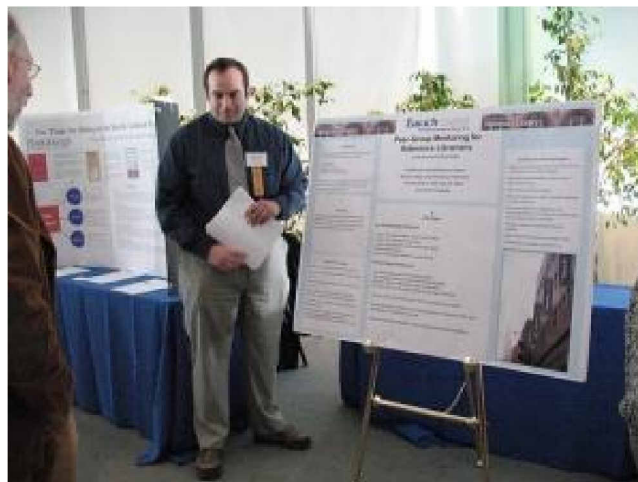


Symposium Poster Sessions

Posted on January 18, 2010 | [Leave a comment](#)



Caroline Fuchs





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Symposium Speaker IV: Damon Jaggars

Posted on [January 18, 2010](#) | [Leave a comment](#)



“I Can’t Believe He Did That...Again”

Books mentioned by Damon Jaggars

Daniel Goleman, Emotional Intelligence. New York: Bantam, 1995. <http://www.worldcat.org/oclc/32430189>

Daniel Goleman, Richard E Boyatzis, Annie McKee, Primal Leadership: Learning to Lead with Emotional Intelligence. Boston: Harvard Business School Press, 2002. <http://www.worldcat.org/oclc/54798787>

Douglas Stone, et. al. Difficult Conversations: How to Discuss What Matters Most. Penguin, 2000. <http://www.worldcat.org/oclc/44063027>

Kerry Patterson, et. al. Crucial Conversations: Tools for Talking When Stakes are High. McGraw-Hill, 2002. <http://www.worldcat.org/oclc/48989136>

Richard E Boyatzis, Annie McKee, Resonant Leadership: Renewing Yourself and Connecting with Others Through Mindfulness, Hope, and Compassion. Boston: Harvard Business School Press, 2005. <http://www.worldcat.org/oclc/58546666>

Posted in [Uncategorized](#)

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Symposium Prize Winners

Posted on [January 18, 2010](#) | [Leave a comment](#)

We would like to congratulate the following winners of the symposium raffle prizes. The proceeds from the raffle benefit ACRL/NY programming and initiatives. The 2009 winners are: Irina Kandarasheva from Columbia University (Netbook), Holly Heller-Ross from SUNY Plattsburgh (Flip Camera), and Betsy Crenshaw from LIU Brooklyn (hand-beaded necklace made by Carrie Eastman).

Two doorprizes, consisting of certificates for free admission to the 2010 ACRL/NY Symposium, were won by Lucy Heckman from St. John's, and Steve Essig from New York County Public Access Law Library.



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Symposium Speaker III: Mary Carmen Chimato

Posted on [January 18, 2010](#) | [Leave a comment](#)

“10 Years, 4 Libraries, 2 Office Moves, and 1 Staff Retreat Later: A Leader Emerges”

Mary Carmen Chimato engaged symposium attendees with high-energy freestyle approach, reaching an audience that extended across the conference room. In her presentation, Chimato shared her professional life experiences, commitment to work, and the fervor to create the best user experiences possible for library patrons. She began her career at the Florence A. Moore Library. Her experiences as a newbie librarian and the mentoring she received transformed her into an experienced librarian. Working in a small library required wearing multiple hats and taking on multiple responsibilities. She continues her professional journey at North Carolina State University (NCSU), where she is Head of Access Services in a large library, supervising a large number of staff.

Chimato told of her determination to create a user friendly environment for library patrons and simultaneously improve the morale of the circulation department at NCSU. She created a sense of belonging to a team in her department, producing an atmosphere that is supportive, collaborative, and goal driven, ensuring and sustaining a pleasant work environment for her staff. This allowed her employees needed to achieve the best possible outcomes for the experiences of users and their own job satisfaction. Her relentless efforts to inspire staff, create trust, resolve issues in a timely manner, and support staff initiatives helped her realize her professional goals. Chimato recommends the book, “Death by Meeting” by Patrick Lencioni, for leadership and team-building inspiration.

Chimato endorses a practical leadership style. She described the characteristics of responsible leaders, suggesting that good leaders must ask difficult questions and attempt to arrive at decisions that everyone agrees to support. Leaders should acquire the communication expertise to pitch ideas to employees and administrators during the initial planning stages of a change. Leaders, she says, should offer challenges to their staff; even small successes can improve employee morale. In her experiences as a leader, Chimato has learned to invite feedback from all levels, allow risk taking, generate higher expectations, and acknowledge achievements. She believes that positive library user experiences depend on service; every library employee, should treat everyone, including colleagues, as customers of the library. She goes on to state that effective leaders can motivate by:

- o Putting work in context
- o Developing their followers professionally
- o Leading by example
- o Providing support

Chimato believes “attitude is everything.” She encourages library leaders to develop a positive attitude, a sense of humor, confidence, and commitment to their work. With this kind of a leader, staff will soar with vigor and enthusiasm to achieve goals.

Mary Carmen Chimato, an emerging leader, credits her success to having a phenomenal mentor,

professional life experiences prevailed, and the unwavering commitment to create the best user experience possible for library patrons.

Book mentioned by Mary Carmen Chimato

Patrick Lencioni, *Death by Meeting: a Leadership Fable about Solving the Most Painful Problem in Business*. San Francisco, CA: Jossey-Bass, 2004. <http://www.worldcat.org/oclc/53848357>

–Dianne Gordon Conyers

Posted in [Uncategorized](#)

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A Message from the President: Susanne Markgren

Posted on [January 18, 2010](#) | [Leave a comment](#)

Happy New Year! I am pleased to step into the role of ACRL/NY President for 2010. This year we will continue with many of the initiatives we began in 2009. Our discussion groups have been reorganized to better fit the ever-changing roles and diverse interests of today's librarians, and we working with other library organizations in the area to collaborate on advocacy issues and sponsor programs that will appeal to academic librarians.

Our annual symposium, *Emerging Leadership in Academic Libraries*, was held on December 4, 2009, at Baruch College's Vertical Campus Conference Center. From all accounts (and evaluations) it was an enormous success. This was the first year it was held in this location on the 14th floor. The large sunny room worked quite well for the poster presentations, and the round tables provided attendees an excellent space for networking. There were four speakers, all librarians in leadership roles: Brian Mathews, Amanda Etches-Johnson, Mary Carmen Chimato, and Damon Jaggars. Their abstracts, bios, and reading recommendations, as well as poster session abstracts and a bibliography can be found on the symposium web site: <http://acrlnsymp09.wordpress.com/>

I want to thank Caroline Fuchs for her work as our dedicated legislative advocate. She asked Assemblyman Mike Miller (of the 38th District) to come to the symposium and say a few words on the importance of funding to maintain and sustain our libraries. His presence was much appreciated by the attendees.

I am delighted to introduce Carrie Eastman as the Symposium Planning Committee Chair for 2010, and the Vice President/President Elect. She already has lots of ideas for the 2010 symposium. If you are interested in serving on the Symposium Planning Committee, please contact her.

The rest of the Executive Board for 2010 is as follows:

Rosanne Humes, Immediate Ex-President
Katrina Frazier, Acting Treasurer
Bellinda Wise, Membership Secretary
Sarah VanGundy, News Editor
Marsha Spiegelman, Secretary
Monica Berger, Webmaster, Blogteam
Scott Rummler*, Webteam
Caroline Fuchs, Legislative Liaison
Lois Cherepon, Archives Coordinator

Geographic Sections:

Susan Werner, Chair, Long Island
Fiona Grady*, Vice-Chair/Chair Elect, Long Island
Barbara Bonous-Smit, Chair, New York City
Anne Leonard, Vice-Chair/Chair Elect, New York City
Gloria Meisel, Chair, Westchester
Kris Wycisk, Vice-Chair/Chair Elect, Westchester

Discussion Groups:

Distance Learning

Kathryn G. Shaughnessy*, Chair

Education/CMC

Sheila Kirven*, Co-Chair
Amy Catalano*, Co-Chair

Information Literacy/Instruction

Eloise Bellard, Chair

New Librarians

Michael Handis*, Chair

Resource Sharing

Maureen Weicher, Chair

Special Collections and Archives

Keith Muchowski*, Chair

User Experience

Carrie Netzer Wajda, Chair

We will hold the following discussion group meetings this Spring: Information Literacy/Instruction on February 19, CMC/Education on March 19, Distance Learning on April 9, and Resource Sharing on May 7. These will be initial, kick-off meetings for these groups. Please contact the chair of the group if you

are interested in attending. You do not need to be a member of ACRL/NY for the initial meetings, but you will need to join to continue to be a member of the discussion group. In addition, the User Experience Discussion Group will meet on February 3. See the ACRL/NY web site for further details: <http://www.acrlny.org/>

Thanks to the continuing board members for all your hard work, unlimited enthusiasm, and much needed support. And welcome to our newest board members (so noted by an asterisk after their names). I'm looking forward to working with all of you to promote our association, advocate for libraries in the greater New York City area, and offer our members motivating and provocative programs, meetings, and discussions in 2010.

–Susanne Markgren

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Symposium Speaker II: Amanda Etches-Johnson

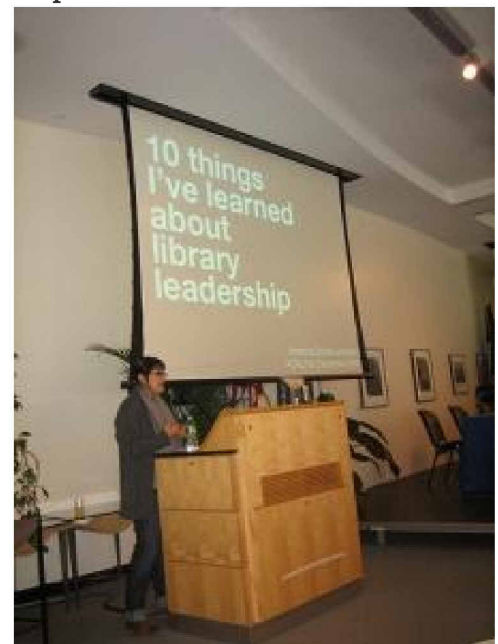
Posted on [January 15, 2010](#) | [Leave a comment](#)

“Learning to Emerge: 10 Things I’ve Learned About Library Leadership”

Our speaker started her presentation by emphasizing the dynamic nature of leadership; she changed her title from “10 Things I’ve learned” to “10 Things I am learning” to better reflect her overarching “lesson” that, although discreet projects may end, the multiple insights gained from leading any project continue. She characterized herself as a reluctant leader, who had previously, and exclusively, associated leadership with “textbook management techniques.” Using some inspiration from mentors, some examples of her own work experiences and some analyses of what she saw as successful social-leaders, Etches-Johnson outlined 10 lessons that have helped her embrace the prospect of leadership.

1) No Ego: Inspired by Jim Collins’s Good to Great, (www.jimcollins.com) Etches-Johnson echoes that what allows a good idea to become a great idea is for the leader to not “hold on to credit” – she has seen this work in a former boss who encouraged her teams to “work it out” as if any idea were their ideas. As a result, her boss was able to generate better- and best-ideas, foster “buy-in” and have everyone contribute to excellent execution.

2) No one is a “born expert”: Etches-Johnson shared a lesson gleaned from the Canadian, “Northern Exposure to Leadership Institute” (<http://www.ls.ualbereta.ca/neli>). Although we may have built up an area of expertise, being open to the “expertise” of others – both within our area and outside our



domain—allows us to evolve in our expertise and offers a more-informed view of librarianship in general. Although she initially defined herself as a “user-advocate,” being open to colleagues’ notions of “user-experience” helped refine her notions of library advocacy in general.

3) Ask for forgiveness, not permission: Waiting around for permission to implement ideas on the enterprise level can permanently sidetrack good projects. If you can implement ideas with the technology and resources that are available to you, try it on a small scale to check viability; if successful, the “test” can offer proof-of-concept for implementation at the next level .

4) Admit your mistakes: With a humorous visual of a misspelled tattoo (“Facebok”), Etches-Johnson points out that leaders who fail to admit their mistakes will lose more than “face.” Failure to admit a bad decision undermines your team’s faith in your ability to recognize sound judgment. From the Social-Leader world, she pointed to the Flickr July 21, 2005 blog entry entitled “sometimes we suck” (blog.flickr.net/en/2005/07/21/sometimes-we-suck) wherein the Flickr administrators admitted that internal and external communication problems left a “small percentage” of users, (but a “pretty large number in absolute terms”) confused and annoyed after a hardware platform shift. Etches-Johnson offered her own gaffe too: in trying to establish digital signage for the Commons in her library, she bought more than the library could handle – acting against the advice of one of her IT team. Although the LCD screens are beautiful, the software purchased to generate the signs is so complicated that the signs and announcements are often outdated.

5) Celebrate your failures: Etches-Johnson points to the “Fail Whale” graphic as a good way to not only admit your mistakes, but celebrate them! Fail Whale appears on Twitter page when too many people overwhelm the Twitter system; it depicts small Twitter birds working together to carry a hefty whale. It has inspired a Twitter Fan Club (twitter.com/failwhale) and the, “Fail Whale Pale Ale,” which brings celebration of the fail to a new level, with fans designing the label! Etches-Johnson suggests that the library world could take a page out of the t=Twitter book – in addition to Library Success Wiki, she suggests a Library Failure Wiki, both to celebrate failure and to help others avoid the problems. In addition she’d like to see a “library fail” camp.

6) Leadership is important, so is management: Both are important, neither one is “complete” without the other. Even if one has taken “management” courses, it may be worthwhile to take a refresher course in “project management” in particular. Failing to manage people, time and/or resources effectively can mean a failed project.

7) Mentors: Get one. Be one. Internal mentors can help you to understand the system as it is, and help you to figure out ways to implement changes you may think are helpful. External mentors can offer an outsider’s view of how to navigate your institution and profession effectively, and alternative viewpoints for individual projects, organizations or management philosophies.

8) Network. SRSLY: Etches-Johnson’s online class, “Five weeks to a Social Library” (www.sociallibraries.com) started with a blog post, and comments in which people volunteered to help. Networking through online sites allowed Etches-Johnson to connect with other librarians who have similar interests, in ways that might have been geographically impossible in the face-to-face world.

9) Stretch Yourself: Even if you think you can’t do something, give it a try...work outside your comfort zone, you may be pleasantly surprised by what you can accomplish.

10) Model the behavior: Embody the qualities you wish to see at work in your team. Your behavior can have an impact, positive or negative, on the effectiveness of collaboration. And of course, always show appreciation for the team –balance this with “no ego” above.

In closing, Etches-Johnson reiterated that these are not the only things she is learning from her team

projects, but that she hopes they are the ones that translate across institutions and projects. She looks forward to learning more along the way.

Book mentioned by Amanda Etches-Johnson

James Collins, *Good to Great: Why Some Companies Make the Leap and Others Don't*. New York: HarperBusiness, 2001. <http://www.worldcat.org/oclc/46835556>

–Kathryn Shaughnessy

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Symposium Speaker I: Brian Mathews

Posted on [January 6, 2010](#) | [Leave a comment](#)

“Service and the Subconscious”

Brian Mathews began the morning session with what he called, “the conference’s most abstract presentation.” Titled, “Service and the Subconscious,” Mathews’s presentation was a mix of strategic planning, personal reflection, and leadership theory. According to Mathews, a leader’s role is to create an environment that inspires staff. As User Experience Librarian at Georgia Tech, he was troubled at times by the rushed quality of library services. To counteract this, he was guided by the idea of inspiring “world famous” service. He based his plans on the initiatives of Seattle’s Pike’s Place Fish Market and other forward looking companies. Brian challenged his department to envision what it would mean for Georgia Tech’s library to be the best at what they did. The library’s staff and faculty were encouraged to monitor themselves as well as call out others who were not living up to the collective vision of the department.

In order to create a more user-sensitive library, Brian brought unlikely pairings of students, faculty and staff together to generate ideas, asked “odd” questions, encouraged new activities, used games to involve students, and observed in detail how space was currently being used in the library. He found that just as negativity can be contagious when an organization is slipping, positivity can be contagious when the energy turns around. Influenced by Phil Jackson’s book, “Sacred Hoops,” Brian worked with others to build a team in which everyone was involved and played a role, and break down barriers within the library.

Another theme that Brian discussed was that of “Aloha” or an attitude of friendly acceptance, unexpected kindness, a shared sense of joy and peace, and self awareness and presence of mind. Aloha has been particularly relevant to Brian’s current position as Outreach Librarian at University of California at Santa Barbara, where the traditionally laid-back school is going through a troubled period

due to the state's budget crisis.

Citing David Allen's "Getting Things Done," Brian suggested that listeners could prepare to become a leader by being mindful, volunteering for grunt work, being involved in assessment as a door to change, always having a side project, and finding a mentor. A mindful leader, he said, will also be a good follower, and know what it means to be led.

Books mentioned by Brian Mathews:

John Yokohama & Joseph A. Mitchelli, *When Fish Fly: Lessons for Creating a Vital and Energized Workplace from the World Famous Pike Place Fish Market*. New York: Hyperion, 2004.

<http://www.worldcat.org/oclc/52806137>

Phil Jackson, Hugh Delehanty, Bill Bradley. *Sacred Hoops: Spiritual Lessons as a Hardwood Warrior*. New York: Hyperion, 2006. <http://www.worldcat.org/oclc/74149973>

Janice Redish, *Letting Go of the Words: Writing Web Content that Works*. Boston: Elsevier/Morgan Kaufmann Publishers, 2007. <http://www.worldcat.org/oclc/85828748>

Ram Charan, *Know-how: The Eight Skills that Separate People who Perform from People Who Don't*. New York: Crown Business, 2007. <http://www.worldcat.org/oclc/68373258>

Karen Glover, "The Evolution of the Georgia Tech Library Circulation Department" *Journal of Access Services* 4.3 (2008).

–Maureen Weicher

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Connections: The ACRL/NY Newsletter

A publication of ACRL/NY

News

National Library Legislative Day (NLLD) 2009

This year, I attended my first National Library Legislative Day as the Legislative Liaison for ACRL/NY, held in Washington, D.C. on May 12, 2009.

Briefing Day—Monday, May 11, 2009

Legislative liaisons and NLLD state delegates convened at the Liaison Capitol Hill Hotel for an all-day briefing session on Monday, May 11. This event was sponsored by the Chief Officers of State Library Agencies, the District of Columbia Library Association, the Special Libraries Association and the American Library Association.

Following breakfast at 8:00 AM, Monday's briefing sessions began at 9:00 AM. The presenters were warm, welcoming, and knowledgeable. Their enthusiasm motivated and energized the participants. We were brought up to speed on the USA PATRIOT Act and the reauthorization of Section 215, Appropriations, Copyright, Internet/Telecommunications and how the Stimulus Package could help our libraries.

One of the highlights of the day was the "Advocacy: Bringing the Message Home" session, run by Stephanie Vance ("Advocacy Guru") with Lynne Bradley and Kristin Murphy from Office of Government Relations (OGR). With much humor—including a "what not to do when meeting with elected officials and their staff" role-playing game and a version of library advocate "mad-libs"—Vance, Bradley and Murphy hammered home the importance of being professional—and being prepared!—if you want to have your voice heard on Capitol Hill. Some of their tips for success in advocacy included: be gracious when meeting with Congressional staff members!—building good relationships with staffers can be the key to getting your point across; keep it simple!—leaving behind a one-page information sheet is much more effective than dropping off a voluminous report; be knowledgeable—make certain you are familiar with the title, number and provisions of the legislation you want addressed; be specific—the staffers will wonder why you paid a visit if you do not clearly articulate your message; keep your group small—space in Congressional offices is limited—some meetings may even take place in the hallways—so avoid traveling in large packs; and be relevant!—Congressional leaders represent their constituents, so it is best to visit those that represent your particular district—or be prepared to explain specifically how the group for whom you are advocating is relevant to them.

Capitol Hill Office Visits—Tuesday, May 12, 2009

On Tuesday morning, May 12th, it was time for the New York delegation to trek over to Capitol Hill to deliver our message to our Senators and Representatives. This was quite a daunting task: New York has 29 Congressional districts (plus two Senators!), and our goal was to pay a visit to each of those offices! To accomplish this, the New York delegation split into smaller groups and worked their way through the three buildings that house the Congressional offices: Rayburn, Longworth and Cannon. Some specific appointments had been made by various members of the group throughout the day. But many of the delegates had not been successful in making solid appointments: instead, they did a “drop by” visit to leave an information packet and to get contact information for future correspondence. I left packets at the offices of Rep. Anthony Weiner, Rep. Carolyn McCarthy and Rep. Joseph Crowley. Some of the lucky “drop by-ers” actually managed to get an unscheduled meeting! I was with Carol Feltes, University Librarian at Rockefeller University when she stopped at Rep. Carolyn Maloney and we got an impromptu meeting with Anna Cielinski, the Congresswoman’s Legislative Assistant.

At 10:45, a small group of us had a productive sit-down meeting with Joseph Glazer from Senator Gillibrand’s office in the Russell building. Mr. Glazer was attentive to our concerns and pledged to take our messages to the Senator. At 11:30 about a dozen members of the delegation met in the Hart building with Anna Fodor, Legislative Correspondent for Senator Charles Schumer. Like Mr. Glazer, Ms. Fodor was sympathetic to our concerns and was willing to note our suggestions. She repeatedly stressed Senator Schumer’s commitment to support libraries and library-related issues. The delegation expressed their gratitude for the both Senators’ continued support of libraries; we especially thanked them for signing the Jack Reed/Olympia Snowe’s “Dear Colleague” letter in support of funding the Library Services and Technology Act and the Improving Literacy program.

Our Aim:

Delegates from states across the U.S. participated in NLLD, representing a variety of public, academic, school and special libraries and library associations. These libraries range in size from the tiny rural library to the large research institutions. But, while our individual needs and issues might vary, we all aim to provide the highest quality resources and maintain the best possible service for our libraries and our patrons. For this end, some of the issues that were addressed at our Congressional meetings included:

- A plea for continued support for funding (\$3,000,000) for the Library Services and Technology Act (LSTA) and for continued support for funding (\$1,000,000) for the Literacy through School Libraries program
- A plea for funding the GPO at their requested \$166,307,000
- Urging Congress to vote against H.R. 801, which seeks to amend copyright law and reverse the NIH Public Access Policy that provides access to taxpayer-funded NIH research on the Internet after a twelve-month embargo period
- A call for Congress to support Senate Resolution 118—“articles resulting from federally funded research should be made available through a centralized electronic system, for purposes of access and retrieval by the public”
- A modification of Section 215 of the USA PATRIOT Act, the “business/library records provisions”

to protect readers' privacy and prevent needless warrantless surveillance

Congressional visits continued throughout the day. An ALA "wrap up" session took place in the Longworth Cafeteria at 4:00 PM.

And then that train ride back to New York!

I would like to thank members of ACRL/NY for giving me the opportunity to represent them at NLLD 2009—it was a terrific experience. Robert Bellinger (New York Public Library), state coordinator for the New York delegation, deserves special thanks for organizing and directing the New York State delegation—and for his patience with us first-timers. It was my pleasure to participate in this event with colleagues from across New York who graciously shared their expertise and time: Sachiko Clayton (New York Public Library), Joshua Cohen (New York Library Association president), Carol Desch (New York State Library), Robert Hubsher (Ramapo Catskill Library System), David Karre (Four County Library System), Sara Kelly Johns (Lake Placid Library Media Specialist), Andrew E. Leykam (College of Staten Island), Michael J. McLane (ACRL Visiting Program Officer for Legislative Advocacy), Elizabeth McLane (ACRL Legislative Advocate), Sara Rofofsky Marcus (Queensborough Community College), Mable Robertson (Brooklyn Public Library Trustee), James Van Bramer (Queens Public Library), Galen Warden, Ristiina Wigg (Southern Tier Library System), and Kelly Yim (New York Public Library).

I am particularly grateful to fellow "newbie" Carol A. Feltes (Rockefeller University) for sharing her time, for her pleasant conversation, for her words of encouragement, for her professional wisdom and for her friendship—I look forward to working with her again next year when we will be sure to get it right!

submitted by Caroline Fuchs

From Transaction to Interaction: Transforming the User Experience Symposium, April 24, 2009

Over 50 librarians from public, academic, medical, and special libraries, as well as designers, content providers, vendors, and others gathered on a sunny April day for the UX Symposium "**From Transaction to Interaction: Transforming the User Experience.**" The event was hosted by the Memorial Sloane-Kettering Cancer Center Library and co-sponsored by Rockefeller University Library, Weill Cornell Medical Library, the Library Association of the City University of New York, and ACRL/NY.

User Experience, or UX, is a new way of addressing and meeting the needs of all users. It recognizes that in an increasingly competitive market, a successful organization will focus on providing valuable and useful services to all users, regardless of which segment of the market they represent.

The keynote speaker, William Gribbons, is the director of the Human Factors and Information Design

programs at Bentley University in Waltham, MA. In addition to his teaching, research, and leadership at Bentley, he has consulted with hundreds of companies, helping them improve product design, usability, and the user experience. He explained that user expectations of institutions of higher education, nonprofits, and similar organizations are the same as for other experiences (such as customer service experiences in retail environments). User experience now is about the experience economy and the experience society. Organizations that successfully meet the challenge in a competitive market are able to differentiate their products and services by offering value and proving themselves worthy of customers' trust. The user experience can be called many things: customer experience, patient experience, retail experience, citizen experience, but the underlying principle is essentially the same: users expect high-quality and customized responses to their questions and help with their problems, regardless of their age, status, years of experience with the organization, or level of connection with the organization. For example, a university should provide seamless support for and communication with prospective students, current students, and alumni; there should be no loss of users as they move from prospective to student to alumni.

Gribbons reminded the audience of the importance of value of services. He encouraged the audience to focus on delivering value to clients, customers, students, faculty, or however the user group is defined. The importance of remaining relevant is tied to retaining value.

He posited the question, "What is a trusting relationship that is mediated by technology?" Social networking is an example of trust mediated by technology that many of us are familiar with; the emergence of online maintenance and distribution of personal medical records is an example of an area where health care agencies must work to earn users' trust.

Gribbons mentioned a new area of study known as the service sciences, the behavioral study of how people use services. The theories advanced by this emerging field will certainly inform the development of user experience practice in libraries and other organizations.

Through detailed study and assessment, an organization such as a nonprofit or a university can create a UX-centered environment.

For the organization that wishes to improve its user experience, Gribbons offered the following advice:

-identify all population segments and run focus groups with each -consider doing an ethnographic study of users, including observations and interviews (though be aware that this is resource-intensive and time-consuming)

-perform usability studies of technology-driven services

Before the day's end, the symposium participants broke up into small groups in order to address two questions:

1. How do you contribute to the total customer experience?

2. What ideas do you have to improve your users' experience?

Each small group then reported to the entire symposium. Some reported that they found success by taking simple actions, such as eliminating jargon, such as the acronym OPAC, from the library's website. Others had redefined the concept of "outreach" to include not only drawing users into the library but also getting library content out of the library and into the hands of users. Others had built faculty trust in the expertise of librarians through orientations, events, roundtables, and discussion groups. Another successful practice that was reported was the "branding" of the library as the hub of the institution.

Finally, Gibbons described an effective way to package and persuade a university's administration about the importance of library services: to emphasize the library's commitment to a high-quality user experience and its important role in communicating value to faculty and students.

By Anne Leonard

Facebook

Check out our Facebook page and become a fan!

<http://www.facebook.com/pages/ACRLNY/55036938938>

Postings from the Events blog are imported to our Facebook page.

Flickr

Check out our new Flickr page and let me know if you have any ACRL related pictures you would like to share.

<http://www.flickr.com/photos/acrlny/>

ACRL National Seattle 2009

All of you who attended the ACRL National Conference in Seattle, please send me your reports, observations, reflections etc, and I will post them here. In the meantime, here is a bit of what I got out of the conference:

After arriving Thursday afternoon and being HORRIBLY disappointed by the absence of scheduled keynote speaker Naomi Klein, I got up early on Friday and went over to the convention center where ACRL/NY members (and my colleagues) Susanne Markgren and Carrie Eastman, and our colleague Leah Massar had their poster in the first poster session, which ran from 9-10 on Friday morning. The posters were at the very back of the exhibit hall, but once I navigated past the variously hungry and bored looking vendors, I found my esteemed colleagues and their fantastic looking poster (pictures soon) **"Teaching the Faculty New Tricks: Collaborating Across Campus to Provide Professional Development Opportunities."** They were literally swamped with people asking them questions and wanting to chat. I took pictures of the commotion and then looked around at the rest of the posters on display.

The next thing I wanted to see wasn't until 10:30, so I had a chance to wander around the vendors a bit. I bought three books at the Continuum table and checked out a new journal from MIT press called **IJLM: International Journal of Learning and Media** <http://ijlm.net/>, which is pretty cool and free online for now, so you should check it out if you're interested. At 10:30 I made my way to the inexplicably and embarrassingly named "**Cyber Zed Shed**," for a presentation by Nedra Peterson, Director of the Woodbury University Library, titled "**Pop culture Multi-Media and Library Instruction**." In this presentation Peterson demonstrated how she uses clips from films (High Fidelity, The Ring, School of Rock), TV shows (Buffy!!!!!!), and music videos (Green Day's American Idiot) to teach concepts like classification, format, proprietary databases vs. the freeweb, bibliography, homage and appropriation vs. plagiarism, and critical media consumption.

At 1:00, I attended a panel discussion called "**Reeling in the Faculty: Baiting the Information Literacy Hook**," presented by several librarians and a Sociology professor from IUPUI (Indiana University-Purdue University Indianapolis). The presentation was very relevant to our recent efforts and ongoing efforts here at Purchase to promote the integration of information literacy concepts into the core curriculum. At IUPUI, there has been a campus wide initiative, which started with an "IL Strategy Group" to create a formal program with a mission statement, goals, and connections to campus goals and gen ed curriculum. The librarians made an effort to "Learn to think about IL from a faculty perspective, and consider what faculty see as the most critical information literacy issues." The "take away" suggestions from building a faculty/library Info Lit collaboration include:

find a faculty champion

make info lit relevant and focused on faculty concerns

make it easy

combine efforts with teaching faculty and other departments

present at campus conferences

library liaisons can attend discipline specific conferences to find out the concerns of teaching faculty

create a collaborative online space for documentation and sample assignments

publicize documentation to let faculty and admin know what is available

Next, there were more poster sessions. NEXT was the highlight of the whole entire trip and maybe the whole year so far **Sherman Alexie** <http://www.fallsapart.com/>, Friday's keynote speaker. I'm not going to write very much about it because I would ruin all of his stories by retelling them, but it was awesome. I tried to get a podcast or video, but there isn't one online. There is no way to even come close to explaining the "point" because there were layers and layers of points, and they were all made in the telling of the stories.

Saturday, I walked up Pike St. in the rain until the poster sessions started at 9. The posters were good, particularly the one presented by my airplane mates, Selene Colburn and Daisy Benson, from the Univ. of Vermont on **“Your Questions, Your Library: The Evolution of a Student-Centered Marketing Campaign.”** Their poster was all about their slick outreach/marketing campaign that used social networking tools, collaborative design, & student models. Their stuff looked fantastic, and I think this would be a great idea to try at our library. Other cool posters included **“Information and Visual Literacy Through Artistic Discovery: Critically Thinking About Information, Knowledge, and Space Through a Collaborative Art Installation,”** presented by Stacy Brinkman and Sara Young from Miami University **“Are You Ready for the Future of English Composition? Information Literacy, Visual Literacy, and the Digital Video Research Paper,”** presented by Jennifer Corbin from Tulane University, and **“Learn. Create. Produce. Helping Undergraduate Students Meet their Multimedia Researched and Knowledge Production Needs,”** presented by Melissa Gomis, Laurie Alexander, and Laurie Sutch from the University of Michigan.

At 10:30, I went to one of the Contributed Paper “pairs.” The first one was **Understanding the Integrative Role of an Academic Library for Undergraduate Library Student Workers: A Qualitative Study at San Diego State University,** presented by Wil Weston, from, you guessed it, San Diego State University. This was a study about the impact working in the library has student engagement, satisfaction overall experience of college. The second paper presentation was called **“Where Have All the Librarians Gone? The Academic Library Workforce of Today and Tomorrow.”** It was presented by Barbara Moran, Joanne Gard Marshall and Paul Solomon from the University of North Carolina School of Library and Information Studies. It was fascinating to me, because I don’t think I’ve ever seen a proper workforce study of academic librarianship before. The research attempted to answer questions about why people choose academic librarianship and why they leave or stay in the field. There was also discussion of trends in the field, including the predicted librarian shortage as baby boomers retire. (This has been predicted FOREVER. They aren’t retiring.) The researchers documented the career transitions of a number of academic librarians, some of whom stayed in the field, and others who moved to public or special libraries, PhD programs or law school, or, hilariously, became massage therapists. Reasons given for leaving the field and/or changing jobs within the field included a lack of growth opportunities, bad working environments, more challenging/interesting opportunities elsewhere.

I walked through another poster session and then went to another set of papers: the first one was **“Academic Library Support Staff Competencies: What should support staff know and be able to do?”** presented by Rachel Applegate, Indiana University-Purdue University Indianapolis SLIS. Having worked as library support staff, a library student worker, a library graduate student and now a librarian in academic libraries, Applegate’s study was interesting to me, particularly in terms of the disparities between the duties support staff though were most important in their jobs and those library administrators thought were most important for support staff. This study was connected to the ALA Library Support Staff Certification Project, which is attempting to come up with a set of recommendations and best practices for support staff training. The second paper was, and I am NOT KIDDING, **“Improvistional Theater as a Tool for Enhancing Cooperation in Academic Libraries,”** presented by Anthony Stamatoplos (also from IUPUI SLIS, those guys in Indianapolis sure

are busy little squirrels...). Stamatoplos is a professional improv actor and his presentation was really good, but I am just not sure I am buying it about the improv. I see how the techniques and skills of improv troupes are applicable to library staff, BUT I literally can't imagine these exercises working in any of the academic library environments I've ever encountered. Still, good show.

Sarah VanGundy

Theme: Coraline by Automattic. Blog at WordPress.com.

Connections: The ACRL/NY Newsletter

A publication of ACRL/NY

Events

ACRL/NY New York City Section Library & Exhibit Tours, Thursday, May 14

The NYC Geographic section of ACRL/NY is pleased to offer two tours in one to ACRL/NY members. The event will begin at the Federal Reserve Bank of New York, where participants will get a guided tour of the exhibit “Drachmas, Doubloons, and Dollars: The History of Money.” Participants will then proceed to the American Numismatic Society Library for a guided tour of its new headquarters. The exhibit “Drachmas, Doubloons, and Dollars: The History of Money” is international as well as global in scope. Over 800 pieces from the American Numismatic Society’s collection are on display. “Every coin and paper bill can be a work of art, a political messenger, or a piece of jewelry. By looking at the money of many cultures and periods, we not only learn about their histories and attitudes, but we also gain a better understanding of how our own money works and what it says about our own culture and history.” (from <http://numismatics.org/html/exhibits>)

The American Numismatic Society moved into a new building in late 2008. Its library houses one of “the world’s most comprehensive collections of numismatic literature, presently numbers some 100,000 items. These include books, periodicals, manuscripts, photographs, pamphlets, auction catalogs, and microforms, all of which are cataloged.

In addition to numismatic works, the Library includes a strong reference collection and a wide selection of non-numismatic periodicals in the areas of archaeology, art history, economic history and other disciplines. (<http://numsimatics.org>)

When: Thursday, May 14, 2-4 pm

Where: This event will start at the Federal Reserve Bank of New York, 33 Liberty Street between William and Nassau Streets. Directions to the Federal Reserve Bank of New York are available here: http://www.newyorkfed.org/aboutthefed/ny_directions.html

To get from the Federal Reserve Bank to the American Numismatic Society, participants can take the C local train from the Broadway-Nassau Station to the Canal Street station.

Directions from the Federal Reserve Bank to the American Numismatic Society are available [here](#).

Please RSVP to Anne Leonard at aleonard@citytech.cuny.edu. Participants should RSVP by Tuesday, May 12. All will need a government-issued photo ID for entry into the Federal Reserve Bank.

Hope to see you there!

From Transaction to Interaction: Transforming the User Experience

Memorial Sloan-Kettering Cancer Center Library presents: From Transaction to Interaction: Transforming the User Experience Friday, April 24, 2009, 9 am to 3 pm Memorial Sloan-Kettering Cancer Center Library Rockefeller Research Laboratories (RRL) Building (Auditorium) 430 East 67th Street NY NY 10065 An engaging dialogue about User Experience (UX) and its relevance within the information profession. Our keynote speaker will be Dr. William Gribbons, well-known UX expert and Director, Master of Science in Human Factors Information Design Program, Bentley College, MA. Registration information to follow. For more information contact Donna Gibson (gibsonD@mskcc.org); Brian Lym (blym@hunter.cuny.edu); or Valeda Dent Goodman (vdent@rutgers.edu)

ACRL/NY New York City Section Podcasting for Librarians Workshop

Podcasting can be a powerful tool for librarians to showcase their libraries and enhance services. It can help make the library more relevant to users and provide more interactive communication and collaboration. The ACRL/NY New York City Section held a free informative workshop for librarians on the basics for creating audio and video podcasts on November 21, 2008. Held at Queensborough Community College, CUNY, the workshop was presented by Dr. Sara Marcus, the Electronic Resource / Web Librarian at QCC. Attendees were provided with hand-on experience time to create their own audio and video podcasts. In the evaluations, the attendees rated the workshop presentation, program format, usefulness of information, use of time and duration of the program, as “excellent” and “very good” and commented that they learned a great deal. Suggestions for future workshops included: methods for engaging library users more efficiently via pod casts; more video podcasting workshops and podcasting II.

Barbara Bonous-Smit,
Queensborough Community College, CUNY

Connections: The ACRL/NY Newsletter

A publication of ACRL/NY

Members

Caroline Fuchs, Asst. Professor/Outreach Librarian at St. John's University, Queens

On June 5, 2009, I will be presenting a paper as part of a panel on Celebrations at [The 30th Conference on New York State History](#) in Plattsburgh, New York. The annual three-day conference is a wonderful meeting place for historians, librarians, archivists, curators, educators, scholars, researchers, students and enthusiasts of New York State history. It is sponsored by the New York State Historical Association and the New York State Archives Partnership Trust, and is supported by the New York Council for the Humanities.

My paper –“Reasons to Celebrate: New York and the Opening of the Erie Canal”—explores the implications of this very public, very elaborate celebration that took place in early nineteenth-century New York. From October 26th to November 4th in 1825, hundreds of thousands of New Yorkers—from Buffalo to Manhattan—participated in an enormous state-wide celebration. Unparalleled in size and scope, the celebration marking the opening of the Erie Canal was the biggest party that New Yorkers—and Americans—had ever thrown. Even celebrations for Independence Day and Evacuation Day paled in comparison. Parades, flotillas, aquatic displays, fireworks, illuminations, processions, dinners, speeches, balls, toasts, songs, odes, commemorative souvenirs, medals, headdress, printed texts and memoirs were integral parts of the festivities.

Why all the fuss?

In my paper I will show that the answer to this question is quite complex. At face value, the celebration marking the opening of the Erie Canal was simply an outward expression of the triumph felt by New Yorkers for having built the canal—it was a joyful expression of man's accomplishment over nature, of New York's success in planning, building and completing the canal project, and a hopeful glimpse toward the future economic endeavors that the canal would bring.

But the opening of the “Grand Canal” represented a great deal more to New Yorkers—this was a New York-style party celebrating the state and its people. A closer look at these events and a brief examination of the history behind the building of the canal reveals multi-layers of intent, purpose and politicking. A picture slowly emerges of an intricate local, national and international agenda, on the part of the celebration organizers—and it is this agenda that underlay the ten-day program of activities.

This presentation is a modified version of my MA history thesis.

Kathleen Collins, whose new book [“Watching What We Eat: The Evolution of Television Cooking Shows”](#) is due to come out in May 2009.

Like Julia Child, who did not begin her legendary cooking career until her mid-thirties, I came to realize my calling relatively “late” in life. In researching this book, I spent many satisfying hours in the stacks of various university and public libraries and donned the white gloves and hushed tones required in archives and special collections reading rooms. While this book began its life before I began my library career, the process of writing it played a big part in why I finally decided to embrace what has been an enormously rewarding career change.

In this book, I focus on the ways that television, food and American culture intertwine. As I had suspected at the outset, this TV genre is a unique lens through which to review the last half century and then some. There are reasons the genre is as old as television itself and still expanding – and only some of those are economic. Cooking shows have a hold on our psyches – both individual and societal – and I hope to explain how and why.

And this may be of particular interest to some of you: I was told by a cataloguer at the Library of Congress that this book triggered a new cutter number at PN1992.8.C (C for cooking under “other special topics” in television programs). Needless to say, as a librarian, I could imagine no greater honor.

Thank you for expressing interest in *Watching What We Eat*. I hope you will find it as interesting to read as I found it interesting to write. Enjoy!

Heather Saunders, Art Librarian at Purchase College SUNY, and a working artist in her own right.

I am presenting in a panel called ‘Gendering the Book’ at the [44th International Congress of Medieval Studies](#) this May in Kalamazoo. My presentation is entitled [“Redefining Medieval Patronage: Female Circulation of Books of Hours”](#). [If you’re unfamiliar with books of hours, they were wildly popular prayer books that were particularly associated with medieval women.](#)

My topic is a direct result of enrolling in an art history Masters immediately after completing my MLIS. I was thrilled to take a course with a professor I knew from my undergraduate studies in art and art history, but I also felt a sense of trepidation, as many years had passed since I’d given medieval art a passing thought. Since my undergraduate degree, I’d focused my attention entirely on contemporary art. Suddenly, I was surrounded by budding medievalists, many of whom went on to PhD studies. ‘What could I possibly bring to a classroom like this?’ I asked myself.

I concluded that in my program where you get out of it what you put into it, it’s best to be honest about your station in life and to take inspiration from who you really are, instead of putting on airs. For me, that meant drawing on the philosophy I’d learned in library school.

The course was in patronage, and I decided to examine books of hours as these immensely popular objects passed hands through bequests, silent networks, and other interesting means. I thought about the librarian’s approach to acquisitions and circulation. In libraries, it’s not the initial acquisition that validates a book, but its frequency of use over time. Also, many users benefit from library books that they could never afford, and the same was true of books of hours in medieval times. For example, someone might inherit a book or be able to acquire one secondhand, but they would never have the

financial means to actually act as a patron. This perspective, which I never would have had without going to library school, allowed me to redefine patronage in this context.

I'm really pleased to have the opportunity to bring a librarian's perspective to an art historians' conference, as it will promote librarians as scholars in their own right. Wish me luck!

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