ASSOCIATION OF SOUTHEASTERN RESEARCH LIBRARIES

Spring 2002 Membership Meeting
Meeting Minutes
March 16-18, 2002 – Williamsburg, Virginia

Attendees

Air University	Shirley Laseter
Auburn University	Sheri Downer
Clemson University	Jens Holley
College of William & Mary	Connie McCarthy
Council on Instutional Cooperation	Tom Peters *(invited guest & speaker)*
Duke University	David Ferriero
East Carolina University	Carroll Varner
Emory University	Martin Halbert
Florida International University	Larry Miller
Florida State University	Althea Jenkins
George Mason University	John Zenelis
Georgia State University	Charlene Hurt
Georgia Tech	Kathy Tomajko
Louisiana State University	Jennifer Cargill
Mississippi State University	Frances Coleman
NC State University	Susan Nutter
SOLINET	Kate Nevins
SOLINET	Amy Dykeman
SOLINET	John Burger
State Library of North Carolina	Sandy Cooper
University of Alabama	Lou Pitschmann
University of Alabama Birmingham	Steve Laughlin
University of Central Florida	Barry Baker
University of Florida	Dale Canelas
University of Louisville	Hannelore Rader
University of Memphis	Sylverna Ford
University of Miami	Donald Bosseau
University of Mississippi	John Meador
University of North Carolina – Chapel Hill	Joe Hewitt
University of North Carolina – Charlotte	Lee Gray
University of South Carolina	John Brunswick
University of South Florida	Derrie Perez
University of Tennessee - Knoxville	Barbara Dewey
University of Virginia	Karin Wittenborg
Vanderbilt University	Paul Gherman
Virginia Commonwealth University	John Ulmschneider
Virginia Tech	Eileen Hitchingham
Wake Forest University	Rhoda Channing

<u>Saturday, March 16</u>
Evening reception for ASERL members – Great Hall, Wren Building, College of William & Mary

<u>Sunday March 17</u>
Discussion: "Trends in Library Buildings – Uses, Design, Construction"
Lee Gray, Acting University Librarian, UNC-Charlotte (and Professor of Architectural History) presented examples of libraries from different eras. He talked about the library as having symbolic and iconic value as the cradle of knowledge, serving as the heart of the campus, etc.

Connie McCarthy briefly discussed the Swem Library building project at William & Mary, a $30million build/renovation project. She reviewed selected issues of the project:
- Expectations of users, staff
- Staff morale
- Students anxious about certain aspects of the project such as computer clusters
- Communication and learning the language of construction
- Sustaining level of trust w/staff, keeping staff updated on progress
- Appointing a project director from library staff ranks
- Working with construction company to keep spaces open during construction

Discussion brought out the following additional issues:
- Environmental concerns with construction and new facilities (e.g., air quality)
- Standards need to be taken into consideration (e.g., height of book drops)
- With limited resources plan strategic high impact areas
- Consider collaborative spaces with other campus partners
- Post occupancy evaluation – after building has been completed for a year analyze how the building worked and did not work. Rarely occurs.
- ASERL members noted the need to do more as a group to market the importance of libraries and librarians.

ACTION ITEM:
- The ASERL Program Manager will survey members to compile building-related resources (e.g., names of space planning consultants, library construction websites, post-occupancy evaluation reports, names of universities who fund renovation with student fees, etc.)

Discussion: "Partnerships Among Libraries and University Presses"
Tom Peters, Director of Library Initiatives for CIC, described scholarly communication as a linear progression from author to reader. A real revolution will occur when authors and end users interact differently. Author, editor, librarian, user all engage in scholarly communication. He provided examples of how an author can know the reader: through self publishing, print on demand, get user feedback and incorporate it into the work.

University presses make up 13% titles and 2% of the revenues. There is 20-year decline in book publishing.

University presses focus on producing monographs, journals, and regional publications. Parent institution support has increased to bridge the revenue gap. CIC had a fiscal imperative to try to make presses more efficient and center them in the scholarly communication paradigm. Quasi-scholarly ebook publishers not meeting the needs (i.e. netLibrary). Universities have outsourced control of intellectual fruits of academic labor over the past decades.

CIC is an academic consortia and can facilitate conversations across the institutions. This CIC culture of collaboration provides infrastructure for e-publishing venture. Short term solution – help presses cut back on expenses. Libraries are farther along in all things digital and in tune with the user population. Presses know more how authors think and work. The project goal is to a prototype e-publishing venture in the CIC. (cited Marshall Poe)

Key issues:
- **What's in it for the library?** Publishing seems to be in libraries' future. Roles are merging. Users want to do some editorial work and kinds of interaction with text. Libraries interested in the content especially that we control (univ. press, digitized collections, ETDs).
- **What types of content to include?** Electronic books were chose because access to the digital files is already available. PDF files, pure open e-book format, conference websites, event-based scholarship.
- **Consortia-based co-location of e-monographics**. What does the scholar want to do with texts? (cited Bill Brockman). Scholars like to work with interaction with electronic media will outpace print. "Presses and libraries are two cultures separated by a common object – the book."

Issues from the discussion:
- University of Chicago Press has a Mellon Foundation grant to mount books in electronic form but it is not connected with the CIC e-book project.
- CIC project focus on press problems. What about problem of science publishing?
- On demand publishing such as Lightening Press expands scholarship through distribution of books that might not be available otherwise because of small audience.
- Presses into packaging content. Vision is deconstructing content and users construct it as they see fit (i.e. purchase individual chapters).
- Presses still feel more affinity to trade publishers and as a service to the institution
- UNC – Chapel Hill publishes selected title with library imprint
- Electronic content is also being pursued by other entities, individuals on a campus.

ACTION ITEM:
- The ASERL Program Manager will query its members to determine which institutions have presses and which ASERL directors are on their institution's pressboard.

Discussion: ACRL's Focus on the Future of Academic Libraries"
Joe Hewitt (UNC-Chapel Hill) led a discussion of "ACRL's Focus on the Future of Academic Libraries." ACRL's committee members are in the process of having focus groups on this topic. The goal is to get reports from many sectors of academic librarianship and to develop a consensus paper.

What are major issues and challenges among ASERL members?

- Recruitment of librarians
- Leadership
- Funding
- Deferred maintenance
- Changing roles of libraries/librarians on campus
- Lack of branding/marginalization of libraries
- Lack of quantitative data documenting library impact to university's mission
- Defensiveness of librarians weakens us at times and affects ability to set priorities
- Space issues
- Nature of higher education (threats to future of higher education)
- Changing role of librarians on campus and higher education.
- How we define the positions
- Need to look at talents, competencies more important than library degree
- Develop programs on core values of librarianship
- Existence of an undergraduate degree in information sciences
- Mentoring of people for leadership positions
- Keeping new librarians excited in the current organization
- Find ways to bring more people into the profession
- Find ways to have a management component combined with the work of librarianship
- Salary issues
- Mid level bureaucracy limits energetic new professionals

Adjournment
President McCarthy adjourned the meeting at 12:30 p.m.

Monday, March 18, 2002
President McCarthy called the meeting to order at 8:30am.

Discussion: "Strategies for Library Fundraising in a Tight Economy"
David Ferriero, Duke University
Karen Wittenborg, University of Virginia

David Ferriero began the discussion by noting some of the national trends as reported by the *Chronicle of Philanthropy*:
- Drop in donations
- Cautious approach to new programs
- Accelerate long-term gift payments
- Long time supporters are the focus
- More withdrawn pledges
- Drop in corporate donations
- Giving to education more vulnerable to education.
- Diversion affect will vanish within 6 months

Duke's recent experience
- Duke is in the last two years of a $2 billion campaign.

- Within 2 weeks donors gave "confidence" gift.
- Annual funds closed at –25% and –7% this year, but the library's annual fund running ahead of budget.
- Emphasis on stewardship.

U-Virginia's recent experience
- UVA finished a billion dollar campaign with $1.4 billion. Library raised $37+$55 million;
- 18 individuals gave $34 million. UVA focuses heavily on major donors.

Other tips
- Big fundraising events don't pay off. Had success with smaller, donor-hosted events.
- UVA had modest travel budget designated for fundraising. Often piggybacked development visits with personal/professional travel; is less threatening to donors.
- Use regional development people. Bring them in to the library for show and tell. Thank the development people and tell their supervisors.
- Publications are expensive; use them judiciously:
  - UVA sends faculty/staff newsletter ("Libra") to donors to keep them informed of activities. Ceased publication of "Library Developments" (was a donor newsletter).
  - UVA posts much information on its website and provides URL to donors.
  - UVA uses New Year's cards (instead of Christmas/holiday cards) and prints blank cards to give to donors as a simple gift from the library or to correspond.
- UVA stresses efficiency/cost consciousness to donors, e.g., brings lunch into the office instead of an expensive meal.
- Segment donors more. Give special invitations to donors at $100 or more. Recommends university librarians personally contact donors of $1000.
- Use deans or the president to write a thank you. Example of personal touch is sending clippings of interest to donors.
- Involve faculty and students in meetings with donors. Bring them to a lunch to talk about the library.
- Collect and use data on where the money is coming from. Remember that every service interaction in the library could lead to a gift.
- UVA believes relationship building is the key: Use the university's development office to do research but also do research on your own.
- Duke suggests prospecting events in cities with large group of alumni, parents. Have a small event of 75 people hosted by a local person. Invitations go out to 300 for a 50-75 yield. Bring a faculty member or an author to give some remarks. After events identify people for follow up.
- Access to alumni is an issue. UVA Library annual giving is about $250,000. Relationship with development director is critical.

Experiences/suggestions from other ASERL members:
- Develop relationship with trust officers at a local bank. Planned gifts are important.
- Work with 50-year reunion classes on a pledge. Develop a print and send to people in class who pledged.
- Never givers response rate was 16% at U of Miami.
- Georgia Tech makes a videotape of oral histories of the 50th reunion.

- ALADN group is useful.
- Focus on the impact the donor can make.

SOLINET Update – Kate Nevins
- SOLINET is facilitating cooperation with libraries at Historical Black Colleges & Universities; goal is to foster ASERL-type collaboration. Initial priorities include staff recruitment and development, access to unique materials held in digital formats, and the creation of a platform for discussion of general issues facing these libraries.
- Services to libraries in the Caribbean – SOLINET is assessing opportunities there in cooperation. Libraries with interests in this area should contact Kate Nevins.
- Staff development – SOLINET is increasing web-based training to address need that libraries have for training in a time of travel constraints. SOLINET e-academy on the website including OCLC applications and general technology training. Paraprofessionals need ways to transition from clerical to more substantive activities. Library 101 track of 5 classes to give overviews of library concepts, operations. Working with state libraries to formalize paraprofessional training in their region (public library focus). Developing training tracks.
- SOLINET annual meeting – May 1-2 in Atlanta. ASERL has a meeting on Thursday, May 2 at 5pm.

E-Resources Update – Amy Dykeman
- **netLibrary** – Still have a first collection of 15,000 books with 6,000 multiple copies with 701 libraries participating ($.80 per FTE). 131 libraries have loaded MARC records. Not sure of status of usage data because of problems with netLibrary. The company will no longer offering perpetual access for future offers. SOLINET's two existing collections will continue to offer perpetual access to anyone who subscribes before June 30, 2002.
- **Ebrary** – 40% of their collections come from five publishers. Still in an introductory phase with them to analyze whether they have good collections and access. Charging by prints which is difficult to manage.

Other possible vendors:
- **elibron.com** – According to their website they have 40,000 books, maps, music scores. *[Since the meeting, SOLINET staff have determined this to be a consumer-oriented site, with few of technical features needed by libraries.]*
- **Books 24x7** – Company made business decision not to work with academic libraries.
- **IT Knowledge** – No longer in business.
- **Alexander Street Press** – Content is a concern. Some ASERL libraries have purchased the Women's Writers from this vendor. *[Since the meeting, SOLINET staff have found Alexander Street Press' content has increased to 8 product lines, but many still lines are not completed.]*

Kudzu Update – John Burger
- Launch delivery service on May 1 at 11 sites.
- Experimenting with ISO-based peer-to-peer ILL processes at selected ASERL libraries to help remove some of the processing fees (requires ILLiad at each end). John Brunswick (U-SC) & David Atkins (U-Tenn.) are coordinating this effort.

Virtual Reference Update – John Ulmschneider
See handout for summary of survey results. Highlights:

- V-Ref survey resulted in 73% response rate among ASERL members.
- 60% of respondents using software from either LSSI, HumanClick or LivePerson.
- There is consensus that some sort of web-mediated reference is in the future but there remains some discussion about the best way to provide it, and still a sense of hesitation on how to approach it from a consortial perspective.
- Next step is to explore a possible license arrangement. Committee will investigate various products, and models for cooperative staffing, including possible collaboration with libraries in Australia & UK.

ASERL Competencies Update – Derrie Perez
- Several Education Committee members led a presentation at the ALISE national conference in New Orleans in January. Response from audience was mixed; no firm ideas were developed for implementing competencies into LIS curriculum.
- Education Committee is reviewing the discussion points from both the ALISE meeting and the Summit to determine next steps. Focus will be on relationships between ASERL library directors with their university library schools' deans.
- Suggest the Committee examine options for partnerships with IMLS on recruitment, appointing an official ASERL representative to the ALA Better Salaries Task Force, and working with ACRL's staff development groups.
- Barbara Dewey, Sylverna Ford, and Lou Pitschmann have been added to the committee.

ASERL Internship Update – David Ferriero
- Recent survey of ASERL members found 10 of 13 have library school internships and are all interested in creating an ASERL-led internship program.
- Complete survey results and draft activities will be discussed at Fall meeting.

AmericanSouth Project – Martin Halbert
- In 2001 the Mellon Foundation provided funding for OAI protocol work, including gratns to Emory and SOLINET. Emory has agreed to handle project management duties for both projects. "Metascholar" is the umbrella effort of the two institutions.
- Start-up is completed (recruitment of project staff, initial meetings). First institution to eceive technical assistance in creating OAI-compliant database will be University of Tennessee.
- Monthly project updates will be posted at www.metascholar.org
- Emory will host a one-day meeting for participants on Tuesday, June 18th in Atlanta (in conjunction with ALA Annual Conference).

Cooperative Virtual Storage – Paul Gherman
- CRL is drafting a plan for creating regional storage facilities in partnership with LC, and CRL. ASERL will hold any development tasks until CRL's plan is available for review.
- Discussion included the difficulty JSTOR had on trying to find complete sets of print journals.

OCLC Group Catalog– Connie McCarthy
- ASERL library representatives met with OCLC staff in January to discuss a possible new group catalog.

- Group will meet again at SOLINET Annual Membership Meeting for further discussions (Thursday, May 2, 8-9am). All ASERL members are encouraged to participate.

ASERL Administrative Update
- Sample ballot was presented at the ASERL. Election to be held on May 2, 5pm.
- ASERL Membership Criteria – There was agreement that ASERL shoulb review its membership criteria to ensure the Association continues to serve research libraries, and should remain approximately its current size. The Board recommended forming a standing committee of 4 people representing diversity of ASERL members to work on membership issues. Volunteers include Don Bosseau, Sylverna Ford, Sheri Downer, Joe Boykin, Shirley Laseter, Frances Coleman, Lamar Veatch, and Sandy Cooper. Board will review list of all volunteers and appoint four members to ensure there is representation from the Board, state library members, large ASERL libraries, and small ASERL libraries.
- ASERL Program Outcomes – Board requested the program outcomes summary to see what had been developed since the dues increase was implemented. This will be posted on ASERL's website and updated periodically
- Invoices for 2002-03 dues will be sent as soon as possible.
- ASERL-COLSA Meeting – Sandy Cooper reported on the January meeting in New Orleans between the ASERL Board and state librarians in the region. The group agreed that state libraries see benefits of membership to ASERL and want to continue to work together.
- Application for ASERL Membership from University of North Carolina at Greensboro: Motion to admit (Channing/Nutter). Unanimous vote to admit.

ARL Task Force on Special Collections – Joe Hewitt
- This committee will have its first meeting in Chapel Hill on April 9th. ASERL members are asked to send Joe Hewitt names of people from ASERL institutions who might be interested in working on task forces related to the overall charge.

Status of LibQual+ Program in ASERL Libraries – Eileen Hitchingham
- Several ASERL libraries have recently begun implemntation of LibQual+ survey. Virginia Tech has most experience in ASERL. Eileen provided an overview of VaTech's results.
- Possible future actions include comparison of gap scores among ASERL members or within states.

ACRL's University Libraries Group-CLIR Project – Connie McCarthy
- Project participants are completing preservation survey and will have site visits.

Adjournment
President McCarthy adjourned the meeting at 12noon.

Respectfully submitted:

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Barbara Dewey, Secretary-Treasurer