



### PRESIDENT'S MESSAGE

As we rapidly move into another academic year, it is once again our pleasure to provide you with academic library news from throughout the state. If you are reading this *Newsletter* for the first time, I hope you will find it informative and useful. And, if you have been regular readers since the publication began in 1985, I hope you have noticed the continuing efforts to improve its quality. Our editor, Theresa Johnson, has done an excellent job refining this publication during the past two years, and we on the executive board are all very grateful for her diligence in producing this publication. We are also appreciative of the continuing efforts of our regional reporters without whom this publication would not be possible. Thank you all!

I am pleased to report that our program at the FLA meeting on "Hypertext, What's It All About?" was well attended and well-received. It is always a bit risky to put on a program as highly dependent on computer (and other) equipment as this one was, and, indeed there were a few tense moments when minor difficulties with equipment had to be corrected. Thanks are in order to our past president, Grady Morein, for his efforts to insure that this program was successful.

Our September program, "Capturing Service Excellence for Academic Libraries in the 1990's" certainly gave attendees a great deal of food for thought. We planned this program believing that library staff could learn from the experiences of those outside the library world, and were extremely fortunate to identify two representatives of the Tampa Electric Company, Plano Valdes and Patrick Miller, who were able to provide exactly what we wanted for our one-day workshop. The evaluation forms returned and oral comments received following the program showed tremendous satisfaction with the experience. A special effort was made to attract paraprofessionals to this meeting, and I am very pleased that approximately 33% of our attendees were from that very important group. We will continue to try and reach library paraprofessionals in future programming.

A special thanks is owed Dr. Rex Brown from the University of Central Florida for his assistance in making local arrangements for this meeting, and to Dr. Derrie Roark, Hillsborough Community College, who was instrumental in lining up our speakers.

Building on the theme of our recent program, I would like to say that it is our strong desire as an executive board to know how we may serve you effectively in the future. Your feedback regarding this *Newsletter* and our programs is invaluable to us, and I encourage each of you to let us know "how we're doing" and offer suggestions for how we can do better. Please do not hesitate to contact any of us! We'll look forward to hearing from you.

Rich Bennett

### CALENDAR OF UPCOMING EVENTS

**December 3-5, 1990:** Florida Governor's Conference on Library and Information Services, Tallahassee.

**December 4-8, 1990:** SELA/TLA Conference, Opryland Hotel, Nashville, Tennessee.

**February 7, 1991:** Dr. Miriam Drake, Director of Libraries at Georgia Institute of Technology, will deliver the Alice G. Smith Lecture at the USF University Center. Her address is entitled "Libraries, Technology, and Quality: Creating a Learning Environment."

**March 6-8, 1991:** Florida Literacy Conference, "A Florida Perspective: Networking for Literacy in the 90's". For more information contact Jean Brinkman, Conference Chair, (904) 630-2426.

**March 10-13, 1991:** FSU School of Library & Information Studies Annual Library Conference, Tallahassee.

**May 7-10, 1991:** 68th Annual Florida Library Association Conference, Orlando.

FROM THE EDITOR

The purpose of the Florida ACRL Chapter *Newsletter* is to improve communication among Florida's academic libraries. Thanks to the hard work provided by several groups of people, this purpose is being met.

First, there are regional reporters (listed below) who have the responsibility of gathering news from every Florida academic library. Without their cooperation, dedication and experience there would be no news.

Second, I depend on the liaisons at each institution. These individuals respond to my request to verify the roster of librarians from their institution thereby assisting me in keeping the mailing list up-to-date. Editing the *Newsletter* is just one part of the process, it must also reach the readers.

Third, there is each one of you, librarians which contact their regional reporter with news. It is important for each of the academic libraries to be included in the *Newsletter*. Working together, we can achieve this goal.

A special thanks to Pat Crabb and David Doerrer for their continued technical assistance. Thanks also to my supervisor, Peggy Toifel, for providing time off the Reference Desk and to the Reference staff for filling in for me.

Once again I extend my thanks to each one of you for all the help you provide in making this *Newsletter* possible.

Theresa Johnson

**Regional Reporters**

- Susan Byrd, Miami-Dade Community College
- Jane Bradford, Stetson University
- Sherry Carrillo, Florida International University
- Marcie Davis, Florida State University
- Mary Davis, University of North Florida
- Jamie Hastreiter, Eckerd College
- Sonja Garcia, University of South Florida
- Theresa Johnson, University of West Florida
- Paul Feehan, University of Miami
- Meg Scharf, University of Central Florida

There is an immediate need for a reporter in the Gainesville area. If you would like to serve as a reporter, please contact me at (904) 474-2168. SUNCOM 680-2168.

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WHO WE ARE –  
AND WHAT WE WANT

The Association of College and Research Libraries recently conducted a survey of a random list of 600 members. A 79% response rate identified issues of concern, activities important to members, and yielded a profile of the membership. Items from the survey are sprinkled throughout this issue. Read on and discover just who we are, and what we want.

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*Southern  
Harmony*



**Libraries in Tune  
for the Future**

SELA/TLA Conference  
Opryland Hotel  
Nashville, Tennessee

December 4-6, 1990

## CAPTURING 'SERVICE EXCELLENCE' FOR ACADEMIC LIBRARIES IN THE 1990'S

Derrie Roark

Florida Chapter, ACRL offered a fall program in Orlando on September 21st. Presenters from Tampa Electric Company were Plano Valdes, Director of Employee and Organizational Development and Patrick Miller, Manager of Organizational Development and Human Resource Information Systems.

### DEVELOPING EXCELLENT SERVICE

Plano Valdes recommended the book *Service America* by Karl Albrecht, considered the definitive work on the subject of service management. The first and most important task when considering service is asking the simple question "who is my customer?" If you have difficulty deciding just who your customer is, remember that if the customer isn't there, there is no reason for you to be there, and your boss is not your customer, your boss is there to support you as you serve your customer.

Since none of us can be all things to all people, it is important that we decide who we will serve. Specifically, decide how to be something extra special to someone. Next, you must ask, "what does my customer want?" It is never safe to assume you know. Ask.

"Poor service happens all by itself; excellent service must be managed." "Moments of truth" in service occur when a customer comes into contact with service and forms an impression which can reinforce or destroy your service objective. Thus, each phone call, circulation transaction, and audio-visual set-up is a "moment of truth". We will all make mistakes, but it is important that we have the script ready on how to handle things when the moment of truth goes wrong.

We must manage the customer's experience with the organization by first designing and then implementing a strategy for service; hiring and training customer oriented front line people who are able to "deal" and are not too task oriented; and designing customer friendly systems and forms.

The customer must be the center of the organization. It is important to remember; however, that when things are done for the convenience of the customer, the organization will invariably be inconvenienced. Consequently, the commitment to put the customer first causes a reexamination of personnel, systems, and forms. Initiating service excellence inaugurates change.

### CHANGE FOR SERVICE EXCELLENCE

Change is more complex than before, is coming faster and is more interconnected. Change causes high emotion, can create misunderstandings, requires time for acceptance, and usually causes a negative reaction. Consequently, it is no surprise that almost all of us seek change while at the same time resist it.

The current culture is composed of the beliefs, behaviors, and assumptions of the organization. Changes which go against this current culture will not be successful.

Change does not occur when announced. As a matter of fact, change should not be announced. In order to be successful, two way communication must occur-- people need to know why the change is necessary; and the human, emotional side of change must be addressed. There also should be incentives to do things the changed way.

There are three roles are involved in change: change sponsors; change agents; and change targets. How does it feel to be a "target"? You feel threatened. How does it feel to be a change agent? You feel squeezed. The change sponsor may just announce the change and walk away. The agent must then negotiate the change with both the sponsor and the targets. A psychological contract between employer and employee is involved in the roles: "do you mean me any harm?" and "what's in it for me?"

The cycle of change includes four quadrants: maintenance: reaction to change; choices and decisions regarding approaches to change; and implementation and change. The key to managing change is the second quadrant of the cycle which deals with managing the "people" side of change. Many of us feel equipped to handle changes in systems and forms, but not with the wide range of human emotions change invokes. Changes are doomed to fail when managers move from maintenance to implementation, thus avoiding the critical component of dealing with their employees.

Change management is not a slam dunk game, not a one man show. You have to give staff time to get used to the idea, to "buy into" the change. Successful managers must also learn never to initiate change unless the idea has been thoroughly analyzed and discussed and can be implemented.

### BETHUNE-COOKMAN COLLEGE

People: State/National Activities

**Dr. Bobby R. Henderson**, Library Director and **Mary DeCaria**, Circulation/Reserve Librarian, attended ALA in Chicago.

News from the Field: Acquisitions, Programs, Services

A new department, Media Services, has been created where patrons can obtain art work, equipment, films, repairs and videos.

### DAYTONA BEACH COMMUNITY COLLEGE

News from the Field: Acquisitions, Programs, Services

Using the school's phone mail system, patrons can now call the reference desk 24 hours a day and leave recorded questions for the reference staff. The library is preparing to implement an automated audio-visual booking system.

### ECKERD COLLEGE

People: Papers and Publications

"Life in the Minor Leagues; or, Crash Davis Finds Happiness" an editorial by **Larry Hardesty**, Library Director, appeared in the September 1990 issue of *College & Research Libraries News*.

### EMBRY-RIDDLE AERONAUTICAL UNIVERSITY

News from the Field: Acquisitions, Programs, Services

The library has installed *Newsbank* and *Business Newsbank* on two CD-ROM workstations. The library now has a fax machine for ILL and special correspondence. The number is (904) 239-6368. Beginning August 29, the Library is now open 7:15 a.m. to midnight Sunday through Thursday during the academic terms.

Automation

In May the upgrade of the CLSI automated system was completed. The new system offers more than double the computing power of the old mainframe and supports 12 public access terminals.

### FLORIDA A & M UNIVERSITY

People: Appointments, Departures, Promotions

The position of Microtext Librarian in the Reference Department has been filled by **Joyce Johnson**.

People: Awards, Degrees, Grants

**Julita Awkard** received her Ph.D. in Education Administration from Florida State University in spring, 1990. The Advanced Master Degree in Library Science was awarded to **Carolyn Bivens**.

### FLORIDA ATLANTIC UNIVERSITY

People: State/National Activities

**Dahl Moore**, Acquisitions Librarian, attended the National Genealogical Conference in Washington, D.C., held June 6-10, 1990. **Margaret Walker**, Government Documents Librarian, was a speaker at the Spring Depository Library Council meeting in Scottsdale, Arizona.

### FLORIDA INSTITUTE OF TECHNOLOGY

News from the Field: Acquisitions, Programs, Services

Barnes and Noble, campus bookstore, continues their generous donation to the Library of one copy of each course required textbook.

Automation

Library holdings are being entered into the Central Florida Library Consortium's Union List of Serials.

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#### Members ID Top Issues:

1. Rising journal prices
2. Providing access to information
3. Preservation of library materials
4. Recruitment and retention of library staff
5. Maintaining security of collection and users
6. Developing staff expertise in management
7. Scholarly information/communications

The average length of membership is 8.5 years, but 12.7% have been members for twenty years or more.

## FLORIDA INTERNATIONAL UNIVERSITY

### People: Appointments, Departures, Promotions

Two FIU librarians have accepted new positions with other libraries. **Susan Mead-Donaldson** has assumed the position of Assistant to the Head of Technical Processes for the Miami-Dade County Public Library system and **Julia Woods** is now Director of Libraries at Mesa State College in Grand Junction, Colorado.

### People: State/National Activities

**Sherry Carrillo**, Assistant Director, Readers' Services, has been appointed Chair of the Immroth Memorial Award Committee of the Intellectual Freedom Round Table for ALA.

### People: Papers and Publications

*Rewards Offered by the United States* was reviewed in *RQ* by **Susan Weiss**, Reference Librarian at the North Miami Campus Library,

### News from the Field: Acquisitions, Programs, Services

**Rori Martin**, Head of the Instructional Resource Center, has recently completed a video taped tour of the IRC including the Curriculum Laboratory and Audio-Visual Library and also updated the audio-tape walking tour of the University Park Library. The Holocaust Documentation Center, Inc. was established ten years ago on the North Miami Campus to collect and disseminate oral history documentation for educational purposes. Copies of the over 600 audio and video taped oral history interviews will be used in preparing catalog descriptions for viewing on LUIS. In addition to the taped interview, the Library will have a bound volume of accompanying material. **Robert Jordan** is currently the Archivist/Historian overseeing the Project.

### Buildings

Plans are underway for an addition to the University Park Library, scheduled for completion in 1993. The program calls for net assignable space for the library of 40,664 square feet in addition to space for Instructional Media Services. The addition will increase total seating space to 2,160 from the present 809, quadruple the number of faculty and graduate studies and group study rooms, and will expand shelving space by over 150,00 volumes.

## FLORIDA STATE UNIVERSITY

### People: Appointments, Departures, Promotions

New appointments include: **David Clendenning**, Assistant University Librarian in Circulation; **Mark Flynn**, Visiting Assistant University Librarian in the Dirac Science Library; **Maria Chavez-Hernandez**, Unit Head of Interlibrary Loan; **Grant Pair**, Instructor Librarian in Reference; **Judy Young**, Visiting Associate University Librarian in Reference; **Jeannette Cox**, Head, Circulation Department; **Kathy Goldfarb**, Head, Acquisitions Department; and **Connie Morris**, Orientation and Bibliographic Instruction Librarian. **Joe Evans**, University Librarian in the Documents-Maps-Micromaterials Department, retired on August 31. **Louise Clay**, University Librarian in the Reference Department, retired on October 31. **Anne Gometz**, **Lucia Patrick**, and **Greg Toole** were promoted to University Librarian.

### School of Library and Information Studies

### People: Awards, Degrees, Grants

For notable achievement in the field of librarianship, the Joseph W. Lippincott Award of \$1,000 was given to **Alphonse F. Trezza**.

## INDIAN RIVER COMMUNITY COLLEGE

### Buildings

The Charles S. Miley Learning Resources Center celebrated its recently renovated building with an Open House on September 19. The event was entitled "Preview of High Technology Resources" and featured a lecture by the noted Patrick Smith.

## LIBERTY CHRISTIAN COLLEGE

### People: State/National Activities

**Jean Rector**, Library Director, is serving as Chair of the Resources to Religions caucus of FLA.

### News from the Field: Acquisitions, Programs, Services

The Library is preparing for its second annual visit from the elementary school children at Gulf Coast Christian Academy. The students tour the library and listen to a story. Plans for the spring include a "Senior Citizens Library Day."

### MANATEE COMMUNITY COLLEGE

People: Appointments, Departures, Promotions

New staff appointments are: **Judy Born**, Public Services Librarian; **Greg Leckrone**, Reference Librarian; and **Ray Claver**, Head Librarian at the Venice Campus.

### MIAMI-DADE COMMUNITY COLLEGE

People: Appointments, Departures, Promotions

**Laurie Hime** has been appointed as a Readers' Services Librarian. She received her MLS from Florida State University and has worked for Miami-Dade Community College since 1980. After 27 years of service with Miami-Dade Community College and 20 years as Library Director at the South Campus, **Jo E. Dewar** has retired. **Barbara Galloway** has been appointed Acting Director.

People: State/National Activities

**Susan Gray Byrd** was re-elected Secretary of the Florida Library Association for 1990-91.

### NORTH FLORIDA JUNIOR COLLEGE

People: State/National Activities

**Sheila Hiss**, Assistant Director, was selected as Vice-Chair/Chair-Elect of the Audiovisuals in Libraries Caucus of FLA.

People: Awards, Degrees, Grants

**Sheila Hiss** received the North Florida Junior College Professional Achievement award for publication of her article "Robert Frost: Rural New England Teacher" in the *Journal of Rural and Small Schools*.

### OKALOOSA-WALTON COMMUNITY COLLEGE

People: Appointments, Departures, Promotions

**Glenn Tripplett** has been named Director of the Learning Resources Center. Previously, he was employed with the State Library of Florida.

### PENSACOLA JUNIOR COLLEGE

People: Appointments, Departures, Promotions

**Charlotte Sweeney** is a new reference librarian at the Pensacola Campus. She received her MLS from the University of Southern Mississippi.

News from the Field: Acquisitions, Programs, Services

**William Waters**, Reference Librarian, developed a LRC video tape tour which covers basic tools as well as several items demonstrating the latest developments in library technology. The reference staff designed a newsletter *P.J. C. L.R.C. News* to provide information regarding LRC services and resources for new faculty members.

People: State/National Activities

**William Waters** was elected Vice-Chairman of the Faculty Council for the 1990-91 academic year.

### ROLLINS COLLEGE

News from the Field: Acquisitions, Programs, Services

A bust of Edgar Allen Poe has been presented to the Olin Library. Copy number 2 of the 1909 original by sculptor Edmund Quinn, the bust will be exhibited in a specially designed display class in the lobby of the library. Paul E. Luckett, a Rollins graduate has named the Marketing/Management Studies section of the Olin Library as a secondary beneficiary in his life insurance policy. Mr. and Mrs. A. Reynolds Morse have donated their M.P. Shiel Collection to the library along with an endowment for its care and promulgation. The Oberlin Group Library Directors has scheduled its next annual meeting for February 21-22, 1991 at Rollins College.

### SAINT LEO COLLEGE

People: Appointments, Departures, Promotions

**Elizabeth Tesar**, formerly Technical Services Librarian, has been promoted to Assistant Director.

## SEMINOLE COMMUNITY COLLEGE

People: State/National Activities

Laurie S. Linsley, Catalog Librarian, has been appointed to the Florida Library Information Network Interlibrary Loan Advisory Committee.

## SOUTH FLORIDA COMMUNITY COLLEGE

People: Appointments, Departures, Promotions

Luella Teuton has been appointed Head Librarian.

People: Papers and Publications

"Marketing the College Library" by Luella Teuton will appear in the December issue of *College and Research Libraries News*. She also presented a paper on marketing libraries at FAMA, November 2.

## STATE LIBRARY OF FLORIDA

People: Appointments, Departures, Promotions

The new Audiovisual Librarian in the Loans Section is Dan Lhotka. Thomas Saudargas and Susan Cnudde have been appointed to positions of Librarian I in the Florida Documents Section. The new Librarian I in the Loans Section is Patricia Simmonds. Emmett Denny was promoted to the position of Library Services Manager for the new Technical Services Section.

People: Papers and Publications

*Florida Weather*, a miniature almanac packed with Florida weather facts and figures, is available for \$9.95. Orders should be sent to: The University of Central Florida Press, c/o University Presses of Florida, 15 N.W. 15th Street, Gainesville, FL 32603.

News from the Field: Acquisitions, Programs, Services

As part of the Florida Library Disaster Preparedness and Recovery project undertaken in 1987-88, the State Library of Florida has established an ongoing disaster and recovery information and referral center. The State Library will serve as a central repository for local library disaster plans. The Florida Library Jobline, a telephone job listing service for professional librarians, is available 24 hours a day. To advertise a position contact Charles Parker, State Library, (904) 487-2651.

### IT HAPPENED TO US, IT CAN HAPPEN TO YOU!

On Tuesday, August 14, 1990, approximately 4.6 inches of rain fell in DeLand within one hour. The ground floor of the duPont-Ball Library was inundated within 30 minutes with two to six inches of water. The bottom shelves of the government documents *Serial Set* and *Congressional Record* and much equipment in the Audio-Visual department had to be moved to higher places.

Fortunately, due to the quick action of Betty Johnson and Susan Ryan and the Physical Plant Department, the collections sustained minimal damage. Fans and dehumidifiers were brought in as soon as the water was removed.

This situation brought home the need for disaster preparedness. Had this rain occurred at a time when the library was closed, damage would have been much greater. We learned some basic low-cost precautions we need to take should a similar situation recur:

1. Do not leave anything on the floor in flood-prone areas. Putting things on pallets would have kept the water away from many things even if librarians were not present.
2. Be prepared to move in dehumidifiers and fans immediately.
3. Post lists in several places of key personnel (both library and Physical Plant) to call and in what order.
4. Keys to all rooms should be clearly marked and kept easily accessible.
5. "Disaster Materials", flashlights, plastic sheeting, etc. need to be assembled and kept in a designated area.
6. Don't count on the use of the elevator.
7. Sort, shift, and discard all unused materials in flood-prone areas before there is a problem.

## SUS EXTENSION LIBRARY

### News from the Field: Acquisitions, Programs, Services

The Extension Library, which provides materials and services to the nine state universities off-campus programs, has relocated to 4105 E. Fowler Avenue, Tampa, FL 33617-2011. The new phone number is (813) 974-4494.

## ST. PETERSBURG JUNIOR COLLEGE

### People: Appointments, Departures, Promotions

**Florence Jones** retired July 31 after 31 years of service at the St. Petersburg Campus. **Jason Nestler**, a recent graduate of USF, has been appointed to a temporary library position.

### People: State/National Activities

**Susan Anderson**, Director of Libraries, has been appointed chair of the New and Emerging - Technology Committee of the Community and Junior College Section of ALA.

### News from the Field: Acquisitions, Programs, Services

The libraries completed an inventory of the book collections at all sites during the summer in preparation for the state community college automation project.

## ST. THOMAS UNIVERSITY

### People: Appointments, Departures, Promotions

**Mary Shiau** is the new Technical Services Librarian.

### News from the Field: Acquisitions, Programs, Services

The library recently received the late Dr. Anthony B. Creamer's collection of B.K. Chesterton's works. The collection of over 150 volumes will be housed with the Cardinal John Henry Newman collection.

## TALLAHASSEE COMMUNITY COLLEGE

### People: Appointments, Departures, Promotions

**Janys Barnidge** is the new bibliographic instruction specialist in the reference department. A recent FSU graduate, she is the first person to have primary duties for library instruction.

## UNIVERSITY OF CENTRAL FLORIDA

### People: Appointments, Departures, Promotions

Reference Librarian **Jeffrey Franks** has been appointed to the newly created position of Assistant Head, Reference Department. **Nick Bazemore** recently joined the Reference Department. The new Government Documents Librarian is **John Walters**. **Ted Pfarrer** began phased retirement on July 31, but will be returning for spring semester, 1991. **Linda Sutton** has transferred from the Reference Department to Cataloging.

### People: State/National Activities

**Marilyn Snow**, Reference Librarian, attended the Management Development Series at UCF's Center for Executive Development. **Phyllis Ruscella**, Coordinator of Bibliographic Instruction, presented a demonstration session at the Annual Conference of the League for Information in the Community College, October 23. Entitled, "The Long and Winding Road: Directional Signs Pointing Community College Students Towards Upper Divisional-Research", the demonstration focused on the multi-faceted approach the university library has taken to ease the transition for community college transfer students. **Rochelle Ballard**, Reference Librarian, served as advisor to the UCF student delegation attending the annual conference of the African American Student Union in Tallahassee, October 12-14.

### People: Papers and Publications

**Suzi Holler**, **Phyllis Ruscella**, and **Meg Scharf** presented a poster session at ALA in Chicago entitled "We Mean Business: A BI Session for Business Case Analysis Students". **Jeffrey Franks** exhibited his series of photographs entitled "Eighty Acres" at the Winter Park Public Library in August.

### News from the Field: Acquisitions, Programs, Services

Through coordination of efforts at both UCF and Valencia Community College to try to ease the transition of transfer students, the Title III Articulation Project funded the composition and printing of a joint CD-ROM holdings brochure written by **Phyllis Ruscella**, UCF, and **Heath Di Lorenzo**, Valencia. **Phyllis Ruscella** also wrote a program brochure describing BI including a request form. Distributed to faculty the first week of the academic year, the result was a record number of classes taught.



## UNIVERSITY OF FLORIDA

### People: Appointments, Departures, Promotions

New appointments include: **Carolyn Henderson**, Assistant Director for Library Support Services; **Charles Hixson**, History Selector in Collection Management; **Blake Landor**, Philosophy, Classics and Religion Selector; **Pam Lowe**, Reference/MRDF Librarian; **Bernard McTigue**, Head, Special Collections Department; **James Glenn**, Assistant Head, Architecture and Fine Arts Library. **Molly Molloy**, Information Literacy Librarian; **Paula Hamilton**, Visiting Associate Librarian in Special Collections; **Barbara Pactor**, Visiting Assistant Librarian in Access Services; **Rita Smith**, Visiting Instruction Librarian in Cataloging; **Lynn Badger**, Biology Selector in the Science Library; and **Pam Censer**, Science Library. **Peter McKay**, Business Reference Librarian, and **Erich Kesse**, Preservation Librarian have been promoted to Associate University Librarian. **Colleen Thorburn** has been promoted to Assistant University Librarian. **Sidney Ives**, Rare Books Librarian, and **Margaret LeSourd**, Urban Documents Librarian, have retired. **Pam Pasak**, Reference Librarian, has resigned. **Vivian Carlson** and **Charles Lipsig** have resigned from the UF Science Library Reference Staff.

### People: State/National Activities

**Rich Bennett**, Head, Access Services, is Chair of the LAMA SASS Circulation Services Committee; Chair of the H.W. Wilson Library Periodicals Award Jury; and a member of the Steering Committee of the NOTIS Circulation Interest Group Steering Committee. **Doina Farkas**, Acquisitions Librarian, has been appointed to a one-year term on the Foreign Book Dealers Directories Serials Subcommittee of ALA's Association for Library Collections & Technical Services. **Debra Fairbanks** made a presentation on copyright "fair use" guidelines for library photocopying to the Extended Campus Library Services Discussion Group at ALA, and is now chair of the ACRL Copyright Committee. **Gary Cornwell**, Documents Librarian, has been invited by the Public Printer to become a member of the Depository Library Council.

### People: Papers and Publications

**Yael Herbsman** and **Elaine Yontz** presented a poster session at ALA on "Sharing Managerial Responsibilities through Subject Teams in Monographic Cataloging." "The Use of Unlinked Item Records among ARL-NOTIS Users" was a poster session presented at ALA by **Wendy Scott** and **Lawan Orser**. **Ed Teague** has been invited by

Haworth Press to develop and edit a new periodical, *Art Reference Services Quarterly*. **Suzy Shaw** published SPEC Kit #159, "Administration of Library-Owned Computer Files", for ARL. **Suzanne Brown** has published "Introducing MRDF's (Machine Readable Data Files)," in *Education Libraries*. **Ray Jones** has also been published in *Education Libraries* with "Numeric Computer Files in Education." **Colleen Thorburn** has written "MRDF: Pre-Cataloging Decisions at the University of Florida" for *Cataloging & Classification Quarterly*. **Carol Walton** has published *Latin American Women in the Political Process: A Bibliography*. "Identifying Academic Physical Sciences Research in Progress" by **Alice Primack** appeared in *Collection Building*.

### Buildings

A major renovation plan in the Main Library (Libraries East and West), has resulted in movement of several departments and collections. Technical services and Special Collections are now located in Library East. Following renovation, Library West will house the Humanities and Social Sciences collections and services, Government Documents, and Administrative Services.

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## Characteristics

### Sex:

Female: 60%  
Male: 40%

### Degrees:

MLS: 88%  
Plus Ph.D.: 16%  
Plus other: 35%

### Places of Employment:

2 year institution: 8%  
4 year institution: 24%  
Research/doctoral inst: 47%  
Other: 21%

### Types of Work Performed:

Administrators: 38%  
Public Services: 28.9%  
Technical Services: 15.8%  
Collection Development: 15.1%  
Bibliographic instruction: 10.2%  
Automation: 6.5%

42.5% said they were eligible for tenure

## UNIVERSITY OF MIAMI

### People: State/National Activities

**Sharyn Ladner**, Reference Librarian, attended the Special Libraries Association Annual Conference in Pittsburgh, June 10-14. **Tony Harvell** and **Esperanza Varona** attended the Seminar on the Acquisition of Latin American Library Materials (SALALM) meeting in Rio de Janeiro, Brazil June 3-8. **Tony Harvell** has been appointed Chair of the Subcommittee on Reference Services of SALALM. **Esperanza Varona** has been selected as an official delegate to the Florida Governor's Conference.

### People: Papers and Publications

*Networking and Special Libraries: An SLA Information Kit*, by **Sharyn Ladner** has been published by the Special Libraries Association. "Title-keyword indexing of intergovernmental agency publications", an article co-authored by **Mary Wise** and **Diana Kirby** has been accepted for publication in an upcoming issue of *Computers in Libraries*. **Sara Sanchez** and **Diana Kirby** are co-authors of the article "Cuban Santeria: A Guide to Bibliographic Sources" in *Bulletin of Bibliography*, vol. 47 no. 2, June 1990. **Lyn MacCorkle's** article, "Publishing an Annual Faculty Bibliography at the University of Miami", has been accepted for publication in the December issue of *Information Technology and Libraries*. "Collection Development Policy, Government Publications and Maps Department" by **Tony Harvell** will be distributed as ERIC document ED 313043. **Esperanza de Varona's** article "An Important Resource: The David Masnata Collection" was published in *The Florida Genealogist*, vol. XII, no. 4, Summer 1989. "Fragmented Reference Service: Information in Self-Contained Machines" by **David Heisser** and Simmons Professor **Peter Hernon** was published in *The Reference Librarian*, number 27/28.

## UNIVERSITY OF NORTH FLORIDA

### People: State/National Activities

**Linda Smith**, Catalog Librarian, attended the Annual Statewide Historic Preservation Conference held September 21-22 in Jacksonville.

### People: Papers and Publications

*Enrico Caruso: My Father and My Family*, a new biography of Enrico Caruso, was co-authored by the singer's son and **Andrew Farkas**, Director of Libraries.

## UNIVERSITY OF SOUTH FLORIDA Tampa Campus

### People: Appointments, Departures, Promotions

**Jana Futch**, Reference Librarian, has been promoted to University Librarian.

### People: State/National Activities

**Anne E. Prentice**, Associate Vice President for Information Resources, has been elected President-Elect of the American Society for Information Science (ASIS). **Jana Futch** has been appointed to a two-year term on ACRL's Bibliographic Instruction Section's Continuing Education Committee. **Ginny Cunningham**, Head, Computer Searches, is a member of the FLA Planning Committee for an Online/CD-ROM pre-conference to be held May 7, 1991.

### People: Papers and Publications

**Samuel Y. Fustukjian**, Acting Library Director, is author of the lead article, "Drug-free National Challenge", in the first issue of *The ERIC Review*, a new journal sponsored by the U.S. Department of Education. **Phyllis M. Taylor**, University Librarian, will present a paper entitled "Best Medicine: Uses of Humor" at the Annual Convention of the South Atlantic Modern Library Association (SAMLA) November 15-17, 1990 in Tampa.

## St. Petersburg Campus

### People: Appointments, Departures, Promotions

**Jackie Shewmaker** has been named Acting Directory of the Nelson Poynter Memorial Library. Director **Samuel Y. Fustukjian** is Acting Director of the Tampa Campus library. **Jerry Notaro**, Media Librarian, has been named Media Review Editor for the *Florida Libraries*, the new journal of the Florida Library Association.

### People: Papers and Publications

"The Fallacies of the MPAA Rating System", by **Jerry Notaro** appeared in the August issue of *FLASH*.

### Exhibits

In recognition of the 25th anniversary of the USF/St. Petersburg campus, the library will present an exhibit of fifty photographs depicting the campus' history.

### USF Florida Mental Health Library

People: Appointments, Departures, Promotions

**Ardis Hanson** recently joined the library staff. She received her degree from the USF School of Library and Information Science.

People: Papers and Publications

"Developing an Archival Collection in a Research Library" by **Josephine King Evans**, Head Librarian, appeared in the July/August 1990 issue of *College and Research Libraries News*.

People: Awards, Degrees, Grants

**Josephine King Evans** was awarded a professional development leave to create an archival collection.

### School of Library & Information Science

People: Appointments, Departures, Promotions

**Dr. Robert Grover** has resigned as Director and is currently on the faculty of the library school at Emporia State University. **Dr. John McCrossan** is serving as Acting Director.

### UNIVERSITY OF WEST FLORIDA

People: Appointments, Departures, Promotions

**Helen Wigersma** was recently appointed as Associate Library Director. She served for 24 years as the Librarian/Dean of Learning Resources for Missouri Western State College in St. Joseph, Missouri. **Theresa Johnson** has returned to the Reference Department as Humanities Reference Librarian.

People: State/National Activities

**Lois Gilmer**, Library Director, Fort Walton Beach Center, has been elected Vice-President/President-Elect of GOAL (Gulf Coast Online and Automated Libraries).

People: Awards, Degrees, Grants

**Dean DeBolt**, Special Collections Librarian, has been awarded a half-time Professional Development Leave for fall 1990 and spring 1991. He is completing research for a book on the history of the Florida Chautauqua, based in DeFuniak Springs, and its cultural impact on the rural South. **Bob Perdue**, Science Reference Librarian, has been

awarded a Professional Development Leave for the fall semester. His topic of research is literature retrieval in the field of Organization Development.

People: Papers and Publications

*Current Technologies in the Library: An Informal Overview and Changing Technology: Opportunity and Challenge* were reviewed by **David Doerrer**, Automation Librarian, in vol. 13 of *Collection Management*.

Exhibits

The Special Collections Department, as part of the UWF Columbus Quincentennial Celebration, has mounted an exhibit called "The Columbus Bookshelf" which looks at the level of knowledge available to Columbus in 1492.

### VALENCIA COMMUNITY COLLEGE

People: Appointments, Departures, Promotions

**Meredith Semones**, has been appointed to a full-time, temporary position. Her MLS is from the University of Maryland.

News from the Field: Acquisitions, Programs, Services

During the summer session, "How to Win the Information Game", a pilot study for a library skills course, was implemented. A five-week one credit course, each class meeting provided lecture and lab and was team taught by reference librarians. A Staff and Program Development Grant was received to provide online searching through DIALOG's Classmate for 500 honor students. The following CD-ROM databases have been added: *Facts on File News Digest*; *Nursing and Allied Health Index*; Newsbank's *Stat Fact*; *Public Domain Software* (IBM); and *Stat Pac* and *Bookshelf* (Microsoft).

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### ACRL National Conference

68% have not attended any of ACRL's national conferences, but, of those who went, their libraries sent 3 to 4 people and more than half had their way paid by their libraries. They considered programs the most important factor in making the decision to attend; cost/benefit was the second most important, and convenience of location the third. 61.4% thought ACRL should offer a national conference more often than it does now.

## NETWORKS

### PANHANDLE LIBRARY ACCESS NETWORK

The Panhandle Library Access Network (PLAN), headquartered in Panama City, is a multi-type library consortium encompassing the seventeen counties that make up the Florida Panhandle. Stretching from Escambia county in the west to Taylor county in the east, PLAN includes public, academic, special, and school libraries. In 1989/90 an LSCA planning grant was awarded which retained King Research as a consultant to develop a model to address the unique needs of the Florida Panhandle. The King Research *Final Report* was accepted at the August Executive Board meeting and is currently being implemented.

Candidates for the position of Network Coordinator have been interviewed, and a Coordinator is scheduled to come on board by December 1.

Major goals for 1991/92 include improving communications between Panhandle libraries; establishing a Group database and Selective User status on OCLC for non-OCLC libraries in order to enhance interlibrary loan capabilities; establishing a union list of serials; and developing delivery mechanisms for interlibrary loan among member libraries.

### SEFLIN

SEFLINK, SEFLIN's computer linking project, provides a common user interface which allows a searcher to access dissimilar library systems through a common set of user commands. With the recent edition of the Palm Beach County Public Library's system, fourteen online library bibliographic databases are available for staff and public searches.

Computer systems connected through the SEFLINK interface include:

FCLA/NOTIS

Broward County Libraries' Utlas I-50 system

Miami-Dade Public Library's GEAC system

Palm Beach County DRA/DEC system

SEFLIN has been awarded an LSCA Title III contract by the State Library of Florida for development and operation of a new interface adding the University of Miami to SEFLINK. This connection will add the bibliographic databases of the Otto G. Richter Library and the Rosenstiel School of Marine and Atmospheric Sciences Library.

### CALL FOR POSTER SESSIONS

The Florida Library Association Online Searchers' and Reference Caucuses are calling for poster session participants for a joint pre-conference to be held on May 7, 1991 in Orlando prior to the Association's annual conference. *CONNECT: A Pre-conference on Electronic Reference Services for Managers and Practitioners* will explore multitudinous aspects of electronic reference sources in all types of libraries. The planning committee hopes to present 20 poster sessions in conjunction with the program and invites anyone interested to prepare and submit a proposal, consisting of 150 to 200 word abstract, for a poster session. Potential topics include new applications for electronic reference services, existing programs, evaluating or comparing sources, etc. Chosen abstracts will be reproduced for the program exactly as submitted, and each should include:

- \* Concise, descriptive title
- \* Name, address, and phone number of contact person(s)
- \* Brief description of the library setting and user group
- \* Description of the program or research project; rationale or statement of objectives, research methodology or program implementation, major findings or evaluation of program, conclusions or implications

Abstracts should be postmarked by **December 1, 1990** and mailed to Suzi Holler, Chair, CONNECT Planning Committee, University of Central Florida, P.O. Box 25000, Orlando, Florida 32816-0666. For questions or further information, contact Ms. Holler at (407) 823-5026. Applicants will be notified of the program committee's decision in January.

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23.7% of those responding had served on an ACRL committee, section committee, editorial board, or Board of Directors

## Report on Caucus Program

Laurie S. Linsley

At the Florida Library Association 67th Annual Conference, May 9, 1990, the Academic Libraries Caucus and the Online Searchers Caucus co-sponsored a lively and informative program on "Hypertext: What's It All About?"

Two leaders in the field, Anne F. Bevilacqua and Karen Catlin, provided an overview of hypertext as a library and learning tool and presented excellent online demonstrations of hypertext in action.

Hypertext may be defined as "non-sequential computerized text retrieval system which allows users to link associated information into a personal path through the document." (Bevilacqua 1989) The addition of sound and video to the text, make hypertext a new and exciting dimension to library instruction.

Bevilacqua designed *Research Assistant*, an interactive, computer-assisted program for library instruction which provides ten steps for completing the research process and for writing successful research papers. A particularly useful feature of *Research Assistant* is that librarians may customize the program by adding the library's call numbers to the tools listed on the screen. Contact Ann F. Bevilacqua at Upper Broadway Bodega, P.O. Box 855, Manchester, CT 06040 for more information.

Karen Catlin is part of a team from Brown University that developed *Intermedia*, a large-scale hypertext/hypermedia system which includes full-text searching, "behind the scene" boolean logic, which complements links, providing information if there is not a link. A useful feature of *Intermedia* is that all documents are indexed, text and graphics. Contact Karen Catlin at Brown University, University Library, Providence, RI 02912 for more information.

### SELECT BIBLIOGRAPHY

Bevilacqua, A.F. (February 1989). "Hypertext: behind the hype." *American Libraries*, 20, 158-162.

Billings, H. (April 1, 1990). "Magic and hypersystems: a new orderliness for libraries." *Library Journal*, 115, 46-52.

Knee, M. and Atkinson, S.D. *Hypertext/hypermedia; an annotated bibliography*. Westport, CT: Greenwood Press, 1990.

## Build Your Future with ACRL

### Membership Benefits

- an opportunity to join over 10,000 of your colleagues in voicing your concerns about academic and research librarianship.
- free subscriptions to *College and Research Libraries*, ACRL's official journal, and *College and Research Libraries News*, ACRL's news magazine for the profession — a \$50 value.
- advisory services from a professional headquarters staff.
- reduced rates for continuing education courses and conference registration.

The Association of College and Research Libraries is a division of the American Library Association (ALA). ALA membership is prerequisite to ACRL membership.

Please rush information about joining ACRL to:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

### Mail to:

Association of College and  
Research Libraries  
American Library Association  
50 East Huron  
Chicago, IL 60611  
312/944-6780



### Geographical Region

North Atlantic: 31.2%  
Great Lakes & Plains: 24.5%  
Southeast: 16.5%  
West/southwest: 23.7%  
Territories and non-U.S.: 4.1%

## FLORIDA ACRL CHAPTER

### OFFICERS

President: **Rich Bennett**, Chair, Library Access Services, University of Florida, (904) 392-0345

Vice-President/President Elect: **Anne Marie Allison**, Library Director, University of Central Florida, (407) 823-2564

Secretary: **Laurie S. Linsley**, Catalog Librarian, Seminole Community College, (407) 323-1490 extension 490

Treasurer: **Richard Waddell**, Library Director, Embry-Riddle Aeronautical University, (904) 239-6595

Past-President: **P. Grady Morein**, Director of Libraries, University of West Florida, (904) 474-2492

Newsletter Editor: **Theresa Johnson**, Humanities Reference Librarian, University of West Florida, (904) 474-2168

### EXECUTIVE BOARD MEMBERS

**Dave Everett**, Associate Director for Public Services, Stetson University, (904) 822-7181

**Jamie Hastreiter**, Technical Services Coordinator, Eckerd College (813) 864-8336

**Douglas K. Lehman**, Director, Library Technical Services, Miami-Dade Community College (305) 347-1144

**Karen Moore**, Reference Librarian, Santa Fe Community College, (904) 395-5406

**Derrie Roark**, Dean of Learning Resources, Hillsborough Community College (813) 253-7739

**Vivian Royster**, Chair, Library Acquisitions, Florida A & M University, (904) 599-3314

### ACRL/FLA LIAISONS

Carol Ahmad, a past President of the Florida ACRL Chapter, initiated the idea of organizing liaisons to work with the Association of College and Research Libraries (ACRL) and the Florida Library Association. The fundamental purpose of this program is to give an extra friendly touch to the Florida ACRL Chapter's recruiting efforts. Liaisons are also responsible for ensuring that the *Newsletter* Editor has a current roster of academic librarians from their institution.

Since liaisons were recognized at last year's annual Florida Library Association conference, approximately twenty libraries have designated a liaison. However, several institutions still do not have individuals named as liaisons. If you find that you institution's mailings are going to "Library Director" and you would like to become the liaison, please let me know. You may contact me at (904) 474-2168 SUNCOM 680-2168.

Liaison responsibilities are few, but rewarding. Consider serving as a liaison for your institution.

#### Current Liaisons

Dr. Bobby Henderson  
Dorothy Minor  
Harvey Jackson  
Virginia Wright  
Nancy Nobles  
Elizabeth Werner  
Mercedes Clement  
Dr. Larry L. Hardesty  
Nancy Allen  
Dick Waddell  
Bob Frost  
Carolyn Bivens

Bethune-Cookman College  
Bureau of Library Services for the Blind and Physically Handicapped  
Brevard Community College  
Brevard Community College  
Chipola Junior College  
Clearwater Christian College  
Daytona Beach Community College  
Eckerd College  
Edward Waters College  
Embry-Riddle Aeronautical University  
Flagler College  
Florida A & M University

Margaret F. Wilson	Florida A&M University, Technology Library
Gary Parsons	Florida Atlantic University
Mary Ann Garlough	Florida Center for Library Automation
L. Griffin Copeland	Florida College
Cherry Alexander	Florida Community College, Jacksonville, Kent Campus
Dr. Judith Johnson	Florida Community College, Jacksonville, South Campus
Dr. L. L. Henson	Florida Institute of Technology
Sherry Carrillo	Florida International University, University Park
Nancy Sun	Florida International University, North Miami Campus
Larry Berk	Florida Keys Community College
Gloria Oswald	Florida Memorial College
Louise Eastwood	Florida Southern College
Marcie Davis	Florida State University
Janice Ross	Florida State University, Law Library
John DePew	Florida State University, School of Library & Information Studies
John A. Armstrong	Gulf Coast Community College
Dr. Victoria J. Giunta	Hillsborough Community College
Dr. Derrie Roark	Hillsborough Community College
Jimmie Anne Nourse	Indian River Community College
Anna Large	Jacksonville University
Robert Farnsworth	Jones College
Jim Morris	Lake City Community College
Denise Stein	Lake-Sumter Community College
Charles Kauderer	Manatee Community College
Douglas K. Lehman	Miami-Dade Community College
Lu Sands	North Florida Junior College
Robert Bogorff	Nova University
Janice Henderson	Okaloosa-Walton Community College
Carole Blum	Palm Beach Community College
Ellen Clark	Pasco-Hernando Community College
Darleen Abbott	Pensacola Junior College
Velda Jean Bloodworth	Rollins College
Elizabeth Tesar	Saint Leo College
Karen Moore	Santa Fe Community College
Tom Reitz	Seminole Community College
Luella Teuton	South Florida Community College
Jane T. Bradford	Stetson University
Glenda Alvin	St. Petersburg Junior College
Rev. Jovian Lang	St. Vincent DePaul Seminary
Virginia O'Herron	SUS Extension Library
Eloise Harbeson	Tallahassee Community College
Dr. Elba Gorvdahl	University of Central Florida
Cheryl Mahan	University of Central Florida
Collene Seale	University of Florida
Susan Woods	University of Florida, Science Health Center Library
Kathleen Cohen	University of North Florida
Elizabeth Smith	University of South Florida
Jerry Notaro	University of South Florida, St. Petersburg
Josephine King Evans	USF Florida Mental Health Institute
Dr. Vicki Gregory	USF School of Library & Information Science
Donna Doelling	USF Library of the Health Sciences Center
Art Bagley	University of Tampa
Theresa Johnson	University of West Florida
Donna Carver	Valencia Community College

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## WHAT IT MEANS

ACRL's membership survey has provided the Association with confirmation that it is "doing the right thing" and indications of areas for future development. In reviewing ACRL activities for their fit with members' concerns, former Executive Director JoAn Segal noted that ACRL has taken some measures in relation to all of the top five issues identified.

**Journal prices:** Established a discussion group, joined with ARL on a number of initiatives, and addressed the issue as it affects all types of academic libraries (providing evidence that the problem is not confined to large research libraries) at the 1989 President's Program.

**Access to information:** ACRL provides access to information for librarians through its programs of publishing and education.

**Preservation:** Although preservation falls within the bailiwick of ALCTS, ACRL's interest has been expressed through program co-sponsorship at the Chicago Conference, through activity in the Rare Books and Manuscripts Section (RBMS), by honoring preservation Patricia Battin as Academic or Research Librarian of the Year, 1990, by adding a field to the *Choice* review that recognizes publications on acid-free paper, and by publishing all ACRL journals and non-serial publications on such paper.

**Recruitment of staff:** Recruitment of under represented groups, an objective in the Strategic Plan, is being addressed by a Task Force chaired by Edith Fisher.

**Maintaining security:** is an important facet of RBMS activity. The Security Committee was active in the recent apprehension of a national book thief.

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From: Florida Chapter, ACRL  
c/o Theresa Johnson, Editor  
John C. Pace Library  
University of West Florida  
Pensacola, FL 32514

THERESA JOHNSON  
REFERENCE DEPARTMENT  
JOHN C. PACE LIBRARY  
UNIVERSITY OF WEST FLORIDA