



ACRL FLORIDA CHAPTER

NEWSLETTER



Volume 4, No. 1

Fall 1987

PRESIDENT'S MESSAGE:

We're off to a good start this year with an enthusiastic, hard-working Executive Board which met September 11 in Orlando.

Plans for the year include cosponsoring with the Special Libraries Association's Florida Chapter a program on serials management December 4 in Tallahassee. Registration will be limited to 70 participants, so send your reservations quickly. For further information, please contact Carol Drum, Head, Central Science Library, University of Florida, Gainesville, FL 32611, telephone (904) 355-8501.

Dean Herbert White, author of a thought-provoking column in Library Journal and Dean of the School of Library and Information Science at Indiana University, is our featured speaker at the spring meeting. This May 5th meeting will be held at the Florida Library Association's Conference in Miami Beach.

Plans are already underway for a 1988/89 meeting. A subcommittee of the Board is preparing a proposal to the national ACRL office for partial funding. Another subcommittee is hard at work planning a program for the 1989 FLA Conference. Details will follow in later issues of the Newsletter.

Any ideas or comments you have regarding the Florida Chapter of ACRL can be passed on to Executive Board members. We have representatives from all types of academic libraries and all regions of the State, and we welcome your suggestions. We also welcome contributions to the Newsletter. Please send them to your regional Editorial Committee member (listed on page 2) or to Betty Johnson, editor.

Carol Ahmad
President, Fla. Chapter, ACRL

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CALENDAR:

December 4, 1987, Joint Fla. Special Libraries/Fla. ACRL program "Serials Management for the 1980's/90's" to be held in Tallahassee at the Center for Professional Development. Carol Drum at FSU is charge of the program. Emphasis will be on costs management and collection assessment. Cost is \$45 for nonmembers of ACRL or SLA, \$35 for SLA or ACRL members, and \$15 for students or retirees. Registration person is Elizabeth Mann, P.O. Box 11190, Tallahassee, FL 32302 (904) 644-5775.

January 9-14, 1988, American Library Association/ACRL Midwinter Meeting, San Antonio, Texas.

February 4-5, 1988: Eckerd College hosts the third Earlham/Eckerd College Bibliographic Instruction Conference." It will focus on the role of CD-Rom technology in bibliographic instruction. For additional information, contact Dr. Larry Hardesty, Director, Eckerd College Library, St. Petersburg, FL 33733 (813) 864-8336.

March 6-9, 1988, the FSU School of Library and Information Studies is sponsoring the

6th Annual Library Conference. The topic is "EFFECTIVE ACCESS TO INFORMATION: TODAY'S CHALLENGE, TOMORROW'S OPPORTUNITY." The cost of \$175 covers registration and meals. For further information, contact Al Trezza, School of Library and Information Studies, Florida State University.

April 4-8, 1987: ACRL/WESS Conference on Shared Resources, Shared Responsibilities, Florence, Italy. For information, write ACRL/WESS Florence Conference, ACRL/ALA, 50 E. Huron St., Chicago, IL 60611.

May 3-7, 1988: Florida Library Association Annual Conference, The Doral on the Ocean, Miami Beach.

May 5, 1988: Fla. ACRL/FLA Academic Librarians Caucus business meeting and program, "MARKETING THE LIBRARY IN A TIME OF DECLINING RESOURCES AND BUDGET CUTS". Herb White, Dean of the School of Library and Information Sciences, Indiana University will be a major speaker.

July 9-14, 1988: American Library Association Annual Convention, New Orleans.

Fall 1988 or Spring 1989: Fla. ACRL Chapter Conference on "THE LIBRARY IS MORE THAN AN INFORMATION CENTER." The program committee is composed of Anne Marie Allison, University of Central Florida; Grady Morein, University of West Florida; and Rich Bennett, University of Florida.

EDITOR'S NOTE:

The Florida ACRL Chapter Newsletter is designed to help Florida academic librarians be aware of what is happening in the state's academic libraries. The Editorial Committee listed below is charged with gathering this news. Please help by contacting them with news of your new personnel, awards, publications, special grants, gifts, automation, etc.

The Editorial Board is based on regional representation. It includes:

Elaine Bazzo, University of Central Florida (305)275-2562;

Rich Bennett, University of Florida (904)392-1934;

Susan Byrd, Miami-Dade Community College South Campus (305)347-2068;

Sherry Carrillo, Florida International University (305)554-2470;

Mary Davis, University of North Florida (904)646-2616;

Karen Desaulnier, Florida State University (904)644-1803;

Jamie Hastreiter, Eckerd College (813)867-1166;

Theresa Johnson, University of West Florida (904)474-2168;

Jane Bradford, Stetson University (904)734-4121, ext. 216 joins the Board in November.

CALL FOR PAPERS:

We would like to focus each issue on a special topic. This issue includes a report on the Fla. ACRL Chapter Conference on "FUNDRAISING IN ACADEMIC LIBRARIES" which was held September 25-26, 1986 in Gainesville. It should be noted that this report is based on notes taken by the editor, and is not to be regarded as true proceedings.

The Spring 1988 issue will focus on CD-ROM. We solicit brief articles on your experience with it. They will be reviewed, and those deemed most appropriate by the Editorial Board's Articles Committee for inclusion in our limited space will appear in the Spring issue. Please let me know of any topics you would like to see discussed in future issues. Papers to be reviewed for inclusion and ideas for topics should be sent to editor Betty D. Johnson, duPont-Ball Library, Stetson University, Deland, Fla. 32720. (904)734-4121, ext. 218.

PEOPLE IN THE NEWS: APPOINTMENTS, DEPARTURES, PROMOTIONS:

Central Florida Community College: John Hulton is retiring in January 1988 as director of the Learning Resources Center.

Daytona Beach Community College: Yvonne Newcomb-Doty set up the West Volusia Campus Learning Resources Center and has been named Head Librarian on that campus. Don

A. Thigpen, Dean of the Learning Resources Center for DBCC, serves also as President of Coastal Educational Broadcasters, Inc., and is general manager of channel 15, WCEU, an educational channel sponsored by DBCC, Embry-Riddle Aeronautical University, Bethune-Cookman College, Stetson University, and the Atlantic Center for the Arts.

Embry-Riddle Aeronautical University: **Patty Greenstein** began work as Special Projects Cataloger in February 1987. Greenstein received her MLS from FSU. **Chris DeSain**, MLS from Indiana University, joined the staff as Reference Librarian in June 1987. **Ron Murphy** became Media/Circulation Manager in August. Murphy received his MS in Communications from East Tennessee State University and has doctoral work at Kent State for the Ed.D. degree. **Diann Ramsden**, Head of Technical Services and Systems Coordinator, resigned effective November 18 to assume the position of Installation Consultant with CLSI. Ramsden had been with ERAU's Hunt Library since 1979. Director **Jack Waddell** says he is happy that they now will have an "in" with CLSI.

Flagler College: **Bob Frost** has been appointed Library Director, a position held by **Glenn Platt** until his death last year.

Florida Atlantic University: **William Miller** has been appointed Director of Libraries. He will assume his duties December 31, 1987. Formerly Associate Dean of Libraries at Bowling Green State University, Miller earned his M.A. and Ph.D. in English literature at the University of Rochester and his M.L.S. at the University of Toronto. **Betty Lawrence** has joined the Library as the Tower Librarian, and **Chang Nan-Chen** has been appointed Cataloger.

Florida Institute of Technology: **Donna Atkins**, Head of Reference, resigned to accept the position of Assistant Documents Librarian at the Kennedy Space Center Library. **Debbie Anderson-Mosby**, a reference librarian at F.I.T. for six years, was promoted to Acting Head of Reference. **Vetra Knight**, Evening Circulation Supervisor, retired in September after 20 years of service. **Christine Johnson**, Senior

Library Technician in Technical Services, has announced her retirement after 21 years. **Victoria Smith**, who is in charge of interlibrary loans, and **Valerie Mutter**, assistant in Periodicals, received B.A. degrees this year.

Florida International University: **Sherry Carrillo** has been promoted from Head of the Reference Department, University Park Campus, to Assistant Director for Reader Services. **Susan Weiss**, Reference Librarian at the North Miami Campus, was promoted to University Librarian. **Scott Kass**, Bibliographic Instruction Librarian at North Miami, was promoted to Associate University Librarian. **Steve Morris**, Business Reference Librarian at University Park, was promoted to Associate University Librarian. **Mercedes Sanchez**, International Documents Librarian at University Park, was promoted to Assistant University Librarian. **Charlotte Ford** was appointed Government Documents Librarian at North Miami. Ford is a recent graduate of the Indiana University School of Library and Information Science. **Nancy Sun** joined the North Campus staff as Cataloger and Systems Coordinator. Sun recently received her degree from the Library and Information Science School of the University of Texas at Austin. **Althea Silvera** was named Head of Special Collections/University Archivist in July. Silvera was formerly Public Services Librarian at Occidental College. **Howard Cordell**, founding Director of FIU Libraries 1970-1980 and Government Documents Librarian at the North Miami Campus until his retirement in 1986, died of cancer in Gainesville October 21, 1987. The **Howard Cordell Endowment** has been established in his memory for the purchase of books for FIU libraries. Contributions should be made payable to the FIU Foundation/Libraries and sent to Florida International University, University Relations and Development, Howard Cordell Endowment, University Park, Miami, FL 33199. Indicate the donation is for this endowment.

Florida Keys Community College: **Maria Soule** has resigned as Librarian. She will be returning to Oshkosh, Wisconsin. Soule has been very active in FLA and FACC.

Florida State Library: Shelia Rider is Audiovisual Librarian, Bureau of Library Services. Rider was Audiovisual Librarian for the Cumberland County Public Library and Information Center in Fayetteville, North Carolina. She replaces Gail Ann Roberts, who is now Audiovisual Librarian for the Leon County Public Library. Elizabeth Curry, previously the State Aid, Statistics, Publications, and Public Relations Consultant in the Bureau of Library Development has been named Continuing Education Consultant in the same Bureau. Curry replaces Susan Whittle who is now Librarian for the Northwest Florida Water Management District Ethel Hughes, previously a Public Library Consultant I, Federal Programs Office, has been promoted to Public Library Consultant II in charge of the State Aid Program, Statistics, Publications and Public Relations, replacing Elizabeth Curry.

Florida State University: John Rivest, previously Head of Catalog Maintenance, has been promoted to Head of the Music Cataloging Unit of FSU Libraries. Lynette Roberts, formerly at the Northwest branch of the Hillsborough County Public Library has been appointed Assistant Librarian for Circulation.

Manatee Community College: Chuck Kauderer has been promoted to Director of Information Resources and is responsible for the college libraries, the Administrative Computer Center, the Office of Institutional Research, the College Public Information Office, college publications, and the telecommunications systems. Joan Hood has been promoted to Head Librarian of the South Campus, and Paula Biles has been named Head Librarian of the Bradenton Campus.

Miami-Dade Community College: On the South Campus, Maria Maseda, Readers' Services Department, and Lily Young, Periodicals Department, were promoted to the rank of Associate Professor. Glenn Tripplett, Associate Dean and Director of the Learning Resources Center at Wolfson Campus, has resigned, and he and his wife have moved into new professional roles in the Brevard area of North Carolina. Ned Glenn, former

Director of Open College, M-DCC's self-directed credit program, was selected as Tripplett's replacement in June. Georgina Fernandez was appointed Chairperson of the Periodicals Department at Miami-Dade's North Campus. Fernandez has taught and been a librarian in the New York State University and community college systems. She is the M-DCC representative on the ILL SEFLIN Committee. John Driscoll joined the North Campus's library faculty in the Reference Department. Miami-Dade also announces the appointment of Donna Struthers as Head Cataloger at M-DCC's Library Technical Services.

Polk Community College: Director Patricia Denniston has been granted a one-year leave of absence. Jim Dowdy was named Acting Director of the Learning Resources Center for the year. Christel Plowden, Cataloger, will serve as Public Services Librarian, and Jeff Young has been appointed Cataloging Librarian for the year.

St. Petersburg Community College, Clearwater Campus: Josefina Mayol Mukhalian retired in March 1987 after 22 years of dedicated library service. She came to SPCC from Miami Public Library. Prior to this she taught in library schools in Cuba and Puerto Rico. She also served UNESCO and the Rockefeller Foundation establishing and administering library programs in Mexico and Colombia.

St. Leo College: Prema Adeshish has been appointed Music/Reference Librarian and Marjorie Arnade Serials/Reference Librarian.

SEFLIN (Southeast Florida Library Information Network): Tina Sargent has been appointed SEFLIN reference librarian. Stationed at the University of Miami, she answers reference questions sent via telefax from other SEFLIN libraries. She is a recent graduate of FSU's Graduate School of Library and Information Science.

State University System of Florida Extension Library: Osborne Gomez retired as Director in June 1986. Virginia S. O'Heron, named Acting Director in July 1986, was appointed Director in August, 1987.

Stetson University: Head of Reference Services David Everett assumed his position June 1987. Everett was formerly Reference-Interlibrary Loan Librarian at Colgate University. He received his M.A. in History from Montana State University and his M.L.S. from Syracuse University. Jane Bradford was named Assistant Reference Librarian in September. Bradford, who once taught in the English Department at Stetson, received the M.A. and did doctoral work in English at Pennsylvania State University, and completed the M.S. in Library Science at the University of Illinois at Urbana-Champaign in August 1987. Kimberly Martin, formerly an adjunct in the Reference Department, was named Government Documents Librarian in August. Martin received the M.L.S. from the University of Tennessee and was library director at the University of Grenada, 1979-81. Martin replaced Joel Zucker who accepted a position at Bowling Green University. Former Head of Reference Neil Scott, who left Stetson for Peat, Marwick, is now at Georgia College in Milledgeville, a reference librarian once more. Ruth Armstrong, Periodicals Librarian, resigned to accept a position as Head of Reference at Cocoa Beach Public Library.

University of Central Florida: Carol Brierly, formerly a circulation librarian at University of Illinois, Chicago, is the new Computer Applications Librarian. Jeffrey Franks, formerly Reference/Online Search Coordinator at Michigan State University, has been appointed Visiting Assistant Librarian in LINE, the Library's fee-based service. Suzanne Holler has been appointed Online Search Coordinator. Holler was an adjunct librarian in the Reference Department. Jeffrey Sowder, formerly network librarian at NELINET in Boston, has joined the staff as adjunct librarian in the Cataloging Department.

University of Florida: Vivian Carlson is the new Science Reference Librarian at the Central Science Library. Carol Turner was named Assistant Director for Administrative Services, having come from Stanford University in April 1987. Frank DiTrollo has joined the staff as Humanities bibliographer. He was formerly at the University of Ottawa. Yael Herbsman was named

assistant librarian in Cataloging. Deborah York has joined the reference staff and has been appointed Acting Chair of the General Reference Department in the Social Sciences and Humanities Library. Martha Hruska has been appointed Acting Chair of the Catalog Department after Nancy Williams decided to step down from her administrative duties. Williams led the department through its most significant period in the library's history. Barbara Wittkopf, Assistant Chair of General Reference, has resigned and moved to the Louisiana State University Library. Scott L. Rawnsley, Assistant Librarian at the Legal Information Center, died February 22, 1987.

University of Miami: Angus Mundy, formerly with Kansas State University, is the Assistant Director for Collection Development. Sharyn Ladner, formerly with the Cordis Corporation, has been appointed Business Reference Librarian-Bibliographer. Ladner replaces Sandra Mohl who resigned to join the faculty at Palm Beach Atlantic College. Joining the Government Publications and Maps Department this fall are Diana Gonzalez Kirby and Dora Bertram. Kirby has worked at the National Library of Medicine and the Smithsonian Institution Libraries. Bertram is a recent graduate of the University of Illinois Graduate School of Library and Information Science. Cheryl Gowing left Bowling Green State University to become a cataloger in the Music Library at U.M. Mary Porter Wise retired July 31 as Head of the Government Publications and Maps Department after more than 30 years of service. She will continue to work in the department as a reference librarian. Tony Harvell was promoted from Assistant Government Publications Librarian to Head of the Government Publications and Maps Department August 1. Dale Wasowski, from the University of Oklahoma, was named Head of the Acquisitions Department. Sheila Jaeger resigned as Government Publications Librarian to move with her family to Augusta, Maine. Holly Oberle resigned her position as Music Cataloger to become Music and Dance Librarian at Ohio University. E.J. Yera is a new Reference Librarian at U.M. Law Library. He holds B.A. and J.D. degrees from the University of Miami, and he has been a member of the Law Library staff

since 1981. Linda Golian has been appointed to the newly created position of Serials Librarian at the Law Library. She holds a B.A. from U.M., and she is completing Master's degree programs in Library and Information Studies and in Education.

University of North Florida: Verna Urbanski was recently appointed full librarian in the Cataloging Department, specializing in nonprint media. David Covert joined the staff as Assistant Head, Circulation Department in October. Covert was with the Sarasota County Library System. Eileen Brady, Reference/Special Collections Librarian, has been promoted to University Librarian. She has also been awarded a continuing education development grant to pursue professional development in archival management.

University of South Florida: Dr. Robert Grover has assumed his position as Dean of the USF School of Library and Information Science. Grover was formerly Dean of the School of Library and Information Management at Emporia State University in Kansas. The USF library school recently underwent the ALA reaccreditation process with very favorable results.

University of South Florida, Sarasota/New College: Gail Novak has been named Head of Reference Services. Karen Ungurait has joined the staff as Head of Access Services.

University of Tampa: Art Bagley, Jr. has joined the staff of the Merl Kelce Library as a General Librarian. He is a recent graduate of Florida State University.

University of West Florida: P. Grady Morein is the new Director of Libraries. Morein earned his MLS in 1966 and his Ph.D. in Management in 1975. He was recently selected as the first Outstanding Alumnus of the Louisiana State University School of Library and Information Science. Bob Sun, Cataloging Librarian, has been promoted to University Librarian. Rosann Bazirgian, Acquisitions Librarian, has been promoted to Associate University Librarian. Caroline Rowe, Social Sciences Reference Librarian, has been promoted to Assistant University

Librarian.

PEOPLE IN THE NEWS: COMMITTEE ASSIGNMENTS AND NATIONAL/STATE ACTIVITIES:

Eckerd College: Larry Hardesty, nominated by the National ACRL Chapters' Council, was elected to the National ACRL Board. He was also elected Secretary of the ACRL College Section.

Florida Atlantic University: Diane Kachmar, West Palm Beach Center Librarian, is President of the Palm Beach County Library Association.

Florida International University: Antonie Downs, Associate Director of the North Miami Campus Library, served as Chairman-Elect of the Social Sciences Division of SLA and attended the conference in Anaheim, California this summer. Laurence Miller, Director of Libraries, is Chair-Elect of the ALA Intellectual Freedom Roundtable. He attended the ALA Conference in June as Chair of the Interlibrary Cooperation Specialized and Cooperative Library Agencies and of the Intellectual Freedom Roundtable's Membership Promotion Committee. Miller also chairs the State Advisory Council on Libraries. Miguel Menendez, Head of Reader Services, North Miami Campus, is President-Elect of the SLA Florida Chapter. Julia Woods, Assistant Director for Administration, served as Secretary of the Building and Equipment Section and Chair of the Conference Program Committee of the Systems and Services Section of the Library Administration and Management Association. Jackie Zelman, Assistant Director for Systems, served as Chair of the ALA Systems and Services Section, Management Practices Committee. Robert Mead-Donaldson, Catalog Librarian at University Park Campus, served as Chair of the Cataloging in Publication for AV Materials Interdivisional Committee of ALA.

Florida State University: Katherine Shelfer, Assistant University Librarian for Science/Technology, has been voted President-Elect for the Government and Education Microcomputer Users Group (G/EMUG). Members represent a network of

users from FSU, the local school system, various state agencies, and the legislature. The group's purpose is to hear presentations on various software and hardware products, give input on the state microcomputer contract and to share problems and resources. Dale Hudson presided over the Southeastern Music Library Association meeting in Atlanta October 1-3, 1987. Karen C. Desaulniers, Library Science Librarian, is serving on ALA's Task Force on Library & Information Science Literature and ACRL's Education for Bibliographic Instruction Committee.

Miami-Dade Community College: Douglas K. Lehman has been appointed to the SEFLIN Board of Directors as M-DCC's representative. Donna Struthers is LITA Co-Chair of the LITA/RTSD Retrospective Conversion Interest Group.

St. Leo College: Sr. Dorothy Neuhofer, Library Director, was elected Vice-President, President-Elect of the Tampa Bay Library Consortium and a continuing member of the Consortium's SUNLINE Committee which is charged with guiding the networking of area libraries.

Stetson University: Betty D. Johnson has been appointed to SELA's Southern Books Competition Committee. Johnson also serves on the ACRL Membership Committee and is liaison to ACRL Chapters Council. She was elected Vice-President, President-Elect of Florida Chapter ACRL and FLA Academic Librarians Caucus in May 1987.

University of Central Florida: Carol Cubberley, Head of Collection Development and Acquisitions, has been appointed to the BNA Scholarship Award Committee of ALA. Chang Lee was elected Vice-President and President-Elect of the Chinese American Librarians Association, an affiliate of ALA. Phyllis Hudson has been elected to the Board of Directors of the Florida Teaching Profession (FTP) and to the United Faculty of Florida (UFF) Steering Committee for 1987-89. FTP and UFF are statewide affiliates of the National Education Association. Hudson represented UFF at the NEA Representative Assembly in July. She serves the UFF/UCF Chapter as a Senator and

as Chair of the Collective Bargaining Committee. Hudson has been appointed Chair of the Long-Range Planning Committee of ACRL's Chapters Council and is the current Chair of FLA's Collective Bargaining in Libraries Caucus. Suzanne Holler has been appointed to FCLA's Reference Database Subcommittee.

University of Florida: Lynn Badger, Library Personnel Officer, has been appointed to the ALA/LAMA Personnel Administration Section Staff Development Committee. Peter Malanchuk has been elected to the National ACRL Board of Directors. Dot Hope, Catalog Librarian, is incoming Chair of the FLA Technical Services Caucus.

University of Miami: Carol Ahmad was elected President of the Florida Chapter of ACRL and FLA Academic Librarians Caucus in May 1987. Esperanza Varona has been appointed to the Florida Advisory Board for the National Historical Publications and Records Commission. She is one of two librarians on the Board, which includes corporation executives, archivists, and instructional faculty. The Board reviews grant proposals submitted by Florida institutions for funding from the National Archives. Varona was inaugurated as president of the Florida Society of Archivists on May 6, 1987. Ron Naylor and Carol Ahmad participated in the SELA Leadership Workshop March 2-3 in Atlanta. Naylor is on the Headquarters Liaison Committee and Ahmad is on the Committee on Committees of SELA. Frank Rodgers has been appointed to a panel to review National Endowment for the Humanities Challenge Grant applications. Mike Petit, Acquisitions Librarian at U.M. Law Library, was elected Secretary-Treasurer of the Automation and Scientific Development Special Interest Section of the American Association of Law Libraries at its Annual Meeting in July. Wes Daniels, Law Librarian, is Vice President and President-Elect of the South Florida Association of Law Libraries for 1987/88. Felice Lowell, also at U.M. Law Library, is Secretary of the association.

PEOPLE IN THE NEWS: AWARDS, DEGREES, SABBATICALS:

Florida Institute of Technology: L.L. Henson, Director of Libraries, is serving on the Advisory Committee for Disaster Preparedness and Recovery Program for Florida Libraries.

Florida International University: Scott Kass was awarded a professional development grant for fall 1987. He is doing research in critical thinking techniques. Minnie Dunbar, Reference Librarian, earned a doctoral degree in Higher Education/Business Administration from the University of Maryland in August.

Miami-Dade Community College: Robert Watters, of the South Campus, received a Professional Development Leave to do research for a book on alcoholism.

University of Central Florida: Elba Grovdahl, Associate Librarian in Cataloging, has received a Board of Regents Grant for Fall 1987 to complete work toward her Doctorate in Education. Her dissertation is entitled: "Assessment of the Extent of Agreement on the Implementation of Instructional Design Principles Among Corporate Training and Development Experts." Carol Cubberley, Head of Collection Development and Acquisitions, received her Doctor of Arts in Information Science from Nova University in June 1987. Her dissertation title is "Organization for Collection Development in Medium-Sized Academic Libraries."

University of Miami: Charles Hicks, formerly in the Acquisitions Department, was awarded a semester's sabbatical to conduct a research project on reference sources. In August he joined the faculty of the General Reference and Periodicals Department as a reference librarian and bibliographer. Susan Seiler was granted a sabbatical to work on a research project and complete requirements for a Master's degree in mathematical statistics. Lyn MacCorkle is at FSU pursuing a doctoral degree in library and information science. Esperanza Varona was awarded the Diploma de Honor Juan J. Remos in a ceremony at the Koubek

Center on November 22, 1986. Linda Golian received the Baker & Taylor Florida Grass-roots Grant for 1987. This award is given to one outstanding library science student to help defray costs incurred while attending the annual FLA Conference. Rosa Abella was one of six women honored at a reception on March 19 by the Coalition of Hispanic Women, as part of the events to celebrate Women's History Month.

University of North Florida: Kathleen Francis Cohen, Head of Reference, received the M.A. in History through the UF/UNF Joint Program in December 1986, the first such degree given in the joint program. Her thesis topic was "Immigrant Profile of Greeks, Syrians, Italians, Russian and Romanian Jews, and Chinese in Jacksonville, Florida, 1890-1920." Verna Urbanski received an achievement award from Online Audiovisual Catalogers (OLAC) during meetings held in conjunction with ALA's San Francisco conference. Urbanski has been appointed to a two-year term on the Cataloging and Classification: Description and Access Committee of RTSD.

PEOPLE IN THE NEWS: PUBLICATIONS AND PAPERS:

Eckerd College: Larry Hardesty spoke on the history of College Library Standards at the College Library Section program at the ALA conference in San Francisco.

Florida Atlantic University: Carlos I.H. Nelson, Assistant Reference Librarian, received a Faculty Development Grant from Wooster College for his Walter Rodney project and a fellowship to the National Endowment for the Humanities Summer Institute at Trenton State College. Nelson published an article entitled "Jamaican Migration to the United States" in The Hampton University Journal of Ethnic Studies, vol. 3, no. 1 (Dec. 1986), pp. 21-27.

Miami-Dade Community College: Susan Byrd and Gene Wine spoke at the National Conference on Student Success Courses in Orlando, November 8-11, 1987. They presented a course model for library instruction which is integrated into the first

required English course. Over 10,000 students have participated in this program which is evaluated and carries a letter grade averaged into the overall course grade. Wolfson Campus Librarian Gert Keyser is working with Eric Holst, Director of Academic Computing, on a desktop publishing newsletter for the Florida Association of Community Colleges Learning Resources Commission.

Seminole Community College: Laurie S. Linsley of SCC and Maggie Hogue of FCLA presented a paper, "The Academic Librarian as Entrepreneur" at the Independent Librarians Exchange Round Table at the annual ALA conference in June.

St. Leo College: Kay Kosuda, Reader Services Librarian, published an article, "Bibliographic Instruction at a Small Goal-Oriented Campus" in the October 1986 issue of Catholic Library World.

Stetson University: Sims D. Kline continues to publish the monthly Literary Criticism Register, a current awareness tool in literature. Betty D. Johnson published an article on recruitment of national ACRL members in the Spring issue of Chapter Topics.

University of Central Florida: Carol Cubberley has co-authored a paper with Barry Centini, Professor of Computer Science at Nova University, entitled "Improving Library Services for Nursing Students in an Academic Library" to be published in the November 1987 issue of Collection Management (vol. 10, no. 1). Phyllis Hudson spoke on "Academic Librarians and Union Activism" at the June 1987 ALA conference. Chang Lee presented a paper entitled "The Library and Lifelong Learning" at the Chinese American Professionals Association's 1987 conference at the University of Maryland, College Park. It was published in The Chinese American Professionals Association 1987 Conference Proceedings: Overseas Chinese Scholars on Education.

University of Florida: Alice Primack, Physics Librarian, was selected to referee the physics and astronomy sections of the upcoming edition of Books for College

Libraries. Primack recently published "Academic Library Budgets for Physics and Astronomy Materials" in the SLA Bulletin, vol. 14, no. 4 (May 1987). Helen Jane Armstrong, Map Librarian, presented a paper and participated in a panel discussion on "Maps in Online Catalogs" and presented a second paper on "Cataloging Aerial Photography and Remote Sensing Imagery" at the June ALA conference. During the SLA meeting in Anaheim, Armstrong presented "Latin American Map Acquisitions Problems: A Librarian's Point of View" at a Latin American Map Acquisitions program. Bob Singerman, Judaica Librarian, published the results of his recent sabbatical research as "Jewish Americana in American Libraries: An Overview" in the Jewish Book Annual, volume 45, 1987-88. Carol Turner, Associate Director for Administrative Services, has co-authored with Ann Latta of Stanford University "Current Approaches to Improving Access to Government Documents" as part of the OMS Collaborative Research/Writing Program. Wendy Lawrence, Circulation Librarian, made a presentation at the FLA Lending Services Caucus entitled "The Overdues Problem: In Search of Effective Strategies." The Documents Department recently issued a Directory of Federal Documents Depositories and Resource Information for Florida and Puerto Rico. Copies may be purchased for \$5.00. Make checks payable to the University of Florida Foundation, Inc., and mail to University of Florida Libraries, Documents Department, Library West, Gainesville, FL 32611, Attn.: Gary Cornwell.

University of Miami: Katherine Evans, religious studies bibliographer, presented a paper, "Ancient Epistolography: Private Letters in the Greek Papyri and in the New Testament" at the U.M. Seminar for the Study of the Ancient World. Tony Harvell translated and edited the section on Argentina in the 1986 edition of Latin American and Caribbean Foreign Policy to be published this fall by the Institute of Inter-American Studies, Graduate School of International Studies. Harvell's article on "Micros in Government Documents Departments" appeared in the December 1986 issue of Small Computers in Libraries. He presented a paper, "Microcomputer Applications

in Government Publications Departments," at the spring conference of Government Publications Librarians in New England. Sheila Jaeger and Harvell also presented a session on the topic at the Small Computers in Libraries Conference in March 1987. The poetry of Ana Rosa Nunez, reference librarian, was featured at a recital at the Koubek Center November 29, 1986. A concert presented by the U.M. School of Music February 1 included the first performance of "Tres Canciones de Amor" with words by Nunez and music composed by Elsie Fardig Cordoba, cataloger and former music librarian. Esperanza Varona spoke on "The Cuban Archives at the University of Miami" at the Koubek Center on May 23. A special exhibit of Cuban exile materials organized by Varona and Helen Purdy was displayed on the second floor of the Library. Lesbia Varona and Esperanza Varona were panelists for a workshop on "Fugitive Materials, Monies and Research Packages on Cuban Political Prisoners and Cuban Exile Periodicals" at the ACURIL/SALALM conference. Sara Sanchez chaired a workshop on "Development of an Index Language and a Database for Spanish-Language Materials" at the ACURIL/SALALM conference. Carol Ahmad gave a paper, "The Qualifications for a Position as an Academic Library Administrator" at the FLA Conference. Sandra Mohl presented a paper, "Historical Perspectives of Jamaican Agriculture" at the 25th Annual Conference of Florida College Teachers of History in Coral Gables. The Richter Library has published a new brochure for faculty and an orientation guide for students entitled The Library Prelude. The Union List of Government Documents Sets in Florida Libraries, compiled by Tony Harvell, Sheila Jaeger, and Mary Wise has been published by the State Library.

NEWS FROM THE FIELD: PROGRAMS, SERVICES:

Two major organizations devoted to bibliography and library service in Latin America and the Caribbean held a joint conference in Miami May 10-15, 1987: the Seminar on the Acquisition of Latin American Library Materials (SALALM) and the Association of Caribbean University Research and Institutional University Libraries (ACURIL). The

local organizing committee, co-chaired by Frank Rodgers and Laurence Miller, included librarians from the University of Miami and the Florida International University libraries. The conference theme was "Caribbean Collections: Recession Management Strategies for Libraries". The meeting attracted over four hundred registrants from various countries.

Bethune-Cookman College: B-CC recently received a three-year \$35,000 grant from the Southern Education Foundation, Inc. to help the Carl S. Swisher Library strengthen its collections in the humanities, promote use of the library, and provide additional opportunities for professional growth for library staff. The main objectives of the project are to provide up to 3,000 additional titles in the humanities in the three year period; enhance the use of bibliographic instruction; improve collection development; and increase the books per student ratio. The Swisher Library reference service is now supplemented with information from the Defense Technical Information Center. DTIC information services consist of scientific and technical information on a variety of subjects. B-CC is one of several Historical Black Colleges and Universities receiving this service.

Chipola Junior College: Grant funds are being used to send four instructional faculty to an introductory workshop dealing with the use of online databases. The Learning Resources Center and two other locations on campus have modems which give access to online databases, and the objective is for instructional faculty to learn to use the databases in the classroom.

Daytona Beach Community College and University of Central Florida's joint library usage program is working well. DBCC now has a LUIS terminal which is a considerable help in serving both DBCC and UCF students. Daily delivery of requested materials is provided.

Florida Institute of Technology: A long-range plan and a collection development policy have been developed and approved. The government documents depository had its five year inspection by the Federal

Depository Library Inspector and received high ratings in all areas. Dr. John E. Miller, past president of F.I.T., donated a 126 volume set, War of the Rebellion - A Compilation of the Official Records of the Union and Confederate Armies. It will be housed in the library's special collections area.

Florida Library Association: Everyone is urged to renew his/her membership in FLA. FLA is also seeking input and ideas from Florida librarians as to what you want FLA to do for its members. Send your thoughts and suggestions to Dr. Althea Jenkins, Director of Libraries, University of South Florida Sarasota/New College, Sarasota, FL 33580. JOIN THE FLORIDA LIBRARY ASSOCIATION and choose up to six caucus memberships. Get discounts for annual conferences. Free subscription to Flash.

DUES SCHEDULE:

Students	\$ 8.00
Friends, trustees, retired	\$10.00
Employed, salary under \$9,999	\$12.00
Employed, salary \$10,000-14,999	\$12.50
Employed, salary \$15,000-19,999	\$20.00
Employed, salary \$20,000-24,999	\$40.00
Employed, salary \$25,000 - up	\$45.00
Sustaining	\$50.00

Membership is based on July 1-June 30 year. Organizational memberships also available. For more information, contact Florida Library Association, 1133 W. Morse Blvd., Suite 201, Winter Park, FL 32789.

Florida State University: The Warren D. Allen Music Library recently acquired a large collection of Confederate imprint sheet music. The collection, containing more than 300 items of this rare material, was amassed by a private collector over many years, and amounts to about 40 % of all such imprints.

Miami-Dade Community College Wolfson Campus has added Academic Computing to the Learning Resources Division. Eric Holst is Director of Academic Computing and has a goal of planning with the Library and Audio-Visual Services an integrated space and delivery system to be used in conjunction with the computer lab. Wolfson Library Services Chair Zenaida Fernandez is working with the county public library to make the

public library database available to community college students. The Miami Book Fair International, held on the Wolfson Campus November 9-15, 1987, was a three day street fair preceded by evening programs with such authors as Garrison Keilor, Carlos Fuentes, Susan Sontag, and George Plimpton. Wolfson librarian Juanita Johnson coordinated the recruitment and scheduling of the over 100 volunteers who made the fair possible.

Miami-Dade Community College, North Campus: The Audio-Visual Department is into teleconferencing. If library conferences, workshops, or seminars are being held outside of Dade County and Dade County librarians would like to participate, teleconferencing is possible. For further information, contact Celia Suarez, (305)347-1414.

Orange County Library System: The third Authors in the Park was held Saturday October 10, 1987, on the tree-shaded corridor that connects the Maitland Public Library and the Maitland Art Center. The literary festival for librarians, book-sellers, publishers, writers, and interested public, included as speakers David Eisenhower, Patrick Smith, Josephine Humphreys, Edna Buchanan, and Donald Sobol. Storytellers, a Writer's How-To-Center, a Book Collectors Corner, and fifty-eight exhibitors added to the activities of the day. The Friends of the Orlando Public Library opened a used bookstore on the library's third floor in March 1987. Open noon until 6:00 p.m., the store has generated over \$15,000 in sales in the first six months. The Meet the Authors Series, presented by the Friends of the Library, had poet and UCF professor Judith Hemschemeyer as their guest in October. Cleveland Amory will be featured at the December 1987 program.

Palm Beach Junior College North: PBJC and Centel Cable have linked to develop local origination programs for Centel's public access channel in Palm Beach County. PBJC provides the studio and lighting facilities and Centel provides the equipment and personnel. Local issues are discussed in the programs and faculty members

participate as hosts and/or members in forum shows. The Library Learning Resource Center and the LLRC Advisory Committee co-sponsored a successful Authors Luncheon in May 1987 that featured writer Edith Delatash as the principal speaker. Delatash, author of twenty-one romance and regency novels, has given several seminars on writing. The event celebrated the anniversary of the opening of the LLRC Center and promoted the library and its resources in northern Palm Beach County. The response from the community was so gratifying that Director Alice Zacherl says the Authors Luncheon will become an annual event at PBJC.

Santa Fe Community College: FSCC has reached an agreement with the Bradford County Public Library to provide library services in Starke for students attending the SFCC Starke Campus.

SEFLIN (Southeast Florida Library Information Network): Libraries in Dade County and Broward County have pooled their resources to make over three million books available to the borrowers of both counties. Telefacsimile services have been in operation for the past year, linking 51 public and 13 academic libraries. Courier service was added this summer, with two vans in use.

Seminole Community College: The Library is working with Seminole County's Learn to Read Literacy Program. A special collection of Adult New Reader books has been shelved in the Reference area. Each item has a front label indicating the reading level and subject. The materials do not appear in the public card catalog and overdues are not charged. Reference librarians have advertised the collection to Literacy Tutors, the SCC Reading Lab, and the ESOL program, with a very positive user response. Director Tom Reitz published in the October 1987 issue of FLASH a warning about the "Gille Mail Fraud." For more information, contact Reitz at Seminole Community College, Sanford, FL 32773-6199.

Tallahassee Community College: This year's Staff and Program Development Grant was awarded for library services. The grant provides free DIALOG/BRS online services

for students and faculty. Publicity for the grant included articles in the campus Library Newsletter.

University of Florida: U.F. has established a Preservation Office and is beginning a comprehensive Preservation Program headed by Erich Kesse. U.F. Library has been selected to participate in a pilot project to improve control over and access to machine-readable data files (MRDF's). The RLG project is funded by the Pew Memorial Trust. Other institutions participating are Cornell University, Dartmouth University, New York University, Northwestern University, and University of Pennsylvania. \$60,000 will be made available for an 18-month period to support U.F.'s participation. The U.F. Library, which holds a collection of approximately 19,000 MRDF's, has collected and provided access to material in this format for more than 15 years and has been a pioneer among U.S. research libraries in this format.

University of Miami: U.M. has completed the Latin American conspectus for the North American Collections Inventory Project sponsored by ARL. The U.M. Law Library recently acquired a 4,000 volume historical Latin American law collection from Northwestern University Law Library. This material complements U.M.'s extensive holdings of current Latin American legal sources. Donald Simpson, Director of the Center for Research Libraries, met with the bibliographers on May 13 to discuss the activities of CRL. U.M. is a member of CRL. A recent study showed that in a typical week Richter Library staff answer 2,857 reference queries. The busiest day is Tuesday, and the busiest hour is 2-3 p.m. Herbert Hiller, author of Guide to the Small and Historic Lodgings of Florida, spoke March 5 to the Friends of the Library. Elizabeth Hass spoke at the annual children's program.

University of North Florida: The Thomas G. Carpenter Library announces that the John E. Mathews, Jr. papers are now organized and available to interested researchers. Access is facilitated through a computerized inventory list. Mathews was a Florida legislator and Florida Senate

President in the 1960's. For more information, contact Eileen Brady at (904)646-2618. Mary Davis, Bibliographic Instruction Coordinator, is working with her committee on a workbook to introduce freshman students to library research. She would like to produce audio and video materials for orientation and instruction and is actively soliciting ideas and information on successful programs. Please send your ideas to Mary Davis, University of North Florida Library, 4567 St. Johns Bluff Rd., Jacksonville, FL 32216.

West Coast Library Consortium (WELCO) scheduled a workshop November 10 on "Effective Communication with Peers and Patrons" at the University of South Florida, Sarasota/New College.

BUILDINGS:

Daytona Beach Community College, West Campus, located near Lake Helen and DeLand, opened in August 1987. The first building constructed was the Learning Resources Center. For the moment the building houses faculty offices, classrooms, campus administration, bookstore, and vending machine area. The working LRC is located in the center of the building in what will eventually be bookstack and reading room area. There is no card catalog, only an in-house computer catalog. A subject scan tells the students what books are available and which ones are checked out. Only a small circulating collection is now in the LRC on the campus, but a phoned request to the Daytona campus brings books the next day by courier. The West Campus LRC has a small reference collection to support the liberal arts curriculum and subscribes to approximately 80 serials.

Embry-Riddle Aeronautical University: The University has established a committee to study needs and plan for Phase II of the library. Ground is to be broken and construction begun by May 1988. Final work and occupancy is scheduled for January 1989. The addition will be at least 20,000 square feet and will house a Bibliographic Instruction classroom in addition to greatly expanded student study space.

Polk Community College: PCC and the University of South Florida are looking forward to the opening of their joint facility in Lakeland on January 1, 1988. Additional information about the center will appear in the next issue.

St. Leo College: Staff, faculty and students are enjoying the 24,000 square foot addition to their library. The Daniel A. Cannon Memorial Library, dedicated in November 1986, now totals over 38,000 square feet.

University of Central Florida: The UCF Library hosted the dedication of two significant art acquisitions on September 9th. After a national search, a thirty member Art Selection Board of the Library chose the works of renowned Mexican artist Leonardo M. Nierman. The "Flame of Hope", a 9 1/2 foot tall bronze sculpture, was acquired under the Florida Art in State Buildings Program. In addition, the artist's interpretation of the creation of the world appears in the 15 X 13 foot stained glass window "Genesis" donated by Mr. and Mrs. Stanley Young of Boston.

AUTOMATION:

Embry-Riddle Aeronautical University: The Circulation and Book Acquisitions modules of the CLSI automated system went online in the Jack Hunt Library May 1, 1987. They are testing a limited database and authority records and plan to implement the online CL-CAT (Public Catalog) in January 1988.

Florida Institute of Technology: Evans Library has received a \$118,000 grant to convert its records to machine readable form as the first phase of a library automation project. A reconversion project leader and assistant have been hired for two years, with an expected completion date of October 1988. The second phase of the plan will be to automate with the NOTIS system. The periodicals holdings list was put on computer this year and can now be easily updated and reprinted. Copies were sent to other local libraries.

Okaloosa-Walton Junior College's Learning Resources Center recently acquired Biblio-file to help in their efforts to convert records to MARC format.

University of Florida: June 1, 1987 marked the official closing of the main card catalog housed in Library West. The Libraries are now fully dependent upon the LUIS computer catalog for access to all new materials added to the U.F. collection. Completion of a REMARC retrocon project has resulted in an estimated 90% of the libraries' titles available on LUIS.

MICROCOMPUTERS:

Stetson University: Acquisitions has been automated with the development of Bookbase III, using an IBM compatible personal computer. Based on Dbase III Plus, the program was designed by Head of Technical Services Betty D. Johnson and written by a local programmer. The program has been in use since December 1986, with a number of refinements to the program over that period. Bookbase III uses captured OCLC bibliographic records and provides for production of purchase orders, multiple slips, fund accounting reports, standing orders, and gift funds accounting. The next project is to automate Periodicals. The current subscriptions list will be created from downloaded Ebsco invoices, but various checkin systems are being explored.

University of Miami: The Government Publications and Maps Department is using a computer-assisted instruction program created by Sheila Jaeger to train student shelvees. Mary Porter Wise has completed a keyword index to Florida State government agencies limited to the years after 1967 and to the agencies for which publications are received by the U.M. Government Publications Department. If others in the state have knowledge of comprehensive new sources of agency histories or of similar projects underway, she would appreciate exchanging information. Call Wise at (305) 284-3155. Another microcomputer application is the use of LOTUS 1-2-3 as a record-keeper for Cutter numbers used in the department's Intergovernmental Organizations in-house classification numbers.

JOB HUNTING?

ACRL JOBLINE: ACRL maintains a weekly recorded tape with up-to-date job listings. Ads received by 1:00 p.m. on Thursday are incorporated into the new Friday tape. Listings run for two weeks. To list a position, call (312)944-6780 or write for a JOBLINE form and free job listing options brochure. JOB SEEKERS call (312)944-6795 for current listings.

FLORIDA CHAPTER ACRL CONFERENCE ON FUNDRAISING IN ACADEMIC LIBRARIES, September 25-26, 1986

[A report by Betty D. Johnson]

THE GOLDEN TOUCH; OR, THE GENTLE ART OF RAISING MONEY, by Dr. David Kaser, Distinguished Professor of Library Science, Indiana University.

1. Look at the proposal from the viewpoint of the person being asked for money.
2. Work with and clear all proposals with your Development Office.
3. Know the prospective donor well. What have they given money for over the past 5 or 10 years? Don't look just for library gifts. When looking for big money the best bet may be a foundation which has not given to a library in the last 10 years and may have a very general statement of purpose. Unless the foundation is oriented to libraries, you may stand a better chance with a foundation which has recently given a concert hall, a museum, etc. They will be unlikely to duplicate the next year.
4. On government grants, look not just at the guidelines but also at the law and even the debates re the law before passage. Base your proposal on the law. Send a copy of your grant application to your congressman at the same time you send it to the agency - "Thought you would be interested."
5. Target your proposal - pick your recipient before writing the proposal and write it for that donor. It should be targeted so specifically that it would need to be completely redone for another donor.
6. For foundations, keep the proposal short. Start with an abstract explaining

what you want to do and why you should be given the money rather than another applicant. Say what is unique about your organization. Government agencies usually require lots of boilerplate.

7. Sell, don't beg.

8. Try to figure out if the donor wants public recognition or if he abhors it.

9. On-site observers may be sent by the donor or foundation. Think positively and talk positively around them. Hide all negative-type staff members.

10. Don't "poor-talk".

11. Don't go to the donor with a shopping list. Approach with one need. Be specific about how much you want and for what.

12. Report progress regularly to the donor if you get the money, even if it is not required. Keep them informed.

13. If rejected, write a nice letter and keep in touch, ready to approach them again.

14. If you are successful, don't be afraid to approach the same donor with new ideas for grants.

15. Success is judged not just on how much you get but if it is for something central to your organization's needs.

ROLE OF THE DEVELOPMENT OFFICE IN LIBRARY FUNDRAISING: THE UNIVERSITY OF SOUTH FLORIDA MODEL, by Donna Parrino, Director of Development, Library, University of South Florida.

The University of South Florida has Constituency Based Fundraising, with 17 campus units involved. The Library is one of these, and Parrino devotes full-time to fundraising, with her salary paid equally by the Library and the Development Office. Her basic responsibilities are to form a support group and to publish a newsletter at least twice a year. The central Development Office directs the overall program, counsels unit officers, provides research on donors/foundations, financially supports projects, coordinates the annual calendar of events, sets policy, determines which office gets which prospects, keeps records, provides a network through which unit officers interact, and through the foundation banks and invests monies received. In forming a support group it is

important to get people with money or power or people with access to people with money or power. Parrino writes the newsletter. The library pays for printing but the central Development Office pays mailing costs. The newsletter is kept upbeat. Each unit officer also writes an annual appeal letter which is revised by the central office and sent by them. The library is currently preparing a "wish list" which the central Development Office will take to corporations.

Parrino suggested:

1. First approach campus organizations and administration.

2. Have in place before starting the development program: a) a well-managed and efficient library to avoid credibility problems; b) a marketable library, showing what you can DO; c) a plan outlining the library's goals and a statement tied to these goals; d) seed money - look successful.

3. Show sexiness - building, location, special collections, notables on staff, notables using library, etc.

4. The staff should be in tune with the development effort. It is a long-range project, and staff need to understand there may be no immediate results. Keep the staff informed and aware.

5. The Dean or Director must be actively involved in the development effort. Donors want to talk to the top man/woman.

6. Librarians should be active on faculty committees and visible on campus. Cultivate faculty and administrators.

7. Concentrate on what you do and how you do it. You are judged by your actions, not by your titles.

8. There is nothing magic about development. Qualities needed are integrity, good marketing/management skills, creativeness, and good manners (follow-up letters, attendance at funerals, etc.).

9. Raising money for books is not easy. There is lots of competition for funds. Think creatively - gift shops?

10. Don't burn yourself out - Prioritize.

FEES, FRIENDS, AND FUNDRAISING, by Meg Scharf [then] Coordinator of Library Information Network Exchange (LINE), University of Central Florida.

It is important to have a mission statement for the library, tied to the mission of the university. This should be a broad, flexible statement, unlike objectives which should be quantitative and reachable. List your strengths and weaknesses and balance these.

A large research park was developed adjacent to the University of Central Florida campus, creating research demands. A six-month feasibility study was made to determine if a fee-based service to the non-university community could break even in the long run (3-5 years). The answer was positive and LINE was created. To establish any fee-based service - even the copying services now in effect in all libraries - it is important to establish fees and policies in advance. You should check with the university attorney re liability, confidentiality of patrons, etc.

The Public Relations Office and all library telephone desks should be kept aware of fees and what services are or are not available. A question and answer sheet should be at every public service desk listing services available or not available. Scharf recommended that you write your own press releases and give them to Public Relations so they will have full information. There should be a readily available gifts and acquisitions policy.

Scharf referred to "stake-holders analysis" - identify what could cause the library to collapse if certain "stake-holders" picked up their stakes and left. Then decide what services these people desire and need and whether you can afford to provide them. For example, UCF decided to eliminate telephone reference except for faculty. This is listed as a perquisite for faculty. UCF does have dial-up access to their CLSI catalog, however.

The UCF library has a coordinator for library development and a friends group which developed from the dedication of the new building. The friends organization has fundraising activities and some members actively seek funds. They have also set up a Friends Advisory Board for those who lend

their names. In soliciting funds, Scharf uses the term "state-assisted university" rather than "state-supported." In working with the central Development Office, it is important to build a good relationship. Development may want to give away library privileges in return for donations to the University. They should be made aware of possible costs in doing this. One university's development office promised free on-line searching to a large company adjacent to the campus after receiving a large donation. Upon the library's complaint, the development office agreed to pay fees. When the first month's bill of almost \$25,000 was sent to the Development Office, that office reassessed their offer.

KEY CONSIDERATIONS IN GRANT WRITING FOR FUNDING AGENCIES, by Randy Akers, Associate Director for Program Development, Florida Endowment for the Humanities.

1. Tailor your proposal to each funding source. Do homework before you begin to write the proposal.

2. Approach proposals part by part if the forms seem overwhelming.

3. Establish an advisory committee or task force to brainstorm and establish needs and possible solutions. Look for a common thread for a fundable project.

4. Have a mission statement and be able to communicate it. Be ready to share long-range goals and plans with the funding agency.

5. Be ready to tell why your organization should be selected. Why are you unique? Can you fulfill the project?

6. Most funding agencies issue "requests for proposals" which may match your organization. Study these.

7. The end product of the committee should be a statement of the problem this project will address. Be able to explain why the project is needed, the population which will be served by the project, the long-term and short-term impact of the project, the cost-efficiency. Weigh the options to solve the problem.

8. Build a network. Have legislators and local politicians/officials as your advocates. Perhaps put them on an advisory committee.

9. Get to know local foundations/donors-
/corporate givers.

10. Develop credibility and trust with
funding agencies. Nurture contacts.

11. Telephone the funding agency. Contact
before submission of the proposal improves
the success rate 300 %. Ask for advice,
giving several possible proposal topics.
Ask about average funding, deadlines, if
they will comment if a proposal is sent in
early, if there are special areas the
agency is emphasizing that year, and if
there are suggestions for other possible
sources of funding for the proposal.

12. Write simple, straight-forward
proposals. Clearly describe the activities,
the people involved, why these activities
and people were selected, and the sequence
of events planned. Offer a description of
the purposes, goals, constituencies, and
accomplishments of your organization.
Include letters of endorsement.

13. Write from the reader's viewpoint.
Keep sentences under 20 words, indent
paragraphs, use non-passive verbs, and
boldface or underline special points.

14. Consider evaluation of the program-
"result areas" - will the program change
anything or anyone?

15. If rejected, call and ask why. Ask
for suggestions on improvement of pro-
posals. At FEH, the staff comments on and
recommends to the 22-member board, but
final decisions are made by the board.

IDEA BRIEFS:

Sidney Ives, Head of Rare Books and Manuscripts, University of Florida.

Ives had an opportunity to buy the
Parkman Dexter Howe Collection of first
editions of early American authors for
\$500,000, considered a bargain, and got a
contract to buy in a specified time period.
The president of the University of Florida
promised \$250,000 to be matched by donors.
The campaign included publicity, videos,
and a letter from the president to the
University's big donors describing the
collection, its publicity value for the
University, Marston's personal donation of
\$1000 toward purchase, the bargain price,
and time limit on the contract. Donors of
\$25,000 or more would be named "Honorary
Curators." The campaign was successful.

Derived from it was a friends group - The
Howe Society - which supports other pur-
chases, has a brief newsletter, and has an
annual banquet. The "Honorary Curators"
form a special group for solicitation.

Jamie Hastreiter, Coordinator of Serials/- Systems Planning, Eckerd College.

A space problem led to an assessment of
the bound periodicals held at Eckerd Col-
lege. Copies of a list of discontinued
titles were compiled and sent to all facul-
ty. Faculty were asked to number these
titles according to their value to the
library and students.

Faculty representatives were then con-
sulted to review results. Decisions were
made on which titles to discard, and that
list was distributed to faculty.

The list of discards was sent to 17
dealers, and 7 responded with bids. Only
about one-half of the titles were bid on,
and sometimes the bids were for portions of
the holdings. The bids and journals were
correlated, and Hastreiter wrote the deal-
ers to confirm. Preference was to ship
collect, but postage was paid by the deal-
ers. About \$2,900 was raised through this
sale.

The unsold journals were listed on an
exchange list, but most libraries requested
only one or two volumes of a title. It
will probably be necessary to send the
remainder to a dealer for credit.

The result was faculty cooperation,
space, and \$2,900.

Terry Sebright, Head of Technical Services, Rollins College.

Rollins College has had in place since
the 1930's a "book a year" program in which
anyone who gives \$250 to the college is
considered to have endowed the purchase of
one library book per year. Records are
maintained by the Acquisitions Librarian so
each book selected has a bookplate as
requested by the donor, and it is possible
to see which books were selected for each
person. A description of the program is
available.

Darleen Abbot, Acquisitions Librarian, Pensacola Junior College.

Abbott was establishing a friends
organization to raise funds for the

library. The mailing list of 10,000 donors in the Pensacola area (not just PJC donors) was provided by the Development Office. When established, she would be liaison between the library and the friends organization. She suggested:

1. Get the support of your library and your superiors.
2. Set up a steering committee between the library and the Development Office.
3. The library will develop ideas for what is needed from the organization and what benefits will be for the friends members.

Robert Singerman, Department of Special Collections, University of Florida.

As curator of the Judaica Collection, Singerman produced 8 issues (bi-monthly) of a 4-page newsletter which he mailed to about 3600 persons. His list included curators of other special collections, rabbis, and Jews who, from stories in the Jewish press, seemed to be possible donors.

To date, however, he attributed only \$500 in gifts to the newsletter. He included a desiderata list of materials available and expensive which he wished to have for the collection in an "Adopt-a-Set" campaign, but it was not very successful. He recommended using home addresses for mailing. He felt a newsletter gives you credibility and develops good will and possible long-range benefits.

FLORIDA ACRL CHAPTER DIRECTORY OF LIBRARY FACILITATORS AND RESOURCE PEOPLE

The purpose of this directory is to help academic librarians in Florida identify people within the state who can offer library assistance. Often there is little need to call in a national "expert" at considerable expense when assistance may be available from a nearby librarian. We, however, need to identify those people who can provide that assistance.

No fee is charged for the listing of Florida ACRL members in the directory. A \$25.00 fee, however, will be charged for nonmembers of ACRL. Published on the

following pages is the second edition of this directory. If you wish to be included in the third edition, please complete the following form and mail it before February 15, 1988 to : Dr. Larry Hardesty, Director of Library Services, Eckerd College, St. Petersburg, FL 33711.

Name, Title, Institutional Address
Preferred Mailing Address and Telephone Number

Areas(s) of Specialty(ies) _____

Relevant Background or Experience for Specialty(ies)

Arrangements (i.e., fees, per diem expenses -- if any)

FLORIDA ACRL CHAPTER DIRECTORY OF LIBRARY FACILITATORS AND RESOURCE PEOPLE

November 1987 Edition

Armstrong, Ruth. Head of Reference, Cocoa Beach Public Library
 (305) 783-7350 55 So. Brevard Avenue
 (305) 639-4789 Cocoa Beach, FL 32931

(Mailing address: 1704 University Lane, # 702, Cocoa, FL 32922-5634)

Specialties: Change-of-Bindery; Inventory.

Relevant Background and experience: Serious study of the topics and living (successfully) through the change-of-bindery experiences and major inventory experiences while in an academic library full-time.

Arrangements: Expenses if long time or distance.

Byrd, Dr. Susan. Coordinator, Library Instruction
 (305) 347-2068 South Campus Library, 11011 S.W. 104th Street
 Miami-Dade Community College
 Miami, FL 33176

Specialties: Bibliographic Instruction; Proposal and Practicum Writing.

Relevant Background and Experience: Produced several audio-visual programs for library instruction, including videotapes and cassette tapes. Developed a programmed instruction workbook for community college students. Ed.D. with emphasis on proposal and practicums in library instruction.

Arrangements: Negotiable depending on time involved.

Cubberley, Dr. Carol. Head, Acquisitions and Collection Development
 (305) 275-2521 University of Central Florida Library
 Orlando, FL 32816

Specialties: Collection Development Policies; Evaluating Automated Acquisitions; Formulas.

Relevant Background and Experience: On job experience. RTSD collection management and development workshop. Coursework in database management. Development of automated system; use of Innovaq System; wide experience with a variety of online systems.

Arrangements: Per diem expenses.

Davidoff, Marcia 1901 Woodward Street
 (305) 894-5508 Orlando, FL 32803-4257

Specialties: Hospital, Medical, and Small Special Libraries.

Relevant Background and Experience: Twenty-five plus years of medical/special library experience. ALA accredited site visitor; regional medical library program approved consultant; and two grants from national Library of Medicine. MLA certified.

Arrangements: Per diem and travel expenses.

Fustukjian, Samuel
(813) 893-9125

Library Director
Nelson Poynter Memorial Library
University of South Florida at St. Petersburg
140 Seventh Avenue, South
St. Petersburg, FL 33701

Specialties: Library building and construction design; library development and fund-raising; international librarianship; specialty in Middle East and African studies; educational technology.

Relevant Background and Experience: Faculty Research Fellow of East African Studies (Syracuse University); Certificate on Black Studies Librarianship (Fisk University); Facilitated the construction of a library building and renovation of another; raised in excess of \$1.5 million.

Arrangements: Per diem and travel expenses.

Hardesty, Dr. Larry
(813) 864-8336

Director of Library Services
Eckerd College
Box 12560
St. Petersburg, FL 33733

Specialties: Bibliographic instruction; research design; grant writing, statistical analysis.

Relevant Background and Experience: Wrote several successful grant proposals and directed three grant-supported bibliographic instruction programs; has graduate degree in instructional development; library science doctorate with emphasis in research design and evaluation.

Arrangements: Per diem expenses and travel; negotiable depending on time involved.

Hudson, Phyllis
(305) 275-2584

University Librarian, Reference Department, Library
University of Central Florida
Orlando, FL 32816-0666

Specialties: Collective bargaining; academic governance; pay equity (comparable worth).

Relevant Background and Experience: Member of United Faculty of Florida Bargaining team for 5 years; chief negotiator past two years; helped write Library Faculty Bylaws and Constitution for University of Illinois library faculty in 1971-72; served on UCF Librarians' Personnel Advisory Committee three years (two years as chair); charter member of the National Committee on Pay Equity.

Arrangements: Per diem expenses.

Jackson, Dr. Ruth M.
(904) 646-2599

Assistant Director of Libraries and Head, Public Services
University Libraries, University of North Florida
4567 St. Johns Bluff Road, South
Jacksonville, FL 32216

Specialties: Collection development policies; personnel and organizational analysis; design of bibliographic instruction.

Relevant Background and Experience: Training and experience in relevant areas; Ph.D. in library science with specialization in library resources and academic library administration; nine years experience in higher education.

Arrangements: Negotiable depending on time involved.

Jenkins, Dr. Althea J. Library Director
 (813) 355-7671 University of South Florida at Sarasota/New College
 ext. 216 Sarasota, FL 33580

Specialties: Library building and planning; library personnel and organizational structure.

Relevant Background and Experience: Facilitated construction of three library buildings and one building and one building renovation.

Arrangements: \$150 per day plus expenses.

Johnson, Betty D. Head of Technical Services
 (904) 734-4121 duPont-Ball Library
 ext. 218 Stetson University
 DeLand, FL 32720

Specialties: Microcomputer applications in technical services; collection development policies; budget allocation.

Relevant Background and Experience: Designed acquisitions system for IBM-compatible developed collection development policy and budget allocation formula.

Arrangements: Per diem and travel expenses.

Kesse, Erich J. Preservation Officer
 (904) 392-0348 University of Florida Libraries
 Gainesville, FL 32611

Specialties: Preservation of library and archival materials.

Relevant Background and Experience: Graduate of Columbia University's preservation administration program; experience as consultant; collection maintenance responsibilities for special collections.

Arrangements: Per diem and travel expenses.

FLORIDA CHAPTER ACRL OFFICERS AND BOARD MEMBERS, 1987/88

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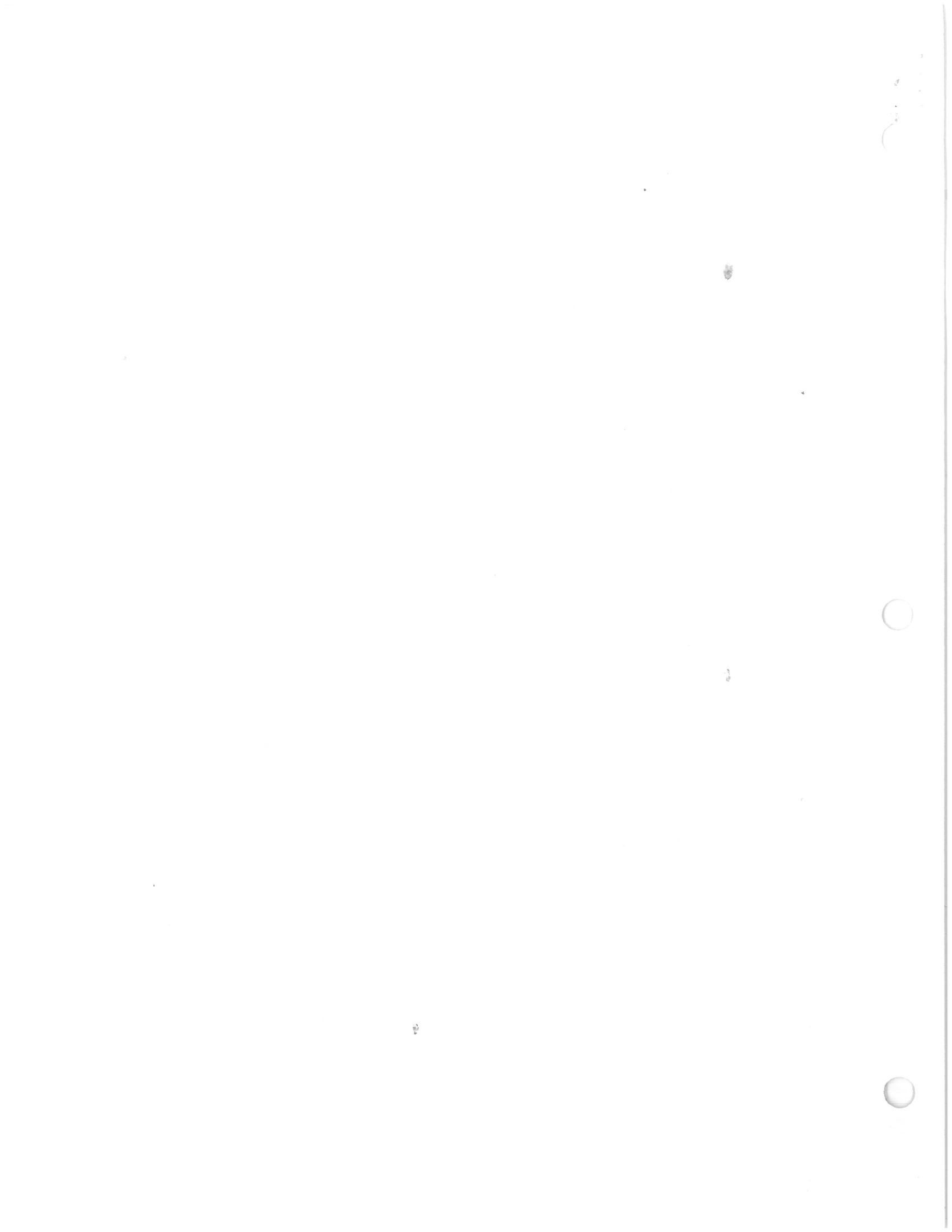
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The Executive Board of the Fla. ACRL Chapter is working with national ACRL to increase membership in ACRL. ACRL has funded special programs for this chapter, and the funding for this Newsletter comes from national, based on the number of national ACRL members in Florida. Terry Sebright chairs the Membership Committee and may be calling on you to aid in the membership drive. Please cooperate with him. If you are not now a member, please complete the application below and join now. For more information, contact Terry Sebright, Rollins College, Campus Box 2644, Winter Park, FL 32789 (305/646-2311) or any Board member.

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