

Letter from Kenley Neufeld

As semesters rapidly come to a close and many of us prepare for holiday parties and family gatherings, I'm feeling surprised at how fast our fall semester went this year. It's been a busy time for community colleges as we consider the Student Success Task Force Recommendations and the implementation of our statewide database purchase.

I was also fortunate to participate in an ACRL sponsored summit on Demonstrating Library Value in Chicago. The Summit was unique because it brought together library deans, campus institutional researchers, and chief academic officers. Though our conversation was brief (one day), thanks to a well organized meeting we were able to have deep conversations about measuring academic libraries. We can expect to see a white paper produced in the coming months. This type of conversation needs to occur more frequently to help build understanding within our academic communities about what libraries are becoming in the 21st century.

By now most you should know that EBSCOhost has secured the statewide database contract, and many of you are already testing it on your campus. Thank you to all those who worked many hours on securing this contract, especially the small team who reviewed the RFP documents. Thank you also to the 75 participants of our Town Hall meeting on November 17 at Mt. Sac. We had a great conversation and I hope many of your questions were answered. We still have a few details to work out in the coming month and Sarah Raley is out front taking care of our campuses.

Enjoy the holiday break.

Your CCL Executive Board: 2011/12

(phone numbers and email addresses are available at the CCL Website www.cclccc.org)

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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>

CCL *Outlook* is published five-six times per year. We encourage contributions from our colleagues.
CCL *Outlook* Editor (2011/12) Johanna Bowen, Retired, Cabrillo College,
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MEMBERSHIP REPORT

Gregg Atkins, Executive Director atkinsg@dixonpubliclibrary.com



Membership checks have poured in the last few weeks! More than 60 colleges have sent in their payments – Wow!

You may not realize it, but handling this part of CCL's activities is actually what I consider a perk.

Why?

As I open checks, I am reminded of old colleagues and of events (struggles, successes, and occasional triumphs!) at their colleges. I am reminded about the incredible variety of circumstance and setting and experience that exists among the 112 libraries/colleges. When I see a new name, I take a moment to refresh/reset the memory-bank data – and make a mental note to try and meet this new person at the next opportunity. I am reminded about the value of our community – I learned so much from my colleagues, got great ideas from their work and experience, and occasionally even got advance warning about administrative perspectives and actions which might be difficult/harmful/downright disastrous.

I open your checks – and it reminds me to keep throwing all that memory and experience into today's efforts. And to encourage you to be actively involved, too.

I've always said that the purpose of CCL is to make the world safe for CCC libraries. I hope that when you send your invoice to the business office you're thinking that, too!

REPORT: COMMUNITY COLLEGE LIBRARY CONSORTIUM

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

Sarah Raley, Director

As a result of the recent system-wide purchase through the Chancellor's Office, every community college in California will receive access to the following databases beginning January 1, 2012. Access has been set up for all of the colleges.

Academic Search Premier

America: History & Life with Full Text
Auto Repair Reference Center
Book Index with Reviews
Business Source Elite
Consumer Health Complete
ERIC
Health Source - Consumer Edition
Health Source: Nursing/Academic Edition
MAS Ultra - School Edition (for education students; database used by middle/high schools)
MasterFILE Premier
MEDLINE
Military & Government Collection
Newspaper Source Plus
Primary Search (for education students; database used by elementary schools)
Professional Development Collection
Psychology and Behavioral Sciences Collection
Regional Business News
Religion and Philosophy Collection

An initial introductory training session will be held via WebEx on Thursday December 15th at 2 PM. We are working to set up regional trainings in January. In addition to the databases, you will have access to EBSCO's administrative interface allowing you to customize the appearance of the databases and generate usage reports. A training session will also be scheduled on this functionality.

We have arranged a discount for any librarians that would like to attend Computers in Libraries 2012. The special rate is **\$289 for the 3-day event** (from March 21 – March 23). This is more than 50% off the regular price. (No discount rates are available for the pre- or post-conference seminars and workshops). If you are interested in registering online, please use this link-

<http://secure.infotoday.com/forms/default.aspx?form=CIL&priority=CCL12>

All orders for January 1, 2012 have been placed with the vendors. Please check your access after that date to insure access has been set up for your campus. Our offices will be closed from December 23 to January 2.

Have a wonderful holiday!

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

Glorian Sipman, Committee Chair (MiraCosta)

Missing ebooks from Shared Collections

When the interface for our shared ebook collections changed over to the EBSCO interface last summer, a handful of ebooks were unable to make the transition. We are currently confirming which titles are no longer available, and new replacement titles will be chosen. Once the title list has been confirmed, it will be made available so that libraries can delete the MARC records from their catalogs as needed. At this point, it looks like very few titles are involved (approx. 10). In the interim, please notify Carolyn Singh, CCL-EAR ebook Subcommittee Chair (CSingh@ShastaCollege.edu) or me (gsipman@miracosta.edu) if you come across any missing EBSCOhost ebooks.

New Reviews

- World ebook Library
- Films On Demand (will be posted shortly)
- Nursing Resource Center (will be posted shortly)

Reviews can be accessed from the Community College Library Consortium's [website](#). As always, I encourage you to post your comments/discoveries/concerns regarding individual databases here. As databases change, your comments can help keep our review website up-to-date.

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

- 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) 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>.

ALA MIDWINTER 2012 ??

If you find yourself at ALA attending a session/program that would be of interest to those of us who did not find ourselves in Dallas, please write up some notes to share with colleagues – right here in our CCL Outlook

CONFERENCES WE DIDN'T HAVE TIME/MONEY TO ATTEND:

Once again the Librarian in Black (Sarah Houghton) has posted to her blog a recap of some of the programs she attended at Internet Librarian 2011 held in Monterey in mid-October.

Opening Keynote (John Seely Brown)

<http://librarianinblack.net/librarianinblack/2011/10/ilopeningkeynote.html>

Internet Librarian 2011: Understanding Users and Improving Your Website with Google Analytics

<http://librarianinblack.net/librarianinblack/2011/10/analytics.html>

Internet Librarian 2011: Next Big Trends: Near Field Communication & Interactive Picture Books

<http://librarianinblack.net/librarianinblack/2011/10/nfc-picturebooks.html>

Internet Librarian 2011: Best Betas for Learning & Navigating

<http://librarianinblack.net/librarianinblack/2011/10/garyprice.html>

Internet Librarian 2011: Developing a Mobile Presence: Mobile Web, Usability, and Devices

<http://librarianinblack.net/librarianinblack/2011/10/mobile-4.html>

Internet Librarian 2011: Tips on Redesigning Library Sites

<http://librarianinblack.net/librarianinblack/2011/10/redesigning.html>

Internet Librarian 2011: Keynote – Lee Raine -- Libraries and Learning Communities (Director, Pew Internet and American Life Project)

<http://librarianinblack.net/librarianinblack/2011/10/raine.html>

NOTE: The entire address (and Powerpoint) by Lee Raine is available to stream at the Pew site:

<http://pewinternet.org/Presentations/2011/Oct/Internet-Librarian.aspx>

EASY PROFESSIONAL DEVELOPMENT AT YOUR DESK:

Watching (listening) to Webinars available from InfoPeople at:



<http://InfoPeople.org/training/view/webinar/archived>

InfoPeople chooses top-notch speakers and has a wide range of topics. There might be a slight public library emphasis but in the main the information is generic and useful for the community college environment.

For example, the Mary Minow presentation on “Digital Graphics – Yours, Mine and Ours. A guide to their legal use” is both comprehensive and authoritative on the issues.

By the end of the webinar, participants will:

- *Be introduced to TinEye.com, a phenomenal reverse image search tool*
- *Have a basic understanding of the legal protections the library’s images may have, and what they don’t have*
- *Be exposed to a takedown request and learn where to turn for help if they get one*
- *Be given sample language to use when asking permission to use an image, and to best ensure that the permissions given are legitimately from the copyright owner*

Alternatively, one can listen to Infoblog...Infopeople Podcasts available at:

<http://feeds.feedburner.com/InfopeoplePodcasts>

For example on October 29th the following was posted for instant play now: **“George and Joan, Thinking Out Loud about IT and the Five Laws of Library Science”**

“In [this edition of Thinking Out Loud](#), George and Joan take a look at IT in libraries – more specifically, about the relationship between library culture and IT culture. What do libraries look for when hiring IT people? What sorts of skills are needed? What might be reasonable expectations for libraries to have? They decide to frame this discussion with Ranganathan’s classic [Five Laws of Library Science](#).”

TECH NEWS:

Apple's Assistive Touch Helps Motor Control Disabled

With iOS 5 Apple has expanded its assistive technology to include users with motor control issues. Apple already had a selection of useful features that enabled blind and deaf users to navigate the APP world. With the Accessibility settings turned on a floating on-screen palette appears. Its buttons trigger motions and gestures without complex hand or multiple finger movement. All one has to do is tap with a single finger, even a stylus held perhaps in a fist or between ones teeth.

For more about this functionality see the Nov. 11th post for the *New York Times* by David Pogue at <http://goo.gl/0W6DL> and read more about it at <http://www.apple.com/accessibility/>

What is SOPA And Why Should We Care About It?

H.R. 3261 is the so-called Stop Online Piracy Act (SOPA) which is paired with a Senate act called PROTECT-IP. These acts have at their core a remarkable assumption of the power to allow the corporations to block internet access to any Web site that is deemed to have facilitated copyright or trademark infringement. If passed, SOPA would allow the blocking of domains of websites that are capable of or seem to encourage copyright infringement. Once a domain is blocked, nobody can access it, unless they happen to have memorized the IP range of addresses. The bill claims to “promote prosperity, creativity, entrepreneurship, and innovation by combating the theft of US property”

On Nov. 8th ACRL joined the American Library Association and the Association of Research Librarians as the Library Copyright Alliance (LCA) to send a letter to outline concerns with SOPA. The letter is focused on section 201, specifically the definition of willfulness in section 201(c) and the expansion of criminal penalties to public performances in section 201(a), which together could threaten important library and educational activities.

The letter is focused and worth a read at:

<http://www.librarycopyrightalliance.org/bm~doc/lca-sopa-8nov11.pdf>

The Electronic Frontier Foundation has endorsed a stinging letter by Law Professors on SOPA <https://www.eff.org/document/law-professors-letter-sopa>

Currently Twitter, Google, Reddit, Kickstarter, Tumblr, Mozilla, Yahoo, AOL, eBay, Zynga, Facebook, and several other sites have spoken out in opposition of SOPA

You can view the exact contents of SOPA at:

<http://judiciary.house.gov/hearings/pdf/112%20HR%203261.pdf>

Interesting Shifts In Search Data.

At TEDxSanta Cruz Roger McNamee (venture capitalist and base player for Moonalice) spoke about his perception that a new technology cycle is beginning that will affect the next decade. Windows once had 96% of internet connected devices. Windows currently has less than 50% of internet connected devices. Smart-phones have taken over the other 50%.

Google has lost search dominance. Google index search accounted for over 90 % of web searches four years ago. Currently Google index search has dropped to 50% while specialized search has grown. Specialized search takes place when a source is directly selected for the search. Wikipedia, Amazon, youtube, Zillow, Twitter, Facebook, Match.com, Dictionary.com, Yelp.com and all the APPs which guide traffic on the internet – now account for 50% of searching on the internet. Full presentation is available at: <http://www.youtube.com/watch?v=aR6jLD1USW0>

Library Facebook Pages -- Engagement Study

A new analysis of user comments on the Facebook pages of academic libraries indicates that most students “appear to reject connecting with their libraries on Facebook.”

The study, which appears in the current issue of D-Lib Magazine by Michalis Gerolimos of the Alexander Technological Educational Institute in Thessaloniki, Greece, examined 3,513 posts on the Facebook pages of 20 U.S. academic libraries. The full study can be found at:

<http://www.dlib.org/dlib/november11/gerolimos/11gerolimos.html>,

The paper is a very focused analysis of user comments left on the Facebook pages of 20 American academic libraries. The limitation of the study is that it cannot project or analyze the possible web traffic for those pages. Nor can the study or project the use of the information on the wall. Students do not interact or engage with the library wall but do they read the posted note?

Do they follow up in any way?

For example the Citrus College Facebook wall offered an amnesty for Fall 2011 library fines based on contributions of non-perishable foods. Food for Fines. Current research tools cannot account for the connection between a donated box of

spaghetti and whether that donation was generated after reading the Citrus College Wall posting.

New ACRL Standards and Guidelines

<http://www.acrl.ala.org/acrlinsider/archives/4417>

The ACRL Board of Directors approved several new and revised standards and guidelines at its Fall Executive Committee Meeting in late October. The standards were last revised in 2004, and the new version reminds academic librarians that they need to pay careful attention to trends in higher education that have a direct impact on the missions of their libraries:

Current concerns in higher education include increasing demands for accountability within the academy; expectation for outcomes-based assessment of learning and programs; efforts to increase graduation rates; greater emphasis on student success; the acknowledged connection between student engagement and academic achievement; and the importance of pedagogical practices such as research and inquiry-based learning.

ACRL defines outcomes as "the ways in which library users are changed as a result of their contact with the library's resources and programs." The new report goes on to emphasize: "*Thus, outcomes are user-centered, whereas performance indicators are library-centered.*"

The standards are based on nine principles:

- Institutional Effectiveness
- Professional Values
- Educational Role
- Discovery
- Collections
- Space
- Management/Administration
- Personnel
- External Relations

These are the newest revised standards:

- [Academic Librarians Without Faculty Status, Guidelines for](#)
- [Faculty Status for Academic Librarians, Standards for](#)
- [Information Literacy Competency Standards for Journalism Students and Professionals](#) (PDF)
- [Instruction Programs in Academic Libraries, Guidelines for](#)

- [Libraries in Higher Education, Standards for](#)
- [Visual Literacy Competency Standards for Higher Education](#)

Visit the [Standards and Guidelines webpage](#) for a complete listing.

NEWS FROM THE COLLEGES:

Cerro Coso College announced the retirement of Dennis VanderWerff who served two terms on The CCL Executive Board as the representative from the Desert Region. Julie Cornett has replaced Dennis.

East Los Angeles College: An RFID system with a self checkout station and an automatic book return unit will be installed as part of the library modernization project which is scheduled to be completed in spring, 2012. The RFID tagging project will start in January, 2012.

Los Angeles Harbor College: An RFID system will be installed for their new library which is scheduled to be completed in spring, 2012. In preparation for the move, the RFID tagging project has been completed.

Los Angeles Pierce College: Florence Robin, Library Chair, is retiring at the end of December, 2011 after working for nearly 40 years. New library construction is in progress and is scheduled to be completed by October, 2012.

Los Angeles Southwest College: Gabriel Arvig, Cataloging Librarian, retired in June, 2011. The library modernization project has started and is in progress.

Los Angeles Trade-Technical College: Joyce Livingston, Library Chair, is retiring at the end of December, 2011 after working for 32 years. The library modernization project has started and is in progress.

Los Angeles Valley College: David May, Library Chair, retired in June, 2011. The new Library Chair is Georgianna Sampler. New library construction is in progress and is scheduled to be completed in spring, 2012.

Santa Barbara City College's Luria Library has added a library resident position and expanded hours of operation, thanks to a \$43,000 grant from the Luria Foundation. Through the grant, the library resident position will be filled on a yearly basis by a college graduate who has completed his or her master's degree program in library and information science or library science in the last two years when applying at SBCC. Molly Riley, a graduate of the University of Washington, is filling the position for 2011-2012. The library is now open 7-days a week.

What Are The CCL Executive Board Members Reading?

Wonderstruck by Brian Selznick -- Matt Magnuson (West Hills - Coalinga)

Champlain's Dream by David Hackett Fischer -- Jim Matthews (Chabot)

Squirrel Seeks Chipmunk: A modest Bestiary by David Sedaris – John Koetzner (Mendocino)

Wooden on Leadership by John Wooden – Choonhee Rhim (East Los Angeles)

Reckless Endangerment: How Outsized Ambition, Greed, and Corruption Led To Economic Armageddon by Gretchen Morgenson and Joshua Rosner– Glorian Sipman (MiraCosta)

The Sense of an Ending by Julian Barnes – Mark Stengel (Cuesta)

Readme by Neal Stephenson – – Kenley Neufeld (Santa Barbara City College)

Late, Late at Night by Rick Springfield -- Marie Mestas (San Bernardino Valley)

The Help by Kathryn Stockett – Taylor Ruhl, (Imperial Valley)

Cleopatra: A Biography by Duane W. Roller – Meghan Chen (Mt. San Antonio)

Cleopatra: A Life by Stacy Schiff – Gregg Atkins (Executive Director)

Deadline in Athens by Petros Markaris – Johanna Bowen (Outlook/Website editor)

