

North Coast Notes

Volume 7 Issue 3

Fall 2003

<http://www.sla.org/chapter/ccle>

President’s Message

Welcome to a new year of SLA Cleveland Chapter activities! It is truly a pleasure to be working with such a dedicated and talented group of information managers.

The local chapter Advisory Council consisting of all committee chairpersons and chapter officers met recently to discuss chapter activities and priorities. Some important initiatives were discussed:

- With the proliferation of electronic documents, the number of paper items sent to our chapter archives during recent years has dwindled. We would like to correct that. If you have annual reports from officers and committee chairs from 1997 to date, please send them to our chapter Archivist, Kathy Cseplo at 1281 Bonnieview Ave., Lakewood, OH 44107-2330.

- A review of our chapter membership boundaries shows our territory extends between Ashtabula County on the east and Sandusky County to the west, the southern boundaries of the counties of Paulding, Putnam, Hancock, Wyandot, Crawford, Richland, Ashland, Holmes, Tuscarawas, Harrison and Jefferson; and the northern boundary of the state except the counties of Fulton, Lucas, Ottawa and Wood. Indeed, many of our members reside and work outside of Cuyahoga County and the Cleveland area.

For this reason, the Advisory Council approved research into a possible name change for our chapter – one that is more inclusive of non-Cleveland residents and is (Continued on page 3)

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Student Chapter Update

The Kent State Student Chapter kicked off the Fall semester with our annual Kick-Off meetings on September 16th and 17th. The meetings provided an introduction to the Student Chapter, an introduction to what the Cleveland Chapter offers for students, a discussion about special libraries in the area for possible tours, and a short video about special libraries. A call for student officers, an activity planning committee, and web team were announced. The student officers will be in place soon with activities starting in October. The meetings were attended by 18 students.

After posting information about the SLA Student Group to the KSU student listserv, I received responses back from 40 students interested in some level of involvement with the Student Group. Included in the 40 students is a small handful of Columbus students who are very interested in participating. We plan to have some of our events in Columbus or between the 2 campuses. I am expecting an exciting, activity packed year.

A major goal this year is to update our student website (www.slis.kent.edu/~sla/). Items we are looking to enhance or add, include bios of alumni, virtual library tours (i.e. description of special libraries in the area), updated resources, and advice from professionals in the area.

I am looking for professionals in the area to help support the student group's interests and answer their questions. Professionals can help in the following ways: open your library up to a tour, present a topic to the student group, provide a practicum opportunity, or provide advice to the student group.

Types of advice the students would appreciate seeing are:

- Suggested skills for special library work,
- Disadvantages/advantages of special library work,
- Job hunting tips.

If you feel you can help the Student Group in any way possible, please contact me at bcg@uakron.edu.

Brian Gray
KSU SLA Student Chapter President

Cynthia Hill Coming to Central Ohio

Mark your calendars for Wednesday, November 12, 2003 from 6pm-9pm as the Central Ohio Chapter of SLA will be celebrating its 40th Anniversary at OCLC. Our special guest will be Cynthia Hill, President of SLA who will be speaking about our association's core competencies document and how it can be used to promote our profession and ourselves. A buffet dinner will be served.

Kudos Corner

Michael Keating, Research Editor, Expansion Management Magazine, received a **First Place** award for his article, "Most Logistics Friendly Cities in America," at the 25th Annual Ohio Excellence in Journalism Awards dinner on June 13. The awards are sponsored by the Cleveland Press Club. Magazine editors from throughout the Midwest compete in this annual awards program. Keating received a Member Achievement Award last year, and is a past secretary of the Advertising and Marketing Division.

New Seiss Book

Local author and library consultant Judith Seiss has had another book published! Titled **The Visible Librarian: Asserting Your Value with Marketing and Advocacy**, it was commissioned by the ALA as a part of their Marketing, Outreach, and Public Relations & Programs series.

Recent law, corporate, and even public library closings are the sad confirmation that libraries are no longer a given. Despite the fact that librarians bring unique value to their communities and organizations, too often their work goes on under the radar. The benefits provided by information professionals are invisible and taken for granted as Internet search engines replace real experts.

It's time to assert your value and the value of the resources you marshal. Step from behind the desk or computer to make your community aware of just how indispensable your services are. Here are all the tools you need to become the "squeaky wheel" and attract the attention your work deserves.

Use these practical strategies to connect with customers, make services both visible and valuable to the community, and get the word out using proven marketing, customer service, and public relations tactics specifically tailored to the library environment. Learn to:

- Provide the answers your users/customers need
- Gather internal and external champions to grow a funding base
- Access the resources that keep your enterprise viable
- Keep information resources available in spite of budget constraints
- Be recognized as a value-provider within your organization or community

Library directors, department heads, solo librarians: Learn how NOT to be invisible! Packed with all the best practices in marketing library services, this hands-on

guide provides inspiring stories and case studies of library colleagues around the nation who are successfully advocating and marketing themselves and their services.

Price: \$34.00

ALA Member Price: \$30.60

176 pages, Softcover

ISBN: 0-8389-0848-9

Published by ALA Editions. Order at the ALA web site:

(http://www.alastore.ala.org/SiteSolution.taf?_sn=catalog2&_pn=product_detail&_op=1198) or at amazon.com.

Call for Archives Material

Annual reports from officers and committee chairs from 1997 to date are needed for our files. We also need any significant correspondence along with minutes from this same time frame. Please send items to me either at kcseplo@cpl.org or to my home address, Kathie Cseplo, 1281 Bonnieview Ave., Lakewood, OH 44107-2330. Many thanks for your help!

Kathie Cseplo

President's Letter (continued from page 1)

more descriptive of our membership territory. Past-President Cathy Parker has agreed to chair this very important study and will make recommendations.

- President-Elect, Karen Oye has some exciting chapter meetings planned for the year. If you have ideas or access to a meeting facility, Karen would love to hear from you. You can reach her via e-mail at kao3@cwru.edu or telephoning 216-368-5309.

I'm looking forward to seeing each of you at various chapter meetings or working with you on committees. If you would like to talk about chapter activities or have an idea relating to SLA, please contact me at 440-871-2663.

Sally B. Fell

New, Nifty Web Sites

Librarians Under 30

NEXGENLIB-L, (NexGen Librarian)

Good for job announcements (JAS)

Christine Borne is Young Adult Librarian at Shaker Public Library

Purpose: This list is open to the next generation of librarians - those of us who are under 30, of any gender, political persuasion, race, etc., and our friends (those who welcome us into the profession).

List Type: Unmoderated discussion

Subscription: Requires owner approval

Archive: Readable by anyone

Created: May 09, 2003

Owner: Christine Borne

Subscribe at <http://topica.com>, or send an email to cborne-subscribe@topica.com

New Librarians Discussion List

NEWLIB-L@USC.EDU

This list is of interest to students, new librarians, and to those who are considering becoming librarians, and to those established in the profession who might wish to mentor newcomers. The list is open to all librarians--academic, public, special, etc.

"This is the best I've seen for job announcements; Often there are several posted per day." (J. Siess)

To subscribe to the list, send the following message to LISTPROC@USC.EDU:

SUBSCRIBE NEWLIB-L Your-first-name

Your-last-name

UNSHELVED

The world's only daily comic strip set in a public library! "Anyone who works in a library--even special libraries--will enjoy this strip." (J Siess)

Writer Gene Ambaum (the made-up name of a real-life librarian) and co-writer and artist Bill Barnes have been publishing since February 16, 2002. Some of the stories are made up, some of

them are based on real life, and some are absolutely true stories sent in by readers. And the stranger the story, the more likely it is to be true. Most of the action in Unshelved takes place in or near the Mallville Public Library, a branch library in the same system as Outlet City.

Recently the library underwent a significant (and unusually rapid) remodel.

To subscribe, go to

<http://www.overduemedia.com/>

Thanks to Judy Seiss for forwarding these!

Chapter Web Site News

Since assuming the position of webmaster this summer, Laura A. McLellan has been working on the website to fix all of the broken links and ensure that all information is correct.

The 2003-2004 Chapter Officers & Committee Chairs was kept updated by Joe Hecht, but Laura has accepted these responsibilities, also.

Susan Oberc has been forwarding job postings for the "Employment Opportunities" section, but we need more! It was agreed at the September board meeting to add more links to national job sites such as monster.com, to restrict job postings to northern Ohio, and to add a search tip for cleveland.com (library jobs are listed under the education category).

The board also agreed to add a "What's New" section to the website, which will cover various announcements until they are printed in the newsletter.

Please forward any suggestions or corrections regarding the web site to Laura, at mclellan91@yahoo.com

Save the Date!

Cleveland Chapter Treasurer Roni Greenberg will speak at the Ohio Library Council's Annual Meeting in Cleveland, on **Wednesday, November 19**. Roni, with Charlotte Seivert, medical librarian at Barberton Citizens Hospital, will discuss the unusual situation of a public library special consumer health branch set up in a hospital and how that partnership came about.

Annual Conference Review

Brian Gray is a busy man. He is enrolled at Kent's Library and Information Science program, he is the president of the student chapter of SLA there, and he is employed by Advanced Elastomer Systems. We (the Cleveland Chapter) gave him a \$400 travel stipend to attend the Annual Conference, where he received a \$6,000 scholarship for SLA Headquarters. Following is his report on the conference.

First, I would like to thank the Cleveland SLA chapter for providing me with the \$400 travel grant to attend the 94th Annual SLA Conference in Manhattan. I was attending the Annual Conference to receive a scholarship and prepare ideas for the Kent State student chapter. My thanks also goes out to Laura McLellan for participating in one of my scholarship related activities.

Not only was this my first time to such a large professional conference, it was my first time in New York City. My first day in NY included the Puerto Rican Day parade (3rd largest parade in NY City), the crowds arriving for the Tony Awards, and seeing Antonio Banderas arriving at the Broadway Theater where he was performing. Later in the week, I saw Joe Tait, the radio voice of the Cleveland Cavaliers, and the entire Cleveland Rockers basketball team walking down the street.

I did have some responsibilities related to receiving one of the SLA scholarships. I attended an informal breakfast with the scholarship selection committee, another winner, and guests from the Board of Directors. Laura McLellan attended as the representative of the Cleveland chapter. I received a certificate and the award check during the President Elect's poster session. It was a chance for the scholarship winners and the student chapter award winners to meet Cindy Hill, the new SLA President, and Janice Lachance, the new Executive Director. I also had a picture opportunity with Bill Fisher, the

outgoing President. The neat thing was to see my picture up on one of the SLA Conference announcement boards in the Registration area when I first arrived. Later, it was exciting to see my name scrolled across the projection screens during the keynote speaker sessions, along with the other SLA award winners.

If you ever attend the Annual Conference, do not miss the Dialog Customer Appreciation Party. The food spread was amazing and each year they bring in a new musical group. This year the music group was Tommy James and the Shondells, who perform songs such as *Mony Mony*, *Crimson & Clover*, and *Hanky Panky*.

Pulitzer winner David McCullough was the opening keynote speaker. He discussed his writing career and the role librarians played in his success. His thorough style of research into his writings can be demonstrated by the painstaking effort he put into his most recent book about John Adams. In addition to reading over 1000 letters written by or to John Adams, he wrote the entire book on a standard typewriter in order to focus his thought process. He also studied the literature, art, and culture of the time period to really understand the influences on John Adams.

David McCullough discussed several of his memorable incidents involving the use of libraries, including a time the Library of Congress analyzed Theodore Roosevelt's diary for him. The librarian went the extra effort to have an ink spot analyzed in the diary on the day Theodore's father died to see what was being hidden beneath.

McCullough left the audience with a couple comments for further thought about the direction of today's libraries. He emphasized his belief that libraries and librarians are a great expression of the U.S. democracy and education in action. He stated that no public library closed during the Depression, and that

today more libraries exist than McDonalds restaurants.

Stewart Brand discussed the “long view” of the world in his keynote address and how it related to global business. He discussed the evolution of information, and the ever-increasing amounts of data. He sees the duties of librarians to the civilization in the following terms: memory, constraint, integration, and continuity.

Madeleine Albright, former U.S. Secretary of State, was the closing keynote speaker. I was lucky enough to be chosen as part of a group of 20-30 people who were able to meet her before hand in question and answer session. She briefly outlined her roles and duties as the Secretary of State and her current duties in her promotion of American business abroad. She shared some early results of a global survey she was involved in that said Americans don't understand most other cultures and governments (especially Muslims), faith in the United Nations has fallen, and in general Americans are hated abroad. She was even surprised to find the Canadians and Mexicans were down on the American policies and behaviors. She emphasized information professionals must teach users that not one answer or truth exists for every question. She feels were are losing many areas of freedom as information sources are shrinking, such as the recent FCC changes and the Patriot Act. She sees the Internet as the key to breaking down global barriers. She feels information technology is critical to globalization efforts, but requires strong leadership to prevent the spread of hate. She discussed how she received and used information in her role of Secretary. She was the first Secretary of State to have her own website and conduct bilateral videoconferences.

I attended quite a few sessions. For example, I attended a poster session on marketing libraries, in which Ann Bolek of the University of Akron was presenting. I also attended a very eye-opening session on determining the quality of Internet information by Anne Mintz (author of *Web of Deception*) and Genie Tyburski (web manager of *Virtual Chase*). The two presenters demonstrated the types of questionable tactics companies or associations use to post very persuasive information. Many times it is not very obvious who runs a website until you dig beyond the actual content. They also demonstrated the types of personal information that is available on the Internet for free or at a cost.

Another session I attended was by Stephen Abram on new technologies in libraries. He did a brief summary of the history of information technology, and discussed how the development of the learning environment has persuaded the technological direction of information presentation. He discussed some current and new technologies that are starting to move into the library and information environment, such as OpenSource, blogs, intelligent linking, tablet computers, visual search engines (Kartoo), streaming media, etc. He said librarians are at the beginning of the technology tunnel.

I experienced all the debate and the vote on the potential name change. First, the possible names were voted on to see if they were successful candidates. The shorter SLA was voted down by a 867 to 87 vote, but IPI was accepted by a 656 to 343 vote. The eventually name change was voted down by a slim margin of 521 for and 369 against the change. Only 594 votes were needed for the change to occur, thus only 73 votes short from the change occurring.

At the closing meeting, Cynthia Hill officially started her duties as the new President. In her inaugural address, she emphasized positive changes to meet the goals of the current audience. She summarized her platform as two key areas, collaboration/partnership and celebrating the past to create the future.

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