

**CCL Outlook:** Newsletter of the Council of Chief Librarians California  
Community Colleges  
v. 21 no.1 Sept. 2010

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Welcome to another uncertain year.

In order to write my letter this month, I re-read my May letter and the letter from last September. The biggest issue has remained the same, **the State budget**. As I write, we have no State Budget...again; there is no news to report on CCL database initiative; and to add to the mix, there is a spirited State and Local election season.

So, where is CCL going this year? We are moving on some of the ideas from the May Deans and Directors meeting (See the May Outlook). At the Board retreat we discussed and prioritized the suggestions developed at the Deans and Directors meeting in April.

We plan to focus on these five:

1. Develop a survey tool for technology skill levels
2. Pursue funding for system wide database purchases
3. Prepare a White Paper on community college library management issues
4. Pursue Open Source solutions
5. Present Workshops for professional development

We will have a second year of the leadership grant from the State Chancellor's Office. We will be hosting new workshops, watch for notices of them in the Outlook.

On my "to do list", I have been directed by the Board, to communicate with the Accreditation Commission regarding the issue of recruiting librarians to serve on accreditation teams. The Board and I have noticed that teams do not always have members with any library knowledge or experience. Obviously we feel that having librarian members enhances the team not only in Standard IIC (Library and Learning Resources), but in the way we view colleges in general that are valuable to the accreditation process. I will report on this communication in the next Outlook.

CCL is endorsing statewide participation by our Community College libraries in the national and statewide **SNAPSHOT** day data collection on October 4<sup>th</sup> (or any day that week). There is a separate category in the data collection tool for Community College Libraries. It would be really nice to have a presence for our libraries in the final reporting of all library activities in California for the day selected. Email your library name and URL to [snapshot@cla-net.org](mailto:snapshot@cla-net.org) and they'll add your library to the list of participants.

Finally, I expect that all of you are as busy on your campuses as I am with the arrival of the new semester (or quarter for the few remaining quarter schools!). While we all have great challenges and issues to solve, I hope you take time to enjoy working with the students.

*Jim*

## ***Your CCL Executive Board: 2010/12***

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

**President:** Jim Matthews (Chabot College)

### **Northern Regional Representatives:**

East Central:

Susan Walsh (Merced College)

Northeast:

Dr. Luozhu Cen (Butte College)

Northwest:

John Koetzner (Mendocino College)

San Francisco/East Bay:

Position Open

Southwest Bay:

Tim Karas (Mission College)

### **Southern Region Representatives:**

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Marie Mestas (San Bernardino Valley)

Los Angeles:

Choonhee Rhim (East Los Angeles)

San Diego/Imperial:

Taylor Ruhl (Imperial Valley)

Southcoast:

John Weispfenning (Santiago Canyon)

West Central:

Kenley Neufeld (Santa Barbara City College)

### **Additional Members:**

Executive Director: Gregg Atkins (Dixon Public Library)

CCL-EAR Chair: Glorian Sipman (Miracosta)

CCL/CC League Consortium Liaison: Sarah Raley

Chair, Library & Resources Advisory Committee: Dan Crump (American River College)

Outlook & Website Editor, Past President: Johanna Bowen (Cabrillo College)

**CCL Outlook** is published six times per year. We encourage contributions from our colleagues.

**CCL Outlook** Editor (2010/11) Johanna Bowen, [jobowen@cabrillo.edu](mailto:jobowen@cabrillo.edu) 831-479-8243

Council of Chief Librarians 925 L Street #C 110 Sacramento CA 95814 <http://www.cclccc.org>

## **AMAZING SUCCESS WITH THE NEW CCL DIRECTORY**

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

But all information needs constant updating. Every library was contacted and every library has an identified editor with a username and password. Please check out your library's data, by looking at the profile on our Website and find the editor in your library if updates are needed. Any and all questions about process and access should be sent to Johanna Bowen

< [jobowen@cabrillo.edu](mailto:jobowen@cabrillo.edu) >

# SNAPSHOT:

ONE DAY IN THE LIFE OF CALIFORNIA LIBRARIES  
OCTOBER 4, 2010

CLA is calling on all libraries to sign up and take part!

Snapshot Day will help us capture data to create a compelling picture of library services in California. The results will provide a critical and invaluable advocacy tool for us all.

But the day will only be successful if we ALL participate.

Promoting the value of libraries is essential for their sustainability. But Snapshot Day will only be successful if we ALL participate. The more libraries that take part, the stronger our voice will be, and the greater impact we will have when we advocate for library funding.

We know that everyone is facing cutbacks and staff shortages. And that is why CLA has developed resources to make taking part in Snapshot Day as easy as possible. You can find everything you need at <http://www.cla-net.org/snapshotday/>

Also, our staff are on hand to help you plan and manage your Snapshot Day.

Please email [snapshot@cla-net.org](mailto:snapshot@cla-net.org) to let us know you're taking part and get the help you need.

Please collect the data needed (How many users, How many visits to the library, How many accesses to the Website, How many items checked out, How many reference questions, etc. Data will show legislators and funders the value and importance of California's libraries.

*California Library Snapshot Day is a project of the California Library Association and is part of a national campaign presented by the American Library Association.*

*SAME GREAT STUFF ... SAME OLD PRICE*

**2010-11 MEMBERSHIP INVOICES GO OUT SOON**

Watch your mail for this year's CCL membership invoice, which goes in to the mail on 9/20. This year's membership amount is **\$150**.

If you don't receive yours by Oct. 1, contact: Gregg Atkins, CCL Executive Director ([atkinsg@dixonlibrary.com](mailto:atkinsg@dixonlibrary.com)).

**AMAZING REPORT ON MEMBERSHIP 2009-10!**

Gregg Atkins, CCL Executive

Director

With colleges fearing the worst ... with the loss of TTIP money ... with incredible competition within institutions for resources, CCL had a strong membership year! 101 colleges paid their CCL memberships.

The CCL Board and officers are very appreciative of those colleges that found a way to keep CCL at work and active on behalf of all the cc libraries! The budget target was for 90 colleges (out of a possible 110). But the colleges found ways to keep the faith – you guys are spectacular! I talked with many people who were determined to find a way to pay that invoice.

No, I didn't get any rolls of pennies! But, hey, if that's what works ...

**ANNUAL DATA SURVEY---It's Coming, It's Coming!**

Dan Crump, chair of the Chancellor's Office Advisory Committee on Library and Learning Resources Programs.

It has been a while since the Library Annual Data Survey has come out. Data for the 2005-06 and 2006-07 academic years has been collected, tabulated and analyzed--- it should be on the Library & Learning Resources section of the Chancellor's Office website

(<http://www.cccco.edu/ChancellorsOffice/Divisions/AcademicAffairs/LibraryandLearningResources.aspx>) very soon.

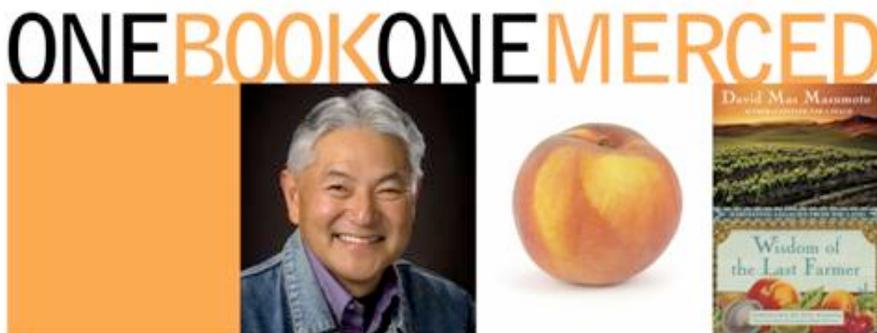
The survey form for the most recent years (2007-08, 2008-09 and 2009-10) is expected to be sent out in late September with a return date of late December.

## ONE BOOK ONE MERCED

Several organizations and individuals in Merced County have come together to create the ONE BOOK ONE MERCED Project. Participating organizations include the Merced County Public Library, the Friends of the Merced County Public Library, the Merced College Foundation, the Merced College Library, the Friends of the Merced College Library, the Merced College English Department, the Merced County Chamber of Commerce, Merced AAUW, the Merced College Agriculture Department, UC Cooperative Extension, the East Merced Resource Conservation District, the League of Women Voters of Merced County, Merced Delta Kappa Gamma, and the Merced County Historical Society and Courthouse Museum. The project encourages people to read and discuss David Mas Masumoto's book, *The Wisdom of the Last Farmer*. The goals of the project are to celebrate the literature of the Central Valley, promote literacy, and work to build community.

In *Wisdom of the Last Farmer*, Masumoto farms stories as he farms peaches—finding the natural connections between families and farming, fathers and children, booms and declines, and relating them to larger, more sweeping themes of life, death, and renewal. His insights are beautiful, lyrical descriptions on how to nurture both the tangible and intangible and make them grow—and when to step back, surrender, and let nature or the market take over. Through Masumoto's quiet eloquence, we see how our own destinies are involved in the future of our food, the land, and the farm. ONE BOOK ONE MERCED encompasses several activities including reading and discussion groups, using the book as a text in college English and Agriculture courses, presentations by the author, and, yes, a peach pie contest. One tangible result of this project will be the development of a local history, a book we are calling *The Wisdom of Merced County Farmers*. Volunteers will interview and photograph Merced County farmers and collect a bit of wisdom from them. The author of *Wisdom of the Last Farmer*, David Mas Masumoto, will make 5 public appearances in Merced County in September and October. Three of these are free to the public. He will discuss his writings and his life as an organic farmer in the Central Valley.

For more information contact Dr. Susan Walsh 209 384-6082



## **Verizon Gives \$15,000.00 to Rio Hondo College Library for Literacy Program**

Rio Hondo College Library received a \$15,000.00 grant from Verizon supporting *Reinforcing Literacy @ Rio: A Librarian-Faculty Collaboration*. This initiative addresses the need for the library to provide satisfying reading experiences for older, new readers of books written in English. The library will use the grant monies to develop a Verizon Collection of high-interest, low-literacy level materials. Three resource types will be purchased: life-skill oriented/informational materials, study and instructional materials, and adult leisure reading. "These funds will be utilized to the best advantage for our students," says Marie Eckstrom, Professor of English and Reading.

In the Rio Hondo Community College District area, over 26% of the students attending public schools are English learners. Of district residents, over 35% speak a language other than English at home, according to the 1999/2000 report of the U.S. Census Bureau. New students at Rio Hondo Community College take an academic preparedness test to identify reading level. The majority of students (63%) test into the remedial English (Reading & Study Skills) classes. These developmental learners are the students for whom this grant is directed, though the Verizon Collection will be available to the entire 25,000-person campus. Cooperation with the Communications & Languages Department means that over 1,100 students could benefit from the program by the spring of 2011.

This is the third Verizon grant that Rio Hondo College Library has received in the last two years. In the fall of 2008, Verizon gave \$12,500 for the initiative *Project Rio Hondo: An e-Learning Tutorial*. This money was used to develop online tutorials for the library Web site. In the summer of 2009, Verizon contributed \$20,000 to *Children's Story Time @ Rio Hondo College Library: A Campus Collaboration*. This project resulted in the creation and implementation of storytelling classes for Child Development Department students.

**Monique Delatte**  
Instructional/Reference Librarian & Grant  
Writer  
Rio Hondo College Library  
Office: 562.463.6642

**Mike Murray**  
Government & External Affairs Director,  
Verizon Foundation  
Office: 562.435.9594



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

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

Sarah Raley, Director

Consortium News.....

Fall program announcements are being posted as pricing is finalized. I hope to have the Fall Renewal Forms emailed to each primary contact the second week in September. What is a primary contact? This is the person designated as the contact for ongoing communications from the consortium regarding offers, renewals, and payment issues. Each college also designates a technical contact. This is the person who will receive set up notifications from either the vendor or me. This can be the same person or it may be different people, depending on your library.

Frustrated with new vendor interfaces or content? Want to post your opinion about what is right or wrong with a product? The consortium web site <http://cclibraries.org> now has the option for librarians to post their own comments and response to reviews prepared by the CCL-EAR committee. Take a look at the [index](#). As more reviews are posted, the opportunity for more interaction will be available. Share your opinion with us (and the vendor) about products. Please note: comments are monitored for appropriateness.

The order deadline for renewals and new orders will be Nov. 12, 2010. This will apply to every vendor except for Project Muse from Johns Hopkins (Oct. 11<sup>th</sup>) and the special Oxford Promotions (Oct. 27<sup>th</sup>).

Two new vendors are being offered this fall along with several new products from our usual providers. **Reference Universe** is on the fall cycle which provides a unique discovery service focused solely on major reference works. It allows you to search e-reference and print *simultaneously*, and realize a return on the investment in your library's reference collection.

**Text a Librarian**, also available this fall, provides an efficient way to collaborate, answer questions and communicate by taking advantage of the growing use of mobile technologies by patrons.

Do you have a fashion program? Take a look at the **Berg Fashion Library** promotion available from Oxford University Press. Also available on the Oxford promotion are **Digital Reference Shelf** ebooks.

NewsBank has a new **Historical Newspaper** product. See the NewsBank Program Announcement for details.

Ovid is offering two ejournal and two ebook packages. Also on offer from Ovid is their **Primal Pictures** database. See the Ovid Primal Program Announcement for details.

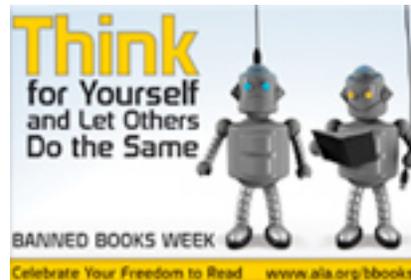
## **Bits of interest:**

### ***The Future of Publishing – Created by the UK branch of Dorling Kindersley Books***

< [http://www.youtube.com/watch?v=Weg\\_sHxgchcg&feature=player\\_embedded](http://www.youtube.com/watch?v=Weg_sHxgchcg&feature=player_embedded) >

This is a witty “word” video. Watch it through to the very end or you will miss the real power of the message.

***Banned Books Week*** Banned Books Week 2010 will be held September 25 through October 2.



### ***First-ever National Study: Millions of People Rely on Library Computers for Employment, Health, and Education***

< <http://www.ims.gov/news/2010/032510.shtm> >

*77 million people used library computers and Internet access in past year*  
Nearly one-third of Americans age 14 or older – roughly 77 million people – used a public library computer or wireless network to access the Internet in the past year, according to a national report released today. In 2009, as the nation struggled through a recession, people relied on library technology to find work, apply for college, secure government benefits, learn about critical medical treatments, and connect with their communities.

The report, *Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries*, was conducted by the University of Washington Information School and funded by the Bill & Melinda Gates Foundation and the Institute of Museum and Library Services.

### ***Library Management Today*** < <http://www.libmanagetoday.com/> >

This is a new “free” online journal currently in its third issue. There are a wide variety of interesting articles including one on Library Training which is in effect a case study of using course management software for training student workers. Worth a look.

**"Best Free Web and Technology Services for Libraries."** The CLA Academic Interest Group, on May 4th, invited Sarah Houghton-Jan, the Librarian in Black, to give a webinar presentation on free services. This presentation is now available on the CLA Web site -- <http://cla-net.org/events/webcast.php>

**The 14th Off-Campus Library Services Conference** In Cleveland Ohio April 28-30, has posted many of the PowerPoint presentations at the conference Web site. <https://ocls.cmich.edu/conf2010/presentations.html>

**"Top Ten Academic Library Trends"** Identified in *College and Research Libraries News*, June 2010 Follow this link for full descriptions  
< <http://crln.acrl.org/content/71/6/286.full> >

- Academic library collection growth is driven by patron demand and will include new resource types.
- Budget challenges will continue and libraries will evolve as a result.
- Changes in higher education will require that librarians possess diverse skill sets.
- Definition of the library will change as physical space is repurposed and virtual space expands.
- Demands for accountability and assessment will increase.
- Digitization of unique library collections will increase and require a larger share of resources.
- Explosive growth of mobile devices and applications will drive new services.
- Increased collaboration will expand the role of the library within the institution and beyond.
- Libraries will continue to lead efforts to develop scholarly communication and intellectual property services.
- Technology will continue to change services and required skills.

**Web Archiving at the Library of Congress Includes:**

1. Twitter feeds – everything
2. Internet Presence of National Election Candidates
3. FaceBook pages – a selection
4. Notable Historical Events  
<http://www.loc.gov/webarchiving/projects.html>
5. News Sites (with permission)

**LITA's Top Tech Trends from ALA 2010** can be found at  
< <http://litablog.org/2010/07/lita-top-tech-trends-ala-2010/>

## **Tech News: From The Pew Internet and American Life Project**

**Mobile Access 2010** by Aaron Smith July 7 2010

< <http://www.pewinternet.org/Reports/2010/Mobile-Access-2010.aspx> >

Cell phone and wireless laptop internet use have each grown more prevalent over the last year. Nearly half of all adults (47%) go online with a laptop using a Wi-Fi connection or mobile broadband card (up from the 39% who did so as of April 2009) while 40% of adults use the internet, email or instant messaging on a mobile phone (up from the 32% of Americans who did this in 2009). This means that 59% of adults now access the internet wirelessly using a laptop or cell phone—that is, they answered “yes” to at least one of these wireless access pathways. That adds up to an increase from the 51% who used a laptop or cell phone wirelessly in April 2009.

The use of non-voice data applications on cell phones has grown dramatically over the last year. Compared with a similar point in 2009, cell phone owners are now more likely to use their mobile phones to:

- Take pictures—76% now do this, up from 66% in April 2009
- Send or receive text messages—72% vs. 65%
- Access the internet—38% vs. 25%
- Play games—34% vs. 27%
- Send or receive email—34% vs. 25%
- Record a video—34% vs. 19%
- Play music—33% vs. 21%
- Send or receive instant messages—30% vs. 20%

African-Americans and English-speaking Latinos continue to be among the most active users of the mobile web. Cell phone ownership is higher among African-Americans and Latinos than among whites (87% vs. 80%) and minority cell phone owners take advantage of a much greater range of their phones’ features compared with white mobile phone users. In total, 64% of African-Americans access the internet from a laptop or mobile

phone, a seven-point increase from the 57% who did so at a similar point in 2009.

***Four or More: The New Demographic*** by Mary Madden June 27, 2010  
< <http://pewinternet.org/Presentations/2010/Jun/Four-or-More--The-New-Demographic.aspx> >

This presentation highlights new research on teens, young adults and social media use while also identifying a new leading edge group that deserves the same attention: those who own four or more internet-connected devices. Teen cell phone owners in the lowest household income category are most likely to use their handset to go online. Texting continues to grow, while use of other communication channels remains stable over time. Implications for libraries include:

### **News From the Campuses:**

**A Record number of Deans and Directors' retirements were announced in 2009/2010. CCL salutes all the retirees and thanks them for their years of service to Community College Libraries and to CCL.**

-- Will Baty, Santa Rosa, -- Johanna Bowen, Cabrillo -- Rosanna Brown, Lassen -- Rita Jones, CCSF -- Evia Moore, Delta -- Judy Mowrey, De Anza -- Ann Patterson, Diablo Valley -- Walter Scott, Foothills -- Bonnie Thoreen, Napa -- Linda Winters, Glendale

### **Cabrillo College Library,            Georg Romero, Library Director**

The Title V Grant (US Hispanic Serving Institutions) received in Fall 2009 at Cabrillo College included funding for a McNaughton collection of leisure reading for "reluctant readers." The original plan was for one collection, at the main campus, to be located in the Current Periodicals area adjacent to the leisure listening CD's. Attempts were made to get funding from the Students and the Faculty Grants for a second collection at the Watsonville Center. Ultimately grant money funded the second collection at the Watsonville Center Integrated Learning Center.

The Reading teachers opted for a Young Adult level collection. The collections will have bibliographic records in the catalog and the books arrive shelf ready and ready for circulation. This collection is a small part of a very complex effort to

increase retention with at-risk students who are not college ready. The McNaughton collection is intended to encourage reading for pleasure -- leisure reading. The theory is that any kind of reading will enhance college success with the target population. The collections will be separate from the confusing "Ps" and they will be easily browsed.

**American River College Library Re-Opening, Dan Crump, Department Co-Chair**

After three semesters of being located in the Portable Village (a set of trailers) on campus, the ARC Library is now in its remodeled space. The Library expanded from 23,000 to approximately 30,000 square feet. Features include 120 computers (up from 60), outdoor patio seating and a green roof (plus a small café that should be set up next semester). Some of the biggest pleasures for the librarians were a dedicated room (30 computers) for library instruction and the movement of the reference area from the lower level (read that as basement) to the first level of the Library. The Library had a "soft opening" for the summer session and opened for full services on the first day of Fall semester (August 21). It's crazy and hectic, but we are excited about having a more efficient space to provide services for the students, faculty and staff of ARC!

**Monterey Peninsula College Library.** As of July 1<sup>st</sup> the library has become an Academic Division and Stephanie Tetter is the new Library Division Chair.

**Diablo Valley College,** Andy Kivel has been named Interim Library Director

**Glendale College,** Brenda Jones is the Library and Learning Resources Director

**Delta College,** Jack Wood is the LLIC Manager/Library Director

**Napa Valley,** Rebecca Scott is the Interim Dean of Library and Learning Resource Center

