

# **CCL Outlook:** Newsletter of the Council of Chief Librarians California Community Colleges v. 22 no.2 November 2011

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## **Letter from Kenley Neufeld**

This week I've been working closely with our local Friends group. They have been in place for over twenty years and they operate under the umbrella of our district Foundation. This allows the Friends to operate fairly independently, with their own bylaws, without the ongoing burden of a full 401(c)3. As an entity of the Foundation, our Friends group is allowed to raise their own funds. In these times of fiscal uncertainty, the Friends have been a lifeboat for our library, as well as our students, by supporting services well beyond those funded by the State. For example, our library is open on both weekend days funded in part through this organization. The other large project they undertake is an annual Textbook Scholarship program for students.

As the Library Director, my role is to be the liaison to the Friends group and provide a vision for the type of library we would like to have at Santa Barbara City College. The Library does most of the administrative aspects of the Friends, such as collecting money and sending letters and announcements. I also must cultivate a relationship between myself and the members of the Board. One element that is particularly important is I am in regular contact with the Board president - this makes certain we are on the same page as we move forward with projects. The Friends operate through a 7-member board alongside a wider body of Council Members who contribute annual dues to fund the projects. In order to help keep them larger body engaged, we hold three luncheons per year with a special speaker from campus – typically a professor who is doing something interesting or unique, but who also has a relationship with the library.

There are challenges associated with a functioning Friends group, but the passion and creativity of the Friends of the Luria Library has created a positive exchange. Simply because we are in Santa Barbara, doesn't mean that our Friends are all huge donors to the college. In fact, the percentage of large donors among the Board and Council is very small. I encourage you to cultivate a relationship with community members and see how they too can become passionate about the student engagement, student success, and the library.

Like the Friends at SBCC, the Council of Chief Librarians Executive Board has been working diligently on a number of projects to support the libraries in our System. We met most recently in Ontario to plan events, review current projects, and think strategically about the future. Our multi-year effort to bring database

(President Neufeld's letter continues on page 3)

## ***Your CCL Executive Board: 2011/12***

*(phone numbers and email addresses are available at the CCL Website [www.cclccc.org](http://www.cclccc.org))*

**President:** Kenley Neufeld (Santa Barbara City College)

### **Northern Regional Board Members:**

East Central: [Matt Magnuson](#) (West Hills Coalinga)  
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Northwest: [John Koetzner](#) (Mendocino College)  
San Francisco/East Bay: [Andy Kivel](#) (Diablo Valley College)  
Southwest Bay: [Tim Karas](#) (Mission College)

### **Southern Region Board Members:**

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Southcoast: [Meghan Chen](#) (Mt. San Antonio)  
West Central: [Mark Stengel](#) (Cuesta College)

### **Additional (ex officio) Board Members:**

Executive Director: [Gregg Atkins](#) (Dixon Public Library)  
Immediate Past President: [Jim Matthews](#) (Chabot)  
CCL-EAR Chair: [Glorian Sipman](#) (MiraCosta)  
CCL/CC League Library Consortium Director: [Sarah Raley](#)  
Chair, Library & Resources Advisory Committee: [Dan Crump](#) (American River College)  
Outlook, Website, and Directory Editor, [Johanna Bowen](#) (Retired = Cabrillo)

## **CCL DIRECTORY -- ONLINE, EDITED BY EACH COLLEGE**

The CCL Directory's transition to a dynamic directory edited online by each college was a huge success.

But all information needs constant UPDATING.

Each library has an identified editor / contact person with a username and password. Please look at the library profile at our Website and assess the currency and validity of the information.

Any and all questions about the editing process and access should be sent to:  
Johanna Bowen <[jobowen@cabrillo.edu](mailto:jobowen@cabrillo.edu)>

CCL *Outlook* is published five-six times per year. We encourage contributions from our colleagues.  
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**(President Neufeld's letter continued from page 1)**

funds back to libraries is about complete and we'll be holding a Town Hall meeting on **Thursday, November 17** from **10am-12pm** at Mt. San Antonio College and via CCCConfer. We will announce, provide logistics and answer questions about the statewide database and also discuss how we will move forward with the *Student Library and Technology Engagement Survey* that we piloted last semester. Please mark your calendars for this important meeting and look for an announcement soon.

In this coming year, we may have a number of opportunities to engage with the Board of Governors. On November 8, we will present a library report to the Board of Governors that covers the last several years of data collection and our efforts with the Engagement survey. We have also been invited by BOG member Henry Ramos to think strategically about how the community college library should look in the 21st century and how the Board of Governors might have a role in that vision. It could be that we'll be invited back to give a larger presentation in 2012 and this will be the topic for our January CCL Executive Board meeting. Please send your ideas.

In other news, the Executive Board is drafting language on information literacy in response to the Student Success Task Force Recommendations. I am leading an exploration for a statewide library catalog and a small group, including Vice-Chancellor Patrick Perry, recently met to hear two options for such a solution. I find this effort very exciting, and though it could save the System considerable money and redundant effort, no conclusions have been reached and we are still in an exploratory stage. Finally, we are planning the activities for our annual Deans and Directors meeting scheduled for March 15-16, 2012.

We are here for you and want to support our collection of libraries in the best manner possible. Please contact me at [neufeld@sbcc.edu](mailto:neufeld@sbcc.edu) or call 805-730-4435 if you have ideas, questions, or solutions for the needs of our community college libraries.

**Kenley Neufeld**

## **Greetings to the Council of Chief Librarians from the Chief Instructional Officers**

**Melinda Nish, EdD, Vice President Instruction, Orange Coast College  
and, President, CCCIO Executive Board, 2010/2012**

It is a pleasure to have Kenley Neufeld representing the CCL on the CIO Executive Board this year. In particular, the CIOs were very interested in the potential for a system-wide database purchase that Kenley explained to us. This type of coordinated purchase is an example of a CIO goal which is to work to identify and then exploit potential economies of scale in terms of purchasing equipment and technological items.

The CIOs strongly support CCL in these efforts and applaud CCL and Butte College for leading the database project. In times of budget trouble, these forward looking solutions are evidence of the resilience of colleges and the expertise of our faculty, staff, and administrators.

Another item of mutual interest is the work of the Student Success Task Force that has distributed their draft recommendations, currently being vetted throughout the system. The eight areas of recommendations are aimed to provide a holistic package that will improve student success, particularly in the areas of transfer, degree and certificate completion, and basic skills instruction. What is seemingly absent from the recommendations is any direct reference to the role of the library and librarians. As I am a member of the task force, please understand that this is not an intentional omission, nor is there any lack of recognition that the library and learning resource centers are central to students' success. Rather, we are hoping that the recommendations are overarching, not targeting highly specific services so as to avoid a silo approach.

**Therefore, I am asking librarians to carefully read the recommendations and ask these questions:**

- 1. Taken as a whole, can the plan achieve its goals? Where do library services fit into the plan, as a whole?**
- 2. What are the strengths of the recommendations? How do library services support these strengths?**
- 3. What are the potential weaknesses? How do these relate to library services?**
- 4. What revisions would you suggest, particularly from the vantage point of librarians?**
- 5. What will be the greatest challenges for implementation?**

**I strongly encourage you to join the dialogue, which you may do immediately at <http://californiacommunitycolleges.cccco.edu/SSTF.aspx>.**

On behalf of the Chief Instructional Officers, allow me to thank you for the strong affiliation our organizations have and for the privilege I have had representing our groups at Consultation Council. On a personal note, I will be passing the mantle of CIO President to Dr. Mary Kay Rudolph, CIO at Santa Rosa Junior College, who will assume these duties as of January 1, 2012. I will be moving to Southwestern College and will be serving as their new superintendent/president. I am proud to say that one of the first people I met on the Southwestern campus was a librarian!

## **REPORT: COMMUNITY COLLEGE LIBRARY CONSORTIUM**

<http://cclibraries.org/index.html>

Sarah Raley, Director

### **CountyWatch Premium Continued For CCCs**

The Council of Chief Librarians (CCL) and the Community College League are continuing their joint commitment to provide full coverage of the cost for the **CountryWatch Premium** database to students and faculty in all of the California community colleges. The database, which is a major resource tool for businesses, consultants and researchers, contains up-to-date economic, political, and social data about every country on the globe

This is the tenth year that the resource has been provided to the colleges at no cost. These two organizations partnered in 1998 to create the cooperative purchasing program for online resources for CCC libraries. Both organizations contribute a portion of the fees generated by the program to provide the database to every college regardless of the level of participation in the purchasing program. CCL and the League see this as an opportunity to use the program to benefit the colleges over and above the main focus of providing a cost effective purchasing program.

CountryWatch has been provided the master list of IP's from each California Community College. Should you encounter any access problems, please contact their support line at [support@countrywatch.com](mailto:support@countrywatch.com). For immediate assistance, call 800-879-3885, ext 4. Support representatives are available Monday through Friday, from 8:30 am to 5:00 pm (CST).

### **Here is a description of the database:**

*CountryWatch Premium* provides the most cost-effective, current and comprehensive source of socio-demographic, cultural, historical, economic, political, environmental and investment information, along with news, analysis, maps, data and statistics on all of the world's 192 countries and many non-sovereign nations. *CountryWatch Premium* is made up of four distinct features, the Country Reviews, Country Wire, CountryWatch Data, and Map Gallery, each complementing the other to provide maximum depth and coverage.

## **Country Reviews**

A comprehensive online report for each country dynamically updated as major events occur. Access over 100 pages of detailed profiling of each country's historical, political, economic, social, demographic, business and environmental issues. Features sections on foreign relations, political climate, economic conditions and cultural etiquette. Updated annually or as major events occur. Each country report is downloadable into Adobe PDF format.

## **Country Wire**

A robust country-specific, real-time news feed to keep current with breaking news in each country. Access real-time, full-text news articles for each country. Real-time news from internationally recognized news services, including Xinhua, UPI, Interfax and EFE. Search through the vast, online, historical archive of over 180,000 news articles to find specific topics.

## **CountryWatch Data**

A storehouse of ten years of raw data for over 250 different variables for all 194 countries. Access over 400,000 data points categorized into 5 primary categories and 24 subcategories. Contains macroeconomic, economic, health, demographic, cultural, sociological and environmental statistics. Allows the user to select multiple countries, regions and variables for cross comparison. Features functions for easy download into CSV format and GIS software to create charts and diagrams.

## **Map Gallery**

An online gallery of maps, integrating *CountryWatch* Data to provide an illustration of global trends. Contains over 170 thematic maps covering cultural, economic, macroeconomic, environment and indicators. Wide coverage includes standard of living, education, energy sector, manufacturing, crops, sector employment, inflation, trade balance, debt, greenhouse gas maps. Provides 13 graph programs created in MS Excel that forecast trends for topics such as population growth and macroeconomic activity per region.

## **Did you know...**

JSTOR is giving free access to early content journal content on JSTOR published prior to 1923 in the United States and prior to 1870 elsewhere, freely available to the public for reading and downloading. This includes nearly 500,000 articles from more than 200 journals, representing approximately 6% of the total content on JSTOR. To view by Early Content by title, please link to [http://about.jstor.org/sites/default/files/jstor-ejc\\_title\\_2011-09-12.3.pdf](http://about.jstor.org/sites/default/files/jstor-ejc_title_2011-09-12.3.pdf)

ProQuest is asking libraries to plan their migration to the new interface this winter. To see the steps involved in migration, please see [http://www.proquest.com/assets/downloads/products/stepbystep\\_np.pdf](http://www.proquest.com/assets/downloads/products/stepbystep_np.pdf) If you don't have the technical expertise to handle the migration, please contact your ProQuest rep.

One of our college libraries, San Diego Mesa College, has just started using QR codes (taking a standard URL and converting it into Quick Response Code) which can then be read by a mobile device to point students towards library information to locate materials.

## **REPORT: ELECTRONIC ACCESS TO RESOURCES (CCL-EAR) COMMITTEE**

Glorian Sipman, Committee Chair (MiraCosta)

**Council of Chief Librarians Electronic Access to Resources (CCL-EAR) Committee Update**

### Downloading of EBSCOhost ebooks

Several librarians have expressed interest in being able to download ebooks from our shared EBSCOhost collections. The Executive Board agreed we should give this a try and suggested with beginning with Collections 1-8. However, after the new interface was launched in July, it turned out that enabling downloading is more complicated than we first realized:

- EBSCOhost ebooks cannot distinguish between collection numbers.
- Even if we could download to some collections, the download option would still show on all books, which would confuse students.
- All libraries wanting to enable downloading must purchase a license to Adobe Content Server (currently \$250)
- If a library opts to buy the Adobe Content Server license to enable downloading on their individually-owned EBSCOhost ebooks, the download option will show all shared ebooks as well. Again, this would be very confusing for students. For this reason, the CCL-EAR Committee is not recommending that libraries enable downloading at this time.

### Online Access to Salem Press Books

Has your library recently purchased a print reference set (e.g. *Magill's Medical Guide*, *The Sixties in America*) from Salem Press? This set most likely comes with FREE online access for your institution. Access is easy to set-up for IP authentication and provides Counter-compliant usage statistics. Your institution will have access for about 3 years or until the next print edition is issued. Check for the 12-digit activation number located on the inside back cover of the first volume. Then contact Online Technical Support Specialist Wendy Grohol at (800) 221-1592

so she can email the administrator's activation link. Your patrons will love Salem's easy to use search interface.

More information is available at:

[http://salempress.com/Store/pages/salem\\_online.htm](http://salempress.com/Store/pages/salem_online.htm)

(reported by Linda Braiman, CCL-EAR Committee Representative for the Desert Region)

Upcoming CCL-EAR Committee Meetings for 2011/2012 (some of these dates have changed)

- December 2, 2011 (Telephone conference)
- February 10, 2012 (Telephone conference)
- April 13, 2012 (Telephone conference)
- April 26-27 (San Jose)

If you do have any concerns regarding database vendors or products, or if you would like to bring to attention of the consortium any **new product or resource** that may be suitable for community colleges, please forward this information to me ([gsipman@miracosta.edu](mailto:gsipman@miracosta.edu)) or your [CCL-EAR regional representative](#).

Please remember that [minutes](#) from past CCL-EAR Committee meetings can be viewed at the Consortium's website. If you need the user name/password, please let me know.

Meetings are open to interested CCC librarians.

<http://www.cclibraries.org/committee/minutes/index.html>.

## **BITS OF INTEREST:**

**5 Best Videos for Library Instruction** Posted by Andy Burkhardt on the Blog

*Information Tyrannosaur* on September 13, 2011.

<http://andyburkhardt.com/2011/09/13/5-best-videos-for-library-instruction/>

**Killing Librarianship** <http://lisnews.org/node/39824/>

"Killing Librarianship" Keynote New England Library Association Annual Conference, Burlington, VT.

Abstract: What might kill our profession is not ebooks, Amazon or Google, but a lack of imagination. We must envision a bright future for librarians and the communities they serve, then fight to make that vision a reality. We need a new activist librarianship

focused on solving the grand challenges of our communities. Without action we will kill librarianship. We live in an era when we need to think big. We live in a time where the word “unprecedented” follows almost every assertion about virtually every topic.

Slides: <http://quartz.syr.edu/rdlankes/Presentations/2011/NELA.pdf>

Audio: <http://quartz.syr.edu/rdlankes/pod/2011/NELA.mp3>

### **The Tao of Librarianship:** <http://andyburkhardt.com/2011/07/19/the-tao-of-librarianship/>

Posted by Andy Burkhardt in his award winning blog: *Information Tyrannosaur*. The thesis of this blog entry is that there is a wealth of wisdom from the Taoist philosophy that could be applied in librarianship. It is very entertaining to read his clever take on the familiar Tao rubrics:

Laws Create Lawbreakers  
Bend, Don't Break  
Realize When Enough is Enough  
Be Like Water

### **Who needs libraries?** Produced for Soundprint Radio and broadcast on October 1<sup>st</sup> on public radio.

“As more and more information is available on-line, ..., an important question becomes: Who needs libraries anymore? Why does anyone need four walls filled with paper between covers? **Surprisingly, they still do** and in this program Producer Richard Paul explores why; looking at how university libraries, school libraries and public libraries have adapted to the new information world. This program ... is funded in part by the U.S. Department of Education.”

Search for the full program at <http://soundprint.org> OR <http://goo.gl/c1NZe>

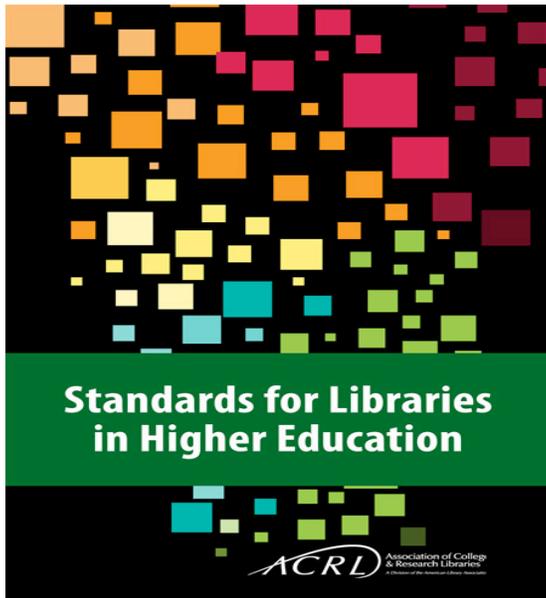
### **INFOGRAPHICS:**

**OED:** “a visual image such as a chart or diagram used to represent information or data in an easily understandable form.”

Replacing PowerPoints and replacing pie-charts

**Current iteration:** <http://vimeo.com/29589433> “A brief History of Digital Data” which is a short, informative Flash animation captioned as an “info-graphic in motion”

## STANDARDS FOR LIBRARIES IN HIGHER EDUCATION



The ACRL Board of Directors has approved a comprehensive revision of the association's seminal *Standards for Libraries in Higher Education (SLHE)*. Grounded in nine principles reflecting the core roles and contributions of academic libraries, the newly revised version of *SLHE* provides a guide to libraries in advancing and sustaining their role as partners in educating students, achieving their institutions' missions and positioning libraries as leaders in assessment and continuous improvement on their campuses. The full text of the revised *SLHE* is available on the [ACRL website](http://www.acrl.org).

<http://www.ala.org/ala/mgrps/divs/acrl/standards/standardslibraries.cfm>

"These standards differ from previous versions by articulating expectations for library contributions to institutional effectiveness," Iannuzzi noted. "They also differ structurally from the previous version by providing a comprehensive framework using an outcomes-based approach, with evidence collected in ways most appropriate for each institution." [Free Overview Webcast](#)

To provide additional information on the new version of *SLHE*, ACRL is offering a free introductory webcast on the standards at 1 p.m. Central on Wednesday, Nov. 9, 2011. Presented by Iannuzzi, the webcast will provide an overview of the revision, highlighting ways the standards can benefit libraries in the strategic planning, program review and self-study processes. To RSVP for the webcast, visit <https://www.surveymonkey.com/s/G9MP9PB>.

Direct additional questions concerning the revision of *SLHE* to ACRL Associate Director Mary Jane Petrowski at [mpetrowski@ala.org](mailto:mpetrowski@ala.org)

## Controversial Publications With Ramifications for CCC Libraries.

In the December 2010 Outlook we noted a series of articles with the controversial premise that California post secondary education was in a deep slide. One more report was issued which continued the analysis.

***Consequences of Neglect: Performance Trends in California Higher Education*** by Colleen Moore, Jeremy Offenstien and Nancy Shulock was published in July 2011. [http://www.csus.edu/ihelp/PDFs/R\\_Consequences\\_of\\_Neglect.pdf](http://www.csus.edu/ihelp/PDFs/R_Consequences_of_Neglect.pdf)

The California Community Colleges' (CCC) decentralized assessment sends confusing signals to high schools and students about standards for college readiness, and creates inefficiencies through duplicative testing of students at multiple colleges. System leadership favors a more coordinated approach. its CCCAssess effort recently concluded that a centralized system would yield cost savings and other benefits, (page 2)

Categorical programs and a plethora of rules, regulations, and reporting requirements, especially in the CCC, introduce constraints that can dampen the productive use of resources. (page 28)

The data presented do not paint a pretty picture. The California that many like to think of as a leader in higher education is average at best and trending in the wrong direction. This troublesome performance is not for lack of commitment and effort by faculty and staff at California's colleges and universities. rather, it reflects lack of coordinated attention by the state's policy leadership. California is living proof that leading institutions can coexist within struggling state systems of higher education. it is also living proof that the absence of vision and of proactive policy leadership can reduce investments in, and returns from, higher education and diminish prospects for an entire state. (page 30)

## **TECH NEWS:**

### **Accessibility Articles from ProfHacker Blog**

The *Chronicle of Higher Education* has a useful and interesting blog called *PROFHACKER*; tips about teaching, technology, and productivity < <http://chronicle.com/blogs/profhacker/> >. In April, May, August and October George Williams wrote about accessibility in a digital environment.

April 29, How to Create Accessible Documents

<http://chronicle.com/blogs/profhacker/creating-accessible-documents/33079>

May 20, Accessibility in a Digital Environment: Links

<http://chronicle.com/blogs/profhacker/accessibility-in-a-digital-environment-links/33519>

August 5, Accessibility In A Digital Environment: Link Roundup 2

<http://chronicle.com/blogs/profhacker/accessibility-in-a-digital-environment-link-roundup-2/35183>

October 10, Accessibility in a Digital Age 1.4: Links

<http://chronicle.com/blogs/profhacker/accessibility-in-a-digital-age-1-4/36539>

October 17, Accessibility Features of iOS 5 – Apple has provided even more accessibility features for their mobile platform.

<http://chronicle.com/blogs/profhacker/accessibility-features-of-ios-5/36685>

## **Google drops the PLUS sign**

Google has quietly replaced the + sign to indicate the absolute inclusion of a word in a search result with (are you ready for this) the use of double quotes.

Thus the search:

restaurants +Chicago

will now return the following

Showing results for [restaurants chicago](#)

The + operator has been replaced.

To search for an exact word or phrase,

use double quotation marks: [restaurants "chicago"](#)

**Thus any search for exact keywords, whether it's an exact phrase or a single word requires the use of double quotation marks.**

**In the Google Help Forum Kelly F, a Google Employee Search Community Manager said "We've made the ways you can tell Google exactly what you want more consistent by expanding the functionality of the quotation marks operator."**

## **NEWS FROM THE COLLEGES:**

**Fullerton College: Verizon Gives \$1500.00 to Library to Improve Student Retention** On behalf of the Fullerton College Library, the Fullerton College Foundation accepted a \$15,000.00 check from Verizon in support of student retention. Students greatly benefit from services and resources developed to improve English, science, and math skills. The Verizon grant incorporates student success activities, including free, mandatory tutoring. To determine which materials are most needed, Fullerton College Library and Learning Resource Center Dean Jackie Boll, Acquisitions Librarian Monique

Delatte, and Instruction Librarian Jill Okamura are coordinating with the Academic Support Center Director Olivia Veloz to enhance the collections of tutor and instructor handbooks, supplemental math, science, and English books, and teaching software for library instruction sessions.

<http://foundation.verizon.com/grant/guidelines.shtml>

**Lassen College** -- The NEW Lassen College Library Director, Marita Dimond, who was hired only 4 weeks ago! Marita tells me she is a native of Susanville, though she left for several years to get her BA in German and her MLIS at SJSU. Marita worked for the Fresno County Library system before returning to Susanville for this position. Marita says Rosanna's files provide her with an excellent foundation in starting the new job which is only paid 11.75 hours per week (no benefits), but may be increased down the road.

**Lake Tahoe Community College** -- The LTCC Library sees itself as a true community cultural center for our rural town and welcomes one and all to visit. This welcome includes Nevada residents and tourists from round the world. The library has partnered with the local museum, four and two year colleges, clubs such as the AAUW and others to host free author soirees, the LTCC Writer's Series, in its fireplace reading area on Friday evenings when the library would be otherwise closed. LTCC English faculty, for example, offer students extra credit for sacrificing some of their Friday night social life and attending cultural activities. Poet Jason Schosler read from his book "Mud Cakes" on October 7<sup>th</sup> at the first of the 2011-2012 events in this series.

**Santa Barbara Community College** -- SBCC started its text a librarian service in 2009, but has not received many text messages. In two years, the college's library has received only 84 text messages, including seven in September, according to Kenley Neufeld, director of the library. About half of the questions pertain to library hours and the rest are traditional reference questions, he said. SBCC is about to launch an ad campaign to raise awareness of the service, Neufeld said, noting that nearly all of the college's students have cell phones with texting capabilities.

Although the SBCC library uses [Google Voice](#), a free service, it has integrated it into an online chat service through [Library3lp](#), which charges a minimal fee. This allows any librarian on duty to see and reply to a text message.

(Community College Times, October 11, 2011)

