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Association of Seventh-day Adventist Librarians
Twenty-second Annual Conference
June 26-30, 2002

Universidad Adventista del Plata
Libertador San Martin, Argentina

SHAPING ADVENTIST LIBRARIANSHIP IN THE 21st CENTURY

By *Cynthia Mae Helms*

Argentina invites you to come and enjoy winter in June and July! This ASDAL conference is an opportunity for those of us who have always attended conferences in North America to meet our counterparts from Latin America and other librarians in a different part of the world. I especially would like to encourage those who have never attended an ASDAL conference to sign up for this conference in Argentina. Take time to look at the ASDAL web site for the most recently updated registration and housing forms and fill them out now! This is also a good time to book for your flights. Always check the ASDAL web site for the most recent information (<http://www.asdal.org>).

What makes this conference unique?

- This is the first time we are having a conference in Argentina.
- We will be starting the conference with a day tour.
- We plan to have Poster Sessions, Displays and Exhibits, and a Swap Shop.

The third item will become a reality only if we get respondents and applicants. You certainly have something in your library that you can share. Preparing for a poster session may take a lot of time but this is not so with Displays and Exhibits nor the Swap Shop. Probably the easiest category is the Displays and Exhibits where you can leave your procedure manuals, orientation videos, tutorials, etc. on a display table and allow others to browse through them. Another easy category is the Swap Shop which means bringing several copies of cheat sheets or guides that you can give away. Some examples of these are handouts on how to use the ALICE

databases, creative and fun things used in library instruction, library maps, brochures for library orientation or critical thinking or efficient ways of searching the Web, bibliographies of free electronic journals, etc.

We need to know how much space to provide for this. Look through the materials in your office and decide which ones are worth sharing and displaying. Fill out the forms on the ASDAL web site. If you are unable to fill out the Web forms, just send me an e-mail (helmsc@andrews.edu) and a copy furnished to Hernán Hammerly (hdh.mohr@altavista.net) with a brief message stating which activity you would like to participate in. Put one of the following in the subject line: Poster Sessions, Displays and Exhibits, or Swap Shop. In the message space, give a description of the things you are planning to contribute. The emphasis of these activities is: "Participate! Get involved! Share! Enjoy!"

Housing and Transportation

This issue of *ASDAL Action* does not have all the instructions and information given in the previous issues. If you need to review them, please go to the ASDAL web site (<http://www.asdal.org>). Just a reminder to those of you who are traveling on your own: someone will meet you at the Buenos Aires International Airport on June 25 only if you notify the onsite coordinator of your flight information. You are on your own if you are arriving on other days. Please bear in mind that the housing reservation form does not include Buenos Aires, so please book your own hotel for June 25 or before and after the conference, if needed. It is easy to make reservations at the Nogaró Hotel web site (http://www.hotelbook.com/static/welcome_26000.html).

Since the best way to get a ride from Buenos Aires to the University is by joining the day tour, I urge you to register for the tour scheduled on June 26. Don't forget to fill out the housing reservation form for your stay at the University and submit it electronically. One last important reminder: fill out the registration form, print it out, and mail it to the treasurer with your payment (Lee Marie Wisel, Weis Library, Columbia Union College, Takoma Park, MD 20912). The registration form cannot be electronically submitted because the treasurer needs to have your money. All the forms being referred to here are on the ASDAL web site.

Information for Latin American Librarians

Pre-conference workshops will be conducted in Spanish for Latin American librarians. Please refer to the article written by Hernán Hammerly. More information about these workshops will be available in Spanish on the ASDAL web site.

Librarians who will be in Libertadór for the workshops may join the opening ceremony in Buenos Aires by signing up for the day tour scheduled for June 26, Wednesday. The bus will leave Libertadór on June 25, Tuesday afternoon and reach Buenos Aires in the evening. The cost of the day tour does not cover supper and lodging on Tuesday night nor Wednesday morning breakfast. Immediately after breakfast, the conference will officially start with the devotional and proceed as scheduled.

Those who need help in finding low cost housing in Libertadór or who need assistance in paying their fees in dollars to the treasurer may contact Hammerly at hdh.mohr@altavista.net.

Conference Program

Tuesday, June 25

3:00- 8:00 pm Registration, Nogaró Hotel, Buenos Aires & E. I. Mohr Library, Libertador

4:00 Executive Committee, Nogaró Hotel

6:00 Supper

7:00 ALICE Board, Nogaró Hotel

Wednesday, June 26

8:00 Registration, Nogaró Hotel, Buenos Aires and E. I. Mohr Library, Libertadór

9:00 Devotional, Nogaró Hotel: Julián Melgosa

9:15 Opening Ceremony and Welcome, Nogaró Hotel

9:45 Break - Prepare for tour

10:00am- 11:00pm Tour begins in Buenos Aires and ends in Libertadór (University); lunch and box supper included. Registration required.

Thursday, June 27

9:00 Welcome and Devotional
Devotional: Jorge Torreblanca

9:35 Keynote Address: To be announced

10:45 Break

11:00 Presentation: *Free Spanish and English Language Medical Resources on the Internet: Preparing Portals at the Reference Department of an Academic Library* - Sergio E. Becerra, Reference Librarian, E. I. Mohr Library, Universidad Adventista del Plata, Argentina

12:10 Group Photo

12:30 Lunch and Committee meetings

2:00 Business Session I

4:00 Break

4:15 Breakout Sessions

6:00 Supper

7:00 SDAPI Board and other Committees as needed

Friday, June 28 - Adventist Resources Section

Jim Ford, Chair

- 8:30 Devotional: Egil H. Wensell
- 9:00 Presentation: *Status of Adventist Historical Materials in South America* - Alberto Timm, Director, Ellen G. White Research Center, Brazil
- 10:30 Break
- 10:45 Presentation: *Historical Study Based on Adventist Resources* - Humberto Treiyer, Professor of Denominational History, Universidad Adventista del Plata, Argentina
- 12:00 Lunch
- 1:30 Presentation: *How to Collect and Preserve Adventist Materials* - Jim Ford, Curator, Andrews University Adventist Heritage Center, USA
- 3:15 Break
- 3:30 Business Session
- 4:30 Tour: Daniel Plenc, Director, Ellen G. White Research Center, Argentina
- 5:30 Special Sundown Vespers at site of first SDA worship service held in South America, 1890
- 6:30 Supper
- 7:45 Worship Service: David Gullón, former Director, Ellen G. White Research Center, Argentina

Sabbath, June 29

- 9:30 Sabbath School (English available)
- 10:45 Worship Service (several options)
- 12:30 Lunch
- 2:45-7:00 pm Crespo Campo Denominational Tour; Dinner included, Registration required.

Sunday, June 30

- 8:30 Announcements and Devotional
Devotional: Néstor Alberro
- 9:00 Presentation: *Library Liaison Programs in the 21st Century* - Lauren Matacio, Head, Dept. of Bibliographic Services, James White Library, Andrews University, USA
- 10:10 Break
- 10:25 Business Session II and Reports
- 11:25 Presentation: *Back to the Future: Marketing the Library in the 21st Century* - Bruce McClay, Assistant Librarian, Walla Walla College School of Nursing, USA
- 12:35 Lunch and Committee meetings
- 2:00 Panel Discussion: *SDA Latin American Libraries: Now and the Future* - Moderated by Fredy Rivoir, Collection Development Librarian, E. I. Mohr Library, Universidad Adventista del Plata, Argentina
- 3:10 Break
- 3:25 Presentation: *When the Rivers Dry Up: Planning in Times of Financial Stress* - Keith Clouten, Library Director, James White Library, Andrews University, USA
- 4:35 Business Session III and Reports
- 7:45 Banquet and Final Business Session

Monday, July 1

- 5:15 am Bus leaves for airports
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Cynthia Mae Helms, ASDAL President-elect and Conference Program Chair, is Head, Department of Information Services, Andrews University, Michigan (helmsc@andrews.edu).

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CALLING ALL LATIN AMERICAN LIBRARIANS

By *Hernan Hammerly*

Unique Opportunity for Latin American Librarians

By deciding to hold the 2002 annual conference in Argentina, ASDAL is providing SDA Latin American librarians an opportunity that may never be available again. Read the list that follows and see how many good reasons there are to be a participant.

- Lower cost and less travel time for those coming from the southern tip of the continent
- Latin Americans receive a special ten-dollar discount
- Take home duplicate books and periodicals from the E. I. Mohr Library
- Attend meetings without language barriers since all presentations will be held both in English and Spanish
- Go on an optional tour to Buenos Aires and its vicinity to see sites of professional and general interest
- Go on an optional tour to the first SDA church organized in South America
- Display information about your library and institution at the exhibit area
- Exchange samples of materials and documents from your library with those from other libraries
- Network with colleagues that are working under similar circumstances
- Become acquainted with colleagues from around the world
- Enrich your professional experience
- Attend a continuing education workshop prepared especially for Latin American librarians to be held prior to the ASDAL conference. See details below:

Continuing Education Workshop for Latin American Librarians

Details about this workshop are still in the works but we can now inform you that:

- It will be held at the Universidad Adventista del Plata (UAP) on June 24-25, 2002
- It is organized by the UAP Extension Office and the E. I. Mohr Library
- Each participant will receive a certificate
- There will be a small fee

The schedule is as follows:

Monday, June 24

- Choice A: Introduction to Winisis
- Choice B: Library Facilities and Equipment

Tuesday, June 25, Early Morning Session

- Choice A: The Reference Interview
- Choice B: Steps Toward Library Automation

Tuesday, June 25, Late Morning Session

- Choice A: Internet Resources in the Library
- Choice B: Preservation

Interested librarians should send an email to Hernan Hammerly at hdh.mohr@altavista.net in order to receive additional data as they become available. Information will also be on the ASDAL web site at <http://www.asdal.org/>

Hernan Hammerly, ASDAL Conference Onsite Coordinator, is Library Director at Universidad Adventista del Plata, Argentina (hdh.mohr@altavista.net).

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OPORTUNIDAD ÚNICA PARA BIBLIOTECARIOS LATINOAMERICANOS

Por Hernan Hammerly

Al decidir que su reunión anual del 2002 se realizaría en Argentina, ASDAL abrió una oportunidad para los bibliotecarios adventistas de América Latina que difícilmente se volverá a repetir. Observe la lista que sigue y verá cuántas buenas razones hay para participar de esa reunión:

- Menor costo y tiempo de viaje para los que viven en el extremo sur del continente
- Descuento especial de diez dólares en el arancel de inscripción para los bibliotecarios de América Latina
- Oportunidad de escoger y llevar libros duplicados que están a disposición en la Biblioteca E. I. Mohr
- Reunión sin barreras idiomáticas: todas las presentaciones se darán en español e inglés

- Excursión opcional en la ciudad de Buenos Aires para visitar sitios de interés general y profesional
- Excursión denominacional opcional al lugar donde se formó la primera iglesia organizada de Sudamérica
- Oportunidad de dar a conocer su biblioteca y su institución en las exhibiciones
- Posibilidad de intercambiar los modelos de materiales y documentos que usa en su trabajo
- El beneficio de establecer lazos de cooperación y apoyo mutuo con colegas que enfrentan situaciones similares
- Conocer a sus colegas de otras partes del mundo
- Enriquecer su experiencia profesional
- Seminario-taller de actualización profesional preparado para bibliotecarios latinoamericanos que se ofrecerá antes de la reunión de ASDAL que se describe con mayor detalle a continuación:

El Seminario-taller de actualización para bibliotecarios latinoamericanos

Aunque la información en cuanto a éste seminario-taller es todavía incompleta, podemos anticipar que:

- Se realizará en la UAP el 24 y 25 de junio
- Está organizado por la Secretaría de Extensión de la UAP y la Biblioteca Mohr
- Se dará un certificado de participación
- Se cobrará un arancel moderado a fijar

El programa comprende:

El lunes 24 podrán escoger entre:

- A) Un taller Introducción a Winisis o bien
- B) Un Seminario sobre Instalaciones y equipamiento de bibliotecas

El martes 25 por la mañana optarán por:

En el primer período

- A) La Entrevista de Referencia o bien
- B) Pasos para la Automatización de la Biblioteca.

En el segundo período

- A) Recursos de Internet en la Biblioteca o
- B) Preservación de materiales

Los interesados en conocer más detalles de este plan pueden solicitar más información por correo electrónico a hdh.mohr@altavista.net, y serán oportunamente informados en cuanto al plan definitivo.

Hernan Hammerly esta el Director de la Biblioteca, Universidad Adventista del Plata, Argentina (hdh.mohr@altavista.net).

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**WORKSHOP STRESSES
IMPORTANCE OF MARKETING**

By Wolfhard Touchard

For the last five years I have participated in various activities of the Michigan Library Association (MLA). In 1999 I became a member of the Marketing and Public Relations Roundtable and am currently chair of this roundtable.

On April 26 the roundtable conducted a very successful workshop entitled, "Marketing is Everything: Applied Marketing for Libraries." The workshop consisted of seven sessions conducted by marketing experts, each addressing a different aspect of library marketing. Topics included: the four "P's" of marketing—price, promotion, place, and product/service; the importance of developing a plan and budget for marketing your library; procedures for producing effective promotional materials; and pointers on getting media coverage.

The workshop ended with a report entitled, "Library Attitude, Awareness/Usage Study: A Survey Among Users/Non-Users in Michigan." After focus groups were conducted in seven Michigan cities, a telephone survey was conducted by a professional marketing organization to 1,041 individuals throughout the state of Michigan to ascertain their use of and attitudes toward libraries.

This research revealed some interesting facts, particularly about non-users. Non-users watch more television than users. They are generally not aware of the breadth and variety of resources and services

available in the library. Besides considering the library as a “quiet” and “boring” place, they find the call number system confusing and the lack of or obscurity of signage a hindrance to finding materials.

The following are some suggestions made based on the above survey: “Libraries must work to build an image that is more relevant. . . . Product quality/variety and availability remain a ‘tipping point’ for many customers. . . . Libraries may look to private sector innovations [bookstores, etc.] to determine what resonates with customers. . . . Libraries must expand marketing efforts beyond the walls of the building.”

In summary, this workshop turned out to be packed with great ideas for large and small libraries. The evaluation indicated that many appreciated the presentations. Getting involved with the library community is a blessing to me.

Wolfhard Touchard is Reference Librarian at Andrews University, Berrien Springs, Michigan (touchard@andrews.edu).

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Don't Forget to Vote!

Cast your vote for the 2002 slate of ASDAL officers and committee members by May 31, 2002. The official ballot should be sent to Chloe Foutz, Chair, ASDAL Nominating Committee, Union College Library, 3800 S. 48th Street, Lincoln, NE 68506.

ARCHITECTURE LIBRARIAN GOES TO EDINBURGH

By Kathy Demsky

Since 1987 the Architecture Resource Center (ARC), a branch of James White Library, has developed a relationship with an international organization known as The Environmental Design Research Association (EDRA). Through this relationship the ARC is the official repository for 33 years of materials collected for the study of environment and behavior research and design and displayed at each annual EDRA conference.

The essence of EDRA is to advance the art and science of environmental design research, to improve understanding of the interrelationships between people and their built environment with the natural surroundings, and to help create environments responsive to human needs. EDRA provides many opportunities for the exchange of ideas.

Currently I, as Architecture Librarian, have the responsibility for preparation of the annual book display. Each year I contact an international group of publishers requesting materials of interest to EDRA and inviting them to send display copies of new materials to be exhibited at the conference. Materials are selected across disciplines reflecting research interests of the diverse EDRA membership. These titles are listed in an annual bibliography which is available in print. Bibliographies from 1987 to the present are also available online (<http://www.arch.andrews.edu/library/>).

The annual conference is hosted each Spring by a different university. Attendance is international, culturally diverse, and multi-disciplinary amongst the sciences and humanities. Cross-disciplinary discussions and research are ongoing through publications, electronic discussion groups, and personal communication, but the culmination takes place each year in the electric atmosphere of the annual conference.

Each year there are 20-40 boxes of books, journals, media, and other materials to transport to the conference site. It has usually been possible to use the school van to travel to places in North America such as St. Louis, Missouri; Montreal, Canada; Boulder, Colorado; Orlando, Florida; etc. Last year's

conference was held in Edinburgh, Scotland, which presented a challenge as to how to get the books from Andrews University (AU) to Scotland. Thanks to the teamwork of Dr. Neville

Clouten, Dean of Lawrence Technological University, and North West Airlines, the books flew at no cost to us.

My husband I arrived in Edinburgh two days before the conference began. We needed time to find where the books were located and set up the book display. There were 20 plus boxes of books, which my husband carried one at time up a very narrow spiral stair case. No elevators! There was a beautiful view from the windows of the book display. The display is open 8-10 hours a day in a centralized place for the convenience of attendees. It is always busy and full of people with lots of questions.

This year in requesting books, I invited the US publishers to send their books as usual to the ARC. But the European publishers and publishers from all other countries sent their books to the conference site, so it was like Christmas to finally see all the books that had come. There were over 400 book titles plus videos.

About 500 EDRA members from all parts of the world were in attendance at the conference. In addition to many presentations, there were morning and afternoon teas at the conference site. I also pinned up one of my student assistants' poster session for him. At the banquet it was announced that he was a student winner. We always receive kudos at the banquet for the work that AU does in providing the book display. The EDRA conference also includes several receptions which are hosted by local architecture firms.

Because I have been elected to sit on the EDRA Board of Directors for a three-year term, I attended my first board meetings in Scotland. They were very interesting. I am on three committees on the board. We meet three times during each EDRA conference and once each year at the future conference site.

After packing up the books at the end of the conference, I was really tired and anxious to get home. This EDRA conference cost less to attend than in former years since we were already in Europe and we stayed at an inexpensive Bed & Breakfast, but in terms of logistics it was much more work to prepare

the book display, coordinate, and transport everything. I thank God for providing opportunities for AU's successful involvement with this international organization.

Kathy Demsky is Architecture Librarian at Andrews University, Berrien Springs, Michigan (demskyk@andrews.edu).

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FRIEDENSAU EXPANDS

By Ralph Köhler

Changes in the Library

Within the last three years Friedensau University (FU) Library has expanded to a total floor space of 8,826 sq. ft. (820 sq. meters) on all three floors of the library. This addition has made room for a music library, three new offices, and an electronic classroom with six workstations.

It has also provided space for the library of the Association for Free Church Research (Verein fuer Freikirchenforschung, Muenster), a special collection promoted by the local labor office. Listings are entered in a database. More information is available at: <http://www.freikirchenforschung.de/>

With the current expansion, the library has more than 1.25 miles (2.5 km) of shelf space and 10 public access computers, excluding the computers in the classroom. A multimedia room is expected to be completed next year.

First ALICE Member in Europe

It was a great step for our Library and the entire FU to join the ALICE consortium. The EBSCO database is very helpful and closed a gap in English-language-oriented research. Thanks a lot to all of the ALICE members for their help.

Minolta Book Scanner

FU Library now has a Minolta Book Scanner PS 3000 and Copy Machine DI 30, purchased secondhand for a reasonable price in January 2002.

ASDAL Europe Conference

The FU Library is planning an ASDAL Europe conference from Tuesday, July 29 until Sunday, August 3, 2003 in connection with the International Federation of Library Associations and Institutions (IFLA) conference taking place in Berlin August 1-9, 2003. All European librarians, and particularly Eastern European librarians are invited. Guests from overseas are cordially welcome. Details will be given at a later date in *ASDAL Action* and also at the coming conference in Argentina.

Invitation to IFLA Berlin 2003

The German National Organizing Committee and the German library community take great pleasure in inviting you to the 69th IFLA General Conference and Council which will take place in Berlin, the new capital of Germany, from August 1-9, 2003. Berlin is a dynamic example of the process of merging different systems and societies. As capital of the now unified Germany and as a symbol of European integration, Berlin offers a unique opportunity to intensify contacts with colleagues from all over the world. Berlin will offer you a stimulating and interesting scientific and social meeting. Information is available in English:

<http://www.ifla.org/IV/ifla69/index.htm> or in German: <http://www.ifla.org/IV/ifla69/index-g.htm>.

Collaboration Project for Digitization

Through ASDAL we have a chance for collaboration between Adventist libraries overseas. We can create a project for Adventist materials around the world or between USA and Europe with International Digital Libraries Research –a joint funding program from the Deutsche Forschungsgemeinschaft (DFG) and the National Science Foundation (NSF). Who is interested in this project? We would like to digitize our older German SDA periodicals and other archival materials. Information is available in English at: http://www.dfg.de/foerder/biblio/neues/dfg_nsf.pdf or <http://www.nsf.gov/pubsys/ods/getpub.cfm?nsf02085> and in German at:

http://www.dfg.de/foerder/formulare/1_53.htm.

Ralph Köhler is Library Director at Friedensau University, Friedensau, Germany
(Ralph.Koehler@ThH-Friedensau.de).

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The ASDAL web site has all the latest information on the 22nd Annual Conference. Check it out: <http://www.asdal.org/>.

REVIEWS

Skidelsky, Robert. *John Maynard Keynes*, vol. 3, *Fighting for Freedom, 1937-1946*. New York: Viking, 2000. 580 p.

This is the concluding volume of Skidelsky's monumental trilogy on the life and times of British economist, John Maynard Keynes. This volume focuses on the last nine years of Keynes' life. It covers Keynes' patriotic struggle for the survival of Britain as a great power as well as his personal struggle with a terminal heart disease. By 1937 Keynes' economic theories had not only become the official basis of British economic policies but the concept of macroeconomic stimulus in times of recession was also becoming rapidly accepted by the new generation of economists and policymakers worldwide. The ascendancy of Keynes' personality and theories make for a great story that is adeptly told. Yet, by exposing Keynes' true historical importance during the crisis of the British liberal tradition of the early 20th century, the author has done more than just tell a great story. Skidelsky has created a masterpiece about the unsurpassed mastermind of classical liberal economy.

The fact that Lord Skidelsky, a Professor of Political Economy at the University of Warwick, spent most of his career studying Keynes does not undermine the value of the book. To the contrary, the length of the project demonstrates how meticulously Skidelsky

approached his writing. This is also an example of a perfect match between the biographer and “biographee.” Skidelsky, an excellent writer and a master of the English language himself writes about another “masterly user of English” whose “quotable quotes” have been quoted by almost everybody.

Keynes made himself internationally famous and influential by writing *Economic Consequences of the Peace* (1920), which was an attack on the financial provisions of the Treaty of Versailles. *General Theory of Employment, Interest and Money* (1936), arguably the most important theoretical work in economics published during the 20th century; and *How to Pay for the War* (1940), a political essay written in great haste to influence the British policy debate in 1940, reconfirmed Keynes’ greatness. He also initiated the collection of data that resulted in the first reliable calculation of British income statistics. He was heavily engaged in preparation of the 1941 British budget which established the framework of budgeting for the whole duration of the War.

One of the central debates of the book revolves around the mystified nature of Anglo-American relations during the Second World War. It is anything but easy to explain how the British lost their international hegemony to the United States. Skidelsky starts his highly revisionist exposé by showing that relations between the United States (US) and Britain were at an almost all-time low in 1940. Skidelsky sees the bilateral relations as having been far more tense and conflicting than most historians. He justifies it by the fact that the Americans, who were still discontented with London’s failure to pay the First World War debts, were run by one of the most anti-imperialist presidents, Franklin Roosevelt. Harry Dexter White, a key aide to Harry Morgenthau, Jr. and active participant in the bilateral negotiations, is another influential American who suffered from acute Anglophobia like many other US officials of the time.

After an absence due to a complicated and prolonged illness, Keynes re-entered the stage. Although he was sent to Washington to negotiate new war loans, his main goal was to save the British Empire. The book’s British subtitle, *Fighting for Britain*, is a better fit than *Fighting for Freedom*, which was thought to be more “user-friendly” for the US market. Keynes tried to find money that would enable Britain to fight. Thus, his role was comparable to Churchill’s role

although Keynes was less determined to save the Empire than Churchill.

A good part of Skidelsky’s book follows Keynes’ partially successful, but more often than not, merely brave efforts to roll back the US demands. The Americans preferred to lend only on good security while Keynes was fighting for unsecured loans with special concession on interest rates and timing of repayments. Keynes did not manage to persuade the Americans to give grants to Britain, neither did he manage to prevent them from overseeing British reserves and controlling the balance of payments under the lend-lease arrangement. Keynes was overly optimistic about American attitudes toward giving Britain a postwar loan on favorable terms. Perhaps Keynes’ only successes were the Bretton Woods institutions--the International Monetary Fund and the Bank for Reconstruction and Development. Yet, for Skidelsky, Keynes was “a successful hero, not a tragic one.”

Skidelsky’s book, which provides an authoritative study of John Maynard Keynes, is indispensable reading for anybody who wants to understand one of the most important economists of that time. It is also likely that no other biographer will ever surpass Skidelsky’s massive and detailed work on Keynes. It is further refreshing to see that Skidelsky portrays Keynes realistically and exposes his blunders in the same way as he praises his considerable success.

By Josip Mocnik, doctoral student, Bowling Green University, Bowling Green, Ohio.

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FROM A DISTANCE . . .

By Marilyn Gane

Let’s just take a minute to review our efforts: we have consulted with faculty and staff as to their requirements for distance students, we have studied the ACRL guidelines, we have designed the services accordingly, we have given our students access to our online databases from off-campus, but . . . we are still being bombarded with questions about how to use them!

Library Instruction! It's one thing to conduct a face-to-face library instruction (LI) class, but what does it take to deal with students at a distance? How do we convey the same information to our off-campus students? Some of us may be lucky enough to be able to conduct LI classes to distance students when they take on-campus intensives. Others may have distance students not very "distant" at all and may be able to actually travel to their learning site to conduct LI classes. However, it still remains that the majority of us have to convey all that information in cheat sheets, by phone or email, or electronically via online tutorials, and database guides, bearing in mind that the majority of distance students are older, have less familiarity with technology, and are probably still getting over the trauma of going back to school. Libraries just aren't what they used to be!

This month's column will look at what some of our colleagues are doing to face this challenge. My thanks to Ann Greer, Head of Distance Education at Southern Adventist University's McKee Web Library (email: atgreer@southern.edu), and Sabrina Riley, Instruction Librarian at Andrews University's James White Library (email: puseysa@andrews.edu).

Ann Greer

The missions of the academic institution and the library, the library goals, and other pertinent authoritative guidelines provide the foundation for the various library

support resources and services for distance learners of cultural diversity. In an electronic gateway or homepage for exclusive use by off-campus constituents, these criteria are transparent to users but may be detected by library administrators. For example, language can be a barrier to giving comparable support to off-campus constituents that on-campus learners who are usually bi-lingual receive. To compensate, a homepage must contain a hyperlink to a language translator so that librarians and learners can easily communicate electronically. Database and bibliographic instruction at a distance can also pose problems, but these problems can be solved by accuracy and specificity in the syntax of tutorials. Interactive synchronous services, such as desktop videoconferencing and chat with a reference librarian, computer support technician, or periodicals staff can be better scheduled by a learner if the homepage contains a hyperlink to time zone information.

Another challenge for students at a distance is for the librarian to promote a sense of belonging and identification with the institution that is granting the degree. Pictures of the university library's dioramas and displays that fit into the international and spiritual dimensions of the university mission and the overarching mission of the Seventh-day Adventist denomination may be digitized and included in the library news hyperlink. Also, upon enrollment of each distance student, an initial and individualized e-mail welcome letter can be routed to each enrollee. The salutation should be personalized, and the body of the letter should refer to the enrollee's electronic course with a hyperlink to the fulltext databases of resources that are specific to class assignments.

In designing the homepage

<http://www.library.southern.edu/disted/> to address these challenges, the off-campus librarian at Southern Adventist University employed the elements of human computer interaction (HCI) and Bloom's taxonomy of learning. The homepage hyperlinks are divided into three color bands since color coding aids in the HCI elements of cognitive processing, orientation, memory, and ease of use. Bloom's taxonomy helped in the development of the instructional tutorials since student learning outcomes and performance indicators required of accrediting bodies can be easily integrated and traced by the use of online interim- and post-course surveys of library support. The Association of College and Research Libraries (ACRL) <http://www.ala.org/acrl/> recommends the incorporation of Bloom's thinking skills to easily assess learning outcomes of library instruction.

For samples of tutorials utilizing Bloom's taxonomy, see <http://www.library.southern.edu/disted/tutorials/tutorial.html>. The "Information Literacy Skills" tutorial contains a module on evaluating and using information which involves Bloom's highest level of thinking. To indicate if a student has achieved the learning outcome, the following statement could be included on a post-course survey: "The tutorials have helped me to identify scholarly and non-scholarly information." Similarly, the search engine tutorial incorporates Bloom's thinking skills of comprehension, application, and synthesis. The following question could be posed on an interim-course survey: "Are the tutorials assisting you with learning how to locate and use resources via search engines?"

Sabrina Riley

Good library instruction requires one to present the same information using a variety of techniques in order to connect with people who prefer different learning styles. Reaching out to off-campus students is no different. When students are at a distance not only does personality play a role in how they learn, but so does the communication and information technology available to them. In order to reach the broadest possible number of students, the James White Library employs a number of communication methods.

In general, a student's first contact with the James White Library is an orientation. This may take place during an on-campus intensive (usually in the summer), or during intensives in other locations. Librarians conduct on-campus orientations. However, librarians are presently unable to travel to off-campus locations. Instead training sessions are offered to faculty who will be traveling to these sites so that they will know what they need to tell students. Students at both on-campus and off-campus orientations receive a bookmark with the Library's contact information on it and beginning this summer students will also receive a tri-fold brochure outlining the Library's services for off-campus students.

During these orientations, students also learn about instructional resources on the James White Library web site. An interactive online tutorial, "The Library Primer" (<http://www.andrews.edu/library/screens/tutorials.html>), teaches the full range of information literacy skills from navigating the Web to understanding copyright. The "Library Instruction Sourcebook" (<http://www.andrews.edu/library/screens/tutorials.html>) offers quick guides to citing electronic sources, selecting subject specific databases, searching databases (in printable .pdf), and more. Information about all of our off-campus services, including links to email reference and a FAQ (Frequently Asked Questions) section can be found at "Services to Off-Campus Students" (<http://www.andrews.edu/library/ocls/offcamp.html>). Students who are not comfortable with email are encouraged to phone for additional help.

One Final Word

Having just returned from the 10th Off-Campus Library Services Conference in Cincinnati, I was

interested by the number of presentations dealing with Information Literacy, Library Instruction and the incorporation of information skills into course curricula. These papers are well worth looking at and are available from the OCLS Conference website: <http://ocls.cmich.edu/conference.htm>

Some Dates for your Calendar

InfoToday 2002: The Global Conference & Exhibition on Electronic Information and Knowledge Management
May 14-16, 2002,
New York Hilton and Towers,
New York, New York
<http://www.infoday.com>

ALA Preconference: Digital Reference @ Your Library
June 14, 2002, 8:00am-4:30pm,
Atlanta, Georgia
<http://www.ala.org/events/annual2002/registration.html>
<http://www.ala.org/rusa/mars/preconf.html>

AVLN Distance Learning Conference 2002
June 23-28, 2002,
Southern Adventist University,
Collegedale, Tennessee
<http://www.avln.org/conference/index.htm>

18th Annual Conference on Distance Teaching and Learning
August 14-16, 2002,
Manona Terrace Convention Center,
Madison, Wisconsin
<http://www.uwex.edu/disted/conference>

Marilyn Gane, Chair of ASDAL's Ad Hoc Committee on Distance Education, is Coordinator of Off-Campus Library Services at Andrews University, Berrien Springs, Michigan (mgane@andrews.edu).

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ADVENTIST RESOURCES COLUMN

By Marilyn Crane

The titles listed in the column this time are selected dissertations on Seventh-day Adventist subjects completed in 2000 and 2001. Since UMI selectively indexes theses and dissertations from the U.S., Canada, and Europe, it would be most helpful to hear from those of you who know about titles, especially by your faculty, that might not appear in UMI. Also, it is important to learn about titles for theses and dissertations produced in other areas of the world. You can send title/author information to me via email at: mcrane@dwebb.llu.edu. Thank you for adding to the body of Adventist literature world wide.

- Abel-Cooper, Tabitha Bethany. *The association between video game playing, religiosity, parental guidance and aggression, in sixth through eighth grade students attending Seventh-day Adventist schools*. Dr.P.H., Loma Linda University, 2000.
- Bulthuis, Kyle Timothy. *Food for thought, food for action: an historical analysis of Latter-day Saint and Seventh-day Adventist dietary laws*. M.A., Utah State University, 2000.
- Craig, Bryan Kingsley. *Intimacy in marriage: emotionally focused marital education within the Australian Seventh-day Adventist church*. D.Min., Fuller Theological Seminary, 2000.
- House, Murray Stuart. *Building Christian leadership to renew Caboolture Seventh-day Adventist Church (Brisbane, Australia)*. D.Min., Fuller Theological Seminary, 2001.
- Kim, Gyung Gu. *A longitudinal study of Seventh-day Adventist adolescents through young adulthood concerning retention in or disaffiliation from the church*. Ph.D., Andrews University, 2001.
- Lampkin, Andy. *A critical study of the Seventh-day Adventist health teaching tradition in light of the contemporary situation of public health and globalization*. Ph.D., Vanderbilt University, 2000.

- Lopez, Annabelle Imperio. *Teaching strategies and adaptations of teachers in multiculturally diverse classrooms in Seventh-day Adventist K-8 schools in North America*. Ed.D., Andrews University, 2001.
- McGarrell, Shirley Ann. *Differential perceptions of English teachers about the teaching of literature in Seventh-day Adventist secondary schools in selected regions of the Caribbean*. Ph.D., Andrews University, 2000.
- Mainda Philip Omenge. *A study on selected factors influencing school choice among the Seventh-day Adventist population in southwest Michigan*. Ph.D., Andrews University, 2001.
- Pichette, Raymond Robert. *Developing a discipleship ministry at Port Charlotte Seventh-day Adventist Church (Florida)*. D.Min., Fuller Theological Seminary, 2000.
- Rasmussen, Ronald W. *A strategy for enhancing ministry effectiveness in the Central California Conference of Seventh-day Adventists*. D.Min., Fuller Theological Seminary, 2001.
- Saunders, Andre Leonardo. *A model for stewardship in an African-American Adventist church*. D.Min., United Theological Seminary, 2001.
- Shee, Soon-Chiew. *Leadership and religiosity: a study of Seventh-day Adventist K-12 leaders*. Ed.D., La Sierra University, 2001.
- Siebold, Randy Jay. *Educational design theory: theory development of an Adventist learning environment design process*. Ph.D., Indiana University, 2000.
- Watkins, Cecilia Michelle. *A comparative study of health risk profile results between Seventh-day Adventist college students and public college students*. Ph.D., University of Tennessee, 2000.

Watts, Ralph Steven III. *A strategy for small group relational evangelism for the Ukiah Seventh-day Adventist Church (California)*. D.Min., Fuller Theological Seminary, 2001.

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Marilyn Crane is Special Collections Cataloger at Loma Linda University, Loma Linda, California (mcrane@dwebb.llu.edu).

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BYTES AND BITS

Andrews University

April 2002 was the launching month for the third James White Library strategic plan, *Direction*. Designed with the compass as a logo, *Direction* points the way to the library's future with four main goal areas—Communities (the people we serve), Environment (the space we occupy), Knowledge Resources (the information we provide), and Human Resources (the team of librarians and support staff). Overlaying all goal areas are two themes, faith and assessment. The new plan builds and expands upon our 1994 strategic plan, *Beyond Walls*, recognizing that the dynamic changes affecting the academic world present new challenges for libraries.

During the months of March and April, the James White Library hosted an exhibit that traced the development of radio and television in Michigan. *On the Air* showcased the development of broadcasting through the twentieth century. Using photographs, artifacts and recordings, the touring exhibit from the Michigan Historical Museum emphasized Michigan personalities including John Fetzer, who pioneered radio broadcasting in southwest Michigan when he founded WEMC at Emmanuel Missionary College in 1923.

Keith Clouten

Loma Linda University

Jerry Daly, Library Director, accompanied Chancellor Richard Hart, Vice-President for Global Outreach Joan Coggin, and others to Kabul, Afghanistan, April 7-18. There they met with government officials to discuss ways that Loma Linda University can best assist Kabul Medical Institute in providing quality education for Afghan medical students once again. G. Gordon Hadley, M.D. and his wife are already on the campus to help with the rebuilding process. After assessing the needs of the library, Daly plans to involve his staff in assisting the Kabul Medical Institute librarian create a modern, functioning library.

Associate Director, Carlene Bogle, married Eugene Drake on March 30 in Matheson Chapel at La Sierra University. Gene is an entomologist for the California Department of Agriculture based in Riverside.

The *Bibliography of Ellen G. White Titles* has been brought up-to-date with the addition of new titles (selections or compilations). The bibliography is available in print (\$15.00 - contact Marilyn Crane at mcrane@dwebb.llu.edu) or online at <http://www.llu.edu/llu/library/>. Choose the Adventist Resources button on the left; choose Database Searches; and go to the Ellen G. White Estate section to click on the database title.

Marilyn Crane

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Pacific Union College

In 1982, PUC began cataloging books using the LC classification system. Unfortunately, retrospective conversion was not done and a split collection coexisted until this year. In other words, books cataloged prior to 1982 had Dewey classification and those cataloged since had LC.

Three years ago, we decided to reclassify the Dewey collection into LC and we just finished the project last month. In three years, we reclassified 73,859 books. We now have a unified collection for the first time in 20 years. Special thanks and recognition go to Linda Maberly, Catalog Librarian, and her distinguished and productive team.

Adu Worku

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Obituaries

Please inform the editor of the death of any retired librarian so that special recognition can be given to our outstanding predecessors in the field of Seventh-day Adventist librarianship. Thanks to Bessie Lobsien for this suggestion.

Lauren Matacio

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ASDAL OFFICERS, 2001-2002

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ASDAL Action is the official publication of the Association of Seventh-day Adventist Librarians. Its purpose is to keep members abreast with the association's activities, collection development projects and activities related to SDA materials, and the progress of SDA libraries throughout the world. It includes book reviews, bibliographies, and articles that keep SDA librarians up to date with the profession.

It is published three times a year: fall, winter, and spring. Deadlines are October 15, January 15, and April 15. Subscription is part of the ASDAL membership fee. Non-members pay \$10.00 per year.

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