

Report of the 38th Annual ASDAL Conference
Burman University, Lacombe, AB, Canada
Show the Bang for Your Book: Demonstrating the Value of an Academic Library
June 18 – 21, 2018

Heather Rodriguez-James, ASDAL Secretary, reporting.

Sunday, June 17, 2018

1. Registration occurred at the Lakeview Hall Reception desk.
2. *Social Media for Libraries: An ASDAL Workshop*, the first ARMS workshop, was held in McKibbin Centre's Underhill Lecture Hall.
3. Meet & Greet / Welcome dinner (soup, salad, sandwiches and dessert) / Poster Session was located at the Hilltop Hideout.

Monday, June 18, 2018

Welcome

Burman University President, Dr. Loren Agrey, welcomed the members of the Association of Seventh-day Adventists Librarians to the campus.

Gina Guiboche of the First Nations, Inuit & Metis Program Director, Burman University, extended a welcome on behalf of the Treaty 6 Plains, Danae and Metis people.

Worship - Massiel Davila-Ferrer, Nurture Pastor, College Heights SDA Church – shared with the attendees the value and rhythms of time. She encouraged us to eliminate hurry from our lives, and pointed to the parable of the Good Samaritan who took the time to have “unhurried” service, and get his hands dirty. Unhurried service may be inconvenient and quite interruptive. Let us not miss the opportunity to sit at the feet of Jesus.

Archives and Records Management Section (ARMS) session:

Marketing Your Archives! – An Introduction. Lori Curtis, Chair, Department of Archives and Special Collections, Loma Linda University, introduced the ARMS session theme, selected during lunch in the Blue Room at Newbold College of Higher Education, ASDAL Conference, 2017.

Social Media for Libraries: An ASDAL Workshop Report. Katy Van Arsdale, Special Collections Librarian, Pacific Union College.

Katy reported on the ARMS Workshop. She shared what the eight attendees were able to accomplish, and invited ASDAL conference attendees to add social media questions for the upcoming session with NAD Digital Strategist. Discussion, at the workshop, included technical difficulties such as budget, personnel, and time in marketing archives and their respective libraries. There are six basic steps to creating a social media presence for your library:

1. Assemble a team – even if it is a team of one.

2. Define your goals – one or two goals are sufficient to get you started (i.e., increase the number of likes or alumni; create your presences and be consistent) Keep the goals manageable.
3. Determine a budget – what would it cost to boost a post (\$68 -- \$5.00)?
4. Schedule regular, future meetings to look at what is working or not.
5. Make and share with your team a content calendar.
6. Revise your efforts based on the analytics – which parts of analytics are important?

More Product, Less Process and the General Conference Archives: A Case Study. Ashlee Chism, Assistant Archivist, Office of Archives, Statistics, and Research (ASTR), General Conference of Seventh-day Adventists.

Ashlee showed how Greene and Meissner's 2005 article (*More Product, Less Process*) could be adapted to the Archives at the General Conference (GC). At ASTR there had been a large processing backlog, few finding aids, a lone arranger, and global researchers. The authors suggested that in order to expedite access to collections by researchers, one could do series-level descriptions rather than item-level. Descriptions could be enhanced through relevant maintenance over the life of the collection. Possible resistance to this method may be from archivists who may fear that important items could be lost. However, a flexible approach could work at the box and folder level. Individual archivists need to decide what is acceptable minimum-level processing for their institution.

In Search of American Adventist Soldiers, Sabrina Riley, Independent researcher.

Although the U.S. Government did not keep records of soldiers' religious affiliation before World War II, Sabrina was able to uncover true stories of Adventist soldiers during the American Civil War (1861-1865) and World War I (1914-1918). An excellent storyteller, Sabrina took us through her adventures conducting research in the General Conference Archives, the Adventist Digital Library, the National Archives and Ancestry.com. This presentation was full of interesting facts and humor.

Archives and Records Management Section (ARMS) Business Meeting.

Voted - Adorée Hatton to a three-year term (2018-2021) on the ARMS Steering Committee.

Suggested theme for 2019: Professional credentials (Certification vs. MLS). Attendees were encouraged to submit suggestions.

Adventist Resources Section (ARS) session:

Spotlight on the Edith Fitch Department of Archives, Burman University: A Campus Tour. Tristan Willauer and Adorée Hatton, Burman University. Tristan and Adorée walked us not only around the beautiful campus, but through Burman University's rich history (1907-present) as well.

We dare not forget! Lessons from Libraries on Six Continents, Keith Clouten, Retired Librarian.

Keith reminded us that we should never forget our history, because “A people without the knowledge of their past history is like a tree without roots.” – Marcus Garvey; and “A nation that forgets its past has no future” – Winston Churchill. To contextualize it, Keith said: “Seventh-day Adventists without the knowledge of their past history are like a tree without roots, and a church that forgets its past has no future.” “We have nothing to fear for the future, except as we shall forget...”—Ellen White. Listed below are some tips that Keith passed on to us from his travel and work across the globe:

- a. On diversity – we see other cultures not as they are, but as we are. We interpret their conduct and society through our own eyes. Your perception changes as you spend time with other cultures. You begin to see the world with new eyes.
- b. Some lessons learned included the following topics: the importance of relationships, planning, oral culture, locally held collections, identification and preservation of Adventist history sites, etc.

Keith challenged us to remind Adventists of their past. Librarians should maintain and grow the Adventist Digital Library as a resource; identify and provide access to regional resources, adjust our thinking and planning to meet the needs of all cultures; stand for what is authentic and genuine; and be passionate about our church’s history – preserving it, experiencing it, understanding it and sharing it.

The Digital Tide: and Adventist Resources, ARS Committee Members. Each member spoke briefly about a particular format found in all of our collections, looking at old versus new ways of collecting, processing, housing and accessing.

1. Alan Hecht, Office of Archives, Statistics, and Research, General Conference of Seventh-day Adventists – Books, tracts, paper in general;
2. Jim Ford, Andrews University, Center for Adventist Research – Serials/Periodicals;
3. Adorée Hatton, Burman University – Media (photographs, audio & video recordings, motion pictures);
4. Lori Curtis, Loma Linda University – Special collections (manuscripts);
5. Katy Van Arsdale, Pacific Union College – Realia (three-dimensional objects); and
6. Lori Curtis, Loma Linda University – Organizational archives.

Discussion arose regarding how one should handle organizational email and videos. Videos could be placed into a digital asset management program, like Digital Commons from bepress, or CONTENTdm. Organizational email is more complex.

Reference was made to a list regarding what the focus of our institutions’ collections. This list had previously been available on the ASDAL webpage. Interest was expressed in the creation of an updated list.

Adventist Resources Section (ARS) Business Meeting -

1. **Voted** - Michelle Rojas, La Sierra University, to the Adventist Resources Working Committee, for a three-year term (2018-2021).

2. Adventist Digital Library digitizing priorities: ADL staff are working to get all the early Adventist (pre-1880) material digitized. They were pleased to announce that all available Millerite periodicals have been digitized and are available online. The staff are currently working on the digitization of all English-language Adventist material through 1900.
3. It was suggested that a blog be created to raise awareness of current publications on Adventism that would review, or list, books on Seventh-day Adventism and where such books could be purchased.
4. Announcement was made about the passing of Clara Rock, first Archivist of Oakwood

The Seventh-day Adventist Periodical Index Advisory Committee meeting was held at the Lakeview Hall Chatterbox, beginning at 7:00 pm.

Tuesday, June 19, 2018

Worship: *Finding out God's will for your life when He is Silent*, Kevin Burrell, Assistant Professor, Religious Studies, Burman University.

The vertical dimension asks: How do we respond in God's silence? Is God listening? Does He care enough? Is God willing to do what we ask of Him? Is God actually able? However, there is the horizontal dimension (our part in all of this) which says, God is willing and able, but we may not discerning what He is saying, and we may not be listening. Beneath the surface of all of us is gold that needs to be revealed, but God allows trials and tribulations as He is seeking to bring out the gold in our character. Remember that God is sovereign. He is in total control of all that is happening to us. God's love and justice mean He will always act in our best interest. Romans 8:28

Keynote Address: *Building on the All in Small*, Tim Janewski, CEO, The Alberta Library.

Small libraries have special needs and require special talents. Strategies for success included leveraging the power of networks and consortia; searching for scalable solutions; and planning organically. The presentation had many useful suggestions. A few of them were... Why create something when you can use your network power to modify something that is already done. Serving your students and faculty well does not mean you need the fanciest and newest things. We can repurpose, and move things around; you may have to penny pinch. Keep an eye on listservs for good deals on furniture; keep your ears open to learn which other libraries may be ridding themselves of equipment or furniture.

Adventist Digital Library (ADL) Report, Eric Koester, Lead Manager, Adventist Digital Library.

The URL for the ADL homepage is adventistdigitallibrary.org. ADL has three full-time workers, one Center for Adventist Research (CAR)-shared professional cataloger (10 hours), and approximately six student workers. The cataloger works directly with Felipe Tan, James White Library, to ensure that metadata is brought into compliance. There are two sub-committees (Content and Systems) that advise the work of the Digital Library. Last year the Content sub-committee developed a policy governance document that addressed the collections, metadata, and privacy issues related to the website. The document required negotiations among the partners, and was approved by the Board on June 7, 2018. Its main purpose was to expand on and confirm the Memorandum of Understanding that was signed in 2013, providing detail into what it meant

to be a contributor, what it meant to be a partner, and what it meant to hold and control our resources. The Systems sub-committee reviewed the backup and recovery strategies for the ADL system. There were no major purchases in equipment this year. ADL switched a scanner with Andrews University Archives for their Kodak i2200. An update was also given on the various hardware/software acquired as they work towards a fully customizable Windows experience. Eric reported that the platform had experienced a ransomware attack and 200,000 files had been affected, but almost all had been restored. Barriers were put in place to prevent further attacks.

The website platform was in software development. The website's usage was up 36% over last year. Approximately 3,000 objects were being downloaded per month. Users were staying on the site 10% longer, and fewer users were bouncing away from the site. 50% of users were from the United States; other countries, in the order of use were: Australia, Philippines, the United Kingdom and Brazil. Australia, Philippines, and Canada's usage were centered on the academic side. By gender, 60% of the users were male vs 40% female; 50% under the age of 45; 75% used desktops; 25% used mobile devices. Content: 1,640 books and documents added; 545 periodical issues and 2,400 pages; Index scanning: 206 books and documents processed; 500 periodical issues scanned. All available Millerite periodicals are online. Scans created by CAR staff before the formation of ADL have been added. The ADL staff are nearing completion of digitizing the CAR's vault books.

For the coming year the ADL staff hope to complete the CAR vault books and identify missing issues of the Review & Herald and Signs of the Times through 1900. Additional goals include completing the metadata, processing and loading of pending photographs, and promoting ADL on social media.

Discussion centered on adding filters and best ways to search on ADL.

Going Viral – (Virtual Institutional Repositories and ASDAL Libraries): an Added Value for our Stakeholders, Terry Robertson, Associate Dean of Libraries, Professor of Library Science, Seminary Librarian, Andrews University and Larry Onsager, Dean of Libraries, Associate Professor of Library Science, Andrews University.

Terry and Larry took us on a journey from failed efforts to their institutional repositories' first three years of service and success. Inspired by two ASDAL members, Andrews University launched Digital Commons, an institutional repository, in 2015. In year one Andrews University focused on student works; in year two – journals, and in year three – other types of information.

The Digital Commons at Andrews University has already had a global impact as it approached 1 million downloads in 230 countries. 49% of these downloads were student works while 34% were journals. Terry and Larry are able to brand the University by putting the represented department on each dissertation or paper. They are working on faculty works and are looking to include library services or public documents for stakeholders (i.e., campus news, student movement, tours, student missionary narratives, student officer profiles, etc.). They have been slowly engaging the whole campus as they include more campus news and newsletters in the repository, which in turn helps them market the repository. They hope to have the repository

included in the recruitment of students. They would like the institutional repository to make a global impact on Adventist education as ASDAL goes VIRAL.

There was discussion on having an ASDAL *Action* column highlighting new initiatives

The following LibGuide was shared: <https://libguides.andrews.edu/asdal>

Breakout sessions:

- Executive Committee
- Library Directors
- Reference
- Archives & Special Collections
- Technical Services

Group Photo.

2018 ASDAL Conference, 1st Business Meeting. See minutes that follow.

Conference resumes -

“Access for All: Reaching Educators Across the Digital Landscape”, Faith-Ann McGarrell, Editor, Journal of Adventist Education (JAE).

As long as you have access to a computer, you have access to the Journal of Adventist Education as it has now gone electronic. The URL is <https://jae.adventist.org/>. You can also get the app from iTunes or on GooglePlay. The print-ready edition is still provided to three of the Adventist World Divisions: East Central Africa, West Central Africa and Southern Asia Pacific. Circle.adventist.org has collaborated with the JAE in sourcing and allowing them to use their server for storage. The Board is still discussing the importance of going after impact factors ratings. The JAE is an award-winning journal that has established and maintained a high quality level. JAE is a member of the American Association of Publishers, Associated Church Press and Cabell’s International (Academic Referencing and Citation Index). Submissions have to go through a double-blind peer review process, which is sometimes a turnoff for would-be writers. JAE has come up with other options for authors who may not have time to write a long article and submit it for peer review. CIRCLE and JAE have built on the idea of a blog that inspires interaction among Adventist educators globally on eleven different themes: <https://educators.adventist.org/> .

Peer reviewers are to focus specifically on the following:

- Does the article have relevance to Seventh-day Adventist teachers and educational administrators worldwide?
- Was there sufficient use of research or source materials?
- Was the subject covered adequately and from a defensible viewpoint?
- How is the overall quality?
- Give general suggestions for revision.

JAE is looking for collaboration on 4-5 articles for contribution to the journal.

Wednesday, June 20

The bus loaded at 7:00 am for a wonderful, breath-taking, awe-inspiring day in the Canadian Rockies. David Delafield, Burman Outdoor Education faculty, was invited to be our tour guide. We first went on the Rocky Mountain Scenic Drive and Peyto Lake Viewing; had dinner at the Lake Louise Ski Lodge; took the Scenic Gondola up the mountain; went on a Chateau Lake Louise and Lakeside walk; and headed to the town of Banff for supper and shopping. It was a day well spent.

Thursday, June 21

Worship: Gina Guiboche

It was June 21, Summer Solstice Day as well as Indigenous Day. We had a good cultural lesson in which we heard Swampy Cree greetings, and learned about the importance of greetings and connections. Connection greetings among First Nations' peoples establishes who you are, where you are from, and what territory your family is from. It establishes who you are related to, and if you are family, in what way. In academia, people want to know your credentials, whether or not you are credible. However, that is not the case with First Nation's Peoples. They want to know your connections. In traditional settings, connecting is achieved in circles because there is no hierarchy in a circle. Connecting is done through speaking, by the way one acts. through sign or body language, or through books.

Sometimes working and researching might take us away from the most important book of all times. This book would impact and change our life if we would read it. Just hearing others talk about it is not enough. It is a miracle book that can change you – the Bible. Gina reminded us that our earthly jobs are secondary – We are waiting on our Lord and Savior's return, and should not let the cares of this world make us forget about this important fact. It is our privilege to share His message. Do not forget that you are His child with a great work to do.

"Digital Marketing Best Practices", Jamie Schneider Domm, Digital Strategist, North American Division.

How do we meet the needs of God's children in the digital space? Jamie told us that "social media [was] the new economic powerhouse of the world." Everything we do helps to shape our brand. Content that's shared online should improve the lives of others. Global social media is on the rise, so we need to go where the people are. Recognizing the importance of social media as a language is the first step in taking our Church into the digital world. Understanding the value and the potential of this medium can help to leverage our ministries and seek engagements in ways never possible before the advent of the Internet. What are your library's social media accounts saying about you that your words are not? What story are you telling? What impact can your library have on social media? Jamie Domm explored those questions and more as she offered technical, practical advice for Adventist Librarians interested in leveraging social media at their institutions. For more information please go to the Social Media + Big Data website. <https://www.sdadata.org/>.

“Assessing Information Literacy at PUC: A Collaborative Campus Experience”, Katy Van Arsdale, Archivist and Special Collections Librarian, Pacific Union College.

It was difficult to fully assess the success of information literacy instruction, since it takes place both at the library level as well as campus-wide. Every year Pacific Union College collected student artifacts from senior capstone courses and assigned a panel of faculty and administrators to assess the artifacts for core competency proficiency. A different institutional core competency was covered each year, and in 2016-2017 the topic was information literacy. PUC librarians participated in the assessment process by creating a rubric for the panel to use, by serving on the panel, by revising and refining the rubric based on the panel’s findings, and by providing a plan of action for building on and improving information literacy scores across all academic departments. Katy outlined the experience of the PUC librarians in a cross-disciplinary assessment process and provided background on the decision-making that led to the rubric that was ultimately used (a 5x5 model), and then later revised based on real-life applications. She also reflected on the campus perception of information with a report on the librarians’ recommendations for improving information literacy scores in the future, and for tracking scores more comprehensively and in addition to the core competency assessment. Two benefits to the library was 1) buy-in from administration to purchase a standardized assessment for the seniors; and 2) where there had been no time for freshmen to visit the library during orientation, the library is now being invited to be a part of the orientation session. They achieved more than they could have by themselves.

“The Alf Model: A Case Study in the Role of Librarians as Mentors in Digital Literacy”, Yvette Sparrow, Technical Services Librarian, Pieter Wessels Library, Helderberg College of Higher Education.

February 2018, Cyril Ramaphosa became the President of the Republic of South Africa, a country with a long history of educational inequality. President Ramaphosa’s State of the Nation address brought hope to many South Africans; he addressed inequality and emphasized that much hard work would have to be done by all to bring about change. Yvette’s presentation showed how even in our Adventist institutions, everyone needs to work together for change. A large number of students like Alf*, a Library Bursary Student, have had a substandard basic education, and go to Helderberg College to study for degrees and need to be encouraged and mentored through disappointments. Students who might never have interacted with various digital devices and software before, can receive the help they need to graduate with a degree, just like Alf*. Instruction and encouragement are needed in this new environment where demands are made, and life can become stressful. Helderberg College has students enrolled in foundation year courses (bridging years to degrees), some older students need additional tech support during their studies, and there are students from other African countries where the level of education is even lower than the worst on offer in South Africa. Helderberg College has realized the importance of mentoring, and Librarians can take on mentoring roles in encouraging solution-seeking habits in students, providing digital experiences in which the student can engage with his/her learning material. Research points to certain changes in our Library enabling, especially those students coming from a background of a basic education steeped in inequality, goal achievement, staffing, digitization and the actual physical library building were some of the aspects covered. To find out about the Bantu Education Act, and how librarians can make a change, look for Yvette’s presentation on the ASDAL website. *Alf is not his real name.

“Information Seeking Anxiety Among HBCU Undergraduates”, Paulette McLean Johnson, Library Director, Eva B. Dykes Library, Oakwood University.

An HBCU is any historically Black college or university that was established prior to 1964, in a time of legal segregation, whose principal mission was, and is, the education of Black Americans. Undergraduate students experience discomfort, uncertainty, and frustration when seeking information for academic purposes (Mellon, 1986; Kulhtau, 1991; Bostick, 1993; Van Kampen, 2004; Gross and Latham, 2007 and 2009). Using the Information-Seeking Anxiety Scale (ISAS), Paulette wanted to determine the level of information-seeking anxiety among the HBCU undergraduates enrolled in General Education classes (Oral Communication, Sociology, and Philosophy). The assessment tool investigated the relationship of gender, age, GPA, and area of study, on information-seeking anxiety, and examined the factors that contributed to information-seeking anxiety at the university. The study assessed the information seeking anxiety that undergraduates experienced during the information seeking/search process from the physical or virtual library and by whatever method, whether the search was performed manually or by electronic access or with human assistance. The ISAS consisted of 47 five-point Likert-style items that measured six aspects of information seeking anxiety. Findings added to the sparse literature about information seeking anxiety among African-American undergraduates and provided further reliability and validation of the ISAS in a distinct cultural and educational settings. Results from the study may be generalized to undergraduates at other HBCUs. Librarians can let students know they are not alone, and they can claim Bible promises and feelings of anxiety are real and continue to be experienced at all levels.

“Reach Out and Touch: Kettering College Library Promotion Techniques from 2015 to the Present”, Pamela Stevens, Interim Director, Kettering College Library.

The promotion of Kettering College Library resources to users presented two challenges. The first challenge concerned their primary users – students/faculty had very little time with their focus on curricula. The second challenge was the library had no budget for promotion. After creating a strategic promotion plan, outreach techniques were implemented. Pamela addressed signage and displays, social media and email. Pamela called on her architectural background to strategically use signage and displays to target those visiting the physical library space. The presentation illustrated the use of different types of signage and displays used for different locations and situations. Design tips were interjected for each scenario. Social media targeted students frequenting Facebook and Twitter. Email was used to target students, faculty, staff, and the Kettering Medical Center as a whole. Methods used to reach each of those potential library users were discussed with suggestions for design appeal.

“Perception and Information Literacy”, Sheila Clark, Librarian, Burman University; and Darel Bennedbaek, Assistant Librarian, Burman University.

Sheila and Darel analyzed the data of a Perception Study/Survey that was administered three years in a row. They used SPSS to analyze the data, and identify the statistically significant results. As the needs of students and faculty grow and change, and budgets get tighter, information literacy has to shift towards the new practices and find ways to improve existing paradigms. The increasing challenge of providing information literacy to students is of direct

concern to maintaining the library at the heart of the university. Among the interesting things the survey indicated was that “the more they [the students] visited the library, the more they understand what they don’t know”. This feeling faded after instruction, as they were then able to locate the information. In addition, the more students perceived the librarian as knowledgeable, or available, the more likely they would come for assistance, or use the library’s resources. They compared their findings with those in the literature and opened up discussion of possible solutions to challenges described in the first part of the presentation in an era of scarce resources.

“3D Printing – Building Library Value through Collaboration”, Neal Smith, Scholarly Communications Librarian, Adventist University of Health Sciences.

As 3D printing technology has become less expensive, libraries have gotten involved in offering this technology to users. The library is an attractive location for 3D printers on a college campus because it can make the technology equally available to all of campus, rather than limiting use to students and faculty in a particular department or program, investing in 3D printing technology also allows the library to create new partnerships with other departments. Neal spoke about how the 3D printing service developed at Adventist University. He discussed the process of building stakeholder support for starting a printer service and the expense and expertise involved in selecting a printer and learning to use it. He gave examples of how they collaborated with other groups on campus. They have also begun to integrate 3D printing into the curriculum in the occupational therapy program and have shared the joint development with OT professors of continuing education for local OT practitioners. Although there is a steep learning curve, one can see how 3D printing can increase the library’s value across campus. Here is a link for 3D items. www.thingiverse.com/thing:1674320

2018 ASDAL Conference, 2nd Business meeting. See minutes that follow.

“Virtual Reality: English, Education, Arts, and the Library”, Darel Bennedbaek, Julie Thompson, John McDowell, Tim Buttler, John Hoyt, Wilmer Tenerife, Cyndi Berrio, Burman University.

The presentation was on the rollout of virtual reality technology at Burman University on a shoestring budget, led by the Burman University Library in collaboration with faculty from English, Education, and Art. They were undertaking a mixed-methods study to investigate the implementation of the HTC Vive virtual reality headset in three separate classrooms – ENGL 295: Identifying Trauma in YA Dystopian Fiction, EDIT 250: Tech, Skills for Educators, and ARTS 130: Introduction to Studio Art. Students took surveys relevant to VR in each discipline. English students took the Transportation Scale to compare their engagement in both text and VR; Education students took the Technology Adopt Model before and after using VR to see how readily they would adopt the technology; art students took the Flow Scale, to test their engagement in creating art. Students then tested the system, using programs associated with their areas (English: Fallout 4VR; Education: various educational VR programs; Art: Tilt Brush), and then took part in a discussion. This data was analyzed and used to discuss methods for implementation, student reactions to virtual reality, and the potential for virtual reality in a university classroom.

6:00 p.m. - Banquet - the banquet was held at Casey's Cabin. Our hosts outdid themselves. It was a First Nation's theme and food was colorful and plentiful. We were "edutained" by David Delafield.