



**ARC Steering Committee Meeting Minutes
February 20, 2008
College of the Holy Cross**

Present:

Debby Aframe, WAM; Debbie Bockus, WPI; Irena Bond, Mass. College of Pharmacy; Margret Branschofsky, Tufts Veterinary; Jim Douglas, Nichols College; Bob Foley, Fitchburg State; Matt Hall, WPI; Donald Hochstetler; Suzanne Hoey, Worcester Law Library; Barbara Ingrassia, U Mass Medical; Monica McCarter, AUC; Louise Motta, Salter College; Carolyn Noah, CMRLS; Linda Oldach, Mt. Wachusett; Anne Pound, QCC; Nancy Singleton, HC; Dawn Thistle, Assumption.

Called to Order

Irena Bond, Chair, called the meeting to order at 9:00 a.m.

Minutes approved as read.

Advisory Groups and IG Reports

Information Literacy and Reference

This IG met January 8, 2008 at WPI, focusing on social networking.

Current Applications among member libraries include:

WPI- Several librarians have individual Facebook profiles (either personal or professional) and recently they created a Page for the library—a new Facebook feature. In the month since, they've received 23 "fans." It includes library screen savers, short videos, hours, JSTOR and Worldcat search applications. They have an official Facebook Statement, including goals for the site, measures of its success, and steps for planning their profile.

MWCC- Ellen Madigan Pratt has a personal Facebook profile, but she would only get students she sees in the Library everyday. Doesn't see it as accomplishing outreach.

Assumption- Some librarians have individual profiles, but have not really used it for reference. More social relationship-building with a few students who they know.

QCC and Worcester State- Not doing anything in social networking realm right now.

Clark- Rachel Shea has a personal Facebook profile which she has used to let her Facebook friends know about events. It seems to work well for this.

Holy Cross- the main library is using it some.

Marketing/Promotion Ideas:

There are lots of "Facebook apps" or applications that are already developed and available for you to add to your profile (check the Facebook group FacebookAppsForLibraries for lists). One is a bookshelf application- has potential for libraries to use to market their new books. (This idea similar to Clark's Leisure Reading Bookshelf which is a visual display of cover art of leisure books, but links to the catalog record.)

Another marketing idea was to build and link to a library news blog, or a calendar of events. Libraries could post videos or tutorials on the Facebook page. Penn State offered a nice raffle prize to students for becoming a Facebook friend, and was able to gain lots of student friends through this method.

Fall semester, WPI tested out the Facebook flyer option (\$10 for 2 days; to WPI undergraduates) about an event. They have no idea or way to track if anyone saw it.

Assumption is currently working on filming instructional commercials for its library and in addition to youtube, etc. may put the finished product on Facebook.

Questions/Concerns:

Some attendees had concerns or hesitation about whether students want them in "their territory" or whether maintaining a Facebook presence was necessary even though it would likely be some new site in the future. Some responded to this with their feeling that it's a way to make ourselves more accessible, pointing out that our territory is not just the library building. Another concern was brought up about keeping an individual profile professional and not too personal (or vice versa, if individuals had planned to use it outside of work). There was a feeling that you need to keep it balanced, perhaps with some harmless personal info (since it is a norm of the medium), but not too much (ie, political leanings, etc).

In addition to MySpace and Facebook, wikis, blogs, and other social technologies were discussed. Assumption, for example uses a wiki at their reference desk to keep all ref librarians abreast of current assignments or issues, and as a repository for answers to FAQs. Worcester Public has a Children's Blog and the Regional Reference Blog. MWCC has a blog to advertise to faculty and likes that it is less intrusive than constantly sending an email. They also keep their Library Policy Manual on a wiki for easy access and changes. Christine at WPI briefly demonstrated social bookmarking tool del.icio.us; it can be used to share appropriate web sites for a course with students. GoodReads is

another social networking site that lets you see what books your "friends" have, are, or would like to read.

The group again discussed the new ARC strategic plan and its goal to have this SIG organize an Information Literacy symposium for a larger community. Timing would be in 2011. Possibly want to ask NELIG or others to collaborate.

The group recommended that a symposium steering committee be made up of at least one representative of the ARC directors, as well as some representatives from the SIG. It would be helpful to have rep's from both community colleges and four-year colleges.

See the group's blog for 11/26/07 for list of resources and further reading on this subject.

The next meeting will be June 12 at WPI on The Library's Role in First Year Experience and Orientation.

Collection Management

Plan to meet in the spring.

Archives and Special Collections

A field trip to U Mass Medical will occur March 10.

Professional Development

A survey was sent about programming. Exploring possibility of a half-day hand-on morning workshop focusing on new technology as well as developing a list of professional development websites that could be mounted on the ARC website.

Communications

The Communications Committee has been working on a 'rack-card' that would be suitable for distribution to various external stakeholders such as campus administrators. A draft will be distributed by e-mail for comment and revisions should be complete by the end of March.

Governance

Nothing to report.

Customer Service

A meeting was held January 11, 2008 at Holy Cross. About a dozen people attended.

There were no volunteers for new officers. Matthew Haggard will continue as Chair and Barbara Merolli will continue as Secretary. Term lengths for officer positions will be discussed and approved at next meeting.

The group's responsibilities were discussed. It was determined that the hub function would be circulation and interlibrary loan, but would reach out to other departments including reference and technical services because customer service is a responsibility of all departments. Customer service is important both internally with the library and externally with patrons.

Matthew Haggard and Barbara Merolli will draft a mission statement for the Customer Services Interest group for discussion and refinement at the next meeting.

The group discussed the ARC organizations' cross borrowing program and noted there is a new template coming out for the ARC borrowing letter and cards.

The group identified interlibrary loan and circulation practices and discussed using tutorials to teach patrons how to request material through ILL, either within databases or using an online form on the libraries' web sites as well as using blogs or wikis to communicate and share ideas.

Best practices in using ILL and/or circulation software packages and other procedures will be discussed at the next Customer Services interest group meeting.

The group decided they would meet on a quarterly basis, with the next meeting scheduled for March 28 at 2:30 p.m. at Holy Cross College. Meeting room location to be confirmed and announced at a later date.

Ideas suggested for future meetings include:

- Speaker from NELINET on providing better reference through ILL "Capture" program.
- Demonstration of using clicker technology to provide library instruction to student circulation staff by Assumption College.
- View and discuss Zingerman's Deli's Ari Weinzweig's speech on customer service.
- FISH! Motivational book discussion
- Creation of a blog for Customer Services interest group on the CMRLS ARC web site.

Irena Bond enquired as to the options for special libraries to improve interlibrary loan delivery.

Carolyn Noah noted that Boston Public Library is starting to scan on demand and then e-mail document.

OLD BUSINESS

Directors will receive updated cross-borrowing template for cards from Carolyn.

NEW BUSINESS

Governance Committee will need to schedule meetings/work in advance of the Dec. 1 deadline for submission of the Strategic Plan to MBLC. Interest Groups and others are requested to submit action plan items accomplished and to include new ones for new draft by September.

Carolyn Noah distributed proposed new Cross-borrowing form and the results of the new ARC logo survey. The Board approved the most popular choice.

Carolyn reported that CMRLS is re-examining the delivery schedule. Currently a library needs a minimum of 10 items for at least one delivery per week; the possibility of a second delivery day for those that are currently receiving only one is being explored.

CMRLS UPDATE

CMRLS is working with a number of libraries to help digitize materials. Also offering workshops and consultation for smaller libraries on social networking applications.

CMRLS did some research and found some money could be saved on CMRLS NELINET fees if we went directly to the providers rather than through NELINET. NELINET does not pass through any expenses related to the cost of the databases. Jim Hogan's letter regarding continued membership with NELINET was brought up by Jim Douglas. It was noted that full members of NELINET can use their facility for meetings as an example of one little-known benefit.

An equitable way to sustain the subscription to WorldCat needs to be explored further. Linda Oldach, Penny Johnson, and Louise Motta agreed to work with Carolyn to make a recommendation this spring.

The meeting adjourned at 10:23 a.m.

The next meeting will be April 9 at 9 AM at MA College of Pharmacy and Health Sciences

Respectfully submitted, Jim Douglas