

Connections: The ACRL/NY Newsletter

ACRL/NY

Association of College and Research Libraries

The Greater New York
Metropolitan Area Chapter

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A Message from 2011 ACRL/NY President, Carrie Marten

I hope everyone's Fall semester is going well. As the days get a little more seasonable and the nights a bit cooler, we at ACRL/NY are keeping busy. Our Symposium Committee is hard at work putting the finishing touches on this year's symposium. Please read Caroline's article to get the full run down on that. Just make sure you register soon if you haven't already!

In addition to the annual symposium we have several other things going on. We are launching a pilot of a new mentoring program soon. The beauty of this program is that it will not just be for new librarians

who are looking for a mentor. It is also those who are interested in mentoring. If you have been thinking about doing something like this, you might want consider getting involved.

All our discussion groups have been either been meeting or planning upcoming events. Make sure you're "in the loop" by visiting our web site at <http://acrlny.org/>. We also launched a new discussion group this Fall, The Graduate Services Discussion Group, lead by Michael Handis. The primary focus of the group will be to meet and discuss how to serve the specialized needs of graduate student populations. Keep an eye out for announcements about upcoming meetings.

In addition, the Executive Board has initiated some restructuring. This Fall we plan on revising our bylaws to a vote by the membership to merge our three Geographic Sections into one Professional Development Committee. This single committee will work to

collaborate with other library organizations in our area to develop events and programs that will be of interest to all members of our chapter. We have already started collaborating with METRO in developing events this Fall and we hope to continue working with other groups this year.

Finally, work continues on the new web site and we hope to unveil it in December or January, along with a brand new logo. We are very excited about it and we appreciate all the hard work our web team has put into it. Don't worry, we won't change our URL once it goes live. Be prepared for a brand new design and more intuitive navigation once it is up.

I hope to see all of you this December 2nd at our symposium.

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Greetings from the 2011 ACRL/NY Symposium Chair, Caroline Fuchs

The ACRL/NY 2011 Symposium Committee is proud to announce our upcoming 2011 Symposium "The Global Librarian: Information without Borders." The focus of the symposium will be on the role of the academic librarian in a global environment.

Academic librarians serve increasingly diverse populations, across a variety of platforms at home and around the world. As higher education becomes more global – and mobile – physical distance is no longer a barrier to teaching and learning. Through innovative use

of progressive technologies, academic librarians are mastering the skills needed to navigate this expanding environment.

We will see how information is not bound by physical borders – nor is the global librarian. The symposium will take place on December 2, 2011 at the Vertical Campus Conference Center at Baruch College, CUNY, 55 Lexington Avenue (at 24th Street) in New York City. Our four speakers will present on four important topics relating to the Global Librarian. We invite you to come and participate in this important event!

Our scheduled speakers and their topics include:

- **Lane Wilkinson**, Transliteracy (Reference and Instruction Librarian, Univ. of Tennessee at Chattanooga)
- **Angela Whitehurst**, Distance Education Librarianship (Interim Head of Reference Services
East Carolina University, Greenville, North Carolina)
- **Dr. Kenneth Crews**, Copyright in the Global Environment (Director, Copyright Advisory Office, Columbia University, New York)
- **Amy Bryant**, Traveling Librarians (Information Technology and Public Services Reference Librarian, Earlham College, Richmond, Indiana)

A number of poster presentations on various topics relating to global librarianship will also be available.

We hope to see you on December 2nd!

For more information about our symposium, or to register, visit

<http://acrlnysymp2011.wordpress.com>

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Introducing the University of Central Florida Libraries Knowledge Commons

Attending the Information Fluency Conference in the Spring of 2010 provided me with the opportunity to tour the newly renovated Knowledge Commons, at the University of Central Florida Libraries in Orlando.

The main floor of the library has been remodeled to offer an integrated experience for students and faculty to research, write, study, and socialize. The technology, resources, and academic support are further enhanced by the presence of a cafe in this space. The warm colors, modern furniture and unique carpeting all add to the appeal of this 21st century library. Recycling is obviously paramount on this campus as recycle bins are found throughout this area and others on campus.

The Knowledge Commons offers students a wide range of services from which to choose. There are many interestingly arranged group and individual work stations. Study carrels, quiet and group study rooms are supplemented with whiteboard and flat screen technologies. Not only can a patron check the availability of these study rooms online, but also of the computers in this space via their web site.



The furniture offers a wide range of seating preferences, that include traditional low seats, desks, and tables, as well as higher chairs, those with tablet arms, all showcased by unique, customized lamps and lighting. What really impressed me were the two glass-enclosed consultation booths in the Reference area where patrons can go to consult with a librarian or a writing assistant in private. The library also offers iPads, flip cameras, digital cameras, voice recorders, portable Blu-ray players, and portable scanners to students for a seven day circulation period.

Also in the Knowledge Commons is Java City, the Library coffee shop, which is well stocked with an assortment of cold and hot beverages, pre-made food, such as sandwiches, sushi, or bagels. Patrons are permitted to eat anywhere in the library.



It should be noted that since the renovation that there has been an increase in reference questions. Professor Beile, from University of Central Florida Libraries noted that reference inquiries have grown from 20,000 to 32,000 and now requires the Reference Desk to be staffed by two librarians instead of one.

The library web site is easy to use, very thorough and appears to have been recently updated. Web 2.0 technologies provide and promote the library's innovative 24/7 services to both in-house and distance

users and learners. To access more information on the newly renovated space, please see <http://library.ucf.edu/NewLook/>.

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Interview with Professor Sandra Marcus, Coordinator of Library Public Relations, Kurt R. Schmeller Library, Queensborough Community College/CUNY

Marketing, promotion, outreach, and public relations have become buzzwords in the profession and in the literature over the last fifteen years. Librarians naturally promote as part of our daily responsibilities. Promotion is part of our profession as we need to make our users aware of the plethora of services and resources our libraries have to offer.

Over the last five years, there has been a trend for employers to hire specialized librarians who are responsible for specific functions in the Library. Positions like Instructional Technologies Librarian, Electronic Resources Librarian, Web Services Librarian, User Experience Librarian, and Freshmen Experience Librarian began to appear and this paved the path for librarians to possess specialized skills.

Last week I had the opportunity to interview Professor Sandra Marcus, Coordinator of Library Public Relations at the Kurt R. Schmeller Library, Queensborough Community College/CUNY.



Professor Marcus is responsible for promoting the library with exhibits and displays, as well as coordinating the content and design of the biannual library newsletter. She has many additional duties and I sat down and spoke with her about her position.

Mark: How did you assume your role as Coordinator of Library Public Relations?

Sandy: I began as an adjunct at QCC in the Fall of 1991. I became full time in 1997 and I received tenure in 2003. I began as Coordinator of Reserve, moved to Coordinator of Reference and Information Literacy, and in 2005, to my current position as Coordinator of Library Public Relations. My degrees are in Psychology, Secondary English, Counseling, and Library Science. Before becoming a librarian I taught high school English, was a guidance counselor, and taught in high school continuing education.

Mark: What types of activities does a Coordinator of Library Public Relations do?

Sandy: I work on creating Library displays, filling three cases at the entrance to the Library. Recently, I worked on a 9/11 display and I'm planning an Italian Heritage display now. The displays include artifacts, posters, as well as books. Five books on 9/11 were checked out during the month of this exhibit. I also work with teaching faculty from the architecture, drama, art, and education departments. For the 50th anniversary year a number of both academic and administrative offices collaborated with my projects.

I am also responsible for the **Friends of the Library** group. I publicize and organize programs for the community. We just had a wonderful program that attracted over 100 participants. I also maintain the LibGuide for Friends of the Library

I am responsible for seeking grants with both school and community considerations. Right now I'm working on an ALA "Let's Talk about It -- making Sense of The Civil War." series of free lectures with grant money. I'm partnering with the Continuing Education Department, a Public Library and a local Historical Society in this endeavor.

I also select and price books from the gift books that we receive, and prepare and put out free books that have been deleted from our collection. I promote our New Book collection and I also select books from the gift books for the Leisure Reading collection.

Lastly, like your role at ACRL/NY, I am responsible for editing the Library Newsletter, at least twice a year. Occasionally, special jobs come up; such as my being on the panel of judges of the I Love My Librarian Contest of 2009. I also led a discussion of a community-wide Big Read book.

Mark: Wow. You wear so many hats. Are there any "traditional" librarian responsibilities that are part of your portfolio?

Sandy: In addition to my P.R. role, I provide the services expected of every librarian. I am regularly assigned Information Literacy classes and I work on the Reference Desk and participate in Chat Reference. My area of expertise is English Literature. I created a LibGuide for that subject, as well as Foreign Languages. I also serve on various College and University committees, such as the 50th Anniversary Committee and LACUNY Executive council.



Mark: How do you evaluate your promotional activities?

Sandy: I evaluate my activities through feedback and number of attendees at each event.

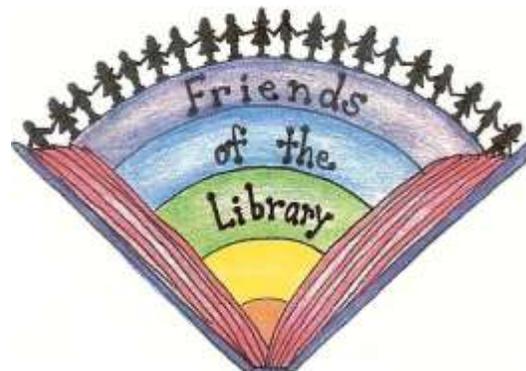
Mark: What are some challenges that you face in your position?

Sandy: My main challenge is finding time for everything. I also have to find means and sources of programming, getting people to join friends, and convincing colleagues to write articles for the newsletter.

Mark: Thank you for taking time out of your busy schedule for this interview. Your role at the Kurt R. Schmeller Library is fascinating and it involves creativity and the ability to multitask and set priorities. Your position is so important because it involves reaching out to the communities we serve and making the connection. Thank you for giving us a glimpse of some of the fascinating aspects to your position.

Interviewed by:

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Finding Wisdom by Finding My Way: Lessons from the Job Hunt

I'm well credentialed and experienced. I love being a librarian. I have an affinity for technology and a love of teaching and learning. Sounds great, but I'm having a heck of a time finding a job. Why? What's to be done about it?

First, as we all know, this is a difficult economy. Jobs are disappearing, and some who might have retired are working beyond traditional retirement age. Second, I am negotiating a transition from special to academic libraries. Third, I'm a newly-minted MLS, even though I've held a supervising librarian and management position for several years. (To be uniquely qualified is good, but telling such a complex story is challenging.)



So far, I've secured a freelance research gig and a part-time evening librarian position. Although my campaign can't yet be considered a complete success, I'd like to share a thing or two I have learned so far.

When I was downsized, I thought I'd be able to find full-time, meaningful, professional work quite quickly. Hubris, I guess, and naiveté. I attained my previous position by climbing the career ladder in an organization where I had my foot in the door before I was even looking. The ascent was easy. Surely, I thought, vigilant review of job listings, well designed

application materials, and a carefully groomed online presence are what is called for, right? There have been big changes in the art of job hunting, and it took me far too long to heed this discussion.

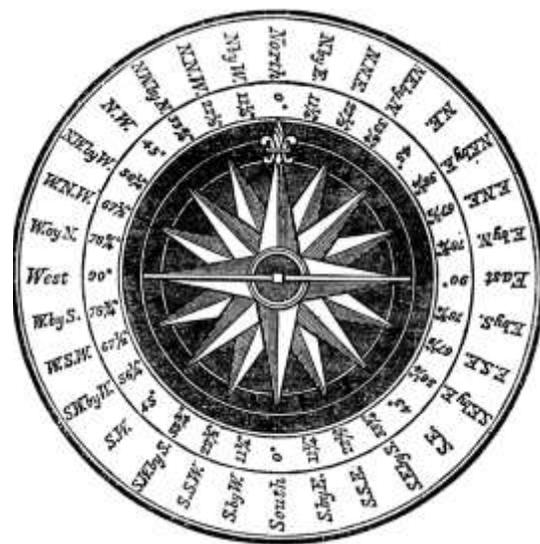


I now spend most of my effort nurturing relationships and cultivating new contacts through “informational interviews” and involvement in professional associations. True, there is the hope that someone might one day recognize my name among the 200+ applications for a given position, but more important is the insight I have gained about an amazing variety of academic library contexts. I knew intuitively that librarians would be generous of time and wisdom, but woefully underestimated this spirit. In a sense, I’ve already gained my reward—now I just need the job to go along with

As I read this now, these notions seem pretty obvious, but they weren’t so obvious to me in the disoriented months following my layoff. If you find yourself on the job market, perhaps these precepts will be of use:

- 1) realize that hiring has changed and job hunting has to as well
- 2) reach out to everyone you know, and have the courage to approach those you don’t
- 3) listen, observe, learn—focus on developing your suitability for the challenges that surely lie ahead.

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The ACRL/NY Graduate Services Discussion Group



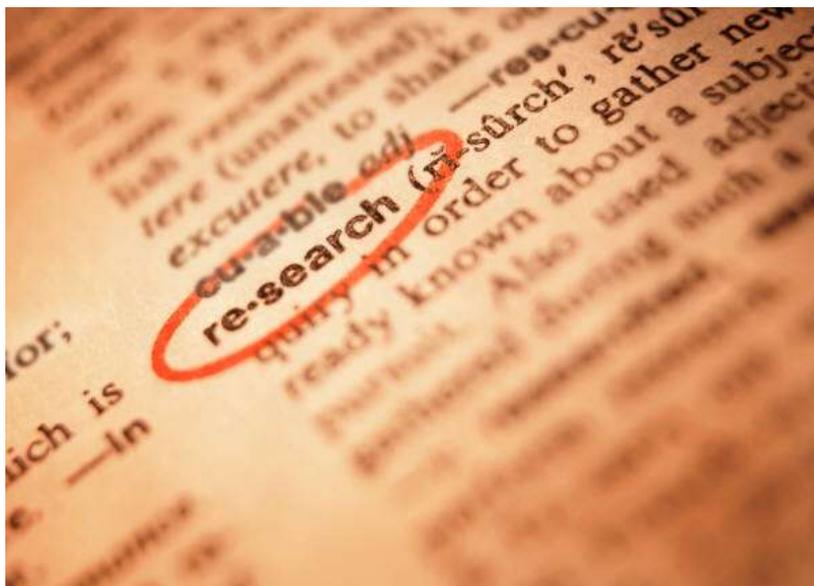
The ACRL/NY Executive Council voted on June 10, 2011 to approve the creation of a new ACRL/NY discussion group. Co-chaired by Michael Handis (Head of Collection Management, Mina Rees Library, Graduate Center, City University of New York) and Amy Ballmer (Reference Librarian, Mina Rees Library, Graduate Center, City University of New York). The Graduate Services Discussion Group’s mission statement reads,

"The Graduate Services Discussion Group of ACRL/NY (GSDG) meets to discuss how to customize and do outreach to graduate students in all disciplines. How do graduate student needs in libraries differ from those of undergraduates? Services to graduate students is a specialization in academia, particularly in libraries. This group will provide a forum in which to discuss ways to serve the graduate student population through instruction, specialized services, and digital initiatives."

Amy Ballmer and Michael Handis both work at the Graduate Center, the PhD granting institution of the City University of New York (CUNY). The Graduate Center houses 34 Doctoral programs and 8 Master's programs. They decided to form a group focusing on graduate library services after several discussions on the dearth of professional development for librarians of this specialized user group. While there is no shortage of articles, workshops, symposia, and conference sessions on information literacy, instruction, and outreach for undergraduate populations, very little exists for the graduate community.

Handis, who is also the Chair of the ACRL/NY New Librarians Discussion Group, wrote the GSDG mission statement and brought the idea of a group focused on graduate level students to the ACRL-NY Executive Council at a spring 2011 meeting. Upon the Council's approval of the group he invited Ballmer to serve as GSDG co-chair.

The GSDG is holding a Meet and Greet at the Graduate Center's Mina Rees Library (365 Fifth Avenue) on Wednesday, Oct. 19 from 6:00pm-8:00pm. Join Handis and Ballmer for snacks and discussion about what direction this group should take during its inaugural academic year. For further information and to RSVP for the Meet and Greet, please email Amy Ballmer, aballmer@gc.cuny.edu or Michael Handis at mhandis@gc.cuny.edu.



The GSDG will also co-host a meeting with METRO's Bibliographic Instruction Special Interest Group (SIG) at METRO on Wednesday, Nov. 9 from 10-12 p.m. Scott Collard, Social Sciences Collections Coordinator and Graduate Student Services Coordinator at New York University, will discuss NYU's outreach to its Graduate student community. Collard administers the library's virtual reference services, and is the liaison to the Education and Linguistics programs. His research interests focus on graduate student service and space design; the intersection between technology and research services; and user-centered design and customizability.

For more information on the Graduate Services Discussion Group, please visit the blog at <http://acrlnygsdg.wordpress.com/> or contact:

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How to Become Better at Networking

I still remember my first SLA-NY networking event. I was freshly minted with my second Master's degree, an MS in Library and Information Science from Syracuse University. All that was missing from my life was that dream job as a special or academic librarian.

I was not only without a job but I was also very new to the profession. The closer I got to the venue of the event, the more I felt like turning around and running home. My warm bed with

books and chocolate seemed suddenly a more enticing option to spend the evening. To make matters worse, I did not know anybody at the event nor had I ever attended a professional network event before. Yet I remember what one of my professors at Syracuse University had told all new incoming students - "You have to learn how to network; many of you will look for jobs, attend professional seminars and conferences. It is an important skill to be able to network." John Lees stated in a recent Harvard Business Review blog about cracking the hidden job market, "The reality, I suspect, is that you're more likely to have a job search breakthrough by chatting with the person next to you at the supermarket checkout than by spending all day registering on job boards."

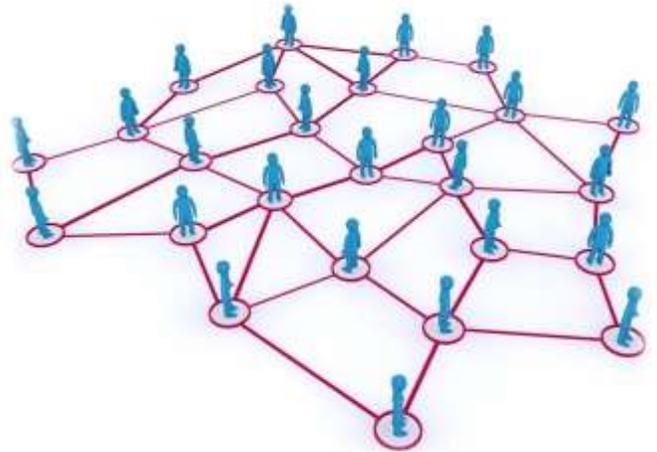
(http://blogs.hbr.org/cs/2011/08/crack_the_hidden_job_market.html).

So in the end I did not turn around. I attended the event and it turned out to be very useful for my professional career, and I even had fun.

Whether you are currently looking for a job or you just want to interact with your library peers, networking is a skill that can be learned.

The following ten tips might help you to get started (A precautionary warning though: I am not a career coach, some of these are my own personal tips):

- Wear something that looks professional, yet comfortable for you to be in. It is always better to overdress a little than to underdress.
- If the networking event is after work make sure to eat something small beforehand. Some networking events offer hors d'oeuvres or a buffet, but I don't recommend eating at the event. How are you going to shake people's hands or introduce yourself with a full mouth or occupied hands? So I say, skip the food and focus on the people.
- Take business cards and put them within reach. If you are currently not employed make your own business cards.



- Think in advance about how you are going to introduce yourself. I am not saying that you need to have your elevator speech perfected, but the more prepared you are the easier it will be to introduce yourself.
- Why are you attending the event? Is your goal to find a job? Are you interested in becoming more active in a professional organization?
- Did you meet any interesting people? If so you should follow up with a email, or, even better, ask if it would be possible to meet for an informational interview over coffee.
- Attend at least one networking event a month. Within the greater New York Metropolitan area there are plenty of events you can attend, for example ACRL-NY, SLA-NY or Metro NY events.
- If you want to know more, there are two books I would recommend: Devora Zack's *Networking for People Who Hate Networking: A Field Guide for Introverts, the Overwhelmed, and the Underconnected* and Meghan Wier's *Confessions of an Introvert: The Shy Girl's Guide to Career, Networking and Getting the Most Out of Life*.
- Most of all try to enjoy the event and have fun!

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A Look Back at the First ACRL/NY Symposia

On October 4, 2011, I attended a meeting at METRO, co-sponsored by ACRL/NY. The topic was copyright: **Fair Use is not Civil Disobedience: Rethinking the Copyright Wars and the Role of the Academic Library.**" The speaker was Jim Neal whom we know more for his essays/oped pieces in *American Libraries*, and as Treasurer of ALA. He also serves as Vice President for Information Services and University Librarian at Columbia University.

The ten dollars I paid for admission was the best money I've spent in a very long time. The session was videotaped, and will be shown on the METRO webpage. We were entertained, updated, and fully informed of all the changes and problems concerning copyright.

As I sat there, enchanted with the wealth of information I was receiving, I briefly thought back to my very first ACRL/NY symposium. That too was topical, or even ahead of the topic, so I realized that we librarians in the New York City area are indeed fortunate to have professional groups/chapters that seek to educate us about those issues which arise on our campuses, about topics our administrations will tackle with us, and about issues which simply make us think more deeply about our profession.

In 1978 ACRL planned to hold its first national conference in Boston. This was a milestone for many of us, who felt somewhat lost among the crowds at ALA conferences – we had our own section, ACRL, but no separate conference in which we could develop closer contacts with other university, college and research librarians.

The word went out, via snail mail and phone calls. Email was not in full force at that time, and we had no quicker methods of wide dissemination. The response from the NYC area was immediate, huge and welcoming. The big schools in NYC, and the State schools in the surrounding states, all planned to send members to this event. From the tiny Adelphi library, four of us attended: the Director, the Gov Docs librarian, the Education/Instruction librarian and me, the Serials librarian. Our expectations were high!

What seemed like thousands of us streamed into Boston. Hotels were filled and restaurants busy. We had a wonderfully exciting learning experience among peers, and became jubilant about our future conferences. Somehow this experience made us aware of the force such a group could have within our profession, an awareness perhaps not so apparent within an all-inclusive conference. In the corridors and sessions, the day-to-day reference desk troops and big name Directors and Deans hobnobbed, while the sheer energy of the group kept us buoyed up throughout.

In the NYC area, a meeting was called some months later, to hear about and perhaps to vote for a local chapter of ACRL. We met in a large auditorium, which quickly filled. Data about the leaders, and the events leading to this meeting, will be given separately. Certainly, Terry Belanger of Columbia, and Arthur Curley of NYPL were among the first who realized that we could form a local chapter which would attract many, educate those unable to attend national meetings, and keep us all in touch, and encourage us to speculate about what was happening within our profession.

After the chapter was set up, with officers and representatives from the geographic areas, it was time to plan our first symposium. **"The Paperless Library – Advanced Technology in the '80s"** was held in November, 1981, at the CUNY Graduate Center. This was co-sponsored by LACUNY and MetroChapter of ASIS. Speakers included Michael Koenig, Otilie Rollins, Eliot Minsker, David Toliver, Ivan Fiore, and Martin Elton. The Chair was Elizabeth Rajee, with moderators Donald Yuche and Priscilla Kronish.

This was so well-attended and successful that a second symposium was held in November 1982. Its title was: **"We Used to Call Them Books, We Used to Call Them Libraries."** Terry Belanger chaired the meeting, at the CUNY Graduate Center, and speakers included Richard Boss, Nina Matheson, Muriel Regan, Hendrik Edelman, Arthur Curley, and Kathleen Molz. It was co-sponsored by LACUNY. The attendees heard wild and wonderful predictions and comments about the future of books.

These two first symposia have set the stage for all to follow. We have steadfastly chosen topics which were under discussion by both scoffers and dedicated librarians, and we invited current luminaries to participate. If you seek out our webpage, the list of all the Symposia, their titles, and the participants, is available. Attend, take part and enjoy the sessions while meeting and greeting old and new friends in the NYC area.

To learn more about the history of ACRL/NY, please contact:

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My Summer Job at the City College of New York (CCNY) ILL Department

In the first semester of MLS work at Queens College, I developed a love for Interlibrary Loan. After a semester working at the Queens College Library Information Desk, I had the chance to work in the Interlibrary Loan department. The following semester, I pursued an Independent Study in ILL so that I could learn more about best practices, related technologies, the IDS Project, and Illiad 8.

Through site visits and ILL Special Interest Group meetings, I met Beth Posner of the CUNY Graduate Center and Regina Kelly from City College. When Regina mentioned her concern about covering the CCNY ILL office while the long-time head of ILL would be away in the summer, I volunteered to fill in. In June I travelled to CCNY two mornings a week to learn the borrowing side of ILL and to meet the students who work there. Evelyn trained me thoughtfully and thoroughly. One of the first things I noticed was the efficient organization and operations of the ILL office, and the benefits of belonging to the IDS Project.



Many of the borrowing requests came from faculty in the sciences, and requests were filled, often within a day, by research and special libraries. It was very satisfying to see requests, some from highly specialized journals, get fulfilled so quickly.



Another pleasure was working with students. The workroom is staffed by six undergraduates, a culturally diverse group of students immersed in studies in various fields, but united in their proficiency and commitment to carrying out ILL tasks. They got along very well, and worked collaboratively. They knew what had to be done, and simply came in and got to work. They had no qualms about going out on blistering hot days to search the stacks in the CCNY's music, architecture and science libraries.

They were eager to learn what I knew of ILLiad and ILL, and in down time they taught me, and each other, what they know. I was impressed to see that when they found that a requested book or journal is missing, they continued to search for it after cancelling the request, a valued form of support for Circulation and Stacks, and a reflection of Evelyn's high standards and work ethic.

The weeks passed quickly and while I was sorry to say goodbye to the students, it was a terrific experience for an MLS student; a very rewarding summer in the city.

For more information on her summer job experience, please contact:

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ACRL/NY is Having a Logo Contest!

We, the Executive Board of ACRL/NY, the Association of College and Research Libraries Greater New York Metropolitan Chapter, are currently revamping our web site. We are looking for two versions of a new logo to compliment our new web site and to spruce up our presence in social networking venues, as well as to enhance stationary and publications (like our newsletter).

We are open to logo designs that reflect what our organization is

about and what we do. Words/Ideas to keep in mind are collaboration, outreach, networking, and academia.

We are looking for two similar versions of the logo. We would like one large one and one smaller square one. The designs should be clean and modern with legible text. Please nothing that includes floral motifs or flourishes. The large logo should include our full name: ACRL, The Greater New York Metropolitan Area Chapter. Please see our old web site for the existing logo: <http://acrlny.org> and for more information about our organization. We welcome ideas that are radically different than what we currently have. The smaller square logo should include the chapter's abbreviated title of ACRL/NY. Both must be scalable to accommodate the wide variety of venues in which we will be using them.

All logos need to be on a white background and should primarily incorporate the following colors: black, red, gray, and white (other complimentary colors welcome). However, we would like to depart completely from the colors in our current logo. Images are welcome, but please, no books. When choosing an image please keep in mind the words/ideas mentioned above.

All files will need to be in vector ai or layered psd formats, as well as jpg or pdf. We will also need to know the fonts used so we can match up marketing materials on our end.

To enter the contest, please visit <http://logosauce.com/competitions/1294>

The deadline for submissions is November 5, 2011. The winner will receive \$200 as a prize.

For more information please contact:

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About Connections: The ACRL/ NY Newsletter

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Events



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