

SLA San Diego Bulletin

Winter 2006
Volume 45 Issue 4
<http://www.sla.org/chapter/csnd/>

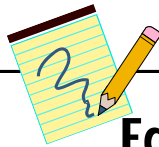
From the Desk of the President:

I hope everyone is doing great and that the new year has been a healthy, productive, and prosperous one so far. There are a few updates and reminders I'd like the chapter to be aware of . . .

- Last year SLA National decided to change the fiscal reporting period. The fiscal year used to end in May; now it coincides with the calendar year ending in December. Due to this change, the chapter has had to make the some adjustments to the length of positions and programs.
 - The current Board and Committee Chairs will be in their positions for 18 months, ending in December 2006. In January 2007, the term length will revert back to a 12-month time frame.
 - The SLA-SD Annual Seminar will now be held in the Fall instead of the Spring. It looks like October will be the magic month.
 - The Board is considering changing when the Scholarship Award will be given out. The current thought is to have it coincide with the Fall Seminar. I'll keep you posted on what is decided.
- Mike Perkins and I will start to recruit for the 2007 open positions on the Board and Committees in the late Summer. Remember - in order for the chapter to be successful we need volunteers - come join the fun! These are the positions we currently know of that will need to be filled.
 - President Elect
 - Directors (2)
 - Bulletin Editor
 - Others to be announced
- Linda Counts was able to attend the SLA Leadership Summit at the beginning of the year in Houston. She said it was informative and well worth her time. Please look for her article on page 4.
- Unfortunately Pam Rollo, SLA President, won't be able to visit San Diego this March due to personal reasons. Hopefully next year we'll be picked for a presidential visit. (Who wouldn't want to visit awesome librarians and sunny San Diego!)
- In May, Linda Counts is planning a joint program with SANDALL. Once the details are worked out we'll let you know.

Kim Abbey,
SLA-San Diego Chapter President





Editors

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Submissions

Please submit material to Judy Kammerer via e-mail. Preferred file attachment formats are Microsoft Word, text files, and JPEG for photos.

Submission Deadlines

Issue	Deadline
Spring	April 1st
Summer	July 1st
Fall	October 1st
Winter	January 15th



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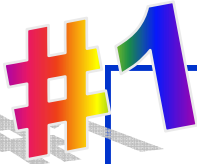


Please remember to keep your membership information current with SLA Headquarters. The membership information is used in a variety of ways to keep you informed and is accessed by chapter organizers when requesting mailing labels and e-mail lists, to create membership rosters, and much more.

If you or your institution require a paper copy mailed to you, please inform the editor. Exceptions will be placed on a separate distribution list.

Program News

Save the Dates:



SLA-SD Chapter Program - April

When: April 11, 2006

Time: 4 p.m.

Location & Event: Gemological Institute of America
and Library Tour

No Host dinner to follow.

Look for details in upcoming e-mails.



FRIDAY, OCTOBER 6, 2006 SLA-SD FALL SEMINAR

Have you wondered why there has been no announcement about our Spring Seminar? Since SLA is changing over to a calendar year, we are scheduling our seminar in the Fall this year.

Do you know of a good location where we could host our Fall Seminar? We would need a conference space for 80-100 attendees, exhibitor space, plus room for a catered lunch.

And do you have a suggestion for the theme for our seminar? We are thinking about “How to put new technologies to work in your library: blogs, wikis, podcasts and more.”

Suggestions for speakers are welcome too.

We want to hear from YOU!

Penny Coppernoll-Blach, Director
pblach@ucsd.edu

Susan Shepherd, Director
sushepherd@library.ucsd.edu

Chapter News



HOWDY FROM HOUSTON!

by Linda Counts

This year's SLA Leadership conference was in Houston. This is the second such conference I have attended and I found this one to be far superior. The conference opened with a keynote speaker, Doug Lipp. Doug is a former trainer for Disney and gave an entertaining speech on the obstacles and opportunities brought about by change. He listed the 4 obstacles to change 1) Sacred Cows 2) We're so good mentality 3) Everyone is a jerk attitude 4) Skimping on employee education. The 4 opportunities are 1) Communication 2) Innovation/motivation 3) Create customer loyalty 4) Aggressive planning for change.

The afternoon sessions were facilitated by Leadership Outfitters, Inc. The session I attended was "The Triple Whammy: Change, Communication, and Conflict." Like many such presentations, this was a team dynamics session. We were asked to first analyze our behavior style whether it be Controller, Persuader, Analyzer, or Stabilizer. Activities included trying to support a water balloon on 50 strands of spaghetti and passing a marble through a wooden trough about fifty feet long without dropping it. You have all been through such activities and they can be pretty revealing when considering group dynamics and applying the thought process to your work environment.

All our meals were provided and one of the luncheons gave us the opportunity to hear a five minute speech from all of the 2006 board candidates. Such face-time sure makes voting easier. The meals also provided the opportunity to meet other chapter officers from across the continent and beyond.

The SLA staff made presentations on fundraising and endowment grants. The grants are available to local chapters for research projects for the advancement of library science. If you are interested in applying for up to \$30,000 worth of grant money, let me know and I will provide more details.

Finally, we were given an update on changes coming up in 2006. This year in Baltimore we will have our first keynote speaker, Gwen Ifill, on Sunday night. Members may realize a 3% saving on membership by signing up for 3 years in advance. Five chapters in the Northeast are petitioning headquarters for the right to consolidate into one large chapter. The concerned chapters are Boston, Rhode Island, Hudson, Fairfield County, and Connecticut. They have had difficulty filling leadership position for all the five chapters. The larger regional chapter would present chapter meetings in each of the smaller regions.

It was a worthwhile conference and I was able to meet one of our old friends, Ty Webb. She is the program chair for the Denver meeting in 2007! ♦

SLA
Leadership Summit
2006



Announcements

A WARM WELCOME TO OUR NEW & RETURNING CHAPTER MEMBERS !!

- Mary K. Aldous, Naval Health Research Center, Wilkins Biomedical Library
- Erni Barros, Pfizer Global R&D La Jolla



SAVE THE DATE!

SLA-SD Chapter Program, Gemological Institute of America Library Tour

Date: April 11, 2006

Time: 4 p.m.

Location: Gemological Institute of
America, Carlsbad, CA

Cynthia L. Shamel will present a session at the Pharmaceutical and Health Technology Division Spring Meeting in Memphis, March 26-28. Cindy's session is titled "Who Ya Gonna Call? How to Contact, Contract, and Collaborate with an Independent Info Pro" This session will provide attendees with resources to locate the outside help, strategies for negotiating a contract and setting up a working relationship, and practical tips for managing at a distance. <http://www.sla.org/division/dpht/meetings/spring2006/spring2006ann.htm>



Keeping Up With Meetings

DEVELOPING A CULTURE OF ASSESSMENT IN LIBRARIES: A LESSON FROM ACADEME

By Michaeleen Trimarchi

San Antonio hosted ALA's Midwinter Meeting in January, where I attended the day-long workshop "Assessment in Academic Libraries: Using ACRL Standards for Continuous Improvement," sponsored by ALA's Association of College & Research Libraries (ACRL) division, and presented by Bob Fernekes of Georgia Southern University and Bill Nelson of Augusta State University. A summary is presented here with links to key web sites, as many of the workshop's assessment tools can be easily modified for use in special libraries.

Academic librarians use the ACRL's "Standards for Libraries in Higher Education" [<http://www.ala.org/ala/acrl/acrlstandards/standardslibraries.htm>] to help them meet the challenge of documenting their libraries' contributions to institutional effectiveness. The June 2004 revision focuses on outcomes assessment in a wider range of libraries and so perhaps is more relevant to special libraries than the previous College Library Standards". Workshop presenters Nelson and Fernekes discussed the key program areas in the ACRL Standards that should be the focus of assessment and continuous improvement in libraries.

Nelson and Fernekes are the authors of the course workbook "Standards and Assessment for Academic Libraries: A Workbook" (ISBN 0-8389-8211-5) which is available at the ALA Online Store for \$20 [<http://www.alastore.ala.org/>]. The workbook itself provides practical examples of performance measures for each area, along with checklists and suggestions for applying the principles to a particular library.

Simply stated, a culture of assessment addresses three questions in a continuous loop: What are we doing well? What do we need to do better? Should we be doing something else in order to achieve our vision? The ACRL Standards provide the following framework for the assessment process.

Part I: Planning, Assessment, and Outcomes Assessment

Planning

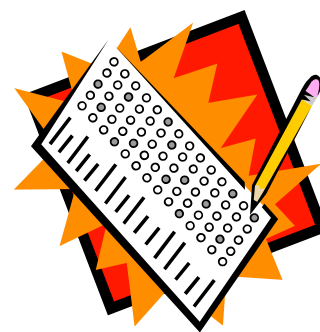
The first step will come as no surprise to most librarians: involve the library in the institution's strategic planning process. Sometimes difficult to achieve in practice, so at least identify your institution's mission, vision, strategy and/or core values to use as the basis for the library's own mission and strategic plan.

Assessment

Nelson and Fernekes recommend using a four-column planning matrix to graphically display the library assessment process. The first two columns, "Purpose" and "Goal," are constructed from the library mission. Column 3, "Evaluation Procedure," may contain multiple entries for each goal, with a code to indicate the projected frequency of each procedure. Each evaluation procedure has a corresponding entry in Column 4, "Use of Results."

Outcomes Assessment

Outcomes assessment focuses on performance measures that indicate how well the library is doing what it has stated it wishes to do. It is critical to choose valid measuring devices and to carefully consider sample size and sampling methods. Kaplan and Norton's Balanced Scorecard method is recommended as a useful, four-part assessment tool, and the course workbook provides several other examples.



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Keeping Up With Meetings

(Continued from page 6)



Part II: Services, Instruction, Resources, Access, Staff, and Facilities

Special libraries can assess the same key performance areas outlined in the ACRL standards for academic libraries.

Services

Academic and special librarians should establish, promote, maintain and evaluate a range of quality library services that support the institution's mission and goals.

Instruction

Academic librarians should integrate instruction in the curriculum, and special librarians should participate in the educational, research and training programs of their company.

Resources

Academic and special librarians should provide varied, authoritative, and current resources in the formats necessary to support the needs of users in the most efficient manner. Is there sufficient library support for new endeavors pursued by the parent institution such as new degree programs or new product lines? Collection-centered, user-based, and usage-based measurements are all relevant.

Access

Access to library resources should be provided in a timely fashion. User satisfaction surveys, task force reports, and web usability studies can provide assessment data.

Staff

How well do the professional and support staff meet the current and projected program requirements? Both academic and special librarians should participate in professional activities and continuing education programs to keep pace with new and emerging technologies. Academic library professionals should be active partners in the academic life of the institution, while information professionals can find opportunities to work closely with key company programs such as research and development.

Facilities

Academic and special libraries may differ significantly in this area, as most colleges and universities aim for the library to be a cultural center as well as to provide ample space for study, research and computing. Special libraries may have limited space but should at least provide a suitable environment for its personnel, services and collections, with adequate and functional equipment.

Part III: Communication & Cooperation, Administration & Budget

The final areas of the accreditation standards address library administration issues such as communication and reporting relationships within the university, faculty advisory committees, and library governance and operations. Directors of special libraries may find it a greater challenge to position themselves to report to the president or equivalent of chief academic officer, but they should not ignore the importance of the library's position within the institutional structure. The budgets of both academic and special libraries should be used efficiently and effectively to support the library's objectives as derived from the institutional and library missions, meet the reasonable expectations of the full spectrum of library users, support appropriate professional and support staffing at adequate compensation, and the library director should have the authority to apportion funds in accordance with institutional policy.

This article highlights only one of a wide range of resources special librarians can consult to create a *culture of assessment* in their libraries. Additional key resources include:

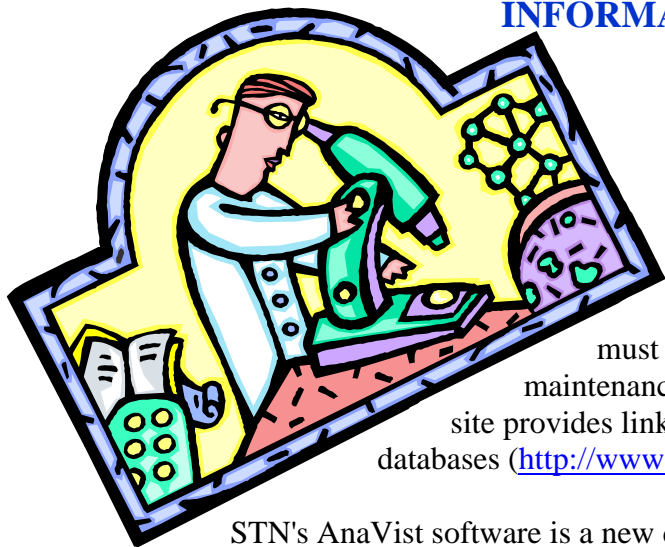
- Library Assessment and Benchmarking Institute 2002, presented in partnership by the Special Libraries Association (SLA), the Association of Research Libraries (ARL), and the Federal Library and Information Center Committee (FLICC) [<http://www.sla.org/content/learn/onlinepres/LAB2002/index.cfm>]
- Outcome Based Evaluation web site, Institute of Museum and Library Services [http://www.ims.gov/grants/current/crnt_obe.htm]



Keeping Up With Meetings

STN USER UPDATE 2006: FINDING DRUG PIPELINE INFORMATION & CAS REGISTRY BLAST SEARCHING

By Michaeleen Trimarchi



A dozen area scientific information professionals met in San Diego on January 30 for the 2006 STN User Update presented by Chemical Abstracts Service (CAS). STN International provides access to over 200 databases from respected scientific organizations. Information professionals must register for an STN account but there are no monthly maintenance fees; you only pay when you use the system. The CAS web site provides links detailing the variety of methods available to access STN databases (<http://www.cas.org>).

STN's AnaVist software is a new data and text mining tool from CAS, and is available at no cost between now and February 28. You must have an STN account, however, you will be credited 100% of the purchase price of the software license (a \$250 value). Once you have the AnaVist software you can conduct visualizations for a flat fee ranging from \$190 to \$690, based on the size of the answer set. For details, go to: <http://www.cas.org/stnavist/index.html>.

STN's Pharmacology cluster of 57 databases provides information on pharmaceutical patents, conferences, directories, journal literature, business news and marketed/pipeline drugs. One of the morning sessions was devoted to drug pipeline literature, which focuses on the development status of potential pharmaceutically active ingredients, and a detailed comparison of the five major databases: Pharmaceutical Substances, Adis R&D Insight, IMS LifeCycle/R&D Focus, Pharmaprojects, and Prous Drug Data Report. The complete presentation is available at the STN Training Seminars web site under "Archive of Recorded e-Seminars" (<http://www.cas.org/training/schedule.html>).

Protein and nucleotide sequences make up over 65% of the CAS Registry database of chemical substances, making it the world's largest repository of genes and peptides. One of the afternoon sessions was an overview of sequence similarity searching using the BLAST (Basic Local Alignment Search Tool) algorithm via STN Express or STN on the Web. CAS indexes sequence information from over 3,000 life sciences journals and 50 patent-issuing authorities plus books, dissertations, and GenBank. A BLAST similarity/homology search is used to retrieve sequences and display alignment data as well as to identify associated patent and journal literature references. Consult the CAS web site "Conducting a CAS Registry BLAST Search" for more detailed information (<http://www.cas.org/ONLINE/STN/expressblast.html>). The National Center for Biotechnology Information (NCBI) web site provides an in-depth discussion of BLAST at <http://www.ncbi.nlm.gov/BLAST/>. Librarians who are not familiar with biosequence searching are encouraged to start with "Bluff Your Way In Genetics," on the web site of FIZ Karlsruhe, a German partner of CAS (in English, at: http://www.stn-international.de/training_center/bioseq/bluff.pdf).



Board Minutes

SLA-SD BOARD/COMMITTEE MEMBER MEETING

Thursday, February 2, 2006
8:30 a.m. - 9:45 a.m.

Dr. William C. Herrick Community Health Care Library

Present:

Kim Abbey, President	Elizabeth Grossman, Hospitality
Linda Counts, President-elect	Judy Kammerer, Bulletin Co-editor
Mike Perkins, Acting Past-President	Teresa Linayao, Bulletin Co-editor
Kathy Quinn, Secretary	Ann Willard, Webmaster
Susan Shepherd, Director	Beth Autin, Membership
Penny Coppennoll-Blach, Director	SuHui Ho, Employment

The meeting was called to order at 8:35 a.m.

Announcements

No announcements.

Officers' Reports

President (Kim Abbey)

- Kim asked Kathy Quinn to look into what is involved in revising the chapter Bylaws document in accordance with SLA's new Governing Documents and Recommended Practices. Kim suggested that perhaps a committee should be formed if it's a significant amount of work. Kathy will report back at the next meeting.

President-elect (Linda Counts)

- Linda reported on the SLA Leadership Summit that she attended last month. She also reported the following news items from SLA:
 - SLA will offer a three-year membership rate which will give a 3% discount.
 - SLA is giving free memberships for 2006 to all SLA members affected by last year's hurricanes.
 - The Annual Conference will have some format changes, including the keynote speaker on Sunday instead of Monday and the Business Meeting on Tuesday instead of Wednesday.
- Linda has a packet of information for the Public

- Relations chair and will send to Amy Waterman.
- SLA reminded the attendees that there are grants available for chapter projects.
- The next chapter program will be on February 15 at National University on the topic of Marketing.
- Linda has planned a tour of the Gemological Institute at 4:00 on April 11. There will be a no-host dinner at an area restaurant after the tour.
- Linda had submitted a request to have the current SLA President, Pam Rollo, visit our chapter, but due to other obligations, she will most likely not be able to visit.

Secretary (Kathy Quinn)

- Mike Perkins moved that the minutes from the last chapter Board meeting (October 21, 2005) be approved, Linda Counts seconded, and all present approved.

Acting Past President (Mike Perkins)

- Due to the change in the association year, which now ends December 31 instead of June 30, there was a discussion of what the timing will be for nominations for chapter officer positions, elections, and installation of the new officers. Mike said that he will need to find nominees for President-elect, Treasurer and the two Director positions.
- Kathy will check the Governing Documents for the rules on how many terms an officer can serve, particularly if an officer served a partial term as a replacement. She will also check on the number of years one can serve on a committee.

Treasurer (Mike Perkins for Anne Turhollow)

- Mike distributed the Balance Sheet and Cash Flow Report. From January 1 – February 1, 2006, the chapter had \$130.00 in income and \$0 in expenses for a balance of \$130.00. Total assets in the chapter's accounts are \$10,825.28.
- Anne will send in the Annual Report to headquarters by February 15.



(Continued on page 10)

Board Minutes

(Continued from page 9)

Directors (Penny Coppernoll-Blach and Susan Shepherd)

- Penny and Susan have begun working on the Fall Seminar and suggested Friday, October 6, 2006, as the date after checking for conflicting events.
- Penny will write a notice for the Bulletin to advise the chapter that the Seminar has been moved from the Spring to the Fall.

Committee Reports

Archives (Kim Abbey for Kim Lomeli)

- Kim L. is working on getting the archives organized and standardized. She will send out a list to the Board when complete.
- There was a discussion about whether there is a written agreement about using the archive space at the San Diego Public Library. Kim A. will talk to Kim L. and look into it further.

Bulletin (Judy Kammerer and Teresa Linayao)

- Teresa asked about what events (such as the student scholarship and officer nominations) will be moved due to the change in association year. It was decided that everyone should submit or bring a list of items for their area of responsibility to the next Board meeting so that a new chapter schedule can be determined.
- In order to publish the Board meeting minutes in the chapter Bulletin in as timely a manner as possible, there was a discussion about obtaining approval of the minutes by email. Linda Counts moved that the chapter institute a procedure for the Executive Board to approve the Board meeting minutes by email vote in order to expedite publication of the minutes, Kim Abbey seconded the motion, and all present approved.

Employment (SuHui Ho)

- SuHui reported that several people have emailed her asking detailed questions about the job market in San Diego. After some discussion, it was suggested that she create a "canned" response so that she does not have to spend a lot of time replying individually. The response could include links to the San Diego

Regional Chamber of Commerce, San Diego Convention and Visitors Bureau, data on the region's cost of living, etc.

Membership (Beth Autin)

- An updated membership report which shows we currently have 112 members.
- She also reported that there is a new head of membership at SLA and that there is now a better information flow from headquarters. Linda said that overall SLA is losing members.

Webmaster (Ann Willard)

- Ann has looked further into the options for web management software and found that Dreamweaver 8 is the industry standard with 80 percent market share. She can get an educator discount which lowers the cost from \$399 to \$199. She requested permission to purchase Dreamweaver, her motion was seconded by Kim Abbey, and all present approved.

Old Business

No old business to report.

New Business

- Kathy reported that the recent SANDALL bulletin mentioned a joint meeting with SLA in May. Linda said they are still working on the details.
- Kathy also reported that SCIP (Society of Competitive Intelligence Professionals) is looking into forming a San Diego Chapter, which may present future joint meeting possibilities for us.

Board Meeting Dates

The next Board meeting is scheduled for Friday, April 28, at 8:30 a.m., at the Herrick Library.

The meeting adjourned at 9:50 a.m.

Respectfully submitted,
Kathy Quinn
Secretary
February 6, 2006 ◆



Association News

SLA will hold its Annual Conference in **Baltimore, MD, June 11-14, 2006** at the Baltimore Convention Center. The conference will create an environment for networking, communication, learning and other developmental opportunities for information professionals.

Baltimore 2006—Where Tradition and Transformation Converge



The Special Libraries Association (SLA) announces the opening of the online conference planner for its 2006 Annual Conference, which will take place 11-14 June in Baltimore, Maryland USA. Prospective conference participants may access the planner and review the programming schedule at www.sla.org/



Attention SLA Members: Utilize SLA's latest technological innovation to cast your ballot for candidates. It's simple, easy-to-use, and fun! Balloting will remain open until 5:00 PM EST on 3 March.

<http://www.sla.org/content/SLA/governance/bodelection/index.cfm>

If you haven't done so already, subscribe to the discussion list for the SLA-San Diego Chapter Members.

TO SUBSCRIBE:

Send an e-mail to Lyris@lists.sla.org with the SUBSCRIBE command in the body of the message:

Subscribe listname your-e-mail_address FirstName LastName

Example: Subscribe sla-sd teresa.linayao@cubic.com Teresa Linayao

TO UNSUBSCRIBE:

Send an e-mail to Lyris@lists.sla.org with the UNSUBSCRIBE command in the body of the message:

Unsubscribe listname e-mail_address

Board & Advisory Council Members

Executive Board (Voting Members)

Position	Name	Phone	Email
President	Kim Abbey	619-804-3717	kimabbey@cox.net
President-Elect	Linda Counts	619-740-4152	Linda.Counts@sharp.com
Past President	Michael Perkins	619-594-6743	mperkins@mail.sdsu.edu
Secretary	Kathy Quinn	858-626-2733	kquinn@plazainv.com
Treasurer	Anne Turhollow	619-594-4921	c.turhollow@sdsu.edu
Director	Penny Coppernoll-Blach	858-534-4431	pblach@ucsd.edu
Director	Susan Shepherd	858-534-2480	sushepherd@library.ucsd.edu

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Program	Linda Counts	619-740-4152	Linda.Counts@sharp.com
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Hospitality	Elizabeth Grossman	858-651-4341	egrossma@qualcomm.com
Webmaster	Ann Willard	619-871-0749	awillard@san.rr.com

Calendar

CALENDAR OF EVENTS - FEBRUARY THROUGH MAY 2006

February 15, 2006 — SLA-SD Chapter Program

Marketing Potpourri

Hosted at National University Library, 9393 Lightwave Ave., San Diego, CA 92123

February 22-25, 2006 – Music Library Association

Annual Conference – Memphis, Tennessee

<http://exlibris.memphis.edu/music/mla/>

March 15, 2006 - SLA's Click U Live! www.sla.org/content/learn/learnmore/distance/2006cul/index.cfm

Topic: [Market Research for Libraries](#)

Presenter: [Samantha Chmelik](#), Knowledge inForm, Inc.

March 21-25, 2006 – Public Library Association

11th Annual Conference – Boston, Massachusetts

<http://www.placonference.org/>

March 22-24, 2006 – Computers in Libraries

21st Annual Conference – Washington, D.C.

<http://www.infoday.com/cil2006/default.shtml>

March 23-27, 2006 – American Society for Information Science & Technology

7th Annual Information Architecture Summit – Vancouver, British Columbia, Canada

<http://www.iasummit.org/>

March 28-30, 2006 – Information Highways Conference

17th Annual Conference – Toronto, Ontario, Canada

<https://secure.econtentinstitute.org/conference/overview.asp>

March 28, 2006 - SLA's Click U Live! www.sla.org/content/learn/learnmore/distance/2006cul/index.cfm

Topic: [Communities of Practice - Knowledge at Work!](#)

Presenter: [Deb Wallace](#), The Kennedy Group

April 11, 2006 - SLA-SD Chapter Program

Gemological Institute of America Library Tour, Carlsbad, CA at 4p.m. No host dinner to follow at local restaurant.

May 16-18, 2006 – American Medical Informatics Association

Spring Congress – Phoenix, AZ

<http://www.amia.org/meetings/s06/>

May 19-24, 2006 – Medical Library Association

Annual Conference – Phoenix, AZ

<http://www.mlanet.org/am/am2006/index.html>



To list an event in the calendar, please contact Barbara Busch at bbusch@spawar.navy.mil.
For updates check the Chapter website at www.sla.org/chapter/csnd/meetings.html. ♦