

SLA San Diego Bulletin

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

Feature :

PROPOSED BUDGET CUTS IMPACT CALIFORNIA COLLEGES—AGAIN

Submitted by Bobbi Weaver, Past-President

Despite campaign promises to protect funding for education, Governor Swarzenegger has proposed a mid-year budget plan that would suspend Proposition 98 funding for community colleges and cut funding for outreach programs offered by the UC and CSU systems. The governor's proposed plan should be released to the public around January 10, 2004.

Early in 2003, the California Legislature cut the community college budget by \$161 million. With regard to community colleges in the state, the current controversy revolves around the possible suspension of funds required by Proposition 98—an initiative passed in 1988 that would allocate a percentage of the state's General Fund to pay for public education from the kindergarten to the community college level. When the initiative was first enacted, that rate was at approximately 40 percent. Due to increased funding from property taxes, the rate is currently at 34.5 percent. (See, Legislative Analyst's Office, "Impact of Governor's Spending Cap Proposal on Proposition 98," Dec. 2, 2003, available at http://www.lao.ca.gov/handouts/Education/2003/Appropriations_Hearing_120203.pdf)

A recent *San Diego Union-Tribune* article states that Proposition 98 requires that community colleges receive about 11 percent of these funds. However, the article continues by stating that this requirement has been routinely suspended by the government, and that three San Diego County community college districts—San Diego, Grossmont-Cuyamaca, and Southwestern--receive even less money due to a funding formula established by the state. (See, "An unfair system; Community colleges always shortchanged." *San Diego Union-Tribune*, Dec. 26, 2003, p. B-10.)

Proposition 98 does provide for suspension of its provisions for a year, but it must be done by urgency legislation other than a budget bill. When the requirements are suspended, the legislature is required to increase funding until the base is restored. (See, Legislative Analyst's Office, "Impact of Governor's Spending Cap Proposal on Proposition 98," Dec. 2, 2003, available at http://www.lao.ca.gov/handouts/Education/2003/Appropriations_Hearing_120203.pdf)

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Feature

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Unfortunately, decreases in funding usually result in decreases in the community college workforce. In a recent Los Angeles Times article, the plight of the Ventura County Community College was reported. In 2003 in that district, 44 full-time faculty members retired early, 37 additional employees retired, and 33 positions were cut from the district. (See, Sandra Murillo and Holly Wolcott, "Community Colleges Hit Hard by Budget Woes," *Los Angeles Times*, Dec. 14, 2003, pt. 2, p. 1.)

In addition to possible cuts in Proposition 98 funds for community colleges, Governor Swarzenegger has also proposed cuts affecting the UC and CSU systems. For the CSU system, the governor has proposed a \$74.6 million cut in funding--\$52 million of which would come from funding for outreach programs such as the Education Opportunity Program (EOP) (a \$37-million cut is proposed for the EOP program alone.) According to a recent *Sacramento Bee* article, about 35 percent of African-American students and about 46 percent of Latino-American students at UC campuses benefit from outreach programs offered by the UC system. (See, Lesli A. Maxwell, "Ax still hangs over campus outreach," *Sacramento Bee*, Dec. 11, 2003, p. A3.)

For those of you interested in learning more about these issues, the Association of California Community College Administrators will be holding a workshop in Sacramento on Thursday, January 15, 2004. Information and registration are available at <http://accca.com/budget/>. Also, web sites for contact information for the governor and the California legislators are listed below, along with web sites to educational advocacy groups.

Relevant Web Sites:

Governor Schwarzenegger's web site

http://www.governor.ca.gov/state/govsite/gov_homepage.jsp
--Web site provides a link, "Contact the Governor", on the left frame. Link provides contact information for the governor.

Your Legislature

<http://www.leginfo.ca.gov/yourleg.html>
--By entering your zip code, you can elicit contact information for your State Senator and Assemblyperson.

Save Our Schools

<http://www.sos-ccc.org/>
--Website of a student group advocating equitable budgetary treatment of California

Keep the Doors Open: Californians for Community Colleges

<http://www.keepthedoorsopen.org/>
--Website of advocacy group for community college support.

Stop Elimination of Outreach Programs Petition

<http://www.petitiononline.com/SAC/petition.html>
--Provides opportunity to sign petition online to stop the elimination of outreach programs provided by the UC and CSU systems.

No! to Budget Cuts in Education

<http://www.thepetitionsite.com/takeaction/777929958>
--Another online petition to the Governor and California Legislature. ♦



PLANT PORTRAITS FROM THE SAN DIEGO NATURAL HISTORY MUSEUM RESEARCH LIBRARY

Submitted by Margaret Dykens

After many years of preparation and hard work, the San Diego Natural History Research Library is very excited to announce the new exhibition called *Plant Portraits: the California Legacy of A. R. Valentien*, which premiered at the Museum on December 12, 2003. This exhibition displays 80 exquisite original watercolors of native California plants painted in the early 1900s by the artist, A. R. Valentien. Ever wonder why the signature restaurant at the Lodge at Torrey Pines is called the “A. R. Valentien”? Here’s your chance to learn more.

Valentien was commissioned by Ellen Browning Scripps to paint the “wildflowers of California” in 1908; he later expanded the assignment to include trees, ferns and grasses and after 10 years of traveling the state, had painted almost 1500 species of plants. Although the original plan had been to share his work with the public upon completion, publication never occurred due to cost concerns. This exhibition, along with a 212-page book published for the occasion, will at last carry out that goal established almost 100 years ago.

When I first started working at the Museum library in 1997 and was shown the Valentien watercolors, I was astonished by their scientific accuracy, delicate grace, and esthetic appeal. When I learned that they had been “hidden away” in storage in the Research Library since 1933 when they came to the Museum as part of Miss Scripps’ estate, I was determined to see that the public would some day benefit from these stunning works of art, that also serve to document many species of special conservation concern from our native California habitats.

**Note: Next chapter meeting is Jan 28th at
The San Diego Natural History Museum.
See page 6 for details!**

In 1999, we were extremely fortunate that two generous donors stepped forward to fund this project; Eleanor and Jerry Navarra (of Jerome’s Furniture) became completely taken with the paintings and over the past four years have supported the cataloging, photography, conservation, appraisal, and research for this project, including the full support for the local exhibition. In addition, The Irvine Museum has supported our efforts to publish a book on the collection and contains 325 full color plates from the paintings, as well as text describing the history of the collection, Valentien’s place in the history of art in California, and the conservation message of the paintings as they bear testament to our threatened habitats. Authors include myself; Dr. Exequiel Ezcurra, President of the National Institute of Ecology, a cabinet-level position in Mexico; Jean Stern, Executive Director of The Irvine Museum; and Dr. Peter Raven, one of the world’s leading botanists and Director of the Missouri Botanical Garden.

Please visit our exhibition website at www.sdnhm.org/valentien/plantportraits to learn more about the exhibition, the book, and other products developed from the images, such as our collection of beautiful note cards which will be for sale in our Museum Store and on our website by mid-November. Any questions can be directed to me at library@sdnhm.org. ♦



Program News


LEARN! NETWORK! EXPLORE! WITH CHAPTER EVENTS

Submitted by Sue Swisher, President-Elect

Enhance your professional life with programs for Chapter members that combine learning, networking opportunities, touring local libraries, and socializing.

We've just hosted one of SLA's Virtual Seminars "The Visible Librarian: Asserting Your Value Through Marketing and Advocacy" on November 19th, with thanks to Swets-Blackwell for sponsoring this session. SLA has a wide range of virtual seminars. Check the SLA web site at www.sla.org/content/Events/distance for lists of the upcoming seminars that we could also bring to San Diego.

Reserve the date of Wednesday, January 28 for a visit with SLA's President Cynthia Hill of the Sun Library in Northern California. She is a dynamic, informed, and informative speaker not to be missed.

Other programs in the planning stages include tours of unique special libraries in San Diego, workshops on web logs, and other topics. This year the Holiday Party was held at Ann Willard's home on Tuesday, December 16. See photos from party below. 

Directors Kim Abbey and Amy Waterman will be announcing plans for the 2004 Spring Seminar on page 5.

If you have any subjects you would like to see presented, a speaker you'd like to hear, a virtual seminar that interests you, or libraries you would like to tour please let me know. I can be reached at sswisher@serralib.org or at 619-232-1225. Your input will help insure that the Chapter's programs meet the needs of the members.



Pictured from L to R: Penny Coppernoll-Blach, Michelle Blackman, Janine Free, Ann Willard (Holiday Party Host), Berverlee Cabral, Roddy Delosreyes, Daniel Fitz-Enz, and Cindy Shamel.



Pictured from L to R: James Grant, Sue Swisher, Susan Shepard, and Kathy Wright.



Pictured from L to R: Kim Bevis, Chris Bevis, and Paula Simon.

Program News

COMING SOON - SLA SD'S SPRING SEMINAR

Submitted by Directors Kim Abbey and Amy Waterman

Winter has just begun, but soon it will be Spring and your Program Directors wanted to let you know of our plans for the Spring Seminar.

Communication Skills for Librarians, Politicking, Networking and Inter-personal Communication

Friday, April 23, 2004

The Herrick Library

9001 Wakarusa St., La Mesa, CA 91942

Catering by: The Culinary Arts Program of the San Diego Arts Institute

This seminar will focus on the skills and tools Librarians can use to create influence within their organizations.

Amy Gonzales, a leadership and development specialist, and Linda Bickham, an expert in communication, will present strategies and hands-on methods for creating connections and influence within your organization.

Librarians who create and foster their networking and communication abilities and who are institutionally savvy are seeing positive results. This seminar will provide SLA SD members with tools we can take away and begin to use to better our position within our establishment.

Amy and Linda will work with us to create an impression and presence within our organizations by providing us with real life applications we can use.

The seminar will wrap up with personal testimonials by colleagues regarding how their ability to communicate and network influenced the Library's role within their company or institution. And, in some cases, how having these skills might have helped save a Library.

We look forward to seeing you all in April! ♦

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

Option #1 Follow instruction available from the link below.
<http://www.sla.org/content/interactive/lists/instruction/listproc.cfm>

Option #2 SLA Discussion List Subscription Instructions below:

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

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

Program News

Special Libraries Association, San Diego Chapter presents

The Future of Our Profession, the Future of Our Association

Date: Wednesday, January 28, 2004

Time: 2:30 PM to 5:00 PM

Location: San Diego Natural History Museum
Discovery Room, First Floor
1788 El Prado, Balboa Park
San Diego, CA 92112

Speaker: Cynthia Hill, President, Special Libraries Association
Manager, SunLibrary and Learning Technology, Sun Microsystems

Agenda: 2:30 – 3:00 PM Refreshments and networking
3:00 – 4:00 PM Speaker
4:00 - 5:00 PM Tour of Museum Library
5:15 PM Dinner at The Prado Restaurant, in the House of Hospitality,
1549 El Prado, Balboa Park, (to preview the menu see <http://cohnrestaurants.com/cohn/pradobalboa/restaurant.html>)
(each person to select and pay individually)

Directions: Use museum's north entrance. For directions see www.sdnhm.org/visit/directions.html

Information: Contact Sue Swisher, 619-232-1225, sswisher@serralib.org
Visit our Web site at www/sla/org/chapter/csnd

REGISTRATION FOR SLA-SD Presidential Visit, January 28, 2003: **(DEADLINE January 23, 2003)**

Name(s): _____

Affiliation: _____

SLA member: _____ (\$8) Nonmember: _____ (\$12)

Telephone: _____ Email: _____

I will be joining the group for dinner at the Prado Restaurant: YES _____ NO _____
(Dinner costs to be covered by individual, not included in registration)

Please make check payable to: **SLA, San Diego Chapter**
Mail by **January 23, 2003** to:
Kathy Quinn, Hospitality Chair
4649 68th Street, La Mesa, CA 91941
Email: kquinn925@cox.net



Ocotillo: *Fouquieria splendens*

Program News

SAN DIEGO CHAPTER PARTICIPATES IN SLA VIRTUAL SEMINAR

Submitted by Kathy Quinn, Hospitality Chair

Sue Swisher, our Chapter's President-Elect and Program Chair, arranged for us to participate in the November 19, 2003, SLA Virtual Seminar, one of a series of 12 programs presented in 2003 by the professional development department of the national SLA organization.

The November seminar was titled "**The Visible Librarian: Asserting Your Value Through Marketing and Advocacy.**" The seminar was presented by Judith A. Siess of Information Bridges International. Judith's credentials include over twenty years as a librarian, expertise in one-person librarianship and interpersonal networking, and the author of four books, including her most recent which has the same title as the virtual seminar.

Almost 20 San Diego Chapter members participated in the seminar at the Research Instructional Lab at the Grossmont College Library. Many thanks to Michelle Blackman for hosting us at this wonderful facility! Everyone had their own computer as well as being able to see the slides projected on a large screen in the front of the room. The Virtual Seminar was an audio-conference with Web-based PowerPoint slides. We were able to submit questions to Judith, which she answered in Q&A sessions sprinkled throughout the seminar.

In a brisk hour and a half seminar, Judith covered five key areas:

- Customer service
- Marketing
- Publicity
- Public Relations
- Advocacy

Judith stressed that we librarians must do our own marketing, which means getting out of the library and talking to our users/clients/customers as well as those who are potential clients. She then ran through highlights of the who, what, when, where, why, and how of marketing. Options for publicity include brochures, business cards, newsletters, bulletin boards and display cases, giveaways, and last but certainly not least, Web pages. In fact, a quick poll of the seminar attendees across the country showed that about 40 percent of their libraries have a Website, while only about 10 percent had any of the other publicity options.

There were several concrete actions that Judith suggested, but she also said something that may resound with many of you. We concentrate too much on saving money, which is not our job! Our focus should be avoiding the waste of money, not saving money. Other suggestions include:

- Stop moaning and whining!
- Align yourself with the strategic objectives of your parent organization.
- Communicate your worth to management, in their own language, not in library speak.
- In dealing with budget cuts, never, never, never say "I'll manage." If you are given a 20 percent budget cut, ask which 20 percent of your services they want you to cut.

If this brief overview has piqued your interest in this topic, you can purchase a V-Pak of the seminar. (The V-Pak includes an audio tape, hard copy of handouts, and instructions on how to access the PowerPoint on the Web. The cost is \$95 for SLA members, \$145 for non-members.) For more details, go to <http://www.sla.org/content/events/distance/virtsem2003/index.cfm>. To borrow a V-Pak of this seminar, contact Sue Swisher, who has one on hand. ♦

A BIG THANK YOU to SWETS BLACKWELL
for sponsoring this seminar for our Chapter!

INTERNSHIPS WANTED FOR LIBRARY SCHOOL STUDENTS

Submitted by Sue Swisher, President-Elect

The SJSU School of Library and Information Science, Fullerton campus is always looking for libraries that can offer internships for students. The Practicum is typically for 135 hours of work in a professional setting, earning 3 units of academic credit, but this can vary. The hours must be completed within one semester. Each library must have a site supervisor to make the commitment to host the student, set schedules and assignments, provide guidance and feedback, maintain contact with the faculty supervisor, and complete a brief written evaluation of the student's performance. Students may not do a Practicum at a current employer.

This is a great chance to mentor and welcome newcomers to careers in special libraries, as well as accomplish meaningful goals for your own library. There are over 100 current SLIS students living in the San Diego area, that's a lot of potential to be tapped. In the past, the Serra System has had very positive experiences with interns. One student produced an excellent study guide series for us. This was a service needed by our users, but permanent staff did not have the time for the project.

Need an intern for your library? You can submit information using the Practicum/Internship Site Proposal Form on the school's web site <http://slisweb.sjsu.edu/classes/practicums.htm> or contact Elizabeth Martinez directly via the web site with information about the position. The web site has examples of past and present internships to inspire you. Internships can be arranged at most times of the year, but there is no time like the present if you are interested. ♦



RECAP: 2003 CLA CONFERENCE, ONTARIO, CA

Submitted by Wendy Westgate, Archivist

There were many highlights for me at this year's California Library Association (CLA) conference. Here are a few of my favorites:

Alice Sebold, the best-selling author of *The Lovely Bones*, spoke at the Opening General Session and signed books afterward. As a big fan of that book, it was a thrill to hear her talk about her writing process and life in general.

There were four Career Forums put on by UCLA's Department of Information Studies, and I attended three of the 45-minute sessions. They provided practical advice for new or soon-to-be librarians, and covered topics such as Writing an Effective Resume, Planning Your Professional Career, Searching and Interviewing for the Right Job, and Acquiring 21st Century Core Competencies. Most were taught by the past-President of the CLA, Cindy Mediavilla.

In addition, there were such a number of great workshops occurring at the same time each day that it was difficult to make the decision on which ones to attend. Here are a few I attended: So You Want to Be a Library Director (it was interesting to hear the career paths of the four librarians who spoke); Reference Revisited: The View From the Other Side of the Desk (students described their experiences asking questions of reference librarians, done incognito for a class); and Eighty Percent of Library Advocacy is Showing Up. The latter was a completely new area for me, and I was very impressed with the speakers. I think advocacy is something a lot of us know little about and should at least learn the ways we can show our support for libraries in our state and nation.

Infopeople had short 10-minute sessions on web search techniques, ready reference, and the like. These were great.

But aside from all the learning opportunities at CLA, even more exciting was making the acquaintance of librarians young and old. "Networking" is what happens when you get in a room with like-minded people--you really don't need to make a special effort to do it. I found everyone very interested in getting to know new people, willing to offer advice, and eager to discuss ideas. In a word, it was the most stimulating weekend I've had in ages! I encourage you all to attend next year. ♦

Calendar

LOCAL EVENTS

January 6 - 9, 2004

Annual Conference of the Association for Library & Information Science Education — San Diego, CA
<http://www.alise.org/>

January 9-14, 2004

American Library Association
Midwinter Meeting — San Diego, CA
<http://www.ala.org/>

January 28, 2004

SLA-SD Chapter, “The Future of Our Profession, the Future of Our Association.” The San Diego Natural History Museum — San Diego, CA.

April 23, 2004

SLA-SD Chapter’s Spring Seminar. Herrick Library — La Mesa, CA

OTHER EVENTS

January 13, 2004

ASIST Los Angeles Chapter “Human Information Behavior in Digital Libraries” -- UCLA Faculty Center
<http://www.lacasis.org/>

January 22 - 24, 2004

Winter Meeting & Strategic Learning Symposium of the Special Libraries Association -- Albuquerque, NM
<http://www.sla.org/>

January 28, 2004

Society of Competitive Intelligence Professionals
“Conversational Intelligence Gathering Techniques” -- Long Beach Airport Marriott
<http://www.scip.org/> or lheitchev@scip.org

January 28 - 31, 2004

Joint Meeting of the Pacific Northwest Chapter of the Medical Library Association & Northern California and Nevada Medical Library Group, Chapter of the Medical Library Association -- Capitol Plaza Holiday Inn, Sacramento, CA,

January 29, 2004

UCLA Information Studies Colloquium Series Speaker: SLA president Cindy Hill UCLA GSEIS Room 111
<http://www.gseis.ucla.edu/>

February 4, 2004

“Work/Life Balance: Common Pressures & Coping Strategies” SLA Virtual Seminar/Career Development Series <http://www.sla.org/content/learn/careerdevelopment/04careerfeb.cfm>

March 3, 2004

“Building Partnerships & Alliances: Success Strategies for Info Pros” SLA Virtual Seminar/Career Development Series <http://www.sla.org/content/learn/careerdevelopment/index.cfm> - partnerships

March 10-12, 2004

Computers in Libraries 2004: The Technology Conference for Information Age Librarians
Washington, DC <http://www.infotoday.com/cil2004/>

June 5-10, 2004

95th Annual Conference of the Special Libraries Association. — Nashville, TN



To list an event in the Calendar please contact **Barbara Busch** at bbusch@dticam.dtic.mil or 619-545-8793.

For updates check the Chapter website at www.sla.org/chapter/csnd/meetings.html

A WARM WELCOME TO OUR NEW CHAPTER MEMBERS

Heidi Farias, Irvine CA
Rachelle Georger, San Diego
Andrea Cowan, La Mesa CA
Ellie Slade, San Diego
Roxane Ben Vau, San Diego
Jackie Jackson, San Diego

Board & Advisory Council Members

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(Voting Members)

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Director	Amy Waterman	858-651-4545	amyw@qualcomm.com

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(Non-Voting)

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From the Editor

The SLA San Diego Bulletin is Published four times a year. Chapter members are invited to contribute articles. Deadline for submission of copy to editor :

Spring Issue - February 1st
Summer Issue - May 1st
Fall Issue - August 1st
Winter Issue - November 1st

Make submissions to:
Teresa Linayao, Bulletin Editor
E-Mail: teresa.linayao@cubic.com



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 requires a paper copy mailed to you, please inform the editor. Exceptions will be placed on a separate distribution list.



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Book Review



Smith, Rev. George Walter, with Francine Phillips.
[The Conscience of the Community](#). Santee, CA:
Write Now, c2002. ISBN 963769820. 173 pp. List
Price: \$22.95. Available from www.localauthors.com.

Submitted and Reviewed by Bobbi Weaver, Past-President

In his autobiography, Rev. Smith tells of his life from his younger years in the American South to his prominence as a civic leader in the San Diego community. Rev. Smith starts his story by describing his childhood as the son of a sharecropper in rural Alabama during the 1930s and 1940s. He writes about the harsh treatment of African-Americans in that time and place, and relates how witnessing such oppression incited him to dedicate his life to changing the world for the better.

Rev. Smith writes enthusiastically about his love for education, and relates his experience in college in Knoxville, Tennessee, and in seminary in Pittsburgh, Pennsylvania. In the summer of 1956, he was called to ministry in San Diego. He and his family traveled across the country from Pittsburgh, and he became the leader of the Golden Hill Presbyterian Church at 22nd and Market Streets in San Diego.

Rev. Smith exhibited his commitment to education by running for, and being elected to, the San Diego School Board in 1963. He became the first African-American to hold an elected position in San Diego. In 1967, he became the first African-American and the first San Diegan to serve on the National School Board. In 1976, he became the president of this organization.

Rev. Smith's commitment to the community extended beyond public education. Thirty-three years ago, he founded the "Catfish Club"—an open political forum for the San Diego community. The Club started in the basement of the church, but has since moved to the KNSD (Channel 10) studios. Rev. Smith writes that past speakers at the Catfish Club include political dignitaries such as Gray Davis, Barbara Boxer, and Diane Feinstein.

The book ends with poignant essays from Rev. Smith's children, in which they express their gratefulness for their father's role in their lives. These essays are followed by a series of quotes from the San Diego newspaper, ranging in date from 1967 to 1987.

The tone of the book is conversational, which makes it an interesting read. It would be an excellent addition to social science collections, especially those with a focus on San Diego history. ♦