



August 2000

AACRL Newsletter

## Alabama Association of College and Research Libraries

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### *From the President:*

It is hard to believe that another membership year is well underway. Before discussing the new year, let me thank our outgoing officers who made last year such a success: President Pat Henderson, Secretary Margaret Alexander, Member-at-Large/ACRL Chapter Liaison Kathy Barone, and Newsletter Editor Marcia Evans. Former Past-President Craig Beard deserves extra thanks for agreeing to serve as chair of a special committee on bylaws this year. We were honored to have ACRL Executive Director Althea Jenkins as keynote speaker at the April 5 annual dinner/program. Her presentation is summarized in this issue of the newsletter.

The AACRL Executive Board met on May 22 to prepare for a new year that will be filled with challenges and interesting developments. Number One: this is the year AACRL will be incorporated as a non-profit independent organization. Details are summarized in this issue of the newsletter. President-Elect Jean Thomason is forming a Program Committee in order to plan a quality program for the April 2001 annual dinner/program which will be held in Montgomery. Eric Kidwell is serving as Legislative Liaison to the national ACRL, a new position designed to keep state chapters informed about and involved in matters affecting libraries and higher education. Craig Beard is chairing a committee that will look into resolving an apparent potential conflict concerning election ballots. Susan Herring is serving as Treasurer for another year and she is also helping out with our association's incorporation. Two new officers on the Executive Board are Secretary Jennifer

Long and Member-at-Large/Chapter Liaison Michael Grace.

As you can see, there is a lot happening with your association. I would encourage anyone potentially interested in serving on the AACRL Executive Board next year to contact me or Past-President Pat Henderson since Pat will be looking for candidates for office.

I would like to welcome Nan Vodde who has kindly agreed to serve as the new editor of the *AACRL Newsletter*. This is her inaugural issue!

Tim Dodge  
President



### **AACRL Annual Meeting**

*The Alabama Association of College and Research Libraries will have its annual meeting at the Alabama Library Association, which meets April 10-13, 2001. The program committee anticipates a delightful evening including an informative program, an excellent meal, and good fellowship. Specific details will be in future publications. Plan to be present!*

Jean Thomason  
Vice-President/  
President Elect

## Incorporation

In response to the directive from the Association of College and Research Libraries for state chapters to either merge with a state library association or incorporate as an independent non-profit organization, the AACRL membership voted last year to incorporate. The directive went out to address the issue of liability: in the unlikely event someone was injured at a meeting or workshop hosted by a state chapter, a lawsuit could be avoided if all state chapters were either merged with a state library association or incorporated as an independent non-profit organization. The deadline for state chapters to accomplish the directive is December 31, 2000.

Last year, AACRL Past-President Craig Beard chaired a committee to

investigate just what is involved in incorporation. The process involves registering with the Secretary of State of Alabama as a non-profit organization, applying for the registration of a corporate name, and eventually applying for a renewal of the registered corporate name. It also involves having an accountant perform a professional audit of the organization. While a lawyer is not required, a certified public accountant is needed, and his or her services are likely to be very expensive. An additional potential expense is liability insurance (see the ACRL Chapter Relations Council Meeting report in this issue of the newsletter).

Treasurer Susan Herring has been kind enough to contact faculty members of the Department of Accounting

at the University of Alabama at Huntsville. There is a possibility an accounting class will take on the incorporation of AACRL as a class project for free during the fall semester. As of July, we are still awaiting confirmation of this option. Because the accounting class could take until December before completing the class project, there is a chance the final paperwork with the Alabama Secretary of State's office might not be finished before the deadline due to the holidays. Fortunately, it should be easy to get a temporary extension according to ACRL Membership Services Director Melissa Cast.

I look forward to announcing our incorporation later this year.

*Tim Dodge*

## Althea Jenkins Guest Speaker for AACRL April 5

The Alabama Association of College and Research Libraries held its annual dinner/program on the evening of April 5 at Connie Kanakis' Café in Birmingham. The guest speaker was (national) Association of College and Research Libraries Executive Director Althea Jenkins, who spoke on "Issues Facing Academic Libraries: Can We Survive?"

Dr. Jenkins started off her address by describing the current generation of college students as belonging to the "plug and play generation." Because most of the younger generation has grown up using computers and playing computer games, their orientation to library service is very different from our own. Academic libraries are "missing the boat" if they do not take into account the fact that modern col-

lege students prefer to do their own "surfing" for information, usually at home. Libraries also have to participate in distance learning and that is another rapidly growing phenomenon. On top of this, the corporate sector is taking over some of the functions of higher education.

Dr. Jenkins stated that libraries and academic institutions in general have to work on changing their mission to serve the new students of the plug and play generation. This involves assessment and accountability: we librarians need to define what it is that we contribute to the learning process. Libraries need to compile data to prove to campus administrators the relevance of libraries to the learning process. Libraries also need to develop new services that can be used by patrons 24

hours a day, seven days a week. Libraries need to also see about recruiting new patrons, for example adult learners who are engaged in retraining or professional development. Libraries need to develop information literacy programs too.

In conclusion, Dr. Jenkins said that libraries must determine their key role and define their core values in order to survive in this new world. Libraries must stay in tune with their institution's changing mission. Libraries need to collaborate with others on campus in developing new programs, for example, engaging in partnerships with academic faculty. Libraries need to develop new paradigms for collection development, instruction, and services.

*Tim Dodge*

## Legislative Update

From the ALA Chicago meeting of the ACRL Government Relations Committee:

- The ALA online copyright tutorial which ran this spring was a great success. Over 6,500 individuals subscribed to the tutorial, of which about 15% were non-ALA members. ALA has set aside funding to offer future continuing education for its members with CE credits. The first module will again address copyright, but unlike the spring copyright tutorial, this second venture will be interactive.
- ALA has established a copyright website (<http://www.copyright.ala.org>) through funding from the Ford Foundation.
- ALA's Washington Office is asking librarians to keep the pressure on Congress to fully fund the GPO and the Federal Deposit Library program. Since this is an election year, it's uncertain what pending legislation will be acted upon before the close of the 106<sup>th</sup> Congress, but congressional legislators need to continue to hear from their constituents about the important roles both these services play in making government information available to the citizenry. It appears there is some false thinking in Congress that all the information being produced by the federal government is now available electronically (so print is no longer needed) and that everyone has access to the Internet.
- Another important legislative issue is the "dueling" database pro-

tection bills. Bill H.R. 354 has been approved by the House Judiciary Committee and has the support of major commercial database publishers and the National Association of Realtors. ALA feels that this bill is too far reaching in protecting database content and would not allow fair use. In essence it would protect factual information which is not eligible for copyright protection in print (copyright law does not protect basic factual information - it's considered public domain). ALA supports H.R. 1858 as it's a more narrowly focused piece of legislation that would protect fair use of information.

- The Digital Millennium Copyright Act (DMCA) is a major revision to the Copyright Act of 1976. Part of this new act makes it a criminal offense to willfully bypass any technical protection measures on a database. It requires repeated requests for permission to access information in a database, whether that information is copyrighted or would fall under fair use. In essence, it creates a "pay-per-use" situation. Congress has asked the Copyright Office to study the issue before the laws becomes effective this October. What is specifically being studied is whether or not libraries should be given an exemption to the anti-circumvention measure.
- UCITA, the Uniform Computer Information Transaction Act, is legislation that is being battled not at the federal level, but at the state level. The library community has not been experiencing much success in winning the battles over UCITA. Virginia and Maryland have both passed UCITA (though

Virginia has delayed enactment). What the act does that is of so much concern to libraries, is that it validates what is termed "shrink wrap" or "clickable" software licenses, restricting use by libraries that would be considered fair use under copyright law. With some software on the Internet, a user is required at the time of downloading to accept terms by "unwrapping" or clicking "ok" at the front end, without a clear understanding of what those terms encompass, and that some of those terms may well restrict the use of information that would fall within the parameters of fair use. The ALA Washington Office is asking librarians to notify it as UCITA becomes an issue in their state.

To keep abreast of legislative developments and issues related to libraries, ALA encourages librarians to make use of the Washington Office's website (<http://www.ala.org/washoff>). ACRL is seeking more academic librarians to participate in National Library Legislative Day held in D.C. each year. Further information can be obtained at the above website. Dates for the 2001 Legislative Day are April 30 - May 1, 2001.

*Eric A. Kidwell  
ACRL Government  
Relations Committee*



## ***“Legislative Advocacy: Keys for Academic Librarians”***

This was the title of an ACRL-sponsored preconference this year at ALA in Chicago that I attended as AACRL representative, and as the title indicates, the purpose of this program was to provide academic librarians with some very basic practical skills which will enable them to be active participants in the legislative process. Increased legislative advocacy has become an important goal within ACRL, and the speakers for this preconference were people fully capable of providing practical, no-nonsense advice.

Ms. Stephanie Vance, a former congressional staffer and current principal member of AdVanced Consulting, provided basic pointers on communicating with your legislators. As a former congressional staffer, Ms. Vance was able to provide behind-the-scenes insight into the advocacy process. Vance has written a guide for becoming an advocate titled “Government By the People: How to Communicate with Congress,” which is available through online book vendors such as Amazon.com and Barnes&Noble.com. Several points she made were:

- Constituents from a legislator's district can have a greater impact than the professional lobbyist.
- You should not be disappointed when making an appointment to meet with a legislator that you actually meet with a staffer. Staffers are extremely important conduits to

your legislator and are greatly relied upon by legislators for guidance on issues (and most staffers are young - in their 20s).

- In communicating with legislators, email is fine, but whatever method used, you should make it personal, clearly identify yourself (anonymous communications are disregarded), be polite, be truthful, be specific about what you want the legislator to do, present your viewpoint in a thoughtfully argued manner, spell things out literally (don't assume everyone knows what “ACRL” stands for), offer to be a resource on a particular issue, be patient and follow-up. On this last point, Vance mentioned that follow-up is very important, as it shows you are a serious constituent and your request is important. She warned that volume does not always equate to effectiveness, or in other words, post-card campaigns are rarely effective in and of themselves. You can follow the progress of a particular issue by logging on to the Congressional website for votes taking place in the House and Senate.

Ms. Emily Sheketoff, Associate Executive Director of ALA's Washington Office, provided an update on current legislative issues which have direct implications for academic librarians. She reiterated what Ms. Vance had advised: don't ask a legislator for something that is not within his or her power to do. Ms. Sheketoff emphasized the importance your local media can play in your advocacy efforts. Legislative staff pay close attention to the media in their districts.

Mr. Richard Schoell, Executive Director of Governmental Relations and Federal Relations at the University of Illinois, spoke from the professional lobbyist's perspective and highlighted effective lobbying skills and why lobbying efforts frequently fail (one prime reason is that the lobbyist does not respect the legislative timetable). At larger academic institutions that employ their own lobbyists, you must work through this office to make library legislative issues a priority.

Ms. Anne Beaubien, former ACRL president and currently at the University of Michigan Libraries, closed the preconference by leading participants through several exercises in crafting your advocacy message in a concise and effective manner. It was interesting that Ms. Beaubien, along with several other speakers, made a point of stating that one of the most effective tools an advocate can use is the old-fashioned thank-you letter. It is an excellent way to follow up on issues with your legislator or legislative staffer.

*Eric A. Kidwell  
AACRL Legislative Liaison*



## ACRL Chapter Relations Council Meeting

The Association of College and Research Libraries Chapter Relations Council held a meeting at the American Library Association annual convention in Chicago on July 9. Chapters Council Chair Lynne King introduced the current officers: Chair-Elect Evelyn Minick, Secretary Sherri Edwards, and *Chapter Topics* Editor Heather Ward.

The minutes of the January 16, 2000 council meeting held in San Antonio, Texas were approved.

Chair-Elect Evelyn Minick introduced candidates for officers of the 2001-2002 council. Running for ACRL Chapter Relations Council Chair-Elect were Linda Kopecky and Ms. Pat Viele; running for Secretary was Sherri Edwards. Kopecky and Edwards won the election.

Melissa Cast, ACRL Director of Membership Services, announced August 15 as the deadline for applying for financial reimbursements and for submitting chapter annual reports. She promoted the ACRL Speakers Bureau (utilized by Alabama for engaging Althea Jenkins as keynote speaker for our April 5 annual meeting). Cast also reported on the incorporation status of chapters: California and the Western New York/Ontario chapters have just incorporated, and the status of the Arkansas, Georgia, and Western Pennsylvania chapters is unknown. AACRL President Tim Dodge was happy to inform the council that Alabama is in the process of incorporating right now.

Gabriela Sonntag, Coordinator of Information Literacy at California State University at San Marcos, urged council members to support the information literacy initiatives of ACRL.

Elaine Didier of Oakland University (Michigan) and Helen Spalding of the University of Missouri at Kansas City introduced themselves. They are candidates for the position of Vice-Chair/Chair-Elect of the ACRL division for 2001-2002.

ACRL Chapter Relations Council Legislative Network Coordinator Ms. Pat Walker reported on her efforts. All 42 chapters have a legislative liaison (including Alabama's own Eric Kidwell). The network has been involved in addressing important issues such as the threat to cut funding for the Government Printing Office and database protection legislation. Other issues Walker hopes to get the liaisons working on in the near future include privacy legislation, database protection again, and the Uniform Computer Information Transactions (UCITA) proposed legislation.

*Chapter Topics* Editor Heather Ward reported that the most recent issue was the first electronic-only issue of this publication. She suggested the linking of chapter web sites to the ACRL web site as a project for the future.

Illinois Chapter Chair Linda Kopecky distributed copies of Draft #2 of the new promotional brochure for ACRL Chapters and Chapters Council developed by her committee (Tim Dodge served on the committee). Council members made some additional suggestions and Draft #3 will be ready by Fall.

California Chapter Chair Deborah Schaeffer said that chapters need to purchase liability insurance. ACRL Membership Services Director Melissa Cast suggested purchasing such insurance to cover a specific event rather than purchasing an insurance policy as a way to keep costs within reason.

Steven Bell, Chair of the Delaware Valley chapter, announced that his chapter would be celebrating its fiftieth anniversary in 2001. It is the oldest state chapter of ACRL and there will be a special celebration planned next year. Bell also reported that the Western Pennsylvania chapter is floundering. There was a suggestion made to possibly combine Western Pennsylvania and West Virginia into a new chapter.

Finally, ACRL Chair Larry Hardesty led a discussion session on "Building ACRL and Chapter Cooperation: Strategic Initiative Grants and Beyond." Hardesty clarified that the grants are not meant to cover costs of individual chapter programs but instead are meant to help in creating new activities or products such as a database, information literacy efforts, web sites, or other "cutting edge" projects. Currently, \$15,000 is available.

There was some disagreement among council members on whether the grants should go to cutting edge projects or to tried-and-true type projects. One member also observed that the grant deadlines needed to be changed since the process can take up to three years. ACRL Membership Services Director Melissa Cast pointed out that there are fiscal year constraints, so revising the deadlines may be difficult. Some more discussion on this followed with ideas such as providing a list of grant options or allowing chapters to make more than one grant application at a time. ACRL Chair-Elect Mary Reichel suggested changing the name from "strategic initiative grants" to the "strategic fund."

*Tim Dodge*

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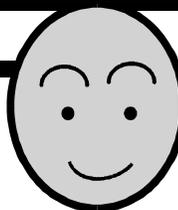
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## **AACRL Needs Volunteers!**

AACRL is looking for volunteers to serve as liaisons. The following institutions do not currently have a liaison: Air University, Alabama A&M, Athens State, Maxwell AFB, Alabama Southern Community College, Alabama State University, Bessemer State, Birmingham Public, Central Alabama Community College, Chattahoochee Valley, Enterprise State, Gadsden State, Jefferson State, Northwest Shoals, and the University of Mobile. If you are a member of one of these institutions, please consider volunteering to be a liaison.

The liaison from each institution assists the Member-at-Large in recruiting new members and passing along information about AACRL activities. If you would like to serve as a liaison or know of any colleagues that you would like me to invite to join, please contact me.

*Michael Grace, Member-at-Large*  
mgrace@library.aum.edu  
(334) 244-3917



## **WELCOME!**

### **NEW LIAISON**

**Sally Middleton**, Technical Services Librarian, has agreed to serve as liaison from Beville State Community College. Sally will be helping to recruit new members and pass along information about AACRL. Many thanks to Sally for volunteering for this position.

### **NEW MEMBERS**

**Rheena Elmore**  
Director, Faulkner State  
Community College

**Rickie L. Brunner**  
Archivist II, Alabama  
Department of Archives  
and History

**Tammy Thetford Lowery**  
Cataloging Assistant,  
Carmichael Library  
University of Montevallo

## **Time to Renew Your Membership?**

Look at the upper right hand corner of the mailing label on this newsletter -- if it reads EX: 12/99 or EX: 12/00, your membership in AACRL either has already expired or will expire at the end of this year. This is a good time to send in your renewal, before the holiday rush. Use the enclosed membership form to update your membership data. To save time and effort, renew for three years! Send your check to:

**Susan D. Herring, AACRL Treasurer**  
**M. Louis Salmon Library**  
**University of Alabama in Huntsville**