**San Diego Region Hot Topics:**

**What are the issues we face in our region?**

- Marketing the library.

- Patron privacy issues - administration wanted to know what faculty member ordered a certain video that someone felt was offensive. Question arose about having a formal library and academic senate policy to challenge materials.

- Obtaining funding for staffing, materials, anything (general funds)

**What can CCL do to help support us?**

- Need a clearinghouse for assessments instruments. While the presentation today provided good information, we need concrete examples of how people are currently assessing orientations, reference desk, circulation, reserves, etc. Can we just add a section in the dropbox? Can CCL come up with some standard instruments that any library could use?

- How do we track usage while preserving patron privacy? One library is using the login information from EZ Proxy and giving that information to the Research Office to receive data back on demographics, GPAs, etc to see who they are actually serving. Can CCL provide a list of ways that libraries are tracking information or provide some standard best practices that libraries could adopt?

- Provide a list or toolbox of successful strategies to librarians on how to advocate for resources locally.

- Build upon CCL directory and make it searchable by field - Lauren McFall from Southwestern has the skills to do this.