digital messaging board.
- A fun guiz on library facts, with a prize draw, attracted students.
- A local author held a reading in the library lounge.
- On Library Support Staff Day, support staff received gift certificates and certificates of appreciation.

Not to be boastful, but in 2010 we at MHC Libraries can proudly claim to have the CLA president as our director!



Lauren Jessop, Consultant Librarian, Chinook Arch Regional Library System:

In one day, how many books are checked out? How many people ask a question? Attend a program? Get a library card? In celebration of Canadian Library Month, Chinook Arch Regional Library System held its first ever Snapshot Day to capture a day in the life of its libraries. In one day, libraries collected statistics and stories and took photos to help library advocates prove the value of their libraries to decision makers and increase public awareness of the library. The idea, borrowed from the New Jersey State Library Association, has become popular in the United States, where over half of the state library associations take part.

As well as collecting numerical data, library staff asked patrons to describe what they love about the library and to answer a "conversation starter" question: "Which fictional character would you most like to be?" The data was impressive, the comments heartfelt and the conversations interesting (many patrons wish they were Anne of Green Gables). The statistics and comments were augmented by over 250 photographs of patrons enjoying the library http://www.flickr.com/groups/snapshotday2010/. This event was so much fun that we're already looking forward to Snapshot Day 2011.

Joan Inwood, Executive Assistant, Calgary Public Library:

What better way to open doors to the future than by engaging with customers about what they want from their library in the 21st century? Throughout Canadian Library Month, Calgary Public Library opened the doors of its 17 locations for a series of community conversations designed to help shape the Library Board's vision for the future of the second-largest public library system in Canada.

The renewed vision will be an important part of the Library's new strategic plan, currently in development. The plan will be ready for implementation in 2012, when the Library celebrates its 100th birthday and launches a new century of library service for all Calgarians.

Library staff facilitated nearly 30 world café-style consultations for stakeholders, community partners, users of all ages and volunteers. Well-crafted warm-up exercises encouraged participation, and a few key questions focused attention on areas most relevant for the planning and delivery of innovative and responsive services. Participants with artistic tendencies were asked to capture the Library's unique qualities in a drawing; literary types were asked to use words. The results: a range of stimulating ideas and opinions as diverse as Calgary itself!

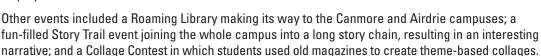


Colleen McPhee, Library and Learning Commons, Bow Valley College:

Bow Valley College Library and Learning Commons (LLC) celebrated Canadian Library Month with a range of activities that promoted library services and created greater awareness of the role libraries

The celebration kicked off with a Get Caught Reading event. Welcome signs in different languages greeted everyone entering the library, and special bookmarks and email taglines were created to highlight Canadian Library Month.

Profiles of the library team were displayed in the library to give staff and students a glimpse of the personalities and skills of the LLC staff. To showcase the history of libraries, numerous profiles of famous librarians were also on display. The LLC staff were kept busy creating different collection displays each week.



The highlight of the month was when Calgary Public Library brought their Living Library program to the college for an afternoon. This event certainly embodied library partnership and collaboration and was a huge success.



Airdrie Right - Get caught reading Bottom - Roaming Library

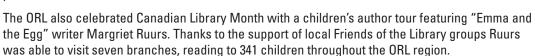
British Columbia

Marla O'Brien, Public Relations Officer, Okanagan Regional Library:

The Okanagan Regional Library in the B.C. Southern Interior used the annual celebration to kickstart our strategic planning process and survey our customers on "What do you think the library of the future looks like?" Throughout the month, the Library conducted telephone and web-based surveys, focus groups and Facebook discussion groups.

"Changes are so fast now that we need to check with library users and taxpayers to find out if we are keeping up with their changing needs and wants," explained Executive Director Lesley Dieno. "All of this information will help guide us – what types of programs should we enhance, and which aren't valued? Where do we focus our budget and energy?"

One thousand telephone surveys and over 530 Internet-based surveys were completed. Additionally, six in-person focus groups were conducted at various locations throughout the region with specific audiences such as families, youth, professionals working in literacy, and rural communities. The Canadian Library Month theme and tagline fit perfectly into our public survey promotion, so we were able to use the CLM materials to direct people to participate and explain the strategic planning





Children's author Margriet Ruurs with a fan



Deb Thomas, Deputy Chief Librarian & Branch Manager, Burnaby Public Library:

Burnaby Public Library celebrated Library Month with a plethora of programs. In addition to our regular storytimes, computer courses and ESL conversation circles, we offered a range of programs from the whimsical to the practical to engage people of all ages. On the whimsical side: Yarn Bombing crochet and knit graffiti. On the practical side: a seminar for foreign-trained engineers and geoscientists. In between, we had NFB film showings, two storytelling events, an introduction to our online resources for children, an author reading, one of our popular Librarian's Choice evenings about fall books, and a session for teens on "writing for page and screen." We also participated in Drop Everything and Read, sponsored by the British Columbia Teacher-Librarians' Association – with over 500 participants and 100% participation by library staff. Finally, we launched two new initiatives: a series of Man in the Moon storytimes (aimed at male caregivers and their charges) and our My First Language kits, intended to encourage use of first languages in Burnaby homes. More than one hundred kits are available in 25 languages. An ad and flyer advertising all of the programs with the caption "never a dull moment" was widely circulated and the programs were well received.



Jeff Yasinchuk, VP Advocacy, British Columbia Teacher-Librarians' Association:

In conjunction with Canadian National School Library Day on October 25, the British Columbia Teacher-Librarians' Association (BCLTA) sponsored its fourth annual province-wide Drop Everything and Read (DEAR) event. With over 65,000 students and nearly 19,000 teachers, parents and school volunteers participating this year, DEAR has become a regular celebration of literacy in the province. The (former) Minister of Education, Margaret MacDiarmid, issued an official press release indicating public support of literacy, school libraries and teacher-librarians, and highlighting the importance of



The BCTLA will continue to lobby the B.C. government, local members of the legislative assembly and the new minister of education to have the fourth Monday of every October recognized as B.C. School Library Day. The group also plans to continue its outreach work by connecting with parent groups around the province. In the future, the BCTLA hopes to make Drop Everything and Read a countrywide event highlighting the importance of national literacy.

For all the details about DEAR 2010, visit their blog at http://bctladear.blogspot.com, You can also follow the group on Twitter @BCTLA DEAR and find them on Facebook too.

Manitoba



Sherry Faller, Past-President, Manitoba School Library Association:

In celebration of Manitoba School Library Day and Canadian Library Month, the Manitoba School Library Association challenged the students and staff in schools across the province to Drop Everything and Read for 20 minutes at 11 a.m. (or any time that worked) on October 25. We are proud to announce that 145 schools, education resource centres and division offices accepted the challenge and 44,982 students and staff participated. Students, teachers and parents were afforded the opportunity to acknowledge the important role school libraries play in the academic and cultural lives of our students. We hope that this will become an annual event to promote libraries, literacy and learning in our province.

Ontario



Katherine Laundy, Manager, Jacob Finkelman Library, Public Service Labour Relations Board:

The Jacob Finkelman Library celebrated Canadian Library Month on October 15. Our aim was to entice Board staff into the Library and, once there, teach them a little more about the services we offer and give them a chance to interact with staff.

We invited our clients to drop by the Library anytime on the day to take part in a lighthearted quiz (no previous knowledge required). Once at the Library, clients could have a chocolate bar, do the quiz and ask staff for assistance. Completed quizzes were put in a draw to win a \$20 gift card from Chapters.

The activity was successful. About one-third of the organization turned out to participate, and eight people subscribed to various services. We hope others learned something new and became just a bit more comfortable with using the Library.





Diana Maliszewski, Teacher-Librarian, Agnes Macphail Public School, Toronto:

This year, the students of Agnes Macphail Public School in the Toronto District School Board celebrated National Library Month with multimedia flair. The Grade 5 and 6 students, who were in the process of studying analogies, created their own analogies for the school library (I tweeted the best dozen on my Twitter account, @gntlinto). In addition, Global TV filmed one of the Grade 3 classes for a feature about educational innovations in technology, interviewing the founder of Bitstrips for Schools, several Grade 3 and Grade 8 students, and me. As if this weren't enough, some Grade 6 students took the initiative to enter CBC Radio's Book Club contest, which in Toronto was promoted as coinciding with National Library Month. The students had to create an oral and written composition explaining why their group deserved a free author visit. Although our students did not win, their poem/rap demonstrated a great deal of teamwork and cooperation.









Eva Pigeon-Seguin, Communications and Community Relations, Ottawa Public Library:

The Ottawa Public Library celebrated Canadian Library Month with activities for families, business professionals, teens and newcomers.

OPL wrapped up its back-to-school Every Kid a Card campaign with a Big Wheels event on October 2. During this event, kids of all ages had some hands-on fun exploring large vehicles and met the drivers. Also on October 2, the Friends of the OPL Association launched pot-pourri 2010, a bilingual anthology of the 52 winning poems and short stories from the OPL's Awesome Authors Youth Writing Contest.

The Lunch and Learn Business Speaker Series took place during Ontario Public Library Week. Each day, the Main Library welcomed a speaker to talk about different aspects of business, from start-up to marketing. On October 19, OPL and the Ottawa Children's Literature Roundtable hosted the 10th annual Kids Lit Gala. This year's authors and illustrators had been invited back from each of the years the event has taken place.

OPL celebrated the success of the provincial Library Settlement Partnership program in Ottawa on October 22 with a multicultural children's storytime, African drumming and displays. Finally, OPL's first ever Teen Author Week took place the last week of October. Lesley Livingston, Kenneth Oppel, local bands, and Canadian authors and poets all took part in the activities.



Arielle Zomer, Marketing & Communications Assistant, Vaughan Public Libraries:

Vaughan Public Libraries celebrated Teen Read Week during Canadian Library Month this year by hosting an after-hours Murder Mystery Costume Party at Pierre Berton Resource Library. The evening's theme was a post-awards party for a horror film festival. The library was decorated with spooky Halloween trimmings, while teens got locked inside and tried to solve the mystery of whodunnit! A number of teens dressed in costume and played characters including actors, producers, detectives, agents and more. They mingled with one another to find clues, form alliances, buy screenplays, play the Wii and create scenes for next year's best horror film. Prizes were awarded for Best Actor, Best Actress and Best Picture. Refreshments, from "eyeball" gumdrops to "ghost" marshmallows and a variety of other delicacies, were served.

This is the second straight year that Vaughan Public Libraries has hosted a murder mystery program during Teen Read Week. Last year, teens enjoyed searching both levels of the library to gather evidence and bribe their teammates for clues using game money, while they sought out the evening's murderer. Board games and a Wii were also set up to offer them a variety of enjoyable activities to participate in.

"We were very pleased to be able to offer the program again this year," says Margie Singleton, Chief Executive Officer. "It's a great way to let teens know they can hang out with friends and have fun at the library, while using their creativity and problem-solving skills. The Murder Mystery programs are well attended and receive great reviews from teens."

New Brunswick



L-R: Nancy Morehouse (niece of Ms. Vaughan), Suzanne Ball (Chair, Saint John Free Public Library Board), Catherine Somerville and Ruth Waller (nieces of Ms. Vaughan)

J. Osicki, Reference Librarian, Saint John Free Public Library:

The Saint John Free Public Library's Central Branch celebrated Canadian Library Month on October 27 with a celebration of the life and work of the late Estelle Marie Amelia Vaughan, the library's chief librarian from 1914 to 1947, hosted by Library Director Joann Hamilton-Barry. The ceremony began with the reading of various patrons' responses to the gambit, "Tell us what you like about your library" and a brief talk by CBC Radio One (New Brunswick) "Gas Guru" Robert Jones on the importance of the public library. With three of Ms. Vaughan's nieces in attendance, there followed a slide show on Ms. Vaughan's history with the library, a short speech on Ms. Vaughan's life outside the library, given by one of her nieces, and the unveiling of a brass plague commemorating Ms. Vaughan's life and achievements. The ceremony was followed by light refreshments and tours of the library. The library's children's department contributed to the festivities with a special storytime and a display of librarythemed drawings.

Nova Scotia



Top - Opening Night speakers.

Right - Wanda Robson speaking about her sister Viola Desmond at the Women of Courage event.

Bottom -Steve Vernon telling ghost stories at the Glace Bay Library



Chris Thomson, Cape Breton Regional Library Programmes:

2010 marks the 60th anniversary of the Cape Breton Regional Library, and we held our major celebrations during October, Canadian Library Month. October is an upbeat month here because of the Celtic Colours International Festival of Celtic music, which includes events in libraries. We added to the fun by staging our own two-week Turning Leaves Library Festival to celebrate the rich literary traditions and contemporary writing of Cape Breton and Maritime authors.

With the help of the Canada Council for the Arts and Enterprise Cape Breton Corporation, we invited authors to visit several branches around the region for readings, storytimes and workshops for different age groups, and shared a few of them with the local schools as well. We were pleased to host poet Don Domanski, playwright Bev Brett, author/illustrator Mark Oakley, author/storyteller Steve Vernon, and authors Frank MacDonald, Linden MacIntyre, Donna Troicuk, Richard MacKinnon, Sheree Fitch and Nancy Wilcox Richards.

The Festival was rounded out by an event that paid tribute to three Cape Breton Women of Courage, Viola Desmond ("Nova Scotia's Rosa Parks"), author Tessie Gillis ("the Woman from Away") and poet Lillian Crewe Walsh.

We look forward to our next 60 years!





Bite-Sized Marketing: Realistic Solutions for the Overworked Librarian

Nancy Dowd, Mary Evangeliste and Jonathan Siberman. Chicago: American Library Association, 2010. 140 pp., softcover, US\$115, ISBN-13: 978-0-8389-1000-9

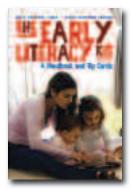
This book is easy to read and provides useful information on "integrating marketing into every day and making it manageable." The three authors have all worked on library marketing projects.

The 10 chapters are short enough that the information can be digested in "bite-sized chunks." The authors have designed the book first to give you practical methods of marketing your library and then to give you tips and actual examples of these methods. The target audience is all overworked librarians.

If you have never done any marketing and have no idea where to begin, this is the book for you. The success of the book lies in its check sheets, solutions and alternative methods that you might want to use when you begin your marketing quest. It would have been helpful if the authors had provided actual case studies of successful application of these approaches. But as someone who has never had to market a library, I found this book to be a helpful starter.

Reviewed by Kieren Bailey, Assistant Librarian, Technical Services/System, Canadian University College Library, Lacombe, Alberta.





The Early Literacy Kit: A Handbook and Tip Cards

Betsy Diamant-Cohen and Saroj Nadkarni Ghoting. Chicago: American Library Association, 2010. 33 pp. with 105 tip cards, softcover, US\$45. ISBN-13: 987-0-8389-0999-7.

For library staff familiar with the "Every Child Ready to Read" program, this kit is a useful next step toward

more fully engaging parents and caregivers as their child's first teachers. Even those not familiar with ECRR will find it a helpful way to get started in making their programs critical first steps toward school readiness.

The handbook reviews the role of parents and caregivers in early literacy development and outlines how library programs are the perfect place for them to learn how to

contribute to school readiness at home. Also provided are simple and clear guidelines for using the core of the kit – the set of 105 cards, each with a developmental tip to share and a related activity. Each tip is based on one of seven "school readiness domains" such as social and emotional development, which are defined in some detail. A bibliography on early literacy and child development is also provided. The tip cards are designed to be easily integrated with other program materials, and each card notes the domain it relates to and the age level. A sample tip under Physical Development: "Having children act out stories with a variety of movements helps them to develop their gross motor skills."

It may take some practice to naturally integrate two or three tips into a storytime, but the messages here are important to deliver if we are truly committed to making our programs a springboard to early literacy development in the home. Recommended for all public libraries.

Reviewed by Heather MacKenzie, Branch Manager, Alderney Gate Public Library, Dartmouth, Nova Scotia.





Librarians as Community Partners: An Outreach Handbook

Carol Smallwood (ed.). Chicago: American Library Association, 2010. 204 pp., softcover, US\$55. ISBN 978-0-8389-1006-1.

A collection of 66 outreach programs in practice, from school, university and public libraries across the United States,

written by the people implementing the programs. Each chapter is themed by audience, including outreach programs for seniors, youth, diverse populations and many more. Each program description is well written and concise, containing background information, goals, objectives, challenges and ideas for the future. Examples of the variety include outreach to prisons, readathons, oral history and digitization projects, big reads and artists in residence programs. With a bit of tweaking, each program could be adapted to suit any type of library.

This book provides a complete grab-bag of ideas that will leave all librarians with at least a handful of potential programs to take forward and implement in their own libraries.

Reviewed by Sarah Meilleur, Customer Service Manager, Humanities, and Community Heritage and Family History Department, Calgary Public Library.



Book Reviews



Writing and the Digital Generation: Essays on New Media Rhetoric

Heather Urbanski (ed.). Jefferson, NC and London: McFarland & Company, 2010. ix, 268 pp., softcover, US\$35. ISBN 978-0-7864-3720-7.

"Is it true that, in this era of digitization and mass media, reading and writing are on the decline?" This question

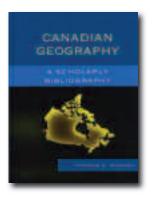
forms the backbone of this publication, addressing a generation for whom engagement with digital media over pen and paper is a cultural norm. Heather Urbanski, assistant professor of English and director of composition at Central Connecticut State University, showcases digital media and rhetoric in a realm that many readers will relate to: fandom. How one chooses to express fan appreciation, from passive reaction to participating in virtual online communities, provides vital nuances in helping to educate and understand the digital generation.

Through this collection of 16 essays and nine profiles, arranged under four themes, Urbanski takes the reader on a fandom journey, beginning with one's involvement in a favourite sports team or television program, to complete immersion in the gaming world and social networking. Each essay and profile blends personal experiences of the contributor with evidence from the literature via an extensive listing of notes and works cited. Brief bionotes on each contributor, located before the index, make it clear that all the pieces in this book have come from scholars who share Urbanski's passion for digital media and rhetoric.

Although this collection is most suited to educators wishing to understand today's digitally oriented students, both Generation Z youth and young adults will relate to the stories presented. And of course, parents seeking to understand why their child doesn't read any more may form a different opinion once they themselves finish reading. This book comes highly recommended and would grace the shelves of academic and public libraries alike.

Reviewed by Marcus Vaska, Librarian, Health Information Network, Calgary.





Canadian Geography: A Scholarly Bibliography

Thomas A. Rumney. Lanham, Maryland: Scarecrow Press, 2010. 785 pp. US\$250. ISBN-13: 978-0-8108-6717-8.

Thomas A. Rumney has a simple objective for his bibliography on Canadian geography: "to present as comprehensive a collection and

organization of geographical titles on Canada as possible." It cannot be claimed that he is guilty of a lack of ambition, and he does not shy away from the material. He has tackled the subject head-on and produced a work that is truly exhaustive in its scope, with 691 pages of pure bibliography. The works catalogued include atlases, books, monographs, scholarly articles, dissertations and theses.

Rumney, a professor of geography at Plattsburgh State University in New York, has not written a book that is light reading or, indeed, readable in the conventional sense. It is sensibly and exhaustively organized by region (starting with Canada as a whole, followed by regional sections), under which there are sections dealing with specific aspects of geography (first a general one, then more specialized areas such as cultural and social geography, historical geography, urban geography and so on), followed by the final level of subsections that deal with very specialized divisions.

That Canadian Geography has an extremely specialized target audience almost goes without saying. However, it is impeccably organized and executed, with a detailed list of contents and an index that allows equally for browsing and quick pinpointing. Its utility would be largely limited to academic libraries where there is geographical research and to special libraries devoted to geography.

Reviewed by Stephen Spong, Master of Information candidate, University of Toronto.







Alberta Beach, Alberta

About a lake

The village of Alberta Beach sits on the shores of Lac Ste. Anne, about 60 kilometres west of Edmonton. The Nakota Sioux and Cree Indians once called the lake Manito Sakahigan, meaning the lake with a spirit. This was because they believed a large monster lived in the lake, and as it moved it would create dangerous and unpredictable currents, which could easily capsize a canoe.

In the mid-1800s, a Roman Catholic mission was built near the shores of Manito Sakahigan and the priests translated the name of the lake as "Devil's Lake." Originally just a simple building with no windows or doors, the mission would soon move to a newly constructed church. Father Jean-Baptiste Thibault changed the name of the lake to Lac Ste. Anne, fulfilling a promise to name his first mission after Saint Anne, the mother of the Virgin Mary and the grandmother of Jesus Christ. Saint Anne embodies a grandmother figure and is attributed with bestowing miraculous cures upon the faithful. It is believed that the lake is an instrument of healing, and as far back as 1889 there were church reports of the waters of Lac Ste. Anne curing a variety of ailments from tuberculosis to paralysis.

This mission was the first permanent Catholic mission west of Winnipeg. At its height it was bigger than Fort Edmonton, boasting a Hudson's Bay store, a school, a

Fast Facts

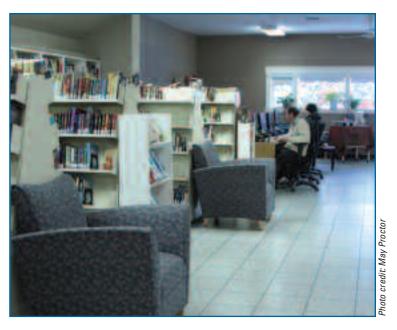
Resident population: ~ 880 **Summer population:** ~ 3,000

Hours: Tuesday & Thursday 2:30–8, Wednesday 9:30-4:30, Saturday 11-3, Fridays during July and

August 10-2

Items in the catalogue: 13,500

Members: 450



The sitting area and the computers at the Alberta Beach Public Library.

North-West Mounted Police barracks, a post office and hotels. One of the most important events at the mission site was the Feast of Saint Anne, held in late July. This event coincided with traditional Aboriginal summer gatherings and offered participants cultural, spiritual and social rejuvenation. But in 1861, Father Thibault decided to build a new mission at St. Albert. When he left, the Lac Ste. Anne mission was almost deserted.

Thirty years later the pilgrimage to Lac Ste. Anne was started by Father Lestanc, who built a shrine to Saint Anne on the mission site. Pilgrims began to come to the site every year to receive spiritual help and to honour Saint Anne. To this day, pilgrims still come to pray, to celebrate Saint Anne and to experience the healing qualities of the lake. Today as many as 40,000 people converge on the lake every year, making it the largest annual Catholic gathering in western Canada. Testimony of the healing miracles can be seen in the shrine, where people have left crutches and canes they no longer needed, thanks to the miraculous healing abilities of the waters of Lac Ste. Anne. The site of the Lac Ste. Anne. pilgrimage was declared a National Historic Site of Canada in 2004 for its social and cultural importance.

800m Ahead: Small Public Libraries in Canada



The DVD collection

A village grows

The village of Alberta Beach was originally developed as a railway community. The Canadian Northern Railway line, built in 1912, ran from Edmonton to Vancouver through Alberta Beach, chosen by the railway as a spot to hold company picnics and holidays. As well as a station house, CNR built recreational facilities, which included a boardwalk that stretched from the station platform toward the town site and down toward the beach.

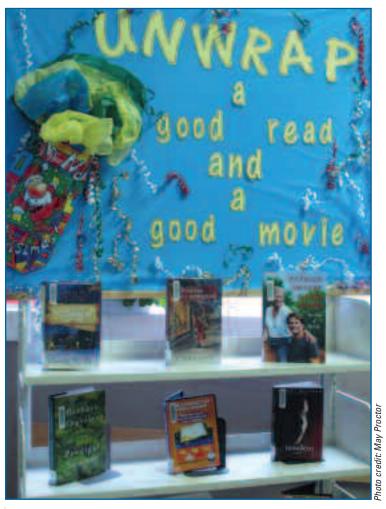
Thanks to the beauty and tranquility of the lake and surrounding area, Alberta Beach soon became a popular summer retreat. Other companies began to bring their employees to the village to experience the relaxed atmosphere. In 1920 the area was incorporated into a summer village, and eventually a dance pavilion, pier and several cabins were built. The village's growing popularity also led to the creation of the Moonlight Express, a train service that picked people up in Edmonton on Saturday morning, brought them to Alberta Beach, and returned on Sunday night. People would come for the weekend and stay at the Alberta Beach Hotel and Cabins for as little as \$2 per night.

The escape and tranquility that Alberta Beach offered became so popular that soon people began to build cabins of their own, and small businesses sprouted up to cater to the visiting tourists. Primarily used for recreation, the lake and its sandy beach and shallow waters still draw many from the surrounding communities, including Edmonton. In fact, over the years Alberta Beach has become one of Alberta's main weekend retreats, with numerous businesses, a school, a hotel, and a heritage village.

Specializing in service

The public library in Alberta Beach is located on the main street in the old community hall. The library serves about 3,100 people from the surrounding county of Lac Ste. Anne and the neighbouring summer villages of Val Quentin and Sunset Point, and it hosts about 6,000 visits per year. Being located in a village where the population rises dramatically during the summer months has meant unique challenges for library manager Cathy Brennan. One such challenge comes in the form of borrowing privileges for temporary non-residents.

While the library offers library memberships to everyone, it restricts those who do not have a permanent address in Alberta Beach or the surrounding county to items that are physically located within the library. For Cathy, this is a way to reduce the library's risk of being charged for another library's items that are not returned, and no one seems to mind the restriction. In fact, Cathy says that during the



A display at the library

summer months, it's the library's DVD collection and eight computer terminals that are most in demand.

Cathy has worked at the library for the last four years and lives in nearby Gunn. She came to work at the library after seeing a posting for a library manager. Being an avid reader who loves libraries, the job seemed the perfect fit. One of the most rewarding aspects of Cathy's job is being able to connect with people through books, as she is often able to suggest books or authors that she is familiar with. Staff at the library pride themselves on personal service, and they often go out of their way to help patrons, for instance by delivering books to those who are at home sick and unable to make it to the library. Cathy says that the library is a social space too, a place where people come not only for the books. One village resident likes to come for coffee every Wednesday.

Community support

Alberta Beach library is a member of the Yellowhead Regional Library system, which provides technical, purchasing and cataloguing support. There are two full-time staff members as well as numerous people who volunteer for everything from providing computer help to assisting with the library's casino night and other fundraisers. Cathy says that whenever the library needs something, they put a call out into the community and they always get a response.

Fundraisers organized by the Friends of the Library group are very important for the library; all funds raised go toward purchasing new items for the collection. Events like silent auctions, raffles and the annual book sale on the long weekend in August are all important revenue generators. Throughout the year, nearly new paperbacks are for sale by donation and are popular with people going on vacation who need a good read but don't want to worry about bringing the book home and returning it to the library.

Another important element of the library is its board, of which Sylvia McGinley is a long-standing member. Sylvia first began visiting Alberta Beach as a child and later moved here permanently after she and her husband retired. She has served on the library board for 18 years. She is very passionate about libraries and makes good use of her library card, borrowing items from all over the province.

For Sylvia and other library patrons, one way to get the latest bestsellers is through the library's TRAC (The Regional Automation Consortium) system, which allows them to request books from libraries across most of Alberta. It can take anywhere from a few days to a couple of weeks for



The non-fiction area

items to arrive at the Alberta Beach library. Mysteries, westerns and historical fiction are some of the popular items. Technology can be a challenge for the library, but with the addition of e-Books and audio books to the catalogue, the library is able to provide materials to those who prefer alternatives to print books.

The one aspect that Cathy would like the library to be known for is its service. From assistance with photocopying to paying bills online, she sees the library as a resource centre that is vital to the community. The library offers beginner computer lessons for those who want to learn more about computers and how to use email, and staff are always on hand to help others with computer queries.

So if it's relaxation, recreation or spiritual renewal you seek, come to Alberta Beach, located on the shores of Lac Ste. Anne. Come and experience the beauty and tranquility of the lake and surrounding area, and don't forget to get a good book from the library to read at the beach!

Historical references are taken from "A Brief History of Our Area" by the Alberta Beach and District Museum & Archives Society.

Ernie Ingles is the Vice-Provost and Chief Librarian at the University of Alberta.

Carrie Jackson is a Librarian for Learning Services at the University of Alberta.

CLA EXECUTIVE COUNCIL 2010-2011

PRESIDENT

Keith Walker (403) 504-3539 kwalker@mhc.ab.ca

PAST-PRESIDENT

John Teskey (506) 453-4740 jteskey@unb.ca

VICE-PRESIDENT/PRESIDENT ELECT

Karen Adams (204) 474-8749 Karen adams@umanitoba.ca

TREASURER

Ingrid Langhammer ingridlanghammer@shaw.ca

PRESIDENT (CASL)

Linda Shantz-Keresztes (403) 272-6665 ljshantzkere@cbe.ab.ca

PRESIDENT (CACUL)

Pam Ryan (780) 492-7918 pam.ryan@ualberta.ca

PRESIDENT (CAPL)

Andre Gagnon (306) 777-6071 andre@reginalibrary.ca

PRESIDENT (CASLIS)

Robyn Stockand (416) 869-6763 robyn.stockand@nbfinancial.com

PRESIDENT (CLTA)

Jan Harder (613) 580-2473 jan.harder@ottawa.ca

COUNCILLOR-AT-LARGE

Victoria Owen (416) 287-7519 owen@utsc.utoronto.ca

COUNCILLOR-AT-LARGE

Catherine Steeves (519) 824-4120 ext. 58526 csteeves@uoguelph.ca

COUNCILLOR-AT-LARGE

Cheryl Stenström (902) 640-2265 cheryl.stenstrom@gmail.com

Ex Officio

Kelly Moore (613) 232-9625 ext. 306 kmoore@cla.ca

CLA STAFF CONTACTS

Beverly Bard

Desktop Publisher &

Book Review Coordinator
bbard@cla.ca ext. 324

Maria Blake
Orders Administrator
mblake@cla.ca ext. 310

Stephanie Bowa
Program Coordinator, Young Canada Works
sbowa@cla.ca ext. 321

Carla Chami
Executive Assistant
cchami@cla.ca ext. 317

Rizwan Choudhary

Web & IT Infrastructure Manager
rchoudhary@cla.ca ext. 320

Judy Green

Marketing & Communications Manager
Advertising/Sponsorship Manager
jgreen@cla.ca ext. 322

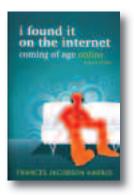
Kelly Moore
Executive Director
kmoore@cla.ca ext. 306

Wendy Walton
Conference & Events Manager
wwalton@cla.ca ext. 302

Telephone: 613.232.9625 • Fax: 613.563.9895 • www.cla.ca

New Releases from





I Found It on the Internet: Coming of Age Online, Second Edition

Frances Jacobson Harris

Today's teens immerse themselves in the world of technology as never before. But texting, tweeting, chatting, blogging, and other social networking largely occur in a free-for-all environment of unbridled access; quality takes a backseat to quantity. To help librarians, educators, and parents step in to guide teens' decision making, Frances Jacobson Harris offers a thoroughly updated edition of her classic book, including:

- · Advice on how to help young people make good decisions, especially in such thorny areas as music and media sharing
- Tools for formulating information and communication policies, with research and commentary on the latest technology
- Practical ways of dealing with the problematic issues of hacking, cheating, privacy, harassment, and access to inappropriate content

Packed with timely information, Harris's book remains the best resource for being an effective technology mentor for students.

Price: \$55.44 • CLA Member Price: \$50.40 • 248 pages • 6" x 9" • Softcover • ISBN-13: 978-0-8389-1066-5



Intellectual Freedom Manual, Eighth Edition

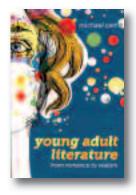
Office for Intellectual Freedom (OIF)

Updated for the first time since 2005, this indispensable volume includes revised interpretations of the Library Bill of Rights along with key intellectual freedom guidelines and policies, including:

- A new chapter, "Interactivity and the Internet," and other fresh material on intellectual freedom and privacy in online social networks
- An examination of intellectual freedom for disabled library patrons
- Coverage of the latest USA PATRIOT Act debates and extensions

Now, like never before, libraries must stand strong as beacons of intellectual freedom for all. ALA's Intellectual Freedom Manual provides the answers they need.

Price: \$80.08 • CLA Member Price: \$72.80 • 464 pages • 6" x 9" • Softcover • ISBN-13: 978-0-8389-3590-3 • 2010



Young Adult Literature: From Romance to Realism

Michael Cart

Today's young adult literature is every bit as complex as the audience it's written for, unflinchingly addressing such topics as homosexuality, mental illness, AIDS and drug abuse. In this much expanded revision of his 1996 book, veteran author Michael Cart shows how the best of contemporary YA lit has evolved to tackle such daunting subjects without resorting to sensationalism. He brings his historical survey of this category fully up to date, covering its explosive growth in the past decade, and advocating that librarians and teachers look beyond romance and horror when advising young adults. This survey helps YA librarians who want to freshen up their readers' advisory skills, teachers who use novels in the classroom, and adult services librarians who increasingly find themselves addressing the queries of teen patrons by covering the:

- · Reading habits of today's teens
- Influence of new technologies and formats
- New YA lit awards

This insightful and often humorous work presents the evolution of YA lit in an appealing way, making it equally useful for students of literary studies. You'll definitely update your recommended "to read" lists after a spin through Cart's advisory.

Price: \$73.92 • CLA Member Price: \$67.20 • 256 pages • 6" x 9" • Softcover • ISBN-13: 978-0-8389-1045-0 • 2010



Young Adults Deserve the Best: YALSA's Competencies in Action

Sarah Flowers for YALSA

As high school enrollment continues to rise, the need for effective librarianship serving young adults is greater than ever before. "Young Adults Deserve the Best: Competencies for Librarians Serving Youth," developed by Young Adult Library Services Association (YALSA), is a document outlining areas of focus for providing quality library service in collaboration with teenagers. In this book, Sarah Flowers identifies and expands on these competency areas. This useful work includes:

- · Anecdotes and success stories from the field
- Guidelines which can be used to create evaluation instruments, determine staffing needs, and develop job descriptions
- · Additional professional resources following each chapter that will help librarians turn theory into practice

The first book to thoroughly expand on this important document, Young Adults Deserve the Best is a key foundational tool not only for librarians but also for young adult specialists, youth advocacy professionals, and school administrators.

Price: \$53.76 • CLA Member Price: \$59.14 • 136 pages • 6" x 9" • Softcover • ISBN-13: 978-0-8389-3587-3 • 2010

Order from:

Canadian Library Association, 1150 Morrison Drive, Suite 400, Ottawa, ON K2H 8S9 Tel: 613-232-9625, ext. 310 • Fax: 613-563-9895 • orders@cla.ca • or shop CLA at www.cla.ca





Canada's Best-Selling National Sourcebook since 1847 just got better!

More maps. more contact names and more information than ever before! A pipeline of information to such important sectors as industry, the arts, education and government offices across the country. Canadian Almanac More maps, updated statistics, more & Directory 2011 ASSOCIATIONS Pub. Date: Nov. 2010 indexes and facts and gures make this ATIONS . EDUCATION Hardcover: 1,952 pages a hallmark edition of the Canadian IBRARIES & ARCHIVES ISBN: 978-1-59237-589-9 Almanac & Directory you won't want to Price: \$350.00 miss.

major companies all across Canadian provinces and into its territories as well.

o ces to contact by the di erent categories they serve.

just the right home page

numbers and email addresses

each chapter help you navigate right to the listings you want.

The new edition- ready to ship in November-contains sixteen directories plus the Almanac all in one – giving you all the facts and figures you need about Canada. No other single source provides users with the quality and depth of up-to-date information ready to use for all types of research, from curiculums to sophisticated market research.

Don't forget our new web platform.. Canada's Information Resource Centre (CIRC) See the power and depth for yourself. Free Trial Subscription available!

Call us today (866)433-4739. Make sure your copy is on its way as soon as it is off the press!

A rich Table of Contents that puts a huge variety of Canadian Resources at your ngertips:

Broadcastng

Business

Education

Provincial Municipal

Health

Law

Libraries

Publishing

Religion

Sports

Utilities

