

Notes from Arthur Public Services Committee meeting, 21 March 2001

Present: Catherine Craven, Bill Lowe, Connie May, Nina Stawski, Janet Caruthers.

New Business:

1. Catherine provided two citations to articles she recommends for reading.
 - Germain, Carol Anne. "99 ways to get those feet in the door: how to develop a public relations campaign." CRL News, 61 (February 2000): 93-96.
 - "Advocacy 101 for academic librarians." CRL News, 60 (November 1999): 844-846.
2. Connie provided two handouts from the ACRL conference.
3. Discussed possible new topics to research. Possible topics are:
 - Fundraising and endowed book funds through the institution's development office
 - Gift book policies and guided campaigns for gift books
 - Online reference services and Arthur libraries' home pages
 - Friends of the library groups through the institution's development office
 - ACRL guidelines for bibliographic instruction (BI)

ACRL guidelines for BI will be discussed first. The guidelines are available online at the following web addresses.

- "Guidelines for instruction programs in academic libraries"
www.ala.org/acrl/guides/guiis.html
- "Objectives for information literacy instruction: a model statement for academic librarians"
www.ala.org/acrl/guides/objinfolit.html

Arthur libraries' home pages will be discussed after the ACRL guidelines for BI to see if there is adequate information on the pages and to look at online reference services.

Old Business:

1. The top eight choices for promoting Arthur or libraries in general for committee members to discuss with their library staff and implement based on the individual institution's decision are:
 - Annotated database list to be emailed to all faculty members and attend a department meeting to discuss the library's databases
 - Sponsor an event(s) and/or display posters, slogans, etc. during National Library Week (The ALA web site has great information for this promotional week)
 - Purchase promotional items to hand out as individual budgets allow
 - Ask Arthur library directors about a group purchase of Arthur/MOBIUS promotional items. Catherine will contact the Directors committee to see if they will discuss this possibility
 - Develop a recreational reading list with suggestions from faculty and staff and develop promotions for the reading list such as a display
 - Develop and administer a student and/or faculty survey with closed- and open-ended questions (Bill provided a copy of a two-page survey that Reeves Library administered to students via email which received a 24% response rate)
 - Email faculty, staff, and students with new book titles
 - Add an outreach line item to the library's budget

Each committee member will discuss the above ideas with their library staff to develop a timeline for implementing these ideas (within each library's budget and staff) and report back to the Committee at the June meeting.

2. Connie requested that MOBIUS look at cluster collection development and cluster interlibrary loan. This request will be taken to the Coordinators committee for discussion on what MOBIUS plans are for the future in the area of consortia collection development.
3. The Committee temporarily adjourned to the Stephens Library card catalog wake.
4. Viewed the quick search box on the Lance and WILO cluster pages. Discussed the usefulness of the quick search box for Arthur. Catherine will contact Jim Dutton at the MCO office for additional information on the design of cluster pages and scoped catalogs.
5. The next meeting will be at Westminster College on April 25 at 1:00 pm.
6. Nina gave a tour of Stephens Library.

Submitted by Janet Caruthers