



# NEWSLETTER



September/October 2011

Volume 36 Number 5



## ***President's Message***

As the year winds down, I'm looking forward to the holidays, and transitions, and maybe even a bit of rest and relaxation. Well, that last bit probably won't happen any time soon. I'm not a rest-and-relaxation sort of girl, and besides, there's still a few irons in the fire. In addition to all of our amazing events this year, we've been working on a few other fun projects. Our new website will be launched at the beginning of December, and all Board members will have standardized email addresses. The new Wordpress platform should make it easier for members to find the information they're looking for, quickly and efficiently. I'm looking forward to working with the new site.

The really fun project a few of us have been working on is the Loyalty Pilot with James Kane. Each chapter in the pilot was given a different component to work on. One is working on vendor relationships, another on member retention and so on. Our portion is outreach. In our first meeting with Kane we decided to target students as our first outreach effort. Our goal is to position SLA as the go-to association for all library students, regardless of which school they attend. To that end we're working on an all-student event, and documenting the entire process so we can share our lessons-learned with the association as a whole. We will present on our efforts at the upcoming Leadership Summit in Atlanta, and in the coming year we will help other chapters roll out similar projects. I hope this is the start of something big for SLA.

Let's not forget our most fun "project" of all, which is our holiday party, of course. Mark your calendars for December 7th, and be on the lookout for more information from Bill. It's always such a fun event and I'd love to see all of you there.

Lastly I want to thank our candidates for the 2012 Board, and those who are continuing on or transitioning roles. I know the 2012 Board will carry on with an energetic and productive spirit, and I'm glad I'll still be a part of it, albeit in a less active role. Perhaps it's time to add that rest and relaxation to my agenda.

Robin Dodge, SLA-SCC President, 2011 [rdodge@fidm.edu](mailto:rdodge@fidm.edu)

## Californian Selected to Head National SLA

San Diego Chapter's Deb Hunt, Principal of Information Edge, was elected as the new national SLA President-Elect. David Cappoli was a strong contender for the job, but he will be able to keep his focus on the Southern California chapter this coming year. Other national board members elected include:

- Chapter Cabinet Chair-Elect: Debbie Schachter
- Division Cabinet Chair-Elect: Ann Koopman
- Directors: Marilyn Bromley and Hal Kirkwood



For details about the winners, go to:

<http://www.sla.org/content/SLA/pressroom/pressrelease/11pr/pr2011-13.cfm>



## SLA Chapter Election Results

The SLA Southern California Chapter elected the following Executive Board offices to serve in 2012:

- \* President-Elect: **Drea Douglas**, Librarian at Holland & Knight LLP
- \* Secretary: **Shawn Stamm**, Fellows Librarian at Los Angeles Public Library
- \* Communications Director: **Michele McKinnon Fricke**, Temporary Library Specialist at FIDM
- \* Director-at-Large: **Grace Rosales**, Research Librarian at DLA Piper

Your 2012 Chapter Executive Board will also include:

- President: **William Lee**
- Past President: **Robin Dodge**
- Treasurer: **Peter Johnson**

Thanks go to outgoing Executive Board members **Lesley Farmer**, and **Cameron Trowbridge**.

Thank you for voting, and much appreciation goes to the Nominations Committee members **Teresa Bailey**, **Alison Becker** and **Sara Tompson**.

Please consider volunteering for an Advisory Board position in 2012; contact **William Lee** ([mmlee@flash.net](mailto:mmlee@flash.net)) if you are interested.



## ***Drea Douglas Answers the Call***

How is it that that I've traveled so far? I mean, I was elected to the position of secretary for the Southern California Chapter of Special Libraries Association for 2009-2011, and now (fingers crossed) I'm on my way to becoming SLA-SCC's president-elect! How could this happen to me, a mild-mannered law librarian by day, and hair-triggered red-head by night?

Sidebar: Perhaps I should start by telling you that yes, I am a law librarian (mild-mannered is up for debate). Since 1987, I have been working in the libraries of top AmLaw100 law firms, starting as a clerk, and by 2001 I had worked my way up to a solo branch librarian position. This was all done as a Hard Knocks U graduate, as I wasn't entirely sure this whole library thing wasn't a phase. In 2004, I entered San Jose State University's School of Library and Information Science, and graduated in 2006.

I am currently working as the West Coast librarian for the firm of Holland & Knight, LLP. I handle the research/reference/acquisitions/cataloguing for the offices in Los Angeles, San Francisco and Portland, and am responsible for first-line assistance for the one hundred attorneys in those offices. I am part of a staff of thirteen library workers across the company. Our firm is based in Tampa, Florida, and is primarily known for commercial litigation, as well as specialty practices such as Indian Law and Trusts and Estates.

And now that you know that, let's get back to how I clawed my way to the top. Again I must ask the question, how did this start?

It started when I received my renewal notice for SLA, and asked myself, "Should I renew? What do I get out of this organization?"

Now, most of the time, this line of questioning ends with a closed checkbook and a round file. And while I could always *say* there were benefits to being a member of SLA, I hadn't really done much with my membership. So if I'm not much of a member, then it's going to be hard to get much out of it - you can see where I was going to toss it all and go on with my life. (spoiler alert: I'm still here.)

What happened next was a voice in my head asking what I'd *put in* to this organization. A very irritating question, if you ask me, and had I actually been a viable member I might have become huffy. As it was, I had to admit I hadn't been an active participant, so maybe I could see about becoming more active before making a decision.

Naturally, having made that decision, it was only about 10 minutes before the nominations committee sent out an email looking for candidates for board positions. (Moral of the story: get rid of your email. It only leads to blue ruin and volunteerism.)

Within a few months, I was secretary, and enjoying the sweet life of taking notes, shaking hands, and rubbing elbows.

True story: on the day I found out I'd won the election, Thomson Reuters was having a reception at the roof top bar of the Standard to show off some new intellectual property databases. I commandeered the event as my victory party. You can say I was drunk with power, and maybe I was. But my star was rising, and nothing could stop it. I planned to plunder the chapter's resources for the entire 24 months of my commitment, and nothing would stop me.

It wouldn't last, though. By summer 2011, I was being wined and dined by the strong-arm committee of the SLA-SCC election machine, urging me to further in politics. Oh, they played me, played me like a Stradivarius, or maybe a Keno card in Elko. At the end of the evening I'd promised to run for chapter president, and suddenly it occurred to me that this was the big time, baby, this was politics like you see on the evening news. Or rather, what you don't see on the evening news because of community standards laws.

And now I wait, wondering what the outcome of the election will be. I ran unopposed, and no October Surprise surfaced, but still, I wait for the phone call announcing my fate. I know, my friends, you all wait with me. I take comfort in your company. (Editor's note: the call was made, and she is officially president-elect.)

## **Professional Growth Events**

### **October 14 San Diego Chapter Professional Development Day**

Over eighty librarians/information professionals were readier for the future by attending the SLA San Diego Chapter Professional Development Day on October 14. The theme was "The Future-Ready Information Professional: Adding Value through Agility, Innovation, and Collaboration," and powerful speakers addressed the entire group throughout the day.

Several presenters were SCC members:

- **Dave Harmeyer**, Associate Dean of University Libraries, Azusa Pacific University, talked about strategic planning as he outlined nine future-ready principles to make it successful.
- **Lesley Farmer** from California State University Long Beach and her statistician colleague Dr. **Alan Safer** introduced Six Sigma as it applies to libraries. They are planning a SCC workshop for early spring.

**Christian Gray**, of Atlas Consulting and Reprints Desk, detailed SLA's Future Ready 365 blog (<http://futureready365.sla.org/>), and talked about ways to improve library public relations. He encouraged the audience to contribute to the blog, and to let SLA leadership know how valuable it is.

This is a reminder that the deadline to nominate for 2012 SLA Fellows and Rising Stars is November 15<sup>th</sup>. Association awards, criteria, and nomination forms can be accessed here:

<http://www.sla.org/content/SLA/awardsrecognition/index.cfm>

If your members have any trouble submitting attachments or have questions about the awards, they can contact me directly: [jwalsh@sla.org](mailto:jwalsh@sla.org) | 703.647.4917.

## ***Into the Secret City on November 18***

Join your fellow chapter members in an exciting visit to a wonderful library in a “cool” setting. Get your RSVP in for Friday, Nov. 18th for a full day tour of "The Secret City," a U.S. Navy base located in the Mojave Desert. Our hosts will be the staff of the Naval Air (NAVAIR) Scientific & Technical Library, located at the Naval Air Warfare Center Weapons Division (NAWCWD) in China Lake, CA. The base was established in 1943 and the library has served the workforce almost from the beginning. The day will include a tour of the China Lake Museum of Armament and Technology (<http://www.chinalakemuseum.org/>) where we will learn about the rich air and surface weapon systems development heritage of one of the Navy's premier weapons research, development, and test facilities. Check out the NAWCWD public web site for more information. <http://www.navair.navy.mil/nawcwd/nawcwd/about/index.html>



There is a limit of thirty people for this tour, regardless of transportation preferences. To attend, you must be a U.S. citizen. There are two additional requirements you must fulfill. Please retain contact information in case of delays. You must: (1) By November 4 at 4pm, send security information (FULL name, email, cell phone contact, date of birth, last 5 digits of your SSN) directly to Ann Morehead [ann.moorehead@navy.mil](mailto:ann.moorehead@navy.mil) AND (2) Send transportation information (see <http://sla-scc.blogspot.com/2011/10/nov-18-navair-china-lake-library-800am.html>) to Bill Lee [mmlee@flash.net](mailto:mmlee@flash.net). If you do plan to drive your own vehicle or ride with someone, please include that in your correspondence so we can coordinate staff drivers. A few seats have opened up on the \$10.00 limo to China Lake. Also, please have two forms of ID (picture if possible) with you on the day of the visit. With increased security many times there is a need to provide additional identification.

Many thanks to Teresa Bailey and Joyce Hardy for making the arrangements for this visit. NAWCWD Technical Library Reference Desk contact is 760-939-3389.



### ***Food for Thought at FIDM***

A panel with SLA SoCal and Rio Grande chapter authors plus a special author visit from Lorri Zipperer, SLA RioGrande chapter, talked about their chapters in the book *Best Practices for Corporate Libraries* (Libraries Unlimited, 2011).

On November 3 the Fashion Institute of Design & Merchandising hosted panelists Sara Tompson, Sue Brewsaugh Deb Schwarz, and Lorri Zipperer (Principal of Albuquerque-based Zipperer Project Management), who shared their experiences of writing, collaborating, editing, and publishing their book. Attendees also dined, thanks to SoCal chapter.

## ***Farmer Awarded Fulbright to Help Honduran Librarians***

In late September and early October I was awarded a Fulbright to help Honduran librarians.

I reviewed the National Pedagogical University's proposal for a master's degree program in library and

information science, and consulted with Dr. Nitida Carranza, University Library Director and lead proposer. This is the first time that such an academic program has been considered in Honduras. Training tends to be done by the Ministry of Culture for school librarians, and the Association de Bibliotecarios y Documentalistas de Honduras (ABIDH) provides in-service training. This degree program initiative has been in the works for at least four years, and has benefited significantly by the consultation provided by Fulbright scholars. As part of my work, I also participated in ABIDH's national conference, presenting a plenary session on academic libraries and a half-day workshop on database selection and instruction.



Honduras has almost eight million people, with the majority under nineteen years old. About eighty percent are functionally literate, with the upcoming generation about ninety percent literate (about one percent of the total population are graduate students in state universities). Nevertheless, only sixty percent of children graduate from grade school, and the reading culture is not very prevalent here. About seven percent of Honduras' GDP is invested in education, but eighty percent is allocated for wages, leaving less than twenty percent for infrastructure. Nevertheless, mobile telephony is nearly ubiquitous, which should be a major consideration for library services in the country.

In 2009 Honduras had 135 public libraries. In 2010, no current data on other documentation such as school libraries, academic, or special libraries were on file. The Riecken Foundation maintained about fifty public libraries in rural areas, and information centers with solar-powered Internet were also scattered around the country. These supplementary services merged, but because of the 2009 Honduran government changes and the US economy, the Riecken Foundation no longer exists, and these centers have been maintained only by their local communities. While school libraries exist, they are sometimes merely small collection warehouses. The Tegucigalpa Bi-National Center sponsors field trips from local public schools to see their library and get some training.

According to the research leading to the master's degree program proposal, "There is no doubt that more education is greater achievements in health, productivity and participation. Honduras's education system needs to promote technical-pedagogical conditions that enable people to progress in democratic life and, with the importance of globalization, make decisions in the field of professional practice for well-prepared and qualified human personnel in their contribution to the improvement of society. "

Honduran libraries have much potential if they will take a broad enough perspective and leverage emerging technologies, as well as gain instructional expertise to pro-actively insert themselves in the middle of lifelong educational opportunities. The master's program can provide both the foundation and the intellectual infrastructure to jump start this potentially significant contribution to Honduras and Central America.

## Students Make News

### *UCLA Continuing Ed*

Friday Forums are UCLA's Graduate School of Education and Information Studies' mainstay for professional growth. These sessions are open not only to UCLA students and alumni, but often to the larger librarian/information professional community. For updates on offerings, go to [http://is.gseis.ucla.edu/events/friday\\_forums/workshops/2011/](http://is.gseis.ucla.edu/events/friday_forums/workshops/2011/).

The most recent event was an all-day workshop held on November 4. The topic was "Systems Thinking: Improving and Promoting Library Value," featuring Sara Tompson and Lorri Zipperer, Principal of Zipperer Project Management in Albuquerque.



On November 5 the UCLA Student Chapter visited the Mayme Clayton Museum in Culver City. The Clayton Collection is the largest and most academically substantial independently held assemblage of its kind in the world. It is second in size and scholarly scope to the renowned Schomburg Collection in the New York City Public Library. To learn more about the museum and collection, please visit their Website [here](#).

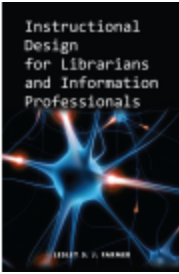


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## Resources for YOU



**Farmer, L. (2011). *Instructional design for librarians and information professionals*. New York, NY: Neal-Schuman.**

This book melds instructional theories and best practices with an emphasis on how technology is used in teaching. This comprehensive, practical guide covers every aspect of systematic instructional design. Basic concepts are explained in the first section of the book. In the second, a variety of instructional examples address different audiences, content, and delivery approaches. The volume includes chapters on synchronous and asynchronous instruction and information on how to best use the many technologies now available. Sidebars, examples, templates, and other aids are peppered throughout. Details at: <http://www.neal-schuman.com/idlip>

**eBrary. (2011). *2011 global student e-book survey*. Palo Alto, CA: Author.**

This survey of 6500 students found that aggregators, publishers, and librarians need to better collaborate to address students' information and research needs. Key findings include the following:

- E-book usage and awareness have not increased significantly in 2011 over 2008.
- Preference for printed books over electronic books has not changed: Both are still equally important.
- The vast majority of students would choose electronic over print if it were available and if better tools along with fewer restrictions were offered.
- There is a need for reliable social media tools geared toward research.

For additional information, including details about downloading the report, go to [http://www.ebrary.com/corp/newspdf/ebrary\\_2011\\_Student\\_Survey.pdf](http://www.ebrary.com/corp/newspdf/ebrary_2011_Student_Survey.pdf).

**ACRL. (2011). *Standards for libraries in higher education*. Chicago: ALA.**

The ACRL Board of Directors has approved a comprehensive revision of the association's seminal [\*Standards for Libraries in Higher Education\* \(SLHE\)](#). Grounded in nine principles reflecting the core roles and contributions of academic libraries, the newly revised version of *SLHE* provides a guide to libraries in advancing and sustaining their role as partners in educating students, achieving their institutions' missions and positioning libraries as leaders in assessment and continuous improvement on their campuses. The full text of the revised *SLHE* is available on the [ACRL website](#).

**Primary Research Group. (2011). *Library use of ebooks*. New York, NY: Author.**

The report looks closely at library eBook purchasing and deployment policies and includes data on overall spending, spending on particular products, the breakdown of spending between aggregators and individual publishers among thousands of other data points. The study includes exhaustive information on library eBook purchasing plans in particular subject areas and for particular types of technologies. For details, go to <http://www.PrimaryResearch.com>.

**Primary Research Group. (2011). *Best practices in student and faculty assessment*. New York, NY: Author.**

The report is based on a survey of nearly 90 American and Canadian colleges. The study helps its readers to answer questions such as: how many colleges have overall college and/or departmental assessment coordinators? How are they funded and what is the level of cooperation with them? What are the most common assessment tools and tests? How much are budgets for assessment and how are these budgets spent? What role do consultants play? For details, go to <http://www.PrimaryResearch.com>.

**Primary Research Group. (2011). *The survey of use of RFID in libraries*. New York, NY: Author.**

This study gives detailed data from nearly 100 academic, public and special libraries worldwide on spending on RFID sensors, gates, tags and other technology, equipment and supplies, relating amounts spent, vendors used and institutional experiences and assessments. The report looks at security and safety issues, privacy issues, impact on library staff, impact on productivity, impact on patron theft, trends in use for non-book materials and many other issues of concern to librarians using or thinking of using RFID technology. For details, go to <http://www.PrimaryResearch.com>.

**Research and Markets. (2011). *The Library and the mega Internet sites 2011-12*. Dublin: Author.**

The report presents data from more than 100 corporate, legal, college, government and public libraries about their use of Google, Yahoo, YouTube, Wikipedia, Amazon, Facebook, Twitter and other mega internet sites. The report shows how useful various sites are to their professional efforts of librarians and what they are achieving in using the sites. Data is broken out separately for legal/corporate libraries, public libraries, college libraries and government libraries, as well as by library size, and even by the professional role of responding librarians. For details, go to [http://www.researchandmarkets.com/product/4750e6/the\\_library\\_and\\_the\\_mega\\_internet\\_sites\\_2011](http://www.researchandmarkets.com/product/4750e6/the_library_and_the_mega_internet_sites_2011)

**Library of Congress. (2011). *Bibliographic framework transition initiative*. Washington, DC: Author.**

The Library of Congress has released its initial plan for a transition from MARC to a new bibliographic framework. Note that this is a very general statement of LC's plan -- no specifics yet. Note also that LC expects a "continuation of maintenance of MARC until no longer necessary" and a "compatibility with MARC-based records." (In other words, we will not be throwing out our legacy bibliographic records any time soon.) The plan is available at:

<http://www.loc.gov/marc/transition/news/framework-103111.html>

Additional Links:

Bibliographic Framework Transition Initiative Website <http://www.loc.gov/marc/transition/>

Bibliographic Framework Transition Initiative Listserv <http://listserv.loc.gov/listarch/bibframe.html>

Working Group on the Future of Bibliographic Control Website <http://www.loc.gov/bibliographic-future/>

## Calendar of Events

### November 8 CSU Alumni Mixer

6-10 pm at Dave & Buster's, 400 S. Baldwin Avenue, Arcadia

**Did you get your librarianship degree from CSU Fullerton or CSU Long Beach? You can catch up with your study buddies here.**

RSVP to Jackie.Wetteland@csulb.edu



### November 10 Business and Awards dinner

Ports O' Call Restaurant, Berth 76, San Pedro ([www.portsocalldining.com](http://www.portsocalldining.com))

\$40 members; \$35 students/retired/unemployed; \$45 non-members

Free parking

3:30pm LA Maritime Museum optional tour

6 pm Reception and networking

7 pm Dinner buffet

7:45 pm Awards presentation

8:15 pm Amy Chatfield's trip to Cuba

RSVP to [mmlee1@flash.net](mailto:mmlee1@flash.net) (more details at [http://sla-scc.blogspot.com/2011/10/2011-business-and-awards-dinner\\_06.html](http://sla-scc.blogspot.com/2011/10/2011-business-and-awards-dinner_06.html))

### November 18 11am SLA Rocky Mountain Chapter Virtual Lunch:

"Who Are You? How Do You Communicate Your Professional Brand?"

<https://webmail.csulb.edu/Redirect/rockymountain.sla.org/chapter-events/nov-17-virtual-lunch-de-stricker-communicating-your-brand/>

Reserve your space at this free webinar at <https://www1.gotomeeting.com/register/123899713>

### November 18 NAVAIR Naval Air Warfare Center Weapons facility and Library

China Lake All day road trip and visit

See details in the newsletter article and

<http://sla-scc.blogspot.com/2011/10/nov-18-navair-china-lake-library-800am.html>

RSVP to [mmlee1@flash.net](mailto:mmlee1@flash.net) and [ann.moorehead@navy.mil](mailto:ann.moorehead@navy.mil)



### December 7 Annual Holiday Event with LACASIS

Details to follow



January 25-28, 2012

InterContinental Buckhead Hotel in Atlanta



## Special Libraries Association Southern California Chapter

### ADVERTISING OPPORTUNITIES

Advertising is a crucial part of every marketing agenda, and digital format is a vital part of that mix because it makes it easier to measure your branding efforts with immediate and direct responses at a cost-efficient rate. Purchasing an ad on <http://www.sla-scc.org/> gives you direct access to the region's group of information professionals and gets them in your pipeline at a pivotal period in your sales process.

#### Print-Online Ad Rates

You can tell your story and expand your market through advertising in the SLA-SCC newsletter, which is disseminated to over 300 chapter members, and read by hundreds more information professionals in the state and elsewhere.

Likewise, your logo ad can be placed into rotation throughout the SLA-SCC Web site--delivering your message to qualified leads, increasing brand awareness and building bigger sales for your organization. In addition, your name/logo will be seen continuously on the SLA-SCC blog.

#### Advertising Options

	2 Mos.	4 Mos.	1 year	1 year promo package
Full-page color ad	\$100	\$200	\$550	\$575
Half-page color ad	\$50	\$100	\$275	\$300
400x340 & 150x35 logo	-	\$25	\$50	-

**(Comprehensive Promotional Package** includes chapter Web site, blog, *Newsletter*, social media promos)

Contact: Vendor Relations Chair (Ed Vazquez [evazquez@oaktreecapital.com](mailto:evazquez@oaktreecapital.com))

SLA-SCC maintains the right to not accept advertisements. Any company/entity who seeks advertising opportunity with SLA-SCC must be a legal U.S. entity whose mission aligns with that of SLA-SCC.

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#### SLA-SCC Links

Website: <http://www.sla-scc.org/>

Blog: <http://sla-scc.blogspot.com/>

LinkedIn: [http://www.sla-scc.org/web\\_pages/communications\\_section/dislist.htm](http://www.sla-scc.org/web_pages/communications_section/dislist.htm)

Facebook: <http://www.facebook.com/home.php#!/group.php?gid=101467813241595>

Listserv: [http://www.sla-scc.org/web\\_pages/communications\\_section/dislist.htm](http://www.sla-scc.org/web_pages/communications_section/dislist.htm)

Twitter: @SLASCC