



President's Message



Hello my name is Amy, and I am addicted to conferences. I attended approximately 14 board meetings, 4 conferences, and 8 programs last year. This was a light year for me since I was in the midst of planning the CARL Conference, and took on a new job. Of course my institution can only fund one or two of these activities a year, so I have had to find other means to support my habit. Usually friends and family give me a place to flop, so I have not had to resort to a life of crime.

Conferencing is not in my nature. I am not fond of large crowds, have never been good at meeting new people, and am intrinsically motivated. Conference sessions and activities rarely meet an immediate need related to my work or career, since I tend to gravitate toward conferences, sessions, and people that have no direct relationship to what I do on a day-to-day basis. On the other hand, conferences do allow me to save up bits and pieces of presentations and interactions that I have made use of years later. Solutions for problems come to me when listening to others discussing or presenting on completely unrelated topics. Chance conversations with someone cause me to completely rethink something. At the recent CARL Conference I got my fix with an "ah ha" moment during the *Usability Testing of a Library Website* discussion session (which was completely unrelated to this extremely engaging session), a chance conversation on research design at the nearby Starbucks, the opportunity to meet the amazing Rockman Scholarship winners, finally being able to put faces to names for the over 80 presenters and 70 volunteers, and "laugh so hard you cry" chats with the bell staff at the Holiday Inn.

I wish everyone could have attended the CARL Conference, but understand the realities of campus travel bans, budget cuts, and the daunting prospect of returning to a larger mountain of work. CARL has employed new technologies to recreate the in-person conference going experience. Facebook, Twitter, and other social networking technologies were encouraged at the conference. All plenary speaker presentations, breakout session papers, discussion session summaries, and poster session images are now compiled and will be posted to the CARL website. Unfortunately, technology has yet to recreate all those serendipitous connections that have hooked me on conferencing. There is something about learning something new while at the same time being physically and mentally separated from the day-to-day reality of my workplace. It is just not the same for me to attend webinar while sitting in my office or a nearby conference room. I crave the interaction, and have a hard time living vicariously through someone else's Twitter feed. I want to be immersed in the overall experience, and have never once thought to read a proceeding cover to cover for a conference that I have not attended.

Tough times have forced libraries to focus on maintaining existing services and resources, dealing with "just in time" needs, and putting out fires. We need to find little ways to reflect, investigate, research, and share. We need to make time for discussion, networking, and information sharing across libraries. We need to see in-

In this Issue

CARL Business

- President's Message –p. 1
- Treasurer's Report- p. 2
- Conference Highlights - p. 4
- Message from the Editor- p. 10

CARL Awards- p. 3

- Member of the Year
- CARL Research Award
- Ilene F. Rockman Scholarship

Interest Groups

- CARLDIG- South Program Report and announcement- p. 5
- SEAL- South Program Report- p. 7

People and Places News- p. 8

Save these Dates

September 17, 2010:

Next SCIL business meeting

September 30, 2010:

Deadline for CARL Research Award proposals

December 3, 2010

CARLDIG- South Fall Program

person conferences, programs, and professional meetings as a necessity to move things forward in our profession, and not as a luxury.

So indulge me. Go to a conference or program that is new for you. You may not have to go far. SCIL Works or a CARL North Mini-Conference might do the trick. While there, sit at a table with people you do not know, go to a session that is outside your area of expertise, or go out to a meal or fun activity with your colleagues. If you want to venture to the dark side, get on a conference planning committee. CARL 2012 in San Diego is just around the corner. If that sounds like a big step, then start by planning an interest group program. Or maybe attend a conference or program that does not or is only tangentially related to your job, and then bring back the scoop to CARL. I know everyone is just dying to hear all about my trip to the WASC Conference last month or my forays to the ASIST Information Architecture Summit. No matter what you do, stop me and chat about it. I can't wait!

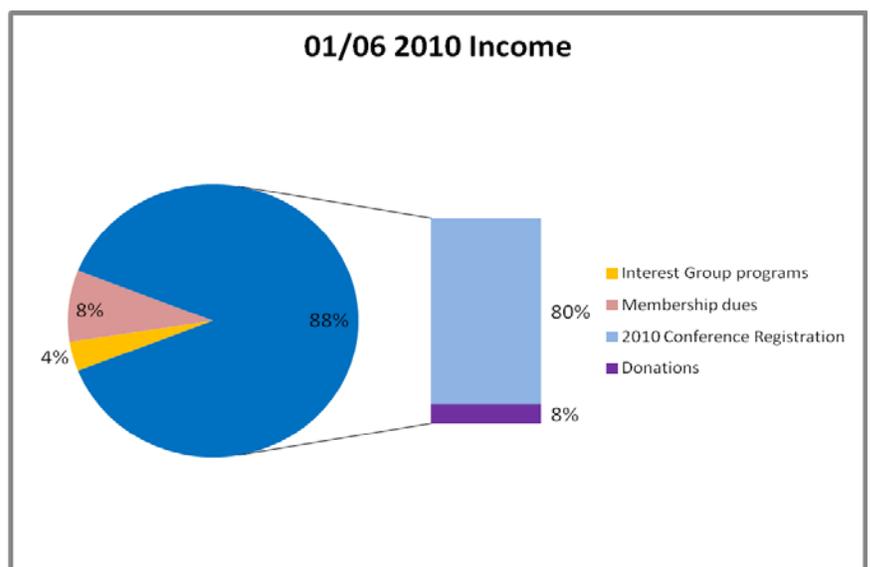
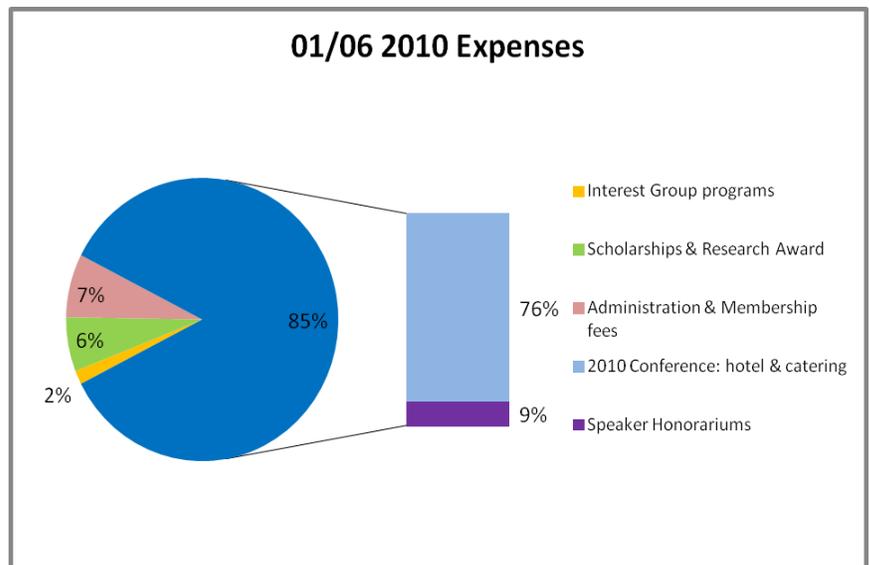
Treasurer's Report

The 2010 CARL Conference was a financial success! We raised \$4,400 from vendor donations for scholarships and the research award. Our registration fees of \$46,917.50 covered the cost of the hotel & catering, the speaker honorariums and a few other incidental costs (\$42,661.93). Considering the economic climate during the planning and implementation of the 2010 conference, there was some question in our minds that we were going to do this well!

However, CARL conference years are intended to offset operating costs of non-conference years (2011), and therefore we will have to be judicious in our management of CARL. Positive revenue from the conference years pay for the CARL operating budget. As you can see from the graph, membership dues are a relatively small revenue generator year-over-year. The CARL operating budget is about \$10,000 to \$12,000 per year.

Our operating budget needs to cover the expenses of the Executive Board and administrative costs that include mandatory insurance, accounting software, certified public accountants, banking fees, and registration software. Also, according to the CARL bylaws the Executive board needs to meet twice a year in person and is required to hold annual regional (one in the north, one in the south) business meetings. Travel expense is the largest cost for the Executive board, followed by insurance and accounting costs.

Interest group programs take advantage of CARL's ability to insure the programs, carry the banking and accounting costs, and shoulder the additional burdens of complying with governmental regulations that apply to a 501,3c. So, if you are planning a program in the future, make sure that your registration price meets your costs plus 10% for CARL sponsorship.



Thanks for listening,
Pam Howard. CARL 2009-2011 Treasurer
CARL Newsletter, June 2010

CARL Awards



CARL Member of the Year: Liz Ginno

The 2010 CARL Member of the Year award goes to **Liz Ginno** of CSU East Bay!

The CARL Outstanding Member award is given to a person who has consistently provided leadership and service to CARL and its members. This year's honoree exemplifies those attributes. As a long-time CARL member she has served in various capacities to support this organization. From 2002-2004, she served as membership chair and conference registrar. During that time, she created a membership brochure outlining benefits to potential members. In 2005-2008 and then again in 2009, she served as newsletter editor.

CARL members fortunate enough to work with her have described her as “dedicated”, “cheerful”, and “fantastic” - the consummate volunteer. Congratulations **Liz Ginno!**

Ilene F. Rockman Scholarship Winners



Daisy Fuentes, Amy Wallace (CARL Pres.) and Talitha Matlin, 2010



Julian Prentice, 2009 recipient

CARL Research Award Winners



**2009 Award winners pictured with CARL President Amy Wallace
Jennifer Quinonez-Skinner, Danielle Skaggs, Luiz Mendes**



**2010 Research Award Winner Valeria Molteni
with CARL President Amy Wallace
Not pictured: Shannon Staley and Christina
Peterson**

The CARL Research Award Committee is inviting applications for the 2011 CARL Research Award. Individual applicants may apply for awards in the range of \$250 to \$1,500. Groups of two or more recipients may apply for awards in the range of \$250 to \$2,000.

Deadline: September 30, 2010.

Award Details and Application Form: <http://www.carl-acrl.org/awards/research/research-application.html>

CARL Conference 2010 Highlights

Special Shout-outs!

Here are some comments made in the conference evaluation survey. There was a lot of positive feedback!



Linda Goff (Sacramento State Univ.) and Gary Kurutz

Special thanks to **Gary Kurutz** of the California State Library (pictured here with **Linda Goff**) for his Friday evening talk on treasures from the State Library. He received rave reviews in the conference evaluation surveys. Many thanks to **Linda** for her conference photos, which are scattered throughout the newsletter!

About **Emily Chan** and **Marina Torres'** *Discussion* and *Poster* sessions: "These two presenters did not just talk about constructivist practice. They practiced it. Great use of clickers. Thoughtful group activities. These young librarians were a great example of the kind of energetic, innovative librarians many librarians are looking for as the profession continues to 'grey.'"



Emily Chan and Marina Torres (Univ. of Pacific)

About **Korey Brunetti** (CSU East Bay), **Julian Prentice** (Chabot College) and **Lori Townsend's** (CSU East Bay) *Discussion* session: "This was a model session--presenters were well-prepared and had interesting ideas to discuss, interactive sections were organic."



Kudos to webmaster **Allison Carr** (CSU San Marcos): "This was, by far, the easiest conference website I've ever navigated. The information was terrific, too!"

About **Allison Cowgill** and **Amanda Dinscore's** *Discussion* session: "Wow! Everyone wants the results of their work! This was a great, honest, and candid presentation, and boy were the librarian discussions candid as well. Best of CARL for me! I've already mentioned the study to two or three colleagues in conversation! Talk about impact! Get that puppy published ladies!"

Conference Raves!

"Thank you! I found this conference to be the most useful and enjoyable CARL conference I have attended."

"Overall, the conference was great. The location, speakers and organized networking opportunities made this a successful conference for me (and for others I'm sure)."

Submitted by **Mira Foster** and **Hesper Wilson**
(San Francisco State University)

CARLDIG-South Engage Session at CARL 2010: Reference Toolkit Revisited

CARLDIG-South was excited to sponsor an *Engage Session* at this year's CARL Conference in Sacramento. On April 8, 2010, approximately 30 librarians attended "Reference Toolkit Revisited," featuring **Michelle Jacobs**, Technologies Librarian and Web Coordinator at the UCLA College Library; **Kenley Neufeld**, Library Director at Santa Barbara City College; and **Amy Wallace**, Library Dean at California State University, Channel Islands. As participants entered the conference room at the Holiday Inn Capitol Plaza, they were given the opportunity to post contributions to a "Graffiti Wall" comprised of poster paper eliciting feedback on the following subject areas: topics/issues participants hoped would be presented at the session; technologies participants would like to see their respective libraries implement; technologies participants' libraries have implemented in the last two years; reservations libraries may have about implementing new technologies; unsuccessful implementation of technologies and reasons why they didn't work out.



Program Presenter Michelle Jacobs

Michelle Jacobs opened the Engage session by talking about the "ING" as it relates to reference: texting, tagging, tweeting, Googling, MicroBlogging, downloading, Facebooking, gaming and feed reading, and asked, "What is the ING"? The Information Now Generation. She discussed how technologies can be taken from the concept stage to their final implementation, and how students today have grown up with modern technologies. The adoption and use of technologies is a dynamic process, with mobility a key convenience and user expectations constantly evolving. Jacobs asked the group to consider today's elementary-school students growing up with the iPad and what their expectations will be like when they enter college. Every

technology must be evaluated for its relevance to a specific institution, and administrative buy-in is essential when adopting new technologies. Once a technology has been adopted, promotion and marketing are crucial. Included in Jacobs' discussion were technologies such as text messaging, Skype, Yelp, Twitter, Flickr, Facebook, Jing, SenSource, YouTube and LibGuides. In addition to an overview of these technologies, their possible uses within libraries were considered.



Pam Baker of CSU Monterey Bay during the CARLDIG program

Following the session component by Michelle Jacobs, **Elisa Slater**, Instruction Coordinator at Loyola Marymount University, moderated a discussion involving the questions and comments contributed by attendees on the various themes introduced on the "Graffiti Wall." As these questions and comments were addressed, Elisa was assisted by CARLDIG-South Chair **Michael Yonezawa** and **Debra Hoffmann**, Information Literacy Coordinator at Cal State Channel Islands. Following the general discussion, participants continued discussions at their tables before taking a break. Prior to the break and as preparation for her session component, Amy Wallace asked participants to think and talk about two themes: their respective libraries' climate and capacity for change and also the meaning of reference at their libraries.

Kenley Neufeld continued the *Engage Session* by discussing technologies in relation to customer satisfaction. One of Neufeld's considerations for

adopting a technology at his library is that it be free or almost free. For this reason, he began his presentation discussing open-source tools such as Libstats. Other considerations relate to ease of implementation and ease of use as well as the degree of enjoyment derived from using a technology. Neufeld also noted customization capabilities, which are available in products such as LibraryH3lp and Google Voice. In referring to what he called “people-powered customer service,” Neufeld noted the value of positive and negative feedback, questions, and ideas generated from a library’s community of users through tools such as Get Satisfaction. Other technology tools presented included text messaging, Gimlet, UserVoice, and the iPad. Neufeld generously shared his iPad with attendees, giving each an opportunity to inspect and sample some of its various features.

As part of the final session component, Amy Wallace presented the administrative perspective involved in the introduction of new technologies into the library setting. She underscored that not all technologies are relevant to every library, nor is the implementation of new technologies an easy feat. Because each library’s needs are different, the adoption of a given technology merits reflection. Some of the questions Wallace proposed ask for the following information: can the proposed technology be explained without jargon and in an understandable manner?; what are the relevant improvements offered by the technology?; how will the technology fit into the library/campus as a whole?; can a thorough evaluation of the actual cost of implementing the technology be provided?; and what course of action can be taken in case implementation of the technology is unsuccessful? As she revisited her earlier questions related to a library’s capacity for change and its interpretation of reference, Wallace invited attendees to reflect on issues impacting a library’s ability to embrace technology, such as: the various work groups comprising

a library’s operations; campus and user expectations; a library’s reference philosophy and assessment plan for reference services; the reference team’s comfort level with new technologies; the impact of new technologies on workflows; and the relationship of reference to the rest of a library’s services.

CARLDIG-South is grateful to Michelle Jacobs, Kenley Neufeld, and Amy Wallace for their time and preparation for this special event and also would like to express its gratitude to the librarians in attendance as well as the CARLDIG-South members who helped plan this successful afternoon session.

For more information on the CARLDIG-South interest group as well as related links to material presented at this CARL 2010 Engage Session, please visit: <http://www.carl-acrl.org/ig/carldigs>.

Submitted by **Adolfo Prieto**, CSU Fullerton, aprieto@fullerton.edu and **Debra Hoffmann**, CSU Channel Islands, debra.hoffmann@csuci.edu



2010 CARL Conference discussion

Save the Date for the Next CARLDIG – South Program

The California Academic and Reference Librarians Discussion Interest Group-South (CARLDIG-S) is busy planning our annual Fall Program.

Date/Time/Location: Friday, December 3rd, 2010 / 9:30 AM – 12:30 PM / TBD

Title: “How Do I Assess That?”

This program will explore different methods for assessing various reference services including the traditional reference desk, chat reference, reference by appointments, and other synchronous and asynchronous reference services communication modes. If your library has recently or is currently undertaking an assessment and/or assessment of student learning outcomes of your reference services we’d like to know. If you might be interested in presenting your findings at our Fall Program please contact Michael Yonezawa at yonezawa@ucr.edu.

For more information about CARLDIG-S please visit <http://www.carl-acrl.org/ig/carldigs/> or Join us on [Facebook](#)

CARL Newsletter, June 2010

Nectar of the Gods in SLO: Another SEAL-S Excellent Adventure in Enology

April 23-25, 2010

California Polytechnic State University, San Luis Obispo

The spring program included tours of the Cal Poly SLO vineyard and cellar, wine tasting both at the winery on campus and at the annual wine festival, and presentations by a librarian, a faculty member, and a vineyard manager/winemaker. Cal Poly SLO vineyard manager Mark Welch (mwelch@calpoly.edu) and cellar master Jim Shumate (jeshumat@calpoly.edu) provided tours of the campus vineyard and cellar and answered questions about winemaking on the campus. Attendance at the annual Cal Poly Wine Festival (<http://www.calpolywinefestival.com/>) included wine tasting and food from a selection of almost one hundred wineries and twenty restaurants. The festival is completely student-run and proceeds benefit the Cal Poly Vines to Wines Club, a student-run organization promoting wine education and industry networking, and the Cal Poly SLO Horticulture and Crop Science department. Business librarian **Frank Vuotto** (fvuotto@calpoly.edu) offered a thorough overview of Cal Poly SLO wine resources and library holdings (http://libguides.calpoly.edu/seal_wineresources). Agribusiness faculty member William Amspacher (wamspach@calpoly.edu) gave a history of the wine and viticulture program at Cal Poly SLO (<http://cafes.calpoly.edu/departmentsAndMajors/majors/wineAndViticulture.asp>).

*"I love everything that's old:
old friends, old times, old
manners, old books, old
wines."*

Oliver Goldsmith (1728-1774)

Vineyard manager and winemaker Wes Hagen (wes@clospepe.com) offered an entertaining presentation on the history of winemaking and the geology of California and how he came to be at Clos Pepe Vineyards (<http://www.clospepe.com/>) in the Santa Rita Hills of Santa Barbara County. All tour guides and presenters were extremely knowledgeable and friendly and were happy to answer any questions from the group. A good time was had by all!

Submitted by **Christina Mayberry**, SEAL-S Program Chair,
christina.mayberry@csun.edu



Image by Diane Sands (SF State University)

Awards, Publications and Presentations

Judith Downie (CSU San Marcos) won the 2010 EBSCO/ALA Conference Sponsorship, which includes \$1000 for travel. While at the ALA Conference she will be presenting at LIRT's Teaching Technology Fair on her use of Library A La Carte in creating course guides.

Robert V. Labaree of University of Southern California (USC) had his article, "Working Successfully with Your Institutional Review Board: Practical Advice for Academic Librarians" in the April 2010 issue of **College and Research Libraries News**.

Jade Winn (USC) recently presented "Reaching Out in All Directions: Unconventional Outreach for Academic Libraries" with Alma Ortega at the California Library Association's 111th Annual Conference in Pasadena, California.

Ian Chan, Yvonne Meulemans, Allison Carr, and Pearl Ly of CSU San Marcos, will be presenting "Cool Tech Tools for Schools: Speed Geeking" at the 2010 Online Teaching Conference at San Diego City College on June 16-18. **Yvonne, Allison** and **Pearl** also published an article in the Journal of Library & Information Services in Distance Learning entitled "From a distance: Robust reference service via instant messaging" (2010, volume 4, issue 1/2).

Stephanie Rosenblatt (CSU Fullerton) presented a short paper "They can find it but they don't know what to do with it: Describing the use of scholarly literature by undergraduate students" on Tuesday, March 29, 2010, LILAC (Librarian's Information Literacy Annual Conference) in Limerick Ireland.

Ned Fielden and **Mira Foster** of SF State University also wrote a paper "Crossing the Rubricon: Assessing the Instructor" that Ned presented at the LILAC Conference in March. In addition, **Ned** presented a related paper, on the use of rubrics for evaluation of librarians on the tenure-track at LOEX in Dearborn Michigan in April.

Mira Foster presented a workshop called "Cloud Computing for the Research Process" at the 14th Off-Campus Library Services Conference in Cleveland Ohio (April 28-30,2010). Joining her to present the paper entitled "Marketing Research Guides: An Online Experiment with Libguides" were **Hesper Wilson** and **Nicole Allensworth**, also of SF State University.

Lua Gregory, University of Redlands, was also at the Cleveland Off-Campus Library Services Conference presenting a poster titled "Battling the Budget: Online Tutorials the Thrifty Way."

CARL Conference Faces: Poster Presenters



Peggy Cabrera (SJSU)



Pamela Jackson (SDSU)



David Schmitt (UCSD)

Appointments

Juan “Alex” Valdivia has been appointed Electronic Access & Acquisitions Librarian at the California Institute of Technology Library. Alex comes to Caltech with 10 years of progressively more responsible experience in serials and acquisitions management at University of California Riverside. In addition, he has recent public service experience having worked reference at the University of La Verne. Alex will be responsible for managing the procurement process for all items purchased for the Library collections. In addition, he will serve in a leadership role to maintain and improve access to Caltech’s electronic collections. Alex will be working within the Metadata Services Group to develop 21st century library services.

The UC San Diego Libraries are excited to welcome 2 ARL Career Enhancement Program (CEP) Fellows this summer. ARL is interested strongly in promoting diversity within our profession, and the CEP is one of several of their programs intended to enhance the recruitment and retention of people from these traditionally underrepresented groups. Our fellows are Aaisha Haykal from the University of Illinois at Urbana-Champaign and **Joni Savage** from San Jose State

University. Aaisha and Joni will be joining us from June 29 – August 6, 2010. They will be working closely with Robin Chandler, Cristela Garcia-Spitz, **Gayatri Singh**, Dan Suchy, and Adele Barsh to get hands on experience and a better understanding of academic librarianship.

Retirements



Val Ontell (pictured left) is retiring as the Instruction Librarian at San Diego Mesa College on June 30, and has been at Mesa for 19 years.

Martha McPhail retired from San Diego State University Library in May after 22 years of service as Catalog Librarian and Bibliographer for Spanish and Portuguese language and literature, women’s studies, and linguistics. She served twice as a Fulbright Scholar in Honduras and El Salvador, teaching cataloging and consulting at special libraries. She has been active in SLA and IFLA. In 2002 she received the SDSU Alumni Award for Outstanding Faculty, and in 2000 she received the Alumni Excellence Award from Greensboro College in North Carolina. She will split her retirement between San Diego and the North Carolina mountains.

More CARL Conference Pictures (all photos courtesy of Linda Goff)



Ben Amata
(Sacramento State U)



Scott Hines
(Palo Alto Univ.)



Shana Higgins
(Univ. of Redlands)



Dominique Turnbow
(UCSD)

Message from the CARL Newsletter Editor

Thank you for reading the CARL Newsletter! We want to hear about your professional activities and trumpet them to the world, and have made the newsletter submission process easier. It is no longer necessary to send People and Places news through your campus liaison or your campus liaison coordinator. Instead, you can send news on accomplishments, appointments, awards, events, presentations, publications and retirements to carlnewsletter@gmail.com. Remember, however, that only CARL members can publish announcements through us, so make sure your dues are paid.

Future issues of the CARL newsletter will be delivered to you in HTML format via the CARL web site, so stay tuned for these developments and future opportunities to distribute your news and views through our organization.

Mira Foster
CARL Newsletter Editor

CARL Leadership 2010

PRESIDENT

President
Amy Wallace
CSU Channel Islands
(805) 437-8911
amy.wallace@csuci.edu

NORTHERN Vice

President
Ned Fielden
San Francisco State
University
(415) 405-0527
fielden@sfsu.edu

SOUTHERN Vice

President
Stephanie Brasley
California State
University, Office of the
Chancellor
sbrasley@calstate.edu

SECRETARY

Melissa Browne
UC Davis
(530) 754-5962
mabrowne@ucdavis.edu

TREASURER

Pam Howard
San Francisco State
University
(415) 338-7395
pjhoward@sfsu.edu

MEMBERSHIP

DIRECTOR
Kelly Janousek
CSU Long Beach
(562) 985-7815
janousek@csulb.edu

ACRL CHAPTERS COUNCIL DELEGATE

Les Kong
CSU San Bernardino
(909) 880-5111
lkong@csusb.edu

CSU DIRECTOR-AT- LARGE

Karin Griffin
CSU Long Beach
(562) 985-1542
kgriffi3@csulb.edu

NORTHERN INTEREST GROUP

COORDINATOR
Maryann Hight
California State
University, Stanislaus
mhight@csustan.edu

NORTHERN CAMPUS LIAISON COORDINATOR

Maryanne Mills
West Valley Comm. College
(408) 741-4661
maryanne_mills@westvalley.edu

SOUTHERN CAMPUS LIAISON COORDINATOR

& Private Institutions
Director-at-Large
Shana Higgins
University of Redlands
shana_higgins@redlands.edu

SOUTHERN INTEREST GROUP COORDINATOR

& UC Director-at-Large
Dominique Turnbow
UC San Diego
(858) 534-1195
dturnbow@ucsd.edu

COMMUNITY COLLEGES

DIRECTOR-AT-LARGE
Bill Pashaie
Cypress College
wpashaie@cypresscollege.edu

NEWSLETTER EDITOR

Mira Foster
San Francisco State
University
(415) 405-2590
mira@sfsu.edu

WEB SITE COORDINATOR

Hesper Wilson
San Francisco State
University
(415) 405-3653
hspr@sfsu.edu

LEGISLATIVE LIAISON

Eric Garcia
California State
University, Northridge
eric.garcia@csun.edu

ARCHIVIST

Lynne Reasoner
UC Riverside
(951) 827-5355
reasoner@ucr.edu

PAST PRESIDENT

Tracey Mayfield
CSU Long Beach
(562) 985-8877
tmayfiel@csulb.edu

The CARL Newsletter (ISSN: 1090-9982) is the official publication of the California Academic & Research Libraries organization and is published online quarterly.

Deadlines for submissions: February 15, May 15, August 15, and November 15.

Newsletter submissions, including *People News* and *Places News* should be sent to carlnewsletter@gmail.com. For corrections, questions and comment contact the editor, Mira Foster (mira@sfsu.edu), J. Paul Leonard Library, San Francisco State University, 1630 Holloway Avenue, San Francisco, CA 94132.