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# THE PRESIDENT'S LETTER

*By Paulette McLean Johnson*

Greetings, and thank you for allowing me to serve as president of the Association of Seventh-day Adventist Librarians' (ASDAL) for this year. As I pondered what to write, I asked myself whether the president's letter should be informative, reflective, motivational, or something else. I'll let you decide, but I'd like to share **four Cs** that are significant to ASDAL in 2003-04.

It is a year of unprecedented **change**. At our 2003 conference we celebrated the decades of service given by five outstanding Seventh-day Adventist (SDA) librarians. Their retirements, combined with career changes among other colleagues, have created a ripple effect on library personnel that will be felt for a long time. Even as this academic year progresses, there are talks of more imminent retirements.

This change in leadership provides opportunities for promotion on one hand, while it highlights the **challenge of recruitment and retention** on the other. The job listing site advertises positions yet to be filled. How do we get bright, young undergrads or even high school students to consider librarianship as an attractive and rewarding career? How do we attract SDA librarians to denominational employment? What do we need to do to keep librarians employed in SDA institutions satisfied and fulfilled in their professional role?

Another action at the 2003 conference was the vote to increase annual dues so a portion could be allocated for public relations. At a recent College Fair where the library was represented, a student asked, "Is it true that you need to get your masters (degree) to be a librarian?" I responded, "Of course," then explained that the Master of Library Science is the recognized professional degree. Increased publicity about ASDAL and the profession is one step in the right direction. Other steps might include listing ASDAL in the Adventist Professional Network, being visible and active on campus, being excited about our work, securing funding for employees interested in pursuing graduate studies in library science, and generously supporting the D. Glenn Hilts Scholarship.

This is also the time for increased **cooperation** between academic and school librarians and also between ASDAL members worldwide. The School Library Section, under the able leadership of Wolfhard Touchard, has made strides in this area. In addition to hosting the pre-conference, Touchard has developed an excellent Web site, <http://www.andrews.edu/library/RefDesk/ASDAL/sls.html>, that promotes ASDAL to academy librarians and provides easy access to a wealth of resources appropriate for K-12. Involvement in CIRCLE, the SDA clearinghouse for curriculum and instructional materials (<http://nadeducation.adventist.org>), provides opportunities for greater cooperation. The First ASDAL European Chapter Conference, hosted by Ralph Köhler and with Keith Clouten as the main speaker, is an example of international cooperation. As we continue to grow, we seek ways to be relevant to all our members.

Your personal and professional **contributions** make ASDAL thrive. Continue to give of your time and expertise to committees, conference programs, and individuals in your sphere of influence. Communicate with ASDAL officers about issues that are important to you and help us make this a productive and fun year.

In June 2003, ASDAL received the Organization Collaborative Spirit Award presented by the Adventist Virtual Learning Network. This award recognized ASDAL's "powerful spirit of networking and collaboration in Adventist education."

Thanks so much! A special word of thanks to Margareta Sbacchi, Library Director, Atlantic Union College (AUC), and her team for hosting a memorable and successful annual conference held at AUC, June 13-18, 2003. Conference attendees expressed appreciation by saying, "Thank you to all who were involved here at AUC. Hospitality at it's best. Thank you, thank you."

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*Paulette McLean Johnson, ASDAL President, is  
Director of Library Services at Oakwood College,  
Huntsville, Alabama ([pjohnson@oaks1.oakwood.edu](mailto:pjohnson@oaks1.oakwood.edu)).*

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# “LIBRARIES, LEADERSHIP, AND THE FUTURE” IN RETROSPECT

By *Cynthia Mae Helms*

The 2002-2003 fiscal year was a busy and exciting one for me. The 23rd annual conference is over and I have turned the gavel over to the new president Paulette Johnson. I wish to thank the officers and committee members who have done their best to keep the association alive by doing their jobs and responsibilities. Besides the SDAPI and ALICE boards which met during the year either via conference calls or email, there are other committees whose efforts need to be recognized.

I wish to extend my appreciation to the Site Planning Committee for their quick and efficient action to replace Kingsway College with Atlantic Union College (AUC) as the site for the ASDAL 2003 Conference. Their efforts were rewarded because Margareta Sbacchi and her staff did an excellent job of hosting us, even when Margareta was faced with the critical medical situation of her husband. We are glad to report that by the time the conference was over, Dr. Sbacchi was out of the hospital. We have not had an ASDAL Conference at AUC for a long, long time and this was indeed a very good chance to see eastern hospitality in action. Thanks once again to Margareta and her staff for being such friendly hosts and hostesses!

We cannot thank the Conference Planning Committee enough for the interesting conference we had. The conference commenced with an Agape Supper that set the spiritual tone for the rest of the conference. It was a neat idea to have tours and lectures (not to mention the hor d'oeuvres) prior to the banquet, for they gave us an insight into local information and taste.

Last year I introduced the idea of having posters, exhibits, and a swap shop. I was glad to see that interest along these lines has grown because there was a room full of posters, exhibits, and swap shop materials. I would like to see more of these in the coming conferences, for they provide additional methods by which we can share information with each other.

The Constitution and Bylaws Committee was very active throughout the year. In fact, there were so many new changes that were presented during the few minutes of the chair's reporting time that several items had to be referred back to the committee for the coming year.

Look for the approved changes in the Web version of the Constitution and Bylaws and come to the next conference ready to deal with the other issues that we did not have time to cover during our business session. Thanks to the chair of the Constitution and Bylaws Committee, Steve Sowder, and his committee members.

In the last few years we have noticed a decline in the school librarians and therefore I made it a high priority to revive the School Librarians Section (SLS). First of all I verified that the previous chair's term of office had expired; then the Executive Committee appointed Wolfhard Touchard to fill in the slot. We now have an active group of members in the SLS. Flyers have been printed to promote the section. The school librarians need our support. If you want to volunteer or if there is any way you can support the SLS, write the chair at [touchard@andrews.edu](mailto:touchard@andrews.edu).

One of the major jobs accomplished this year was updating the membership directory and the job openings on the ASDAL web site. We certainly made a timely decision last year to put up job openings in our Web site! There were so many openings that Stan Cottrell, Web site coordinator, and I had to be on our toes most of the year.

For the benefit of those who did not attend the conference, I will give you the most current information regarding personnel changes that have come to my attention. We realize that these changes will have a domino effect in the coming years as we see the "graying" of SDA librarians. (*See the table at the end of the article.*)

## The Conference

Finances were discussed at this conference. We voted an increase in the membership fee. We hope that this will help in marketing our association within and without the association. The need to audit the association's funds was also brought out and will be followed through in the next year. The Scholarship Committee is interested in being more aggressive in their fund raising efforts. Don't be surprised if you get a letter from them soon.

Some of the changes discussed at the conference were the relocating of the ASDAL archives from Union College to Andrews University, the inclusion of a library director in the Statistics Committee, the termination of the Distance Education Committee, and the Executive Committee's task of appointing a distance education liaison between ASDAL and other existing organizations. A committee on preparing a Library Manual was formed last year but no progress report was given this year.

The need for an overseas libraries coordinator was questioned because we have come to a point where we currently have good representation from countries outside North America. Since this question came up after a coordinator was appointed, this is a matter for future consideration.

As you read this current issue of ASDAL Action, you will notice that it has a special emphasis: marketing. This is also another new idea that was presented in the last conference. The editor, Lauren Matacio, intends to have a special emphasis for each issue as follows: Winter - Behind the Scenes (Technical Services, Collection Development, Interlibrary Loan, and Systems Management); and Spring - Human Resources.

One special feature at this conference was honoring a big number of retirees, namely, Marley Soper, Keith Clouten, Hernan Hammerly, Chloe Foutz, and Jannith Lewis. All but Lewis were present to enjoy Lauren Matacio's short vignettes and visual presentations about each of them. Each honoree received a scrapbook of ASDAL memories and a present.

The conference would have been incomplete without the presentations. Thanks to all those who presented at the conference. We were all challenged to be servant leaders regardless of our position and personality. Interesting seminars were conducted by Tim Collins from EBSCO, Bradley Booth from Atlantic Union College, and Tom Abbott from the University of Maine. The following ASDAL members gave presentations: Gilbert Abella - servant leadership, Cynthia Mae Helms - student employees as valuable team members, Ruth Swan - polling customer satisfaction, and Larry Onsager - integration of information resources. Annette Melgosa moderated a panel of retiring librarians as they shared their leadership experiences.

That was the gist of the annual conference. You may find more information in the secretary's highlighted minutes elsewhere in this issue. For those of you who were in attendance, I hope you enjoyed the time we had together. And for those who did not make it for one reason or another, I hope this article has given you a glimpse of what transpired. Let us support the new officers and committee members as they face the challenges of this fiscal year.

### **Looking Forward**

I congratulate Ralph Köhler for taking the initiative to plan a European chapter meeting to coincide with the International Federation of Library Associations meeting in Berlin. He put up posters and announced ASDAL Europe's conference at the last two conferences and his efforts have paid off. The ASDAL Europe conference has truly turned out to be a successful endeavor as reported elsewhere in this issue. We are glad that Ruth Swan and Keith Clouten went to Germany to make presentations and to give the North American presence. Don't we wish we could all have been there!? We extend our blessings to the European chapter as they plan and carry out their projects.

Obviously not too many of us were able to go to Germany but we can start saving up our money for the next international conference. During the AUC conference, there was a suggestion that the conference in 2007 be held outside North America. We are waiting for the official announcement regarding the site of the next international conference, which is just four years away. If you cannot wait that long and you really have a great desire to travel, you probably should plan to attend the next ASDAL Europe conference at Collonges, France in 2005.

I look forward to seeing all of you at the Florida College of Health Sciences for the association's 24th annual conference.

INSTITUTION AND POSITION	OUTGOING	INCOMING
Andrews University- Library Director	Keith Clouten	Larry Onsager
Andrews University - Instruction Librarian	Sabrina Riley	Lauren Matacio
Andrews University - Head, Bibliographic Services	Lauren Matacio	Sallie Alger
Andrews University - Director, Center for Adventist Research	Newly created position	Merlin Burt
Columbia Union College - Access Services Librarian	Don Essex	
Florida Hospital College of Health Sciences	Marley Soper	Deanna Stevens
Hong Kong Adventist College - Library Director	Elizabeth Ruiz	
Kettering College of Medical Arts- Library Director	Ellen Rohmiller	
Oakwood College - Library Director	Jannith Lewis	Paulette Johnson
Pacific Union College - Instruction, Reference, ILL	Paulette Johnson	Gilbert Abella
Southwestern Adventist University - Library Director	Randy Butler	
Union College - Library Director	Chloe Foutz	Sabrina Riley
Universidad Adventista del Plata - Library Director	Hernan Hammerly	Sergio Becerra
Walla Walla College - Reference/ILL Librarian	Violet Maynard-Reid	

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*Cynthia Mae Helms, ASDAL past-president, is the Head of Information Services, James White Library, Andrews University ([helmsc@andrews.edu](mailto:helmsc@andrews.edu)).*

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*From the editor . . .*

Thinking about last summer’s conference still brings a smile to my face. It was filled with many memorable moments, not the least of which was trying to walk the day after climbing to the top of the Bunker Hill Monument (was it really only 294 steps up)! For the benefit of those who were unable to attend, we’ve included a few photographs with this issue. Note the captions in the next column.

A big thank you to all who contributed to this special “Marketing” issue. The featured area for the Winter issue will be “Behind the Scenes.” I hope to hear from many of you with expertise in cataloging, acquisitions, collection development, interlibrary loan, systems, etc.

*Lauren Matacio*

<p><b>Photo Captions</b></p> <p><a href="http://www.asdal.org/htaccess/asdalauc.html">http://www.asdal.org/htaccess/asdalauc.html</a></p> <p>TOP - ASDAL 2003 Group Photo</p> <p>LEFT - Four retiring librarians: (L to R) Hernan Hammerly, Keith Clouten, Chloe Foutz, Marley Soper</p> <p>RIGHT - ASDAL officers pose after the banquet: (L to R) Paulette Johnson, Cynthia Mae Helms, Annette Melgosa, Lauren Matacio, Lee Marie Wisel, Marge Seifert.</p>
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## FLORIDA BOUND

By Bruce McClay

The 24<sup>th</sup> ASDAL Conference will be at the Florida Hospital College in Orlando Florida, June 18-23, 2004. Plans are underway to provide an enriching and entertaining experience for all. Deanna Stevens, on-site coordinator, already has been thinking of things for us to see and do. If you want to check out some possibilities, visit the following Web sites:

<http://funandsun.com/>  
<http://www.morsemuseum.org>  
<http://www.polasek.org/>  
<http://www.theholylandexperience.com>  
<http://www.rollins.edu/olin/>  
<http://www.kennedyspacecenter.com/>

There are other plans in-the-works too, but we aren't going to let you in on all our secrets. Of course, we can't see or do everything. Time, transportation, and money will limit us, but we wanted to whet your appetite with some possibilities.

The theme for the conference, to borrow a popular phrase from the business world, is: "Thinking Outside the Box." Think of ways that your library has demonstrated creative thinking, innovative solutions to conventional concerns, or challenges to traditional methods and assumptions. Please submit proposals for presentations to Bruce McClay at [mcclbr@wvc.edu](mailto:mcclbr@wvc.edu) or by mail at 10345 SE Market St., Portland, OR 97216.

Also, since housing in the Florida Hospital area is limited, we need a general idea of how many are considering coming. Stevens has already reserved a block of rooms at the only motel that is near the hospital. All rooms have a refrigerator, microwave, and living area with a sofa-bed. We need to know if more space is needed, so please email me your intentions at [mcclbr@wvc.edu](mailto:mcclbr@wvc.edu).

I look forward to receiving your proposals and seeing you in Florida in a few months.

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*Bruce McClay, ASDAL President-elect, is Assistant Librarian at Walla Walla College School of Nursing, Portland, Oregon ([mcclbr@wvc.edu](mailto:mcclbr@wvc.edu)).*

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## HIGHLIGHTED MINUTES OF THE 23rd ASDAL CONFERENCE

### "Libraries, Leadership, and the Future"

#### June 13-18, 2003, Atlantic Union College, South Lancaster, Massachusetts

By Marge Seifert

##### Friday, June 13

Tour of the Adventist Heritage Museum in the Village Church, South Lancaster, MA with Geraldine Grout, former editor of the *Atlantic Union Gleaner*, followed by an Agape Supper. Vespers presented by Rick Trott.

##### Sabbath, June 14

Tour to New Hampshire. Church was held in the Smith Memorial Congregational Church in Washington, New Hampshire. Heritage Tour included the Sabbath Trail and the homes of several pioneers of the SDA church.

##### Sunday, June 15

Adventist Resources Section

School Librarians Section

##### Monday, June 16

Welcomes: Paulette Johnson, President-elect; Cynthia Mae Helms, President of ASDAL; Margareta Sbacchi, On-site Coordinator and Library Director at Atlantic Union College

Devotional: Richard Brown, Professor of Biology, Chair of the Department of Natural Sciences at Atlantic Union College

Keynote Address: "Looking Into the Future: Online Journals, Secondary Databases, Full Text Databases, Linking-- How Will They All Evolve?" Tim Collins, Division General Manager, EBSCO Publishing and Vice President of EBSCO Industries, Inc.

Presentation: "Leadership for Everyone and Every Day," Gilbert Abella, Director, Office of Institutional Effectiveness, La Sierra University

Presentation: "Orienting the Student Employees at James White Library," Cynthia Mae Helms, Head, Department of Information Services, Andrews University

Presentation: "Personality and You - Part 1," Bradley Booth, Associate Professor of Education, Atlantic Union College

Panel Discussion: "Leadership in Libraries: Sharing Experiences," moderated by Annette Melgosa, Adventist International Institute of Advanced Studies; panel members: Chloe Foutz, Union College; Marley Soper, Florida Hospital College; Hernan Hammerly, Universidad Adventista del Plata; Keith Clouten, Andrews University

#### Poster Sessions

"Treasures in your Library," Larry Onsager, Andrews University

"Orienting the Student Employees at James White Library," Cynthia Mae Helms, Andrews University

#### Business Session I

Cynthia Helms, ASDAL President, brought the session to order. She announced the Executive Committee's appointment of Tony Zbaraschuk as Parliamentarian for the Business Sessions.

#### 2003 Election Results:

President-elect: Bruce McClay

Treasurer: Lee Marie Wisel

Constitution & By-laws Committee: Carolyn Gaskell

Awards & Scholarship Committee: Elizabeth Mosby

SDA Classification Advisory Committee: Liliana Velasquez

SDA Periodical Index Board: Genevieve Steyn

Site Planning Committee: Sharon Wion

Coordinators:

Membership: Genevieve Steyn

Publicity: Patricia Beaman

Overseas Libraries: Annette Melgosa

VOTED: Members of the Nominating Committee - Joel Lutz, Morris Iheanacho, Sandy Browning, Margaret von Hake, Ruth Swan

VOTED: Members of the Resolutions Committee - Marley Soper, Keith Clouten, DeForest Nesmith

#### Reports:

\*President's Report - Cynthia Helms

\*Secretary's Report - VOTED

\*Editor's Report: Lauren Maticio

\*Ad Hoc Distance Education Committee: No report

Other Business: VOTED that the official archives of ASDAL be moved to James White Library, Andrews University.

#### Reports:

\*Site Planning Committee - Ralph Köhler

\*Constitution and Bylaws Committee - Steve Sowder

VOTED that ASDAL make a change in amount of dues: \$20 for regular members, \$10 for developing countries, students and retirees. VOTED that a new section in Article III, Section 3 be accepted.

Breakout Sessions: Library Directors, Public Services, School Librarians, Systems, Technical Services

#### **Tuesday, June 17**

All day tour of Boston including the Freedom Trail and John F. Kennedy Museum and Library

#### **Wednesday, June 18**

Devotional in Founders Hall: "Give God a Face," Elizabeth Castle, Associate Pastor of the College Church for Evangelism, Outreach, and Training

Presentation: "Using Electronic Polling to Gauge Customer Opinion," Ruth Swan, Associate Director for Library Administration, Florida A & M University

Presentation: "Googling--Our Future?" Larry Onsager, Head of Patron Services, James White Library, Andrews University

Presentation: "Your Personality and You, Part 2," Bradley Booth, Associate Professor of Education, Atlantic Union College

## Business Session II

### Reports:

- \*Nominating Committee - Joel Lutes
- \*Conference Planning - Deanna Stevens invited everyone to Orlando, Florida, "the Sunshine state" for the next conference.

### Section Reports:

- \*School Library Section - Wolfhard Touchard
- \*Adventist Resources Section - Jim Ford

Presentation: "Assessment Workshop," Tom Abbott, Dean, Libraries and Instructional Support, University of Maine at Augusta; and Dean, University of Maine at Lewiston-Auburn

## Business Session III

### Reports:

- \*Constitution and Bylaws Committee - Steve Sowder

VOTED that changes be made to Article VI, Section 4, SDA Periodical Index Board: "The managing editor shall serve as the secretary," and "Those elected to this board should a) be a library director from a financially supporting institution; b) be an active member of ASDAL and c)..."

VOTED that the wording of Article VI, Section 2, "Updated copies sent to..." be changed to "Current version shall be made available on the Web site."

VOTED to accept this new wording of Article III, Section 2: "A majority of the members at the conference shall constitute a quorum at any meeting." Amendment to the motion was made to insert the word ASDAL.

VOTED to post only the most recent date on the Standing Rules.

Standing Rules, #5: Official documents will go to the treasurer for the archives. It has been voted that the archives will now be housed at Andrews University. This issue was referred back to Constitution and Bylaws Committee.

Other Business: Let the Executive Committee establish a liaison representative between the Adventist Distance Education Consortium (ADEC) and ASDAL. VOTED

### Reports:

- \*Scholarship and Awards Committee - Sandra Browning
- \*SDA Classification Committee - Stan Cottrell
- \*Statistics - Marge Seifert
- \*ALICE Council - Carolyn Gaskell
- \*SDA Periodical Index Board - Jim Ford

### Reports from Coordinators:

- \*Overseas - Keith Clouten
- \*Publicity - No report
- \*Web Site - Stan Cottrell

### Reports from Chapters:

- \*South American Chapter - Sergio Becerra
- \*European Chapter - Ralph Köhler

- \*Treasurer's Report - Lee Marie Wisel

### Breakout Session Reports:

- \*Directors - Larry Onsager
- \*Public Services - DeForest Nesmith
- \*Technical Services - Jim Ford
- \*Systems - Steve Sowder

Curriculum and Instruction Resource Center Linking Educators (CIRCLE) pamphlet was distributed.

## Banquet in Thayer Conservatory

2003 Resolutions were presented by Keith Clouten, Marley Soper, and DeForest Nesmith. Retirees Marley Soper, Keith Clouten, Chloe Foutz, Jannith Lewis, and Hernan Hammerly were honored in a presentation prepared by Lauren Matacio. Cynthia Helms presented the gavel to Paulette Johnson, the new president of ASDAL.

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*Marge Seifert, ASDAL Secretary, is Public Services Librarian at Southern Adventist University, Collegedale, Tennessee ([meseifrt@southern.edu](mailto:meseifrt@southern.edu)).*

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## **ASDAL EUROPE DIARY**

*By Keith Clouten*

It was my privilege this past summer to attend the inaugural conference of the new European chapter of ASDAL, held at Friedensau University in northern Germany, July 29-August 3, 2003. This was an exciting event and I am happy to share my report in diary form.

## Monday, July 28

I'm not sure that I really wanted to visit Berlin. I have had images of a city devastated by war, then sliced in two for nearly half a century, the pieces separated from each other by an ugly wall of concrete and barbed wire; then those incredible TV images of the smashing of the wall in November 1989. That happened less than fourteen years ago. How can a city with that kind of recent past still have a heart? Is Berlin a city without a soul?

I've come here to answer those questions in a visit of less than 24 hours! It is already mid-afternoon, and I've found my way by bus and U-Bahn (subway) from the airport to the small private Hotel Wilmersdorf in a quiet residential street. Surprisingly this is only a five-minute walk from the bustling heart of Charlottenburg, which developed as the downtown of West Berlin. In spite of the long journey here (I left home in Lacombe, Alberta, at 4 a.m. yesterday), I feel wide awake after a shower and change of clothes. So, accompanied by the "Lonely Planet" guide to Berlin, which I purchased just before the trip, I am heading out to explore the city. According to the guidebook, Bus 100 leaves from the Zoo Station every few minutes on a round trip that gives an overview of Berlin sights. It costs just 2.20 Euros and you can hop on and off the buses as often as you wish.

## Tuesday, July 29

It's 2:30 p.m. and I'm back at Berlin's Tegel Airport, waiting near the Scandinavian Airlines gate. Someone from Friedensau will come to pick me up about three o'clock.

It has been a very interesting day. Equipped with a Tageskarte (day pass) on Berlin's trains and buses, and two strong walking legs, I have been all over the city and back to the airport for just 6.20 Euros (US \$7). I spent the entire morning in and around Mitte, the traditional city center that was assigned to the Russian (East Berlin) zone after the Second World War. I started my itinerary at the Brandenburg Gate--a world-famous site that epitomizes the division of Germany into two nations and its re-unification just fourteen years ago. I walked the mile-long Unter den Linden, Berlin's broad "main street" avenue that is lined with trees and famous buildings. One of them is the large ivy-covered state library containing over 9 million books, periodicals, and manuscripts.

In spite of the ravages of war, the city retains many beautiful structures including the ornate French and

German cathedrals that face each other across Gendarmenmarkt plaza. I stopped at two of the remaining remnants of the Berlin Wall that once snaked its way through the city. The scars are still apparent in many places. Preserved fragments, as well as the museum at Checkpoint Charlie, serve as sobering reminders of the city's tragic past. One remaining section of the wall has become a gallery of street art. A poignant inscription reads, "The world is too small for walls."

My reflections are interrupted as someone touches my arm. I recognize Guido Delameilleure, from Collonges, who attended the ASDAL conference at Newbold in 1995. Soon we are joined by Stefano Pellegrini from Italy. Still to arrive here for pickup are Kirsi Peltonen from Sweden and Ruth Swan from America. We find them an hour later after a long game of airport tag. Our driver from Friedensau loads us and our luggage into his minibus and we head westward to Friedensau University, almost 150 kilometers away. We reach speeds of 165 km (100 miles) per hour on the autobahn and I'm glad that I said my prayers this morning.

## Wednesday, July 30

Friedensau is a beautiful school sequestered in the forests of the former East Germany, miles from a village or town. The park-like campus is laid out with attractive and nicely furnished buildings, including the guesthouse where we are accommodated. Our rooms are clean and beautifully appointed with new furniture. Bathrooms and showers are spacious, fully-tiled, and spotless. Meals at the Mensa (cafeteria dining room) are very good. A large banner across the campus entrance proclaims a welcome to the first ASDAL Europe Conference. Ralph Köhler, the library director here, has pulled all the stops to make us feel welcome. We are treated like royal guests.

On arrival last night we received our registration kits which include a 42-page conference program. Its length is dictated by the fact that everything for the conference, both written and oral, is presented in two languages, German and English. The chosen theme is "SDA Libraries in a Unified Europe." After supper we met for an introductory session in the Neuschule, the main academic building. A large seminar room has been nicely set up for all of our meetings. I counted fifteen attendees, mostly from western European nations all the way from Scandinavia in the north to Spain and Italy in the south, but there are also participants from the Czech Republic, Poland, Romania, and the former Yugoslavia. A representative from Zaoski Seminary in Russia had to cancel at the last minute because of visa problems.

This morning the conference begins officially with a devotional by Roberto Badenas who is the education director for the Euro-Africa Division. He has given significant support to this first-ever meeting of Adventist librarians in Europe. Important guests today include Jurgen Heeg who is the Minister for Culture in this German state of Saxony-Anhalt, and Gabriele Hermann who initiated a local consortium of public and academic libraries. I am honored to have the opening address (“Together We Can Win”), and feel even more honored when both guests quote my words in their subsequent presentations.

“Cooperation and Resource-Sharing” is today’s theme, addressed by each presenter. This evening’s round table is designed to apply that idea to future cooperation and networking between Adventist libraries throughout Europe. In some ways the barriers are formidable—so many languages, cultures, national and political issues—and these surface during the discussion. Ralph leads the group into a focus on collaborative projects that might work for a diverse group such as this. I sense a guarded optimism that we can do some worthwhile things together.

#### **Thursday, July 31**

This was “tour day” in the best ASDAL tradition. That tradition meant an early start and much traveling, but given a comfortable charter bus, the autobahn, and group camaraderie, the miles flew by. The tour took us to some amazing libraries, but we also had time to explore quaint medieval villages and towns.

At the old university town of Gottingen this morning, we had guided tours of the original library occupying an old gothic cathedral, and the architecturally exciting new library that houses 5.4 million volumes. For me, though, the event of the day was our visit to the historic Herzog August Bibliothek in the quaint little town of Wolfenbuttel. More than 400 years ago, a scholarly book-loving duke (August the Younger of the Guelph line) developed a fabulous personal library that reached 130,000 volumes by the time he died in 1666. Unfortunately the original building is gone, although its great rotunda was a model for the Library of Congress. Scholars flocked to this, the world’s third largest library of its time.

Today the Duke’s priceless collection, in his original classified order, forms the nucleus of an international research center. One is overwhelmed by the fabulous collection—more than 12,000 ancient and medieval manuscripts, one of the world’s largest collections of

incunabulum, and a single volume that was purchased for the all-time record price of 15 million dollars!

En route back to Friedensau this evening we paused for awhile at Marienborn, the abandoned checkpoint at the former border between East and West Germany. Now preserved as a somber memorial and museum by the German government, this checkpoint was the “eye of the needle” between East and West. It is a stark reminder of a recent past, and I will not soon forget what I saw there.

#### **Friday, August 1**

This is “Adventist Resources Section” day. Here, though, the emphasis is on preservation of archives. We hear stories about loss of valuable materials due to war or negligence, as well as miracles of preservation. This afternoon Daniel Heinz takes us on a tour of the Friedensau campus, including the archives of the Euro-Africa Division which are his special responsibility. I am impressed by their extent and state of preservation in a modern air-conditioned facility with high-density mobile shelving and research facilities for patrons.

The library at Friedensau occupies a renovated section of the original academic building that also houses the chapel and the university’s administrative offices. Ralph Köhler and his full-time associate, Sylvia Köpstein, administer a fine library that has outgrown the space available. The stacks reach a height of about 12 feet so ladders are provided throughout. A state-of-the-art computer instruction room has been equipped because of a significant grant levered from the state. Seminary students here have access to a fine collection of books and journals.

Ralph would like to have a resolutions committee report at the final banquet, in authentic ASDAL tradition. Ruth Swan and I agree to be the committee, and we will have fun working together on the resolutions. I can think of one right away: Resolved, that any future staff hired for Friedensau Library be at least ten feet tall so that they can reach the top shelves.

#### **Sabbath, August 2**

Central and southern Europe have been experiencing a heat wave for the past few days and there is no relief in sight. Fortunately the nights and early mornings are cool and pleasant. Before going to breakfast this morning I spend awhile in the “Bible Garden.” Every plant and tree mentioned in scripture is found here, each one carefully identified with its name and Bible verse.

Amazingly, even the subtropical palm trees are managing to survive the northern European winters.

Sabbath services are held in the original chapel with its huge stained-glass rosetta window. Several of us join an English-language group for lesson study. As the service begins, I am introduced and spend a few minutes telling the congregation about the conference and why it is important for the church in Europe. The church pastor translates for me.

This afternoon we have a bus tour to the historic city of Wittenberg, about two hours drive from Friedensau. This town was made famous when Martin Luther nailed 95 theses to the door of the Castle Church which still stands and houses his grave. We have a local guide for an extended walking tour through the town. It includes a visit to the Luther house which is now an excellent museum of the reformer's life and work.

### **Sunday, August 3**

The last day of the conference has for its theme "Library Management," with sessions chaired by Johannes Kovar of Bogenhofen. I have a presentation on future planning, Ruth Swan talks about assessment strategies, and Kirsi Peltonen presents a paper on Internet ethics, based on her study in Sweden. My final session this afternoon deals with the integration of faith and librarianship.

Some significant decisions are made in the last business session of the conference. An ASDAL Europe chapter is voted, with a guiding committee of five persons. We conduct an election of officers who will serve two-year terms: Ralph Köhler (Friedensau), president; Esther Sanchez Lucas (Sagunto), secretary/treasurer; Guido Delameilleure (Collonges), program coordinator; Irina Zabrodina (Zaokski), membership coordinator; and Daniel Heinz (Friedensau), chair of the Adventist Resources Section. Conferences will be held every two years, and the next one, in summer of 2005, will be hosted at Collonges, France. An ASDAL Europe email group will be set up, and member libraries will be encouraged to contribute their periodical holdings to the ASDAL Union List.

Ralph and his small but energetic staff have worked extremely hard to organize a very successful conference, with incredible attention to detail and organization. The careful planning has included the conference theme and program, some outstanding guests, the events, tours, meals, accommodation arrangements, and generous snacks and drinks at all

sessions. The large conference room is set up with poster sessions, book displays, computer stations with demos of software and databases, and a snack bar, as well as computer and video projector for presentations.

Tonight's candlelight banquet is the final event. There is delicious food, beautiful live music, then the inevitable speeches. Ruth and I read the list of resolutions, beginning with the sublime and ending with the ridiculous. When it is all over, we take time for farewell greetings with one another. Perhaps the most valuable aspect of the conference has been the personal interaction, the friendships and relationships that transcend the barriers of language, politics, and culture. Ralph distributes envelopes containing our group picture, and to top it all off, each attendee is given two CD's that contain a pictorial record of the entire conference, including video clips of the meetings, events and activities. Bravo, Friedensau!

Ruth Swan and I feel privileged indeed to have participated in this historic conference. We hope that many more will begin planning now to attend the next ASDAL Europe conference at beautiful Collonges, France, in the summer of 2005.

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*Keith Clouten, retired, lives in College Place, Alberta ([clouten1@telus.net](mailto:clouten1@telus.net)).*

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## **NEW BIRTH: ASDAL EUROPE**

*By Ruth M. Swan*

The first meeting of the new ASDAL chapter, ASDAL Europe (ASDAL-EU), was held July 29 to August 3, 2003 at Friedensau University, Friedensau, Germany. Director Ralph Köhler, Associate Director Silvia Köpstein, and Librarian Hannelor Oestreich comprised the planning committee and hosted this historic event. The intent in establishing ASDAL-EU is to establish contact among Seventh-day Adventist Librarians across Europe and is the brainchild of Ralph Köhler. Librarians were in attendance from Spain, Poland, Czechoslovakia, Serbia, Romania, Switzerland, France, Germany, the United States, and various outlying regions.

The ASDAL-EU Conference provided a blend of spiritual refreshment, professional development, and professional networking, as well as cultural exchange and enlightenment. Programming was very similar to

that of the regular ASDAL conferences, and was crafted around the theme, "Mission and Vision for the 21<sup>st</sup> Century." A roster of 20 speakers covered the devotionals and conference presentations. The main presenter was Keith Clouten, recently retired from the directorship of Andrews University, but not from global library service. Other presenters came from diverse locations, all with expertise useful to attendees.

Cooperation/Resource Sharing was the conference theme for July 30. Keith Clouten opened the dialog on opportunities for sharing resources, and spoke of the benefits of and ways to collaborate. He was followed by Jurgen Heeg, Ministry for Culture in Saxony, Germany; Gabriele Hermann, Genthin Public Library; and Armin Stephan, Library of the Augustana University in Germany. The theme for August 1 was Adventist Resources Section. Heinrich Patryarcha, Milan Suslijic, Vasile Dragu Cojea, and Daniel Heinz provided presentations. Heinz also gave a tour of the Archives at Friedensau Adventist University. The theme for August 3 was Library Management. Keith Clouten, Ruth Swan, and Kirsi Peltonen spoke of administrative issues and strategies for academic and public libraries.

As with most conferences, the schedule was full, but the hosts managed to get a tour in of the University Library and its resources. It houses a unique distance learning lab with cutting edge technologies of instruction, as well as those areas and services common to academic libraries. The library also houses a library collaborative for the region. Though the library shares the facility with the University Church, it feels like an autonomous space. Director Köhler already has plans for a new facility. Attendees were invited to take books from the University Printing press and from the library's surplus shelves back to their libraries.

No conference would be complete without study tours and excursions. Germany, the land of the Reformation and a seat of learning turned out to be more than the cultural treat that it promised to be. A very high-tech and colorful tour bus, "Ruthy Lines" transported the group to Gottingen to visit the State and University Library there. The hand-shaped library structure is magnificent with a collection of five to six million books. The Paulinerkirche (<http://www.paulinerkirche-goettingen.de/>) with its collection of rare books and codices was particularly spectacular. Leaving Gottingen, the next stop was Wolfenbützel where the group toured the Herzog-August Library (once called the eighth wonder of the world) <http://www.hab.de/index.htm> and the Lessing House.

Time was made for a walk through the picturesque town with its shops before heading to Marienborn to have a tour of the memorial to the division of Germany.

After Sabbath services amid the lovely stained-glass of the University Church, librarians boarded the tour bus for Wittenberg and the Worlitz Garden Park. Our first stop in Wittenberg was the church where Martin Luther nailed the 95 theses to the door (<http://www.wittenberg.de/en/seiten/st011000.html>). A musical concert was about to begin. We encountered other visitors there from seemingly all over the globe. In order to experience as much as possible of the life, work, and legacy of Martin Luther, a tour of the Luther House was next on the schedule. The day concluded appropriately with a tour of the beautiful Worlitz Garden.

The traditional ASDAL banquet was held on Sunday evening in the university dining hall. Attendees were met by an elegant setting of tables flowing with artistically presented German drinks and foods, all accompanied by live piano music. On Monday morning, attendees reluctantly said their goodbyes to new friends and colleagues. Some headed home or to other assignments, and some of us headed to the 69<sup>th</sup> International Federation of Library Associations (IFLA) General Conference in Berlin, Germany. Attending this international conference reminded one that we must think globally as we act locally. Papers can be viewed at the following address: <http://www.ifla.org/IV/ifla69/prog03.htm>.

The goals of the ASDAL-EU chapter are certainly being met already. A listserv has been formed to enable members to collaborate easily, and organizational tasks were begun, including the election of core officers. Ralph Köhler, elected by ASDAL as General Coordinator of the European Chapter, was elected President of ASDAL-EU. Congratulations are in order for the formation and birth of this new chapter, and for a very meaningful first conference.

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*Ruth M. Swan is Associate Director at Florida A&M University Libraries, Tallahassee, Florida*  
*([ruth.swan@mail.famu.edu](mailto:ruth.swan@mail.famu.edu))*

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Don't forget to renew your ASDAL membership. Send renewal forms to ASDAL treasurer, Lee Marie Wisel, Columbia Union College Library, 7600 Flower Ave., Takoma Park, MD 20912.

## LIBRARY FAIR DRAWS AND ORIENTS STUDENTS

By Xiaoming Xu

On September 10, 2003 from 1:00 to 7:00 p.m. the James White Library held its third library fair. This creative way to market the library and orient students to the library has become one of the library's most successful annual events.

### The Idea and Its History

In 2001, instruction librarian Sabrina Riley, was inspired by Diane D'Almeida's article in *College & Research Libraries News* (2001) describing a library fair she coordinated at a business school library in Boston. Intrigued by the idea, Riley thought that perhaps a library fair could attract students to a "fun" event at the beginning of the school year which would also serve as a library orientation.

Riley first discussed this idea with the Library Instruction Committee. The committee supported the idea so she prepared a proposal to present to Keith Clouten, then Library Director. A committee of five was organized with a small budget to cover expenses such as decorations, publicity, duplicating, posters, food and table service. A staff contest was held to determine a theme for the event and gifts were solicited from local merchants to give away as prizes. The concept of "orientation" was downplayed and most students did not recognize it as such. They came to the library, visited different departments, participated in special activities, and enjoyed food and fun. At the same time they learned their way around the library and found out about our services and materials.

That first year (2001), the fair was held on a week day during the first week of classes, running noon to 6 p.m. About 300 people came through the door and participated in the fair. Because many of the activities, games and quizzes were lengthy or a bit difficult, only seventeen people qualified for the grand prize drawing,

which required completion of ten activities.

The 2002 library fair took place on the second Sunday of the school year from 1-5 p.m. More than 200 people came through the door and many came specifically for the fair. The departmental quizzes were less time consuming and participants only needed to earn eight stickers to qualify for the grand prize drawing. Sixty-nine people were eligible for the grand prizes.

During the first and second fairs, it was obvious that people had fun, enjoyed the food, participated in games, and learned something about the library, its resources, and services. The participants seemed happy. The library received publicity and the reaction from the general public and the administration was positive. Certainly new students benefitted from this program, but how well did we accomplish our stated goals? The library did not solicit any feedback from the participants of these two library fairs, so there was no way to accurately measure and report the effectiveness of the program. Therefore, this year the Library Fair Committee designed a process to evaluate the Library Fair.

### Organization and Promotion

A six-member committee was organized to plan the 2003 Library Fair. As a result of a library staff contest, an international theme, "The World at Your Fingertips," was chosen. Each department chose a country or continent around which to decorate and plan activities. Departments were also responsible for preparing food from their geographic area to be served in the lobby. The Library Fair Committee solicited a thousand dollars worth of goods and gift certificates from local merchants and organizations to award to participants.

The Library Fair Committee designed a round flier which was included in the new student orientation package for Andrews University's "All Fired Up." The library fair was announced on the campus radio station, WAUS; listed in the Andrews Agenda; the Pioneer Memorial Church bulletin; the campus newspaper, *The Student Movement*; and the local newspaper, *Journal Era*. An announcement was e-mailed to all Andrews University (AU) employees and students. In addition, a smaller version of the flier was distributed to all students, faculty, and staff who attended chapel immediately preceding the fair. The Dean of Libraries, Larry Onsager, wore a Cardinal bird costume (AU mascot) with an enlarged version of the flier on his back as he circled the campus to attract the attention of the students, faculty, and staff.

## Activities

Each department planned activities or quizzes to cover information about the region of the world being represented and/or the resources housed in that department. Quizzes that participants found most helpful were from Information Services (Information Safari), Center for Adventist Research, and Bibliographic Services (Panda-Monium).

A passport was distributed to each participant upon entering the door. Inside the passport was a world map with nine regions and corresponding departments clearly marked on it, instructions, and a Grand Prize entry form. A survey to evaluate the fair was printed on the back of the passport.

A total of 290 information packets and 263 passports were distributed. Participants were required to visit at least seven regions and a branch library, participate in the quizzes or other activities, and complete the survey to be eligible for the grand prize drawing. Forty participants qualified for the grand prize drawing.

## Evaluation

The evaluation is based on forms submitted by those who visited all seven departments and a branch library, participated in required activities, and completed the library fair survey. Fifteen percent of the fair passport holders went through the complete program of the library fair. All levels of students along with faculty/staff and community, were represented giving a bird's eye view of the whole library fair program.

1. Academic Status. Forty-two percent of the respondents were undergraduate students with half of them being first time Andrews attendees. This showed that our efforts to reach the new students and have them come to the library fair to receive library orientation achieved a certain level of success. Graduate students represented 35% of the respondents, 15% were faculty/staff, and 8% were from the community. We saw more faculty/staff participation this year in the library fair than in the previous two library fairs indicating the interest and supportive attitude from the faculty/staff. Vice President Patricia Mutch and the President's wife, Demetra Andreasen also visited the third annual Library Fair. The library's effort and creative marketing have reaped a fruitful harvest.

2. Do you know where the following library departments are located? Twelve units/departments of JWL were listed. Statistics showed that 87.5% of the respondents knew the location of circulation, 82.5% -

Multimedia Center and Music Materials Center, 80% - Information Services and Periodicals Departments, 77.5% - Center for Adventist Research and Ellen G. White Estate. SAIL received the lowest score, followed by Bibliographic Services and Interlibrary Loan. These areas are not public service points. In all, 52.5% indicated that they knew the location of six or more departments in the library.

3. Do you know where to find the following materials and information in the library? These seven items were listed: the library catalog, books, videos, periodicals, electronic materials, sound recordings, and DVDs. Ninety percent said they knew where to find books, 88% - videos, 85% - periodicals, and 75% - the library catalog. Electronic materials received the lowest score. A total of 85% reported they knew where to find four or more types of media.

4. Did the Library Fair help you find your way around the library? In answer to this question, 63% respondents affirmed that the library fair did help them find their way around the library, 23% said somewhat, 10% circled no, but two wrote that they already knew where to find the materials and information in the library.

5. What was the most helpful and useful feature of the Library Fair? We received positive responses from the participants. Most indicated they learned where departments were located, met staff, and learned more about other cultures. Prizes and free food were also appreciated.

6. Do you have any suggestions or comments concerning the Library Fair? Positive affirmation of the library fair was again expressed by the participants. In addition, suggestions were made to have shorter activities and a longer time span.

## Suggestions and Recommendations

The Library Fair Committee examined all aspects of the current 2003 library fair to evaluate what worked well and what needs attention for future fairs. The fair committee saved all the basic information including an advertising checklist in computer files for future fair committees to use. Suggested improvements for next year's fair are as follows: more advertising, more efficiency in organizing, shorter departmental activities but longer fair time, and clearer instructions for participants.

## Summary

The 2003 Third Annual James White Library Fair was successfully carried out. Participants enjoyed a fun afternoon in the library learning the location and function of library units/departments, and a little about different world cultures. They were rewarded with food and prizes for just participating in the activities and quizzes.

The survey results suggested that those participants who actively participated in the complete program were satisfied with the library fair. They thought that it was a creative, fun, informative and rewarding experience. They encouraged the library to do it again and also gave valuable feedback through comments and suggestions on the survey.

This evaluation is prepared by Xiaoming Xu, in cooperation with Wanda Cantrell, Marilyn Gane, Terry Robertson and Sandra White. The 2003 Library Fair Committee consisted of: Wanda Cantrell (chair); Marilyn Gane (secretary), Kathy Demsky, Larry Onsager, Sandra White, and Xiaoming Xu.

## Reference

D'Almeida, Diane. "Reaching Out to Students: Planning a Library Fair." *College & Research Libraries News* 62(May 2001):504-505.

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*Xiaoming Xu is Cataloging Associate at Andrews University, Berrien Springs, Michigan (xu@andrews.edu).*

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## TAKE TIME, MAKE A PLAN, GET INTO ACTION!

*By Genevieve Steyn and Frank Di Memmo*

"Libraries aren't necessary anymore." "I can search the Internet from my dorm room and find everything on the Internet." "Why do we need fuddy-duddy librarians? What do they know about technology?" "Just Google it!" In response to comments like these, we at McKee Library say, "Market, market, market." "Be visible, be visible, be visible." "Take time, make a plan, get into

action." We have a greater responsibility in today's complex information environment to communicate the resources and expertise our libraries and librarians provide. New perceptions require us to use the opportunity to improve and publicize our services. We need to view these changes as opportunities and seize the moment.

Seizing the moment takes time and requires a team effort. How do we do it? McKee Library has a Public Relations (PR) and Marketing Committee comprised of three staff members and a student employee who is a graphic arts major. The committee's responsibilities include the suggestion of yearly themes and activities, planning and organizing events, library displays, and marketing the library in internal university publications. All library staff participate in the PR and marketing function of the library and suggest promotional activities but the committee is responsible for the planning and execution.

What do we do? Our print collection is marketed by displaying new books and new book jackets in various locations in the library. Book jackets are also sent to schools/departments on campus to display on their bulletin boards. A library volunteer regularly writes book reviews on selected books from our collection and these are part of an attractive display. As a result many seldom-used books are being checked out. Librarians email all faculty and schools/departments regularly to update them on library services and new resources and act as liaisons to the various schools/departments. "Marge's Minute" is a regular feature of the monthly University Assembly (faculty meeting). A concise library "minute" is presented on each occasion.

Schools/Departments are invited to showcase some aspect of their discipline in the library. An example of this is a display completed by the Chemistry Club advertising National Chemistry Week, October 20-24. Schools and departments reach hundreds of students a day by setting up displays in the library. The display may include library materials.

For the past two years an advertisement has been placed in the *Joker*, the Student Association directory of students, faculty, and staff, consisting of a graphic with the slogan "McKee Library--the information hub." It includes the library telephone number and URL.

Each year on the last day of registration the Student Services office promotes an "Organizational Showcase" to familiarize new students as well as returning ones with schools/departments, services, and clubs available

on campus. McKee Library has participated in this event for the past two years. This year our theme was: "Now that you've joined the MAJORS, let us be your COACH." Library staff members were dressed in baseball uniforms and approached students who were passing by the booth. Students were encouraged to sign up for six free prize drawings held every fifteen minutes. A display board and a plasma screen were located on adjacent tables. The display board had a border of sports cards and a list of the different disciplines bulleted with a miniature sports ball. (*For photographs, see electronic version of ASDAL Action.*)

One hundred forty-eight students entered the drawing during the one and a half hour showcase. The prizes included sports memorabilia, books about sports, and free photocopy coupons provided by McKee Library. Students were introduced to the various aspects of the new Web page on the 46-inch plasma screen. Contacts were made with many freshman and follow-up emails were sent to all the students who had entered the free drawings thanking them for their participation with a reminder to visit the library. An eye-catching banner was hung in front of the library a few weeks after the Organizational Showcase marketing library services to all students.

An activity that has generated a tremendous amount of enthusiasm, especially among instructors, was the offer of free photocopies valid for the current semester to students in eight disciplines. A total of 278 sheets with ten coupons were attached to each student syllabus. Besides generating goodwill, this encourages students to use the library facilities.

At the request of the VP for Academic Administration, a presentation entitled "Why McKee Library is still better than Google" was made to new faculty. A personal invitation to visit McKee Library was extended to each new faculty member. A follow-up email was sent and some new faculty have already come for a tour and instruction.

All schools/departments were invited to visit the library last school year and four also scheduled visits second semester. The invitation was made again this year at University Assembly and five have responded. Our meeting with them includes review of ILL services, acquisition procedures, journal collection and management issues, use of databases in their specific discipline, navigating the Web page, electronic forms, and faculty services. We encourage comments and suggestions, and welcome criticisms. Light refreshments make the invitation more attractive!

Another means of marketing the library is the enhancement of services offered to faculty. If faculty use the library and are convinced of its value they will send their students. Updates to the book selection and ordering process have resulted in an online book order form completed by faculty, sent on to the Dean/Chair for approval, and then forwarded to acquisitions. Deans/Chairs can now view their book budget reports online at anytime, anywhere. More enhancements will be made to these procedures in the future.

Outcomes assessment is becoming a priority for all libraries and McKee Library is taking small steps in this regard. This semester we have partnered with a new, energetic, very popular instructor in incorporating an information literacy component into her classes for outcomes assessment purposes. The goal is to start small, try out some assessment tools and together with the instructor decide on future improvements. Hopefully in time we will be able to incorporate an information literacy component across the curriculum; however, we need to ensure that administration and faculty become collaborators in this endeavor for it to succeed.

A redesigned, database-driven Web site was introduced during the summer. Users have commented that the Web site is more user-friendly due to its new layout and design. A space was made on the home page to promote library services, collections, themes, or news items.

Student employees are a very critical part of the library staff. It is important that they sense ownership, realize the library's importance, and market the library as well. At the beginning of the school year we organize a student employee/staff lunch on a Friday at noon when the library closes. It is held in the library and all student employees are expected to participate. Each receives an hour of work time. This year library employees were quizzed about various aspects of the library such as the annual budget, how many people visited the library the previous school year and so on. Guesswork was the order of the day. As it was too difficult to tally the results two names were drawn out of a hat and those two students received a t-shirt for their efforts. Students commented on the fact that they were either reminded, or made aware of, the importance of the library and its services and the role they play in making things happen at the library. The theme of this year's lunch was "All American Picnic." Food, decorations, and entertainment promoted that theme.

In line with our theme for the year, "Now that you've joined the MAJORS, Let us be your COACH," we have moved our part-time reference librarian from the 1<sup>st</sup>

floor to the 2<sup>nd</sup> floor enabling him to be more available for students on that floor. The Evening Supervisors use the same desk as a base to make themselves available.

The use of name tags has allowed all staff and student employees to be easily identified and approached. Wearing name tags outside the library helps to promote the library and make it more visible. McKee Library will be visible on campus. We will continually strive to let people know who we are, what we are, and how we can help support their education and research.

Take time, make a plan, and get into action. Make your library visible. Marketing your library is as simple as getting off your chair and out of your office to help a student at the photocopier or as involved as proving the stereotype of the librarian wrong!

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*Genevieve Steyn is Director of Libraries at Southern Adventist University, Collegedale, Tennessee ([gsteyn@southern.edu](mailto:gsteyn@southern.edu)). Frank Di Memmo is Media/Reserves Librarian at Southern Adventist University, Collegedale, Tennessee ([dimemmo@southern.edu](mailto:dimemmo@southern.edu)).*

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## **BACK TO THE FUTURE: EFFECTIVE MARKETING IN THE ACADEMIC LIBRARY, Pt. 1**

*By Bruce McClay*

Recently a new term has exploded into library vernacular--Marketing! Oh, it was there before under a different guise, but ignored by many who considered marketing appropriate to the corporate world, but out-of-place in the professional academic environment. No longer. Reality has hit. Many in the library profession now recognize that their livelihood and future depend on successful marketing. We are no longer the only research/resource game in town; and unless we play to the crowd, at least a little, we may soon be out-of-town.

Mark Clayton (2002), pointed out that the quiet world of the college library has been thrown "into a state of flux." "Legislators and even college administrators are looking for proof that libraries still matter to students, who would rather use a search engine than hike to the library." According to the Association of College and

Research Libraries, "book circulation and the number of questions asked of reference librarians at the nation's top university research libraries dropped in 1999-2000 to their lowest level in a decade." Sass (2002), says "Librarians do not promote library services well and often are reluctant to borrow from the private sector, although that may be the only thing that will guarantee a viable future." Marketing has arrived!

A perusal of the literature reveals that the concern for successful marketing crosses library boundaries. Medical libraries, corporate libraries, public libraries, school libraries, academic libraries all want to know what they can do to draw users in. Dworkin (2001) says that it is necessary for libraries "to shed their stodgy traditional image and utilize creative methods in marketing their services or be lost in the crowd." *American Libraries*, May 2002, carried an article with the thought-provoking title "Are We Sabotaging Ourselves with Our 'Professional' Image?" A recent book, *The Visible Librarian: Asserting Your Value with Marketing and Advocacy* by Judith Siess, shares practical strategies for librarians to connect with their customers and make their services visible and valuable.

In *ASDAL Action*, Spring 2002, Wolfhard Touchard, reference librarian at Andrews University, reported on a workshop entitled "Marketing is Everything: Applied Marketing for Libraries." This workshop, sponsored by the Michigan Library Association, showed the importance of marketing by offering seven sessions conducted by experts. Marketing is a current, relevant issue in librarianship. An interested librarian could do a lot of reading or talking about marketing, attend a lot of sessions on marketing, and never really do much about marketing.

In this article I will address marketing from a personal perspective. I will share what has worked for me. From 1997 to 2000, I served as the Instructional Services Librarian for the University of Texas Pan American. This involved coordinating a team of five instructional librarians and two assistants. Among other things the team was responsible for marketing the library's instructional program to the campus and community. During that time classes offered by the instructional team increased by 10%, while student and faculty participation increased by 40%. Enrollment for the university remained stable, so the increase in participation could not be attributed to more students on campus, but rather to successful marketing of the instructional program.

In July of 2000 I became Assistant Librarian at Walla

Walla College's School of Nursing Library in Portland, Oregon. Many students and faculty were choosing to go elsewhere (there are many library choices in the Portland area) to do their study and research. My main goal was to effectively market the library and its services to the students and faculty. The marketing strategy has been successful as the library is now the first research choice of students and faculty. The recent report from the Northwest Association of Schools and Colleges and Universities evaluation team states the following: "Everyone at the Portland Campus has high praises for their library and staff. Students perceive the library as dynamic and personable. Students and faculty laud the service and access to resources."

So, what has worked? What worked at the University of Texas and is working at the School of Nursing? To succeed, specific strategies must be implemented. These could be stated in a more professional, academic way, but strategies that work are remarkably simple; thus, *Back to the Future*." A creative re-application of old service principles to the library environment provides the most positive results.

### **Get Active**

Develop a plan for marketing the library and its services and implement it. Seek student and faculty input and revise as needed. Some schemes implemented at the University of Texas to get faculty and their students in were:

1. Early each year department chairs, new faculty, and library liaisons (each department had a faculty member appointed as liaison to the library) were invited to a bread, cracker, and cheese luncheon at the library. When it comes to drawing people in, food works wonders. Faculty would be introduced to the bibliographers for their departments and introduced to the instructional program emphasizing how the program could aid them and their students. Most faculty will buy into a program that they feel will aid them and help their students succeed and involves a minimal amount of effort or change on their part.
2. The campus administration presented a one day orientation for all new faculty and staff. After some negotiation (making friends with the right people), the instructional service department was invited to be part of the orientation. We were given a ten-minute shot, so we made it as upbeat and entertaining as possible. More than anything we wanted to leave a good taste so the listeners would want to visit the library.

3. We courted the English department until they were wholehearted supporters of the library and its instructional program. This courting took time, but in the end each freshman English class came to the library for a two- or three-day instructional session timed to fit with the beginning of an assigned research paper.

4. Each year an instructional librarian would target a department that had not been using the library instructional services. One librarian targeted the PE department one year, communicating with and building a relationship with teachers and the department chair. Result: some in the PE department started bringing classes over for a one-shot library introduction. The focus always was to develop a positive working relationship and let faculty know what we could do to serve their needs and the needs of their students.

5. The instructional librarians made themselves available to participate on university committees, thus, becoming visible and valuable. Exposure works wonders.

6. Involvement on a committee positioned us to know when the university was moving toward implementing a new campus-wide email system. We offered our services and were teamed with the technology department. They implemented the program; we did the faculty and student training. One result was that the instructional service staff was given special commendation, the Meritorious Service Team Award, at the yearly awards assembly. Again, exposure!

7. We revised all formal written communication to be positive and friendly and to emphasize how we could serve. A welcome letter with brochure went out to each faculty member at the beginning of each academic year. Previous letters included an invitation from the instructional services department, and then a list of what the faculty member should do to prepare their students for a profitable visit to the library. We deleted the "what you need to do" part and expanded the "what we can do for you" part. Get them in the door first, and then, when the moment is right, talk about how they can help you provide a meaningful library session.

8. Advertise, Advertise, Advertise. We instituted a formal, consistent, appealing process for getting word out about instructional programs. This involved a spot on the library Web page; brochures; posters in the library, on campus, and in the community; a library newsletter; and, most important, direct invitations to faculty and students. For example: if a reference librarian noticed a student struggling with a database or

information resource, the librarian would say, "If you would like to learn more about \_\_\_\_\_ we have a half hour open class this Thursday at noon. You are welcome to come." A list of classes was posted at the reference desk.

9. We surveyed students to determine their greatest research/resource needs, and then planned open classes around those needs and student schedules. Classes that had a wider appeal, such as locating medical information on the Web, were advertised in the local community. Those completing a session were given a certificate of completion. When we started giving the certificates we noticed an increase in the number of those returning for another class.

10. The advancement office arranged campus tours for local groups (schools, organizations, clubs). Previously the tour guide, usually a student, would only walk the group through the library lobby. We contacted the advancement office and made arrangements for an instructional librarian to handle the library portion of the tour.

11. We made every effort to collaborate with faculty to optimize student learning. In requesting a library instructional session for their classes, faculty would fill out a form. The form was all we needed to schedule the session, but an instructional librarian would contact the professor either by phone, or in some cases a personal visit. Working together, we would plan the best learning experience for the students.

12. The university sponsored a student outreach fair at the beginning of each year. The instructional services staff managed a table on behalf of the library. Various goodies were given away to attract students interest. Of course, the goodies were handed out with library information.

13. We sought out new faculty. Each semester we would get a list of the new faculty and an instructional librarian would make contact welcoming them to the campus and inviting them for a brief tour of the library with an emphasis on their area of interest.

All of this, of course, had its disadvantage. When student and faculty attendance at instructional sessions increased by 40%, the work load also increased. Some students and faculty began associating the library with a particular librarian, and would seek that librarian out when they had a resource need. Student and faculty evaluations indicated that the extra work was well worth the effort though. One student reported at the end of an

instructional session, "I thought this was going to be boring, but this library rocks!"

When I moved from the large university library to a small college branch library, marketing took on a different flavor. The principles remained the same, but the applications changed. Library space was redesigned to be more student friendly and to eliminate or minimize barriers to service. The reference collection was moved to be near the library computer lab. Videos and periodicals were moved to be more accessible to students. A portion of the reference desk was removed to open the area up more and eliminate a barrier between library workers and students. Comfortable chairs, a leather couch, and appealing art were all added to give the library a new, student friendly look. But all these physical changes would have been useless without the active inclusion of the other two marketing principles: Get Positive and Get Personal. (*See the next issue of ASDAL Action for Part II.*)

As we move into the Christmas season, share a little Christmas music and a little Christmas cheer. Surprise the students in your library with music and treats occasionally. Last week I ran across a phenomenal buy on fresh satsuma mandarins, and put them out for students along with a bowl of pistachios. Aside from a few pistachios hulls that missed the waste can and ended up on the carpet, everything was kept neat and clean. The word spread. Students came to the library to get a treat, and they would visit a little before heading back to class more satisfied and less tense.

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*Bruce McClay, ASDAL President-elect, is Assistant Librarian at Walla Walla College School of Nursing, Portland, Oregon ([mcclbr@wwc.edu](mailto:mcclbr@wwc.edu)).*

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## STAFF ATTEND ONLINE MARKETING SEMINAR

*By Norma Greenidge*

On September 24, 2003, a number of James White Library personnel attended an online seminar given by Pat Wagner, library trainer and consultant, entitled, "Marketing as if Your Library Depended on It." First, the three steps of marketing--**Awareness, Change, and Response**--were presented. Awareness includes listening to the customer and evaluating what is being done in the library. Change involves creating better ways to do things, while recognizing that the customer now has more choices. Response is synonymous with communication.

In applying **awareness**, one must immerse one's self in the user's world. This will involve leaving the building, finding those who have stopped using the library and those who never did. Questions need to be asked of these individuals such as, "What do we need to do to bring you in?" The goal of awareness is to create a better future for the community, the institution, and the customers.

Librarians often make the mistake of not treating users as equal partners in the design of library services. Users should be consulted about their needs before decisions are made regarding what to promote in a marketing campaign.

**Change** is a necessary component of marketing. Allowances must be made for the introduction of new services, even at the expense of a current success. Everything in the library must be subject to question. One common mistake is that change is often not planned for as part of the marketing process. Another is that usually the same few people make all the decisions about what will be changed. Everyone should be involved in these decisions. It is important that no people nor projects be exempt from the discipline of market feedback.

**Response**, or communicating effectively with users,

often requires using the users' words rather than library jargon. Use different formats in presenting your marketing strategy, and, when marketing special features, concentrate on their benefits to the customer. For example, a feature of the library may be its Web site. To the user this translates into the benefit of being able to do research in one's pajamas.

The second part of the seminar dealt with applying these steps in the library. Suggestions were given as to how this may be done. Also, common mistakes libraries make in each area were pointed out. It is a mistake for libraries to practice one-shot publicity. To be successful, marketing must be ongoing. Users should be consulted and given input regarding their needs and the language to be used. Above all, avoid boring communication.

The seminar was interesting and informative, and was well received by those in attendance. In closing we were advised that the customers are our best source of information, so we should go and listen to them.

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*Norma Greenidge is Cataloging Associate at Andrews University, Berrien Springs, Michigan ([greenidg@andrews.edu](mailto:greenidg@andrews.edu)).*

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## MARKETING "SHORTS"

**Andrews University**

Employee Health and Benefits Fair. Marketing the library at Andrews University includes participating in the annual Health and Benefits Fair sponsored by the University's Human Resources Office. Because this fair offers a free meal, it usually draws a lot of faculty and staff. This is the second year we have participated in this fair. Last year, the dean of libraries was in charge of the library booth. This year, I was asked to be in charge of the booth. We had personnel from Information Services, Acquisitions, and Seminary Library taking turns at the booth, which was filled with posters, handouts, bookmarks, and survey forms. We had a laptop computer connected to the library's Web site so that we could entertain questions or requests for a demonstration of any of our databases. The survey asked questions on what types of workshops they would like to see us offer and what the best times were for them to attend. We had a drawing for those who filled out the survey forms completely. The prizes were a clock, a lunch bag, an

attache case, and a set of mugs. One of the winners was very surprised to receive a prize because she said that every time she participated in a drawing, she never won.

*Cynthia Mae Helms* ([helmsc@andrews.edu](mailto:helmsc@andrews.edu))

James White Library Gallery. The James White Library Gallery was born in the Summer of 2002. With the demise of print indexes, space became available in the Reference Room for displays. Student, faculty, staff, and community artists have exhibited in this space. Art exhibits are advertised in campus and local media. A recent exhibit by a senior art education major brought two college art classes and a fifth-grade class to the library in addition to many other student, faculty, and community patrons. A community camera club will exhibit in January 2004. Special exhibits are a great way to market the library.

*Lauren Matacio* ([matacio@andrews.edu](mailto:matacio@andrews.edu))

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#### **S.D.A. Schools of Lincoln**

We had an Open House at Helen Hyatt Elementary, Lincoln, Nebraska in September. I took digital pictures of students in the library and showed them as a slide show on a television screen right outside the library door where the Home and School had placed tables of cookies. As students and their parents were lined up for their refreshments they had some "free entertainment" while they waited in line! (*For photographs see electronic version of ASDAL Action.*)

*Teresa Thompson* ([CrdCat@aol.com](mailto:CrdCat@aol.com))

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#### **Walla Walla College**

Walla Walla College (WWC) librarians use brochures outlining the services and resources at various libraries to help get the word out. Also, the fall, winter, and spring issues of the newsletter, *Peterson Parchment*, showcase personnel, services, resources, and databases.

For the first few years of WWC's JumpStart freshman orientation week, the library distributed a bookmark to freshmen promoting library use and carrying the URL of the library's web page. Attached to the bookmark was a piece of chocolate. This year, the library distributed blue "mood" pencils which read: "Research begins at Peterson Library library.wwc.edu." The pencils were a hit with the freshmen who all wanted to find out if they were a "hot" or "cold" person. Hot people were, of

course, "change agents" and could turn the color of the pencil to a light blue.

On the School of Nursing campus in Portland, junior and senior nursing students had a great time with the pencils as well. There, the pencils were called "mental status" pencils. If they changed color, it showed that a person was mentally unstable. Of course, they almost always change. They were very popular there. Even the Master's in Social Work students in Missoula and Billings, who also received the pencils, thought they were "cool." Who thought of using the mood pencils this year? It was the suggestion of our new ILL Technician, Andra Aaby. She sure has the pulse of today's student.

*Carolyn Gaskell* ([GasCa@wwc.edu](mailto:GasCa@wwc.edu))

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## **FROM A DISTANCE . . .**

*Coordinated by Ann Greer*

*From A Distance . . .* is coming to you this Fall with a bit of trepidation. Its position as a standing committee has not yet been officially decided but during the interim we can continue with brief reports. Perhaps an overview of international historical strides for distance learning and accompanying library support is appropriate.

#### **Anytime, Anywhere Education and Electronic Libraries**

Anytime, anywhere education and electronic libraries grew out of the 1994 G7 Naples Economic Summit where representatives of the seven richest nations discussed the development of a Global Information Infrastructure (GII), the backbone of the Internet, for the interconnectedness of the world's continents. The G7, comprised of Italy, Japan, the United States, France, Britain, Germany, and Canada, has become recognized as the G8 with the installation of Russia in 1998. The G8 deals with macroeconomic and microeconomic issues that shape the world. The G8 has identified ten information society pilot project themes that include **education and electronic libraries** that can traverse the global Internet for society's good.

The Internet extends from the United States across the world's longest fiber optic cable--18,000 miles or 30,000 kilometers--to Australia. Likewise, there is a fiber optic cable from the United States that extends across the Atlantic floor into Europe and beyond. Research and development teams of international corporations

continually endeavor to stay ahead of the demand for electronic deliveries. One fiber in a 432-strand cable carries the Internet traffic of the world at a rate of 400 gigabits per second.

### **So What Does This Mean for ASDAL Libraries and Librarians?**

Since we ASDAL constituents look for opportunities to extend our sphere for library support throughout the Adventist educational system of the globe, we are positioned to exploit the ubiquitous Internet and 21<sup>st</sup> century technology. The Seventh-day Adventist educational system has already seized opportunities and presses forward with a caliber of education that meets the challenges of a mobile civilization. It is "a leader in the use and application of distance-learning technologies and the pedagogy of online learning (Plemons, 2000, p. 15).

The Adventist Virtual Learning Network, to which ASDAL has representation, assists as a grassroots think-tank that promotes innovation in the denomination's educational system. Teachers and students speak online in real time chat rooms or desktop video conferencing. Class members work on projects together with specialized groupware. Digitized syllabi, homework assignments, and class forums are accessible around the clock. The endorsement of technology by the denomination has challenged us to respond with sophisticated technological library support. This is what it means for ASDAL libraries and librarians.

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- Ann Greer is Distance Education and Circulation Librarian at Southern Adventist University, Collegedale, Tennessee ([atgreer@southern.edu](mailto:atgreer@southern.edu)).
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## **ADVENTIST RESOURCES COLUMN**

By Marilyn Crane

- Demyen, Ruby Clark. *The First Valle Crucis Seventh-day Adventist Church and Church School: and Other Mountain Stories*. Brushton, NY: TEACH Services, Inc., 2003. 118 p. ISBN: 1572582391. \$10.00. The author was born near Valle Crucis, North Carolina and attended the first Seventh-day Adventist church school there. She gathered information about the school and church for fifteen years in order to write this loving remembrance. [1-800/367-1998 or [www.tsibooks.com](http://www.tsibooks.com)]
- Fraser, Gary E. *Diet, Life Expectancy, and Chronic Disease: Studies of Seventh-day Adventists and Other Vegetarians*. Oxford: Oxford University Press, 2003. 371 p. ISBN: 0195113241. \$60.00. "These studies [of Seventh-day Adventists and other groups with many vegetarian members] support the benefits of a vegetarian diet and in addition provide evidence about the effects of individual foods and food groups on disease risk that is relevant to all who are interested in good health."
- Kock, Edwin de. *Christ and Antichrist in Prophecy and History*. 2nd ed. rev. Edinburg, Tex.: Diadone Enterprises, 2001- ISBN: 2002281876. *From Nebuchadnezzar to Justinian*, the first volume in this study, is about the prophecies of Daniel and Revelation. [Contact author at [edwdecock@aol.com](mailto:edwdecock@aol.com)]

Sepulveda, Ciro. *Ellen White: the Troubles and Triumphs of an American Prophet*. Huntsville, AL: Oakwood College Press, 2002. 272 p. ISBN:1888867159. \$20.00. A recent biography of Ellen White, written by the chair of Oakwood College's history department, presents her life in the historical and social context of her times and tells of her role in the founding of the college.

Utt, Walter C. and Brian E. Strayer. *The Bellicose Dove: Claude Brousson and Protestant Resistance to Louis XIV, 1647-1698*. Brighton, England: Sussex Academic Press, 2003. 220 p. ISBN: 190390031X. \$69.00. The book is the "first English biography of the Huguenot lawyer, preacher, diplomat and martyr." Utt left the unfinished manuscript at his death. The topic was researched further and the book completed by Brian Strayer, professor of history at Andrews University and specialist in French history.

Weiss, Herold. *A Day of Gladness: the Sabbath among Jews and Christians in Antiquity*. Columbia, SC: University of South Carolina Press, 2003. 262 p. ISBN:1570034680. \$40.00. By using extant texts, the author "compares the ways in which Christians and Jews of antiquity viewed the Sabbath."

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

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## **RANDOM SURFING**

### **Lewis and Clark Bicentennial**

*By Larry Onsager*

The Lewis and Clark bicentennial is in the news. Several new books have been published and travel magazines are promoting trips on the Lewis and Clark trail. A quick surf of the Web turns up a site called: Lewis & Clark; The National Bicentennial Exhibition ([http://www.lewisandclarkexhibit.org/index\\_flash.asp](http://www.lewisandclarkexhibit.org/index_flash.asp)).

Organized by the Missouri Historical Society, this major multi-city museum exhibition will commemorate the adventures of Lewis and Clark. "This exciting

exhibition will compare the assumptions of Lewis and Clark and the Indian peoples they were among on such topics as politics and diplomacy, women, geography, animals, military heroism, language, trade and property, curing and health, and plants." The Web site gives the schedule of the exhibit's coast-to-coast tour from January 2004 to September 2006 in the following cities: St. Louis, Philadelphia, Denver, Portland, and Washington, D. C.

The exhibit will include artifacts, artwork, and documents from the Missouri Historical Society, augmented by objects from the American Philosophical Society, Academy of Natural Sciences of Philadelphia, Peabody Museum of Archaeology and Ethnology, Smithsonian Institution, Beinecke Rare Book and Manuscripts Library, Library of Congress, National Archives, and Oregon Historical Society. More than 600 artifacts will illustrate cultural encounters along the journey of Lewis and Clark.

This Web site has an accompanying multi-disciplinary curriculum designed for grades 4-12. The inquiry-based units use many of the documents, artifacts, and interviews featured in the bicentennial exhibition. A list of publications and Web links are included in this resource. A quick check of the publications list turns up many recent Lewis and Clark books plus some Native American materials and works on general history of the time. The Web links include Lewis and Clark sites, Native American sites, and geography and natural history sites.

If you are interested in the Lewis and Clark bicentennial, this is a great starting place.

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*Larry Onsager is Dean of the Libraries at Andrews University, Berrien Springs, Michigan ([lonsager@andrews.edu](mailto:lonsager@andrews.edu)).*

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## **BYTES AND BITS**

### **Andrews University**

All summer it seemed like we were saying goodbye to people. Now, we at the James White Library, finally were able to have a "Hello" party for those who came to join our staff. We would like to introduce you to our new personnel.

Sallie Alger is the new head of the Bibliographic Services Department. Alger earned a minor in Library Science from Andrews University (AU), an M.L.S. from Indiana University, and a M.B.A. from AU. She is returning to the library after several years in the AU Development Office and has most recently done development for Adventist Frontier Missions. Alger volunteers for the local public library, is active in the Pioneer Memorial Church's women's ministry organization, is a church elder, and belongs to the Berrien Springs Optimist Club. She also enjoys being a grandmother. A true Michigander, she has lived almost her entire life within 15 miles of I-94 in Michigan.

Greg Arutyunyan is the new Building Manager for the Library. Arutyunyan was born in Azerbaijan and lived in various places in Russia and Armenia before coming to AU. He is currently pursuing a doctoral degree. Arutyunyan plays the violin, tunes pianos, and has taught music. He has also been a book binder, pastor, Director of the Church Ministries Department for the Euro-Asian Division, and has taught the Russian language. Arutyunyan has lived an interesting and varied life with many humorous experiences he was able to use in sermons while a pastor.

Marsha Beal is the new Director of the Center for Distance Learning and Instructional Technology. She has an undergraduate degree from AU and an M.A. in Communication from Western Michigan University. AU Campus Safety and Dean's Office of the College of Arts and Sciences have benefitted from her expertise. She has also taught Communication courses for several local colleges. Last October, Beal and her husband made a trip to China to become the parents of a beautiful little girl. Her hobbies are camping, scrapbooking, golfing, cooking, and making paper hats.

Merlin Burt joined us in November as the new director of the Center for Adventist Research. Burt attended Pacific Union College and then went to Loma Linda University (LLU) where he earned an Associate degree in Respiratory Therapy. Thinking he would like to go in a different direction, he next earned a B.A. in Pastoral Ministry. He also has an M.Div. and Ph.D. from Andrews University. Burt pastored in California and Ohio and has been at the LLU Branch of the E.G. White Estate for the last ten years. In his spare time he collects archaeological artifacts, plays the guitar, makes clocks, and enjoys woodworking and photography.

Sandra White ([whites@andrews.edu](mailto:whites@andrews.edu))

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## Southern Adventist University

This past summer, Ann Greer, Distance Education Librarian for Southern Adventist University, published or presented on various topics. The proceedings of the 15th annual 2003 Ed-Media World Conference in Honolulu, Hawaii, on Educational Multimedia, Hypermedia & Telecommunications contains her article, "Cognitive Overload = Poor Web Site Design = Unhappy Users." This article helps library Web site authors to integrate the stipulations of the Association of College & Research Libraries for distance learners into a graphical interface.

Greer's article, "The Online Library: A Professor's Personal Experience," published in *The Journal of Adventist Education*, relates her dismay as a distance learning student with traditional library services when working on her bachelor and doctoral degrees. She presents an electronic library alternative that satisfies the unique needs of distance learners and provides on-going documentation for accrediting body requirements.

A third presentation by Greer was given to an online audience sponsored by the University of Calgary, Alberta, Canada. It is entitled, "Research Support for e-Learning Classes," and explains reasons to use Bloom's taxonomy of educational objectives and learning outcomes assessment tools when designing library Web sites.

Genevieve Steyn and Patricia Beaman attended an MLA Satellite teleconference at University of Tennessee, Knoxville during September. The topic was "Reading Between the Lines: Focusing on Health Information Literacy." The goal of the teleconference was to enhance the knowledge of information professionals about the concepts of health information literacy and to highlight opportunities for using these principles in the provision of quality health information.

Patricia Beaman, Periodicals Librarian, attended the Southern Chapter Meeting of the Medical Library Association in October. "Designs for the Future, Reflections from the Past," was their theme. Beautiful weather and informative presentations, especially on the management of electronic resources, made for a few good days in Coral Gables, Florida.

Genevieve Steyn ([gsteyn@southern.edu](mailto:gsteyn@southern.edu))

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## Union College

I started my library directorship at Union College with a bang. Thirteen days after I began work, the staff opened the library to find a large plant knocked down the stairs, doors kicked in, holes knocked in walls, and old equipment broken. We feel fortunate that nothing was stolen and the damaged items were so old that they were of questionable value to us anyway. To date the vandals have not been apprehended.

On a happier note, we increased staff hours when we hired Arthur Moody to assist in Technical Services and be our evening/weekend supervisor. Moody, a recent graduate of Union College, replaced part-time librarian, Teresa Thompson, who left for full-time librarianship at the Seventh-day Adventist Schools of Lincoln.

Union College Library staff has eagerly adopted the library fair concept initiated at Andrews University two years ago. Our first library fair was hosted on September 4 with the theme Trivia Pursuit @ your library.

Sabrina Riley ([sariley@UCollege.edu](mailto:sariley@UCollege.edu))

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## Walla Walla College

Andra Aaby was hired on the main campus last June as our interim Interlibrary Loan Technician. She is filling a temporary position to keep ILL/Document Delivery on track while we continue to search for a Reference Librarian. All the feedback says she's doing a great job. Aaby worked for Peterson Library while she was an undergraduate at Walla Walla College (WWC) and also completed a library co-op with us last spring before she graduated with a B.A. degree. She is planning on attending library school next year.

Sandra Pena, a former school librarian, joined us part-time last January as site librarian at the Master's in Social Work location in Billings, Montana (MT). She has done a great job creating an inviting library area out of a large multi-purpose room.

Tanya Graham began last June as the part-time Library Research Consultant at the Missoula, MT Master's in Social Work site. Replacing Tina Thomsen who is going to library school this year, Graham just completed her J.D. degree and is awaiting results of her bar exam. Students enjoy working with her on finding resources for their research assignments.

After years of tantalizing us with dates for the Administration Building's (ADM) demise, the deed finally commenced Tuesday morning October 28, when the demolition crew swung the great ball into the structure for the first time. A crowd of faculty, students, staff, alumni, and former staff and faculty couldn't tear themselves away from the sight. Some said they stayed six hours the first day. By the end of the second day, both rear wings had been reduced to historic rubble. Plant Services personnel predicted that the building would be all rubble by the end of the week. Library personnel, working with Information Services, operate three Web cams focused on the activity (front, back, and library side of ADM). We have already had requests for photos of the whole process. Members of the WWC community are using the Web cams to stay current with project. We know this because they call us instantly if one of the Web cams loses its feed or the lens is covered in some way. Check out the cams on the library's Web site (<http://www.wwc.edu/academics/library/cp>) under Ad Building Project.

This past year has been the "year of accreditation" for us at WWC. Last fall the Northwest Association of Schools, Colleges, and Universities (NASCU) conducted the 10-year visit. In the spring, the Council on Social Work Education evaluated all sites of the Social Work Program. This fall, within a week of each other, the Adventist Accrediting Association (AAA) and two Nursing organizations evaluated the College and its programs. As you might expect, the major recommendations about the library in the NASCU and AAA reports concern the physical plant of Peterson and its ability to provide up-to-date services and resources.

The discipline-specific accrediting organizations were impressed with the wealth of resources and personnel we provide for our remote campuses and distance education students. Nursing accreditation organizations commended both Portland and College Place libraries for the high level of cooperation between staff, librarians, and services of the two libraries as well as the wonderful spirit of support of the main campus for the Portland branch.

Carolyn Gaskell ([GaskCa@wwc.edu](mailto:GaskCa@wwc.edu))

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## La Sierra University Needs Cataloging Librarian

Responsibilities: Has primary responsibility for original and copy cataloging of monographs and other formats included in the Library's collections. Must be committed

to providing accurate and timely bibliographic access to library resources in accordance with national standards and local practice. Also, manages all aspects of the online catalog including upgrades, reports, documentation and trouble-shooting. Utilizes available resources to maintain database authority control. Is responsible for the management and supervision of all facets of the Library's cataloging operation, including the technical processing of materials. This includes responsibility for planning, implementing, and evaluating policies and procedures, goal setting activities, and adopting new technologies. Provides training, guidance, evaluation, and supervision of the cataloging staff. Performs other duties as needed, including some reference services. Reports to the Chair of Technical Services.

Requirements: Library Science Master's degree from an ALA-accredited program; two years academic library cataloging experience using Library of Congress Classification and Subject Headings; some supervisory experience; strong computer skills, including facility with word processing and spreadsheet software, preferably Microsoft Word and Excel; effective oral, written, and interpersonal communication skills; an affinity for teamwork; organizational skills with attention to detail; and an ability to manage multiple responsibilities.

Preferred: Professional experience using AACR2, OCLC, MARC bibliographic and authority formats, and standard authority control procedures; familiarity with an integrated library system, preferably the Innovative Interfaces system; knowledge of current standards, issues, trends, and emerging technologies in cataloging; demonstrated leadership abilities, supervisory, and management experience; record of participation and accomplishment within the library profession.

Submit a letter of application, resumé, and contact information for three references to: Kitty J. Simmons, Interim Library Director, La Sierra University Library, 4700 Pierce St., Riverside, CA 92515. Telephone: 909-785-2397.

Salary is commensurate with qualifications and experience. This is a faculty appointment. The position is currently open, and the review of applications will begin upon receipt, continuing until the position is filled.

La Sierra University is a religiously qualified equal opportunity employer. Applicants are encouraged from women, minorities, and persons with disabilities.

Faculty and staff are recruited with specific attention to their membership in the Seventh-day Adventist Church.

Kitty J. Simmons ([ksimmons@lasierra.edu](mailto:ksimmons@lasierra.edu))

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## ASDAL OFFICERS, 2003-2004

**President:** Paulette McLean Johnson, OC  
**President-elect:** Bruce McClay, WWC  
**Secretary:** Marge Seifert, SAU  
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**ASDAL Action Editor:** Lauren Matacio, AU

For membership and other information, write:

ASDAL  
Columbia Union College Library  
7600 Flower Ave.  
Takoma Park, MD 20912

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**Editor:** Lauren Matacio  
**Assistant Editor:** Cynthia Mae Helms

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 \$20.00 per year.

Forward manuscripts for publication to:  
Lauren Matacio  
Email: [matacio@andrews.edu](mailto:matacio@andrews.edu)

ASDAL WEB SITE: <http://www.asdal.org/>