

STATE UNIVERSITY OF NEW YORK

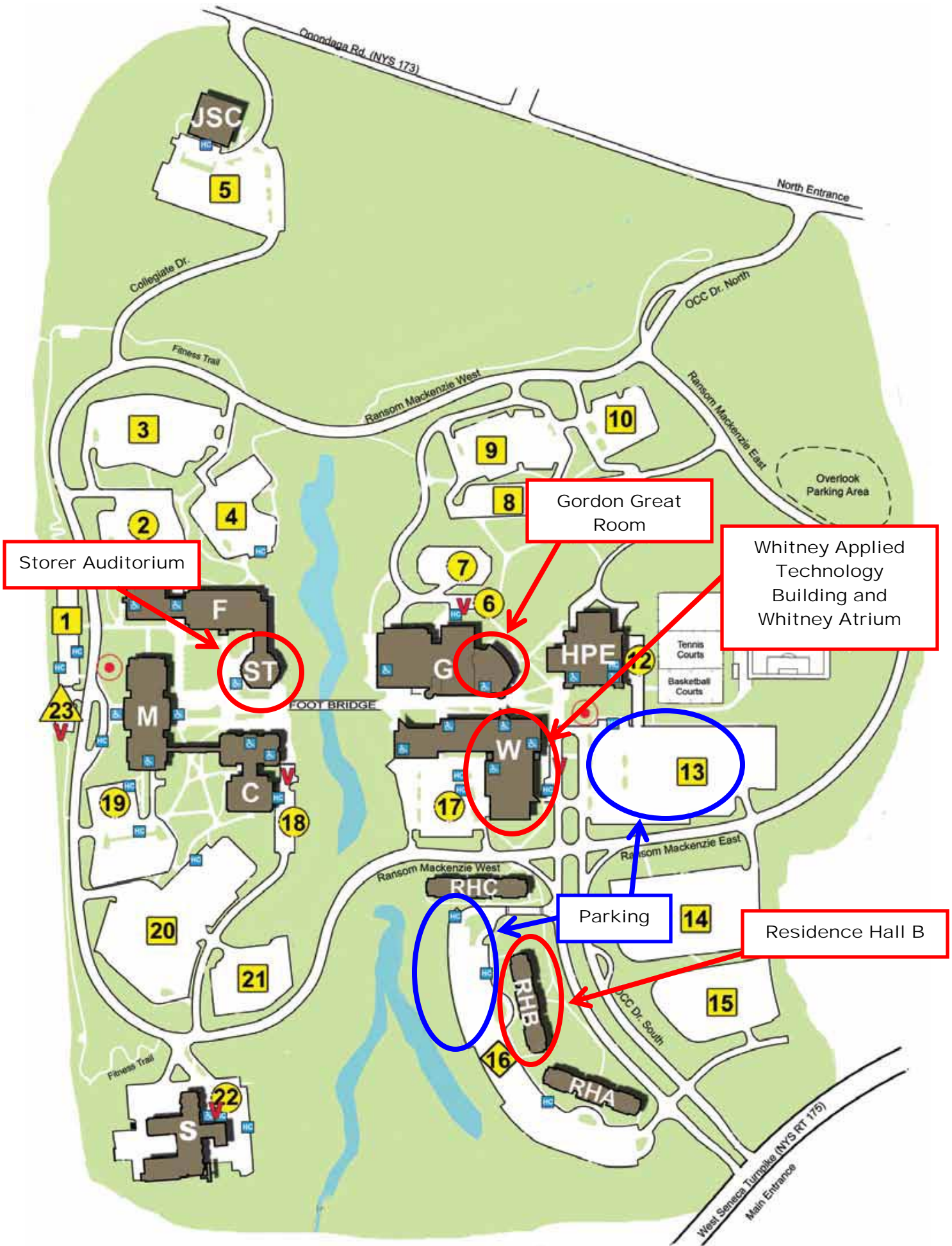
SUNY

LIBRARIANS ASSOCIATION



41st Annual
SUNYLA Conference

June 17 - 19, 2009
Onondaga Community College



President's Welcome

Each year, SUNYLA provides library personnel across the state with the opportunity to meet, talk to, laugh with, and learn from their colleagues. Whether it is technical services, instruction, reference, or any other specialty, you'll find perspectives that will broaden your horizons and enable you to provide better service to your library, your campus, and yourself. As you do so, please stop occasionally to thank those at Onondaga Community College and in SUNYLA who have worked so hard to make this a reality.

Have a great time at the conference!

Dan Harms

Conference Chair's Welcome

Welcome to the conference! Many would look upon the position of SUNYLA Conference Chair as an enormous responsibility, filled with endless work and grueling hours, and I have to say that at first I was hesitant to take on what appeared to be an enormous job. However, I am very happy to say that, thanks to the tremendous talents, diligence, and professionalism of SUNY librarians, my task has been simplified to a great degree. SUNYLA group efforts such as this conference always remind me of how much talent, intellect, enthusiasm, and drive we have among our colleagues in the SUNY system. They don't stop until the task at hand has been not only completed, but taken to a higher level than expected. My thanks goes out to local chair, Pauline Shostack, for her expertise and energy, and to everyone on the committees. I can honestly say that it's been a pleasure!

Angela M. Weiler

2009 Conference Committees

Conference Planning

- Angela Weiler (Onondaga)** weilera@sunyocc.edu
Second Vice-President, Chair
Meals & Lodging, Keynote, Vendors
- Greg Bobish (Albany)** GBobish@uamail.albany.edu
Poster Sessions, Friend of SUNYLA Award
- Anita Chiodo (Cortland)** ChiodoA@cortland.edu
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- Darryl Coleman (Fredonia)** darryl.coleman@fredonia.edu
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Poster Sessions, Friend of SUNYLA Award
- Kate Pitcher (Geneseo)** pitcher@geneseo.edu
Pre-Conference Sessions
- Logan Rath (Brockport)** lrath@brockport.edu
Conference Program

Local Arrangements

- Pauline Shostack (Onondaga)** shostackp@sunyocc.edu
Local Chair, Meals, Lodging, Signage
- Michelle Costello (Geneseo)** costello@geneseo.edu
Membership Social
- Barbara B. Grimes (SUNY I.T.)** grimesb@sunyit.edu
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- Gerry Wright (Onondaga)** wrightg@sunyocc.edu
Activities and Outings
- Angela Weiler (Onondaga)** weilera@sunyocc.edu
Local Vendors, Membership Social

Many thanks to Nicholas Stefano, Graphic Artist at the Onondaga County Public Library in Syracuse, for designing the 2009 SUNYLA Conference logo.

Sponsors

SUNYLA gratefully acknowledges our sponsors' generous support for our annual conference, and also for SUNY libraries and librarians.

Atlas Systems, Incorporated

EBSCO

Elsevier

Ex Libris Group

Inter-University Consortium for Political and Social Research (ICPSR)

NYLINK

Serials Solutions

Exhibitors

SUNYLA thanks all the exhibitors for their participation and their commitment to the professional development of SUNY librarians and library staff.

A&E Television Network - History Education

A.R. Kropp Co. & Sons

Annual Reviews

Atlas Systems, Incorporated

EBSCO

Ex Libris Group

Gale - Cengage Learning

Gaylord Brothers

H.W. Wilson Company

Inter-University Consortium for Political and Social Research (ICPSR)

John Wiley & Sons, Inc.

M.E. Sharpe

New York State Library

NYLINK

OptimalResume.com, Inc.

ProQuest Information and Learning

Serials Solutions

Swet's Information Services

YBP Library Services (Baker & Taylor)

Raffle Prizes

A big thanks from OCC's Coulter Library and SUNYLA to the following local businesses for their generous donations to our annual raffle (totaling over \$900!):

Brinson Marine

Deli on the Hill

Dunkin Donuts

Gannons Isle

Hoffman's Sausage Company

Kellys Bar and Restaurant

Kinkos Copies

MOST - Museum of Science and Technology

New York State Fair

OCC Bookstore

Olive Garden

Panera Bread

Pepsi Bottling Group

Price Chopper Supermarkets

Rosamond Gifford Zoo

TGI Fridays

Toggenburg Winter Sports Center

Local Information

Wireless Access

Wireless access will be available in all buildings and the residence halls. The residence halls will not require a login, but you will need to login and do some additional setup if you would like to access the wireless network in all other buildings on campus. Additional setup instructions will be available at the registration desk and on the conference website.

Username:

Password:

Open Labs

We have two computer labs (Whitney 214 and Whitney 217) available throughout the conference for attendees to access the internet.

Username:

Password:

ATM

There is one ATM on-campus. It is located in the Gordon Center nearing the dining center.

Fitness

In addition to the early morning run/walks each morning the fitness center and pool are also available. The fitness center and pool are both located in the Health and Physical Education Building. Locker rooms with showers are available on the first floor.

Fitness Center Schedule

Wed (6/17) 8am to 8pm

Thurs (6/18) 8am to 11 am, 12:30 to 8pm

Fri (6/19) 8am to 8pm

Pool Schedule (Fee of \$2.00 per person to be paid to the lifeguard)

Wed (6/17)

EARLY LAP SWIM: 7:15-8:45am

ADULT SWIM: 12pm-2pm

LAP SWIM 4:30-6pm

Fri (6/19)

EARLY LAP SWIM: 7:15-8:45am

ADULT SWIM: 12pm-2pm

LAP SWIM 4:30-6pm

Hashtag: #sunyla09

Affix the following term (called a "hashtag") to your postings about the conference: #sunyla09

Hashtags help readers find your posts (readers can enter the hashtag in a search box, and, since it is an unusual set of letters that appears nowhere else, all the postings containing this term will show up in the search results).

Conference Schedule at a Glance

Wednesday, June 17

9am – 5pm	Registration – Whitney Atrium
11:00 – 1:00	Executive Board Meeting
1:00 – 5:00	Pre-Conference Activities or Diversions:
	1:00 – 3:00 Local History
	1:00 – 4:00 Fort Ste. Marie Tour
	1:00 – 5:00 Preconference sessions – Whitney Classrooms
	3:00 – 5:00 Campus Walking Tours
3:00 – 3:15	Break – Whitney Atrium
5:00 – 6:00	Meeting – Archives Working Group
5:30 - 9:30 pm	Membership Social / Vendor Exhibits - Whitney Atrium:
	<ul style="list-style-type: none"> • Wine tasting; Buffet/Bar; music • “Wampum Chronicles” – Darren Bonaparte • Lacrosse Stick crafting – Alfie Jacques • Board Games (Recreation Room)

Thursday, June 18

6:15 – 7:00	Early Morning Walks/Runs
8:00 – 12:00pm	Registration – Whitney Atrium
7:30 – 9:00	Continental Breakfast / Vendor Exhibits - Whitney Atrium
9:00 – 10:15	Welcome and Keynote – Storer Auditorium
10:15 – 10:30	Break / Vendor Exhibits - Whitney Atrium
10:30 – 12:00	Conference Sessions – Whitney classrooms (Vendor Exhibits – Atrium)
12:00 – 1:30	Luncheon and Raffle – Gordon Great Room
1:30 – 3:15	Conference Sessions – Whitney classrooms (Vendor Exhibits – Atrium)
3:15 – 3:30	Break / Vendor Exhibits - Whitney Atrium
3:30 – 5:00	Conference Sessions – Whitney classrooms
5:30	Meet at Residence Hall B parking lot at 5:30 for transport to the Museum of Science and Technology (MOST)
	6:00 – 6:30 MOST - Cocktails
	6:30 – 7:30 MOST - Dinner, Bar
	7:30 – 9:00 IMAX film
	9:00 - 10:30 Armory District and/or bus back to campus

Friday, June 19

6:15 – 7:00	Early Morning Walks/Runs
7:30 – 8:30	Continental Breakfast / Vendor Exhibits - Whitney Atrium
8:30 – 9:15	SIG meetings
8:30 – 9:15	Poster Sessions
9:30 – 10:15	Conference Sessions - Whitney classrooms
10:15 – 10:30	Break / Vendor Exhibits - Whitney Atrium
10:30 – 11:15	Conference Sessions - Whitney classrooms
11:15 – 12:15	Box Lunch Pickup
11:30 – 12:15	Conference Sessions - Whitney classrooms

SCHEDULE AT A GLANCE

	Whitney 101	Whitney 102-103	Whitney 116	Whitney 122	W 124 or W 218
<i>Thursday June 18th</i>					
10:30 – 12 noon	LibGuides in SUNY	Using Technology to Illuminate Stacks Management	Copyright for the Un-Initiated	Building Sustainable Campuses, Forging a Sustainable SUNY	(124) Digital Preservation: Securing the Future of Digital Collections
1:30 – 2:15pm	The Show Must Go On: New Librarians Take Center Stage	Online Ordering: A Banner-Based Solution	Moodle at SUNY Delhi	Digitizing the Holland Land Company Map Collection	(218) Poetry, Postcards and Place
2:30 – 3:15pm	Where's the Librarian: She's on Blackboard	Using Our Resources Wisely	Lighting the Way for International Students	A Small Collection May Carry Out a Big Vision	(124) Professional Development Programs on a Limited Budget
3:30 – 5:00pm	Tweet to Me: Twittering Libraries & Librarians	Reigniting the Fire: Using Strategic Planning...	The Ethical Underpinning of Innovation in Swedish Academic Libraries		(218) Zotero: A Free Bibliographic Record Management Software
<i>Friday, June 19th</i>					
8:30 – 9:15am	Working Group on Library Instruction	Poster Sessions are in the Whitney Atrium Balcony		Membership Development Committee	(124) Resource Sharing
9:30 – 10:15am	Information Literacy Instruction for Distance Learners @Home	Big Engine in a Little Package: Google Mini	Stony Brook Gifts Program	Lighting the Way: Using LCD Digital Signs	(124) Librarians in the Land of Academic Advising & Writing
10:30 – 11:15am	Casting New Light on Basic Information Literacy	Collection Assessment: Formulating a Quantitative Model	Getting Noticed: Search Engine Optimization	OLIS Dialogue – Future Directions	(124) Text Message Reference
11:30 – 12:15pm	Teaching Faculty and Staff How to be "Social"	All Fired Up About Virtual Reference	(218) Going, Going, Gone!	A48 4-1-1	(124) Using Joomla to Build Dynamic Library Websites

DIVERSIONS

Sainte Marie among the Iroquois Living History Center on Onondaga Lake

Sainte Marie among the Iroquois is a re-creation of the French Mission that once stood on the shores of Onondaga Lake from 1656-1658. Visit the Interpretive Center and converse with the costumed interpreters about daily life in the 1650's. Demonstrations in carpentry, blacksmithing, cooking and other unique activities are available. Browse the museum and archives to learn about the 17th century culture of the Haudenosaunee (Iroquois), the French and their meeting here. Ste. Marie enlightens visitors to the story of the brave men who traveled here in the 1650's from Canada. John Spencer will lead this excursion.

Time: 1pm - 4pm
Transportation provided
Cost: (funded by SUNYLA)

Onondaga County Poorhouse Tour & Presentation

Join Jane Tracy, Town of Onondaga Historian, and Rob O'Boyle for a short walk on College property to visit the former Onondaga County Poorhouse and Hospital site and the gravesite of the General John Ellis family whose farm was located here in the early 1800's. After a short walk Jane will give a short talk and PowerPoint presentation related to the land that Onondaga Community College sits on.

Time: 1pm - 3pm
Walking tour starts/ends on campus
Cost: FREE

OCC Campus and Library Tour

Time: 3pm - 4pm
Cost: FREE

Wednesday, June 17th • Pre-Conference Sessions

Gaming Programs in Libraries

Dr. Scott Nicholson (Syracuse University)

This preconference will cover the variety of game types appropriate for libraries, examples of gaming programs in academic libraries, the concept and a model of The Gaming Experience, the five archetypes for Gaming Experiences, and how these archetypes help libraries connect library goals to specific game selections.

1-3pm

Whitney 116

Up, Up in the Clouds: Harnessing the Power of Google Applications

Ken Fujiuchi (Buffalo State) & Lisa Forrest (Buffalo State)

At EH Butler Library (Buffalo State College), librarians utilize freely available Google Applications to coordinate documents for committees and meetings, organize reference desk schedules, maintain reference desks statistics, and collaborate with partners across campus. Join instructors Ken Fujiuchi and Lisa Forrest as they explore how libraries and librarians can creatively use Google Services both as educational and productivity tools. Expand past basic "Gmail" and "iGoogle" knowledge to create meaningful collaborative environments using Advanced Google Applications.

3-5pm

Coulter 210

Excel 2007 for Librarians

Natalie Sturr (Oswego), assisted by Timothy Yager (Oswego)

"Just put the data in Excel to manipulate it". Do those words make you cringe? If so, this session is for you. Learn how easy it is to get data into Excel and make a useful spreadsheet. We will cover the basics of formatting both numerical and text data; modifying cells, rows and columns for an attractive and usable presentation; creating totals for rows and columns; and sorting data. This session will give you the tools, tips and tricks you need to let Excel work for you.

1-4pm

Whitney 214

Serve the Student or Serve the Student's Needs?

Sara Rofofsky Marcus (Queensborough Community College)

Today, students want it faster, easier, and brought to them.

However, librarians are trained to teach students to find information. How do we balance between patron satisfaction and teaching patrons how to do it themselves? Through this session, the question will be answered - fish or fishing lessons? Participants will brainstorm, role-play, and examine ways to deal with these issues. Varying needs and wants based on the individual's learning style and definition as 'traditional' or 'non-traditional' student will also be explored.

1-4pm

Whitney 101

Passing the Torch: Instruction Librarians Keeping the Flames of Active Learning Alive

Michael V. Daly (FMCC), Michelle Costello (Geneseo), Kim Davies Hoffman (Geneseo), Ellen Bahr (Alfred University), and Brian Sullivan (Alfred University)

Following a rich Indian tradition of oral history and a transfer of cultural practice and knowledge, instruction librarians aim to pass on their collective words of wisdom to the next generation of librarian teachers. This pre-conference workshop continues the topics and theories covered at the January 2009 WGIL workshop "Library Instruction: Teaching Tips from the Trenches." Modeling active learning strategies currently in practice this workshop allows new(er) instruction librarians a chance to see how other new(er) librarians have incorporated various aspects of active learning pedagogies into their information literacy curricula. Through structured practice participants will design and implement their own active learning strategies aimed to be "classroom ready."

1-4pm

Whitney 122

LibGuides in SUNY

Whitney 101

Charlie Cowling (Brockport), Linda Galloway (Environmental Sci & Forestry), Nancy Alzo (Potsdam), Dana Longley (Empire State College), Connie Holberg (Jefferson)

Several SUNY libraries are using LibGuides, others are thinking of subscribing. Come hear what some people are doing with it currently; ask questions, offer comments, share your own experience and we'll all learn more about LibGuides together!

Using Technology to Illuminate Stacks Management

Whitney 102-103

Shannon Pritting, Chris Hebblethwaite (Oswego)

We'll discuss how we've used WorldCat Collection Analysis, Aleph reports, and Office software to coordinate stacks management activities at SUNY Oswego. Several aspects of stacks management will be covered, which includes searching for missing materials, inventory, and deselection.

Copyright for the Un-Initiated: What you need to know as a 21st Century Librarian

Whitney 116

Kevin Michki, Kerrie Fergen Wilkes (Fredonia)

We propose to guide our audience through many of the half-truths and misconceptions of copyright in the twenty-first century, with special emphasis on multimedia and the implications of the Digital Millennium Copyright Act.

Building Sustainable Campuses, Forging a Sustainable SUNY

Whitney 122

Fred Stoss (Buffalo)

Nearly 20 SUNY Campuses are members of the Association for the Advancement of Sustainability in Higher Education. In the post-Gore Era (the world since the release of Al Gore's award winning book[s] and documentary film, "An Inconvenient Truth") the concepts of sustainable development, sustainable communities and sustainability have re-surfaced as a means "to promote sustainability in all sectors of higher education—from governance and operations to curriculum and outreach--through education, communication, research and professional development. SUNY Libraries can serve as information hubs for the campus' efforts to promote wise energy and environmental decisions that reduce our ecological and carbon "footprints." Fred Stoss (University at Buffalo) will briefly introduce the issues related the sustainability issue and provide some selected resources on the topic. He will then invite attendees to tell what formal and informal programs related to sustainability are taking place on their campus and specifically what is their library's involvement with these programs. A discussion about sharing resources and expertise across all of SUNYLA will be the capstone of this program. Attendees are encouraged to bring along some short (6 to 8) PPT slides and tell us your sustainable SUNY stories. A post-conference report could be an effective tool to solicit input from other SUNYLA Members not represented at the program.

Digital Preservation: Securing the Future of Digital Collections

Whitney 124

Mike Thuman, Greg Gosselin (Ex Libris)

Join us for an edifying overview of the digital preservation landscape, past and present; key trends in digital preservation technologies and the increasing need for digital preservation in a 'born-digital' world; a primer of associated standards; and lastly a case study of Rosetta [software] at the National Library of New Zealand.

Thursday, June 18th 9 – 10:15am • Keynote Speaker

R. David Lankes is a passionate advocate for libraries and their essential role in today's society. He also seeks to understand how information approaches and technologies can be used to transform industries. In this capacity he has served on advisory boards and study teams in the fields of libraries, telecommunications, education, and transportation including at the National Academies. He has been appointed as a visiting fellow at the National library of Canada, the Harvard School of Education and the first fellow of ALA's Office for Information Technology Policy.

Thursday, June 18th 12:30 – 1pm • Luncheon and Annual Meeting

The annual meeting will take place in the Gordon Great Room and will coincide with lunch. The following award recipients will be announced, and the incoming officers will be announced. The luncheon will conclude with a raffle of door prizes.

Sylvia Chu Memorial Scholarship Recipients

Financial assistance is available for new SUNYLA members to attend the annual conference. This Scholarship aims to encourage involvement with SUNYLA and to provide opportunities for professional growth for its members. Please make a special effort to meet the following new members of SUNYLA and congratulate them.

Christine Butler - Nassau
Jeff Goldstein - Albany
Pat Maxwell - Brockport
Kim Myers - Brockport
Christine Rudecoff - Morrisville
Win Shih - Albany
Erin Wilburn - Corning
Neil Zusman - Tompkins County

Daniel Kissane Memorial Scholarship

The purpose of the Scholarship is to encourage involvement with SUNYLA and SUNY Libraries, as well as to provide professional growth opportunities to those entering the profession. **Martha Farrell** wrote an essay about young adult programming in public libraries, which elaborated on the presentation of a wide variety of programming options, treating young adults as individuals separate from their parents with needs and interests of their own and allowing the teens to develop and grow in their participation as library patrons specifically and as community members as a whole.

Friend of SUNYLA Award

The Friend of SUNYLA Award is given to individuals or organizations that actively contribute to furthering the goals of SUNLA and of SUNY libraries. This year's recipient will be announced at the luncheon.

Moodle at SUNY Delhi: Illuminating a Path to Library Resources & Services with an Open Source Course Management System

Angela M. Rhodes (Delhi)

Whitney 116

Do budget crunches have your school searching for open source solutions to course management? If your school is considering switching from a subscribed course management system (CMS) like Blackboard, WebCT, or ANGEL to the open source Moodle CMS, this is the session for you. This is an informational session on how Moodle looks and runs, as well as how your library can integrate into the Moodle CMS environment. SUNY Delhi's Resnick Library on Moodle will be displayed to exemplify the features that can be used in the Moodle environment, including forums, files, and usage reports.

The Show Must Go On: New Librarians Take Center Stage

Thomas Ottaviano, Sue Ann Brainard (Geneseo)

Whitney 101

New librarians frequently find it hard to develop the kind of faculty collaborations, especially involving integrated library instruction, that seasoned librarians have spent years building. This session's presenters will discuss a recent situation at Geneseo when one librarian's three month absence from work became another's big break.

Digitizing the Holland Land Company Map Collection

Jeremy Linden (Fredonia)

Whitney 122

During 2007 and 2008, SUNY Fredonia's Archives and Special Collections, through grant funding from the Western New York Library Resources Council, digitized 1,363 color maps from the Holland Land Company and made them available via the Western New York Legacy and New York Heritage CONTENTdm sites. This session will discuss our experience, ranging from the challenges of the particular collection, decisions regarding metadata, working with student interns as scanning technicians, and providing online access to an under-utilized collection. We will also show examples of the maps on Western New York Legacy and will discuss our usage and experience with CONTENTdm.

Online Ordering: A Banner Based Solution to an Ongoing Need

Jennifer Smathers, Logan Rath, Alicia Girvin (Brockport)

Whitney 102-103

The library ordering module is designed to allow faculty, staff, and students the ability to place requests for library materials purchases online and see the status of your requests as they move through an automated approval process. Prior to this system, all library material requests were hand-written onto "Yellow Cards" and proceeded through a manual approval process. This new system automatically routes requests, based on the department, to the appropriate departmental coordinator. Once approved by the department coordinator it moves to the appropriate librarian liaison's approval queue. This should greatly speed the time that it takes for a request to move to the ordering stage. Learn from the people who developed it, what the new, Banner-based, Library Ordering Module is all about.

Poetry, Postcards and Place: Creative Outreach for the Polymath Librarian

Lisa A. Forrest, Marc Bayer (Buffalo State)

Whitney 218

Adoption of the Information Commons model has improved the library's physical and virtual visibility. Dynamic projects such as the "Rooftop Poetry Club" and "The WWI Postcard Project" have transformed traditional Library services. This session will focus upon economical marketing of services and creative outreach for multifaceted librarians. Many libraries struggle with the question of how to best market their resources and services. Simply acquiring interesting materials is no guarantee that the library will be used. How do we ensure that our resources are being optimally utilized? How can librarians expand their necessity beyond traditional librarian roles? We will present two projects, "The Rooftop Poetry Club" and "The WWI Postcard Project", to demonstrate how to creatively and economically market the library and librarian services.

Where's the Librarian? She's on Blackboard!

Whitney 101

Valerie Mittenberg, Susan Kraat, Megan Coder (New Paltz)

Library information that is embedded in course management software course sites is more effective when tailored closely to specific course content. This requires collaboration between the course instructor, the librarian, and the campus course management software administrator. Learn how librarians and instructors at SUNY New Paltz are partnering to bring course-related library instruction into selective Blackboard course sites. Assuming the role of "TA" in a Blackboard course site enables the librarian to create and upload tutorials, guides, and exercises, as well as to make announcements and communicate with students.

Lighting the Way for International Students - Illuminating Citation Practices

Whitney 116

Yu-Hui Chen, Mary Van Ullen (Albany)

International students often experience culture shock because of the substantial differences existing between academic systems of their home countries and the United States. In addition, Asian students tend to feel confused about the concept of citing sources - why, when, and how - which varies dramatically from Eastern to Western culture. One of my colleagues and I developed and presented workshops which consist of explanations, examples, and hands-on exercises covering this material from fall 2007 to spring 2009. Our ultimate goal is to raise international students' awareness of academic integrity, to increase their understanding of the common practice in writing scholarly papers, and provide them with guidance for citing sources properly. At each workshop, we administered pre- and post- tests to identify the differences in participants' understanding of writing research papers. We also conducted individual interviews during the fall 2008 semester since qualitative data will allow us to gain more insights into the whole of the research project. We plan on using this project as a case study to share with other colleagues in the library community.

A Small Collection May Carry Out A Big Vision: How Binghamton University Is Using Its Asian Collection To Support The Education Of Globalization

Whitney 122

Julie Wang (Binghamton)

As the internet shrinks the world, American higher education is facing a challenge of preparing students with a vision of internationalization and global competency. What is library's role to support this new competency? The presentation would show a fast growing Asian collection in Binghamton University Libraries and how the libraries use and promote its resources; how libraries have been involved with departments and interdisciplinary program on campus; how libraries reach out to foster the education on globalization. The presenter would also like to call for SUNY libraries' collaboration collection development in order to cope with the budget crisis, and using our limited resources more effectively and efficiently.

Professional Development Programs on a Limited (or Non-Existent) Budget

Whitney 124

Christian Miller (Cornell), Susan Kendrick (Cornell)

In a time when budgets for travel and professional development are on the chopping block, librarians still need to find a way to stay current with their ever-changing profession. The Committee on Professional Development (CPD) of the Cornell University Library has been offering programs to fill this need for some time, though the challenging economic times have caused us to reflect on what we offer and how we offer it. We will discuss current programs from Cornell and other colleges and universities, as well as ideas for the future that will ensure all librarians have access to the professional development they need.

Using Our Resources Wisely

Whitney 102-103

Rich Dreifuss (Geneseo)

In these times of fiscal austerity relying on proven project management techniques can insure that academic libraries continue to make progress in meeting the information needs of our institutions. Last year SUNY Geneseo's Milne Library developed and deployed a much improved interface to its Aleph catalog. While the project required a major commitment of people's time, monetary expenditure was negligible. Factors that contributed to the successful outcome include the following: project champion, commitment from management, a team-based approach, benchmarking, project scheduling, and use of new Web 2.0 tools. This presentation will illustrate how all of these components were employed and were critical to the successful outcome. Attendees will be encouraged to share with the group management techniques they have found to be of value.

The Ethical Underpinnings of Innovation in Swedish Academic Libraries

Whitney 116

Elin O'Hara-Gonya (Plattsburgh)

The ethical environments inherent to Swedish academic libraries are no less transformative to students than are their state-of-the-art architectural designs. The Swedish culture has long recognized the benefit that may be derived from egalitarian ethical and socioeconomic principles. Swedish libraries have harnessed the spirit of principles such as *Allemansrätten*, or 'everyman's right,' and applied these socioeconomic paradigms to academia. This paper will illustrate how Swedish librarians' singular focus on providing students with unfettered access to knowledge and technology has consequently allowed them to construct innovative pedagogical, technological, and service environments in their academic libraries. This paper will provide specific examples of how Swedish ethical principles inform the design and policies of Swedish academic libraries and how this has, in turn, greatly enhanced their ability to cater to iGen students' pedagogical and technological preferences. This paper will also present ideas about how these Swedish principles may be applied to American academic libraries in order to stoke the "fires of inquiry" in both the physical and virtual realms.

Zotero: A Free Bibliographic Record Management Software

Whitney 218

Seangill Peter Bae (Albany)

Zotero is a bibliographic record management software developed by the Center for History and New Media at the George Mason University (Fairfax, VA). It is largely funded by the Institute of Museum and Library Services, the Andrew W. Mellon Foundation, and the Alfred P. Sloan Foundation. Unlike other commercial software such as Endnote and Refworks, Zotero is freeware and Open Source software. However, it has many features that commercial applications cannot provide and it is also very customizable and flexible software. Currently more than 100 libraries around the world are recommending it and more than 30 libraries are providing either web-tutorial or workshop to their patrons. During the presentation, I would like to introduce the software; installation, main features that are useful for academic research and education. Also, I would like to show how this software can be used with other word processing tools and can make research process more efficient and less painful. In addition, I would like to demonstrate how Zotero can be applied for librarians' routine tasks such as reference and collection development. The advantages of the open source software is another issue I would like to discuss.

Reigniting the Fire: Using Strategic Planning and User Feedback to Reestablish your Library

Whitney 102-103

Michelle L Young (Clarkson)

Clarkson University hired a new Library Director in January 2008. This presentation is a discussion on how strategic planning and user feedback has been used to realign the library's vision, mission, and values with the University, and how these processes are being used to reestablish and grow new partnerships and support campus-wide.

Tweet To Me: Twittering Libraries And Librarians In SUNY

Whitney 101

Bill Drew (TC3), Carleen Huxley (Jefferson CC), Alesia McManus (Binghamton), Kate Pitcher (Geneseo)

The use of Twitter is growing greatly among individuals and institutions, and libraries and librarians are helping lead the way. Find out how to use Twitter as a professional tool to keep in touch with what is going on, to filter and exchange information quickly, and how to provide an opt in information service to your patrons. Also learn how you can use Twitter to enhance the use of other technology tools like blogs, cell phones and social networking sites. Learn how to be a twit!

Poster Sessions

Location: Whitney Atrium Balcony (2nd Floor)

A Custom-Made Reference Statistics Collection Form

Ann Sullivan (Tompkins Cortland)
Neil Zusman (Tompkins Cortland)

Carrying a Spark From the Campfire to the People: The Roving Librarian

Anita Whitehead (Genesee)

Internet Privacy, Searching Conversations

Marianne Hebert (Potsdam)

The Best Little Poster at Stony Brook: Wolfie's Top Library Tips

Fiona Grady
Susan P. Lieberthal (Stony Brook)

Keeping the Torch Lit: Marketing through Digital Signage at Penfield Library

Shannon Pritting (Oswego)
Deale Hutton (Oswego)

Firing Up Our Graduate Students! Information Literacy for Extended Learning

Barbara Shaffer (Oswego)

Portable Barcode Readers

Christopher Hebblethwaite (Potsdam)
Marianne Hebert (Potsdam)
Pat Maxwell (Brockport)
Michael Thayer (HVCC)

Power to the People: The Student Library Committee in the Library (SLAC)

Sarah VanGundy (Purchase)
Susanne Markgren (Purchase)

Blended Planning: Teamwork for the Library-2-LMS Conference Spawns New Partnerships

Jennifer J. Little (Brockport)

Add Workstations Without Adding PCs: GCC's Desktop Virtualization Software Pilot

Andrew M. Kloc (Genesee)

Friday, June 19th • Special Interest Groups: 8:30 – 9:15am

Working Group on Library Instruction

Whitney 101

Membership Development Committee

Whitney 122

Resource Sharing

Whitney 124

Big Engine in a Little Package - Experiences with "Google Mini"

Whitney 102-103

Win Shih, John Pardavila (Albany)

At University of Albany Libraries, we have implemented Google Mini to enhance the findability and discoverability of our ever-growing Web resources and unique digital collections. A plug-and-play search engine in a blue server box, Google Mini robots industriously plow through our Website, Intranet, blogs, locally developed databases, and digital collections. With Google's proprietary search technology, these disparate repositories can be searched individually or en masse with improved quality, performance, usefulness, and thoroughness. In our presentation, we will share our 3-month experience in deploying Google Mini to facilitate the discovery to delivery process of our digitized local collections. We will discuss how we influence and improve search results using Mini's unique features, the flexibility of customization and the integration of Google search appliances with traffic statistics generated by Urchin, another Google product, to improve the effectiveness and success of our Website.

The Stony Brook Gift Books Program as a Catalyst for Collection Management and SUNY Collaboration

Whitney 116

Susan Lieberthal, Richard Feinberg, Daniel Kinney (Stony Brook)

A white paper was written as a marketing tool to address several collection management and preservation issues. The white paper was presented to the Associate Director for Collections and Technical Services. From meetings that ensued with subject specialists; a task force was set up to assess the gift books program at Stony Brook University. In addition to addressing this issue the white paper focuses on the need to address cooperative weeding, storage, preservation and delivery of collections within the SUNY system in general, and among the four SUNY research centers specifically.

Keeping the Home Fires Burning: Live Information Literacy Instruction for Distance Learners @Home

Whitney 101

Dana Longley (Empire State College)

In the early Spring of 2009 we delivered our first series of "@Home" live, hands-on, online information literacy workshops, designed specifically for our distance learners, and using the web-based Elluminate Live! platform. Students can participate in this one hour workshop from any location, such as home or work, using a computer with a sound card and Internet access. I will discuss how this workshop was put together, promoted, administered, and assessed, as well as our current best practices for using this kind of technology to help engage distance learners and assess learning outcomes.

Lighting the Way: Using LCD Digital Sign Technology To Enlighten Patrons About Library Resources And Services

Whitney 122

Marianne Hebert, Keith Compeau (Potsdam)

In January, the SUNY Potsdam IT department installed two digital signs in Crumb Library as part of the new campus emergency notification service. While the campus has authority to grab control of the signs for emergency purposes, the library is responsible for creating and managing the digital sign content on a daily basis. This session will focus on how we went about implementing the signs: brainstorming content ideas, writing policy, how we engaged staff in helping with content creation and managing content.

Learning More About Our Students: Librarians' Adventures in the Land Of Academic Advising And Writing Consultation

Whitney 124

Barbara Alvarez, Katie Clark, Kathy McGowan (University of Rochester)

In 2006, four reference librarians participated in a formal training for writing tutors, studied writing pedagogy, observed tutoring sessions and became writing consultants in the College Writing Center. They have woven tutoring work into their regular schedules and currently provide 1-2 writing consultations per week. More recently, five librarians, in partnership with the Center for Academic Support, undertook the duties of academic advisers. They help undergraduates choose courses, register, obtain instructor permissions as well as tackle non-academic issues like time management, workload and on at least one occasion - love life. This presentation will describe the experiences of librarian-advisers and librarian-writing tutors and what new insights can be gained by crossing the line that usually separates library research support from other academic support programs. We will examine how the pedagogy of writing can inform the pedagogy of library instruction and our work at the reference desk. We will share how knowledge of student lives gained through academic advising can open new avenues to improve library services to undergraduates. Last but not least, we will discuss how working with students outside the traditional library context can bring great rewards to our roles as librarians.

Casting New Light on Basic Information Literacy

Whitney 101

Shannon Pritting, Karen Shockey, Jim Nichols (Oswego), Emily Hart (Upstate Medical Center)

The SUNY Oswego Information Literacy Tutorial was recently redesigned to become more interactive and encourage active learning. The new tutorial, used by a wide variety of students from Freshmen to Graduate Students, is designed around modules and individualized learning, encouraging students to identify what learning they need to experience. This presentation will include a discussion of design principles, needs assessment, audience analysis, and overall process used to revise our Tutorial.

Collection Assessment: Formulating a Quantitative Model

Whitney 102-103

Joseph Williams (Maritime)

Every academic library serves a different population with different needs that is reflected in the curriculum. However, there are few studies which try to formulate a quantitative methodology which measures curriculum needs against library collections. This study, undertaken at SUNY Maritime College's Stephen B. Luce Library, attempts to construct a methodology to formulate an optimal collection model based on curricular needs. A scientific formula was created to measure enrollment, centrality of course majors, course content, level of research, and desired depth of subject collections. Each factor was carefully weighed and combined to provide a model of what an optimized collection, both electronic and print, would look like. The outcomes of the scientific findings were compared to the current holdings in the library in order to identify areas in the curriculum that needed further library support. This research serves as a model for academic libraries, especially those with specialized collections, who wish to assess their collections against the needs of the curriculum in order to effectively provide optimal and cost-efficient research support.

Getting Noticed: Search Engine Optimization At Binghamton University Libraries

Whitney 116

Erin Rushton, Marcy Strong (Binghamton)

Search engine use is one of the most popular online activities. According to a recent OCLC Perceptions of Libraries and Information Resources, nearly all students start their electronic research using a search engine instead of the library website. Instead of viewing search engines as competition however, librarians at Binghamton University Libraries decided to employ search engine optimization strategies to make their website more visible on search engine result pages. Search engine optimization is the practice of improving ranking on search engine result pages and also increasing targeted traffic to a website. Broadly speaking, search engine optimization activities include adhering to accessibility standards, providing descriptive HTML title tags and metatags, creating search -engine-friendly text, and ensuring that the site architecture allows for easy indexing by search engines. In a pilot project, the Libraries applied search engine optimization strategies to selected pages on the Library website. At the completion of the pilot project, it was concluded that optimization efforts did improve the quality of target webpages, but the overall impact of optimization efforts on search engine results was inconclusive since only a small portion of the website was optimized. The outcomes of this pilot have been published in the Journal of Web Librarianship.

Dialogue - Future Directions

Whitney 122

Maureen Zajkowski (OLIS)

Much has been written on the role of academic libraries in a digital age. Questions have been raised about the ongoing viability of traditional structures and services of academic libraries. Building on these themes, the OLIS proposes a session for the SUNY community to discuss future directions for our libraries. If you are looking for a presentation or answers, don't attend this session. However, please participate if you are interested in conversations on the evolving expectations of the academic library and its role in learning, teaching, and research. Our goal is to learn from each other, to stretch our thinking outside of normal comfort zones, and to create a welcoming environment where challenging ideas can be explored.

Text Message Reference: First Findings

Whitney 124

Logan Rath (Brockport)

This session will explore the results of a semester-and-a-half study using a Blackberry to provide reference service via SMS or text messaging.

Teaching Faculty And Staff How To Be "Social": Reinventing The Drop-In Workshop

Whitney 101

Susanne Markgren, Leah Massar Bloom, Carrie Eastman (Purchase)

Drop-in classes are not extinct. This presentation will examine the library's involvement in a successful 'professional development series' of workshops for faculty and staff of the college. Librarians at Purchase College collaborate with other departments on campus to develop and offer a variety of drop-in classes designed to support faculty and staff in the classroom and in their professional activities. The collaboration with other departments (IT, UUP, TLTC) has proven extremely successful in helping to promote library resources and services as well as foster new relationships and partnerships across campus. The most popular classes we offer focus on using free social networking tools such as blogs, wikis, social bookmarking, RSS, Flickr, and Facebook for professional purposes. This presentation will provide tips on how to successfully partner with other departments on campus, identify ways to cross-promote resources and services, and develop drop-in sessions that actually draw attendees.

Going, Going, Gone!

Whitney 218

Kate Ross, Michelle Price (St. John Fisher College)

Dealing with withdrawn items can often be a challenge. Faculty are reluctant to let go of works that they consider essential, yet there is a constant need to juggle space for new and perhaps more updated items. And then what do you do with all the books? The ideal scenario is one where faculty themselves are willing to be involved in the selection of items to be withdrawn. And then the unwanted books would actually make the Library some discretionary money. But that doesn't happen in the real world.... Wrong! It's happening at St. John Fisher College! Our newest librarian, the liaison to the sciences, worked with the School of Nursing. Their Learning Resources Committee created a cyclical plan to fully weed their call number area every three years. This plan developed as the Nursing faculty recognized the need to maintain the currency of library materials while developing faculty interesting in and knowledge of the books in their area. In addition, the Acquisitions department drew on its relationship with vendor Better World Books to handle all the Library's withdrawn materials. They sell them for us at various used book outlets and we get a portion of the proceeds. We do something good for literacy, landfills and the Library bottom line!

All Fired Up About Virtual Reference

Whitney 102-103

Carrie Laier (Schenectady CC), Anne LaBelle (Hudson Valley CC), Daniel Towne (Fulton Montgomery CC)

HVCC & SCCC have had a long history working together on virtual reference. The two schools were later joined by Sage Colleges and then later by FMCC. This small group of three community colleges recently joined the Ask 24/7 Reference initiative. Ask 24/7 is a "global cooperative service staffed by reference librarians from New York State, as well as other states and countries." Participating in these two groups has brought both benefits and challenges to each of the member institutions. This presentation given by librarians from FMCC, HVCC, and SCCC; will outline the history of the small group collaborative and the participation in the larger Ask 24/7 group. Observations about providing the service within both the small and larger cooperative will be discussed. The panel will answer questions from members of the audience. If you are considering virtual reference at your library, or just want to know more about how cooperative virtual reference works, this session is for you.

A 48 4-1-1

Whitney 122

John Schumacher (OLIS), Patty Bentley (Plattsburgh), Dan Harms, David Ritchie (Cortland)

"During the course of negotiations certain issues related to librarians were raised by UUP that were of such significant concern that review at the Executive Level is required. As soon as practicable after a fully executed agreement, GOER, SUNY and UUP shall meet to discuss and review issues of mutual concern regarding librarians." (Appendix 48 - NYS – UUP Agreement) This session will provide an update on the "A48" process and a chance to discuss the issues.

Using Joomla Open Source CMS to Build Dynamic Library Websites

Whitney 124

Kathryn Frederick (Skidmore College)

Joomla is a powerful, flexible, open source content management System that is currently being used by Skidmore College's Lucy Scribner Library to develop dynamic new web pages. The presentation will give an overview of Joomla, suggest helpful resources for installing and using the software, describe in detail how a Joomla site is created, managed, and maintained, and report on the response to the software.

Presenter Bios

Barbara Alvarez is a reference librarian and the bibliographer for Modern Languages and Cultures in Rush Rhees Library, University of Rochester. Besides working at the reference desk, she provides bibliographic instruction, manages foreign language and literature collections, and forms part of the library's usability team. In 2006, Barbara joined the Writing Center consultants to provide tutoring in English and Spanish. Since fall 2008 she also acts as a freshman academic adviser. Barbara holds an M.A. in Hispanic Literatures and an M.L.I.S., both earned at the University of Alberta, Canada. Before joining the Reference Department at Rochester in 2001, she worked as a reference librarian and Spanish language instructor at the University of Alberta.

Nancy Alzo is currently Reference Service Coordinator and Instruction Librarian at Crumb Library SUNY Potsdam. She has worked at SUNY Potsdam for more than 20 years and has previously been Head of Cataloging and Access Services Coordinator. She holds an MLS degree from the University of Toronto.

Seangill Peter Bae is currently working at the University at Albany Main Library as Collections manager for History and Korean Studies/Document delivery specialist. Prior to that, he worked as Interlibrary Loan Borrower at the same campus and has received his MLS from the UAlbany. In the spring of 2008, he introduced Zotero to UAlbany library patrons for the first time. Since then he is conducting the workshop as a part of the library technology courses offered by the Interactive Media Center. He has attended the First Zotero Trainer Workshop in February 2009, which was held at the George Mason University.

Ellen Bahr is an Assistant Librarian at Herrick Memorial Library where she has primary responsibility for development of the library's information systems. In addition to systems work, she also provides library instruction, contributes to development of the library's collection, and leads the library's public relations working group. Current interests include active learning approaches to library instruction and the use of open source systems in libraries.

Marc Dewey Bayer is the Systems Librarian at Buffalo State College's E.H. Butler Library. Previously Marc served as Systems Librarian at D'Youville College where he managed the library's website, application and database servers, and electronic resources. Prior experience in the private sector includes- marketing and IT management, multimedia creation, and digital print publishing. Research interests include portable computing, Python Web frameworks, and Unix based server platforms.

Patty Bentley is a Reference/Instruction librarian (that is her rank as well) at SUNY Plattsburgh, where she has been happily and gainfully employed for 32 years! During that time she has also been Head of Technical Services, the First Library Automation Coordinator (MultiLIS) the inaugural Chair of the Library Faculty, President of the UUP Chapter at Plattsburgh and has served on the Executive Board of UUP, the Board of Directors of NYSUT, and the National Council of AAUP. She has served on two Negotiations Teams for the UUP/NYS Agreements (1999-2003 and 2007-2011). Other than aspiring to be named the first official Campus Busybody within the SUNY system, she plots her life in repose and retirement during which she plans on riding her Harley Sportster, learning to golf and indulging her fabulous felines, for whom she lives to please.

Leah Massar Bloom oversees reference service, works with faculty to integrate information skills and technology into the classroom, and guides students through the research process at Purchase College, State University of New York (SUNY). As the Head of Reference, Leah oversees traditional reference desk service as well as a popular virtual reference service. As the liaison to the School of Natural and Social Sciences, Leah provides instruction sessions in a number of disciplines, and coordinates the library's involvement in the Science in the Modern World Program, a general education science program for non-science majors. She has a Masters in Library and Information Science from Simmons College and an undergraduate

economics degree from Tufts University. Prior to becoming a librarian, Leah worked for several years as a policy analyst in the environmental consulting and research field.

Sue Ann Brainard has worked at SUNY Geneseo for thirteen years, after six years at Finger Lakes Community College and six years at the New York Public Library. As a Reference and Instruction Librarian, she teaches close to 60 classes a year, the most satisfying of which are the embedded ones that are spread throughout one research-intensive History course. Sue Ann was awarded the Chancellor's Award for Excellence in Librarianship in 2004.

Yu-Hui Chen is currently the Bibliographer and Outreach Librarian for Education at the University at Albany, State University of New York. Her research interests include user studies, Web usability, and information architecture.

Katie Clark is the Associate Dean for Public Services and Collection Development at the University of Rochester. From 1999 to March 1, 2008, she was the Director of the Science and Engineering Libraries. Katie was a member of the Undergraduate Work Practices team and contributed to two chapters of the book, "Studying Students: The Undergraduate Research Project at the University of Rochester." Prior to coming to Rochester, Katie worked at the University of Houston, Pennsylvania State University, and Texas A&M University Libraries. She has been a freshman academic advisor since Fall 2008.

Megan Coder is the Information Access Team Leader at STL, the library liaison to the Biology and Asian Studies departments, an alumna of the ACRL Information Literacy Immersion program, and an active participant in the STL library instruction program.

Keith Compeau has been a Staff Associate at Potsdam since 1979. He is currently a Public Services Team Leader and coordinator of special projects such as academic poster design workshops for students and has previously done research on how students use college libraries in the 21st century. In his free time Keith enjoys spending time at his cabin in the Adirondacks, riding motorcycles, skiing and collecting tattoos.

Michelle Costello is a Reference/Instruction Librarian at SUNY Geneseo's Milne Library. In addition to serving at the reference desk and providing library instruction she currently serves on SUNYLA's Working Group for Information Literacy. She received a BA in Psychology and a minor in Elementary Education from St. John Fisher College and an MLS from Syracuse University. Prior to coming to Milne Library in 2007, she worked for the Rochester Regional Library Council.

Charlie Cowling is Head of Instruction & Reference at Brockport. He and his colleagues have been using LibGuides since summer 2008.

Michael V. Daly has been the Instruction/Public Services Librarian for the Evans Library and Learning Commons at Fulton-Montgomery Community College for less than a year. He received a BA in English from Union College and a MSIS from the University at Albany. He is currently pursuing an MA in English from the University at Albany. His primary instruction and research interests involve merging social networking sites with traditional library services.

Rich Dreifuss has worked at SUNY Geneseo's Milne Library since 2004 and is Coordinator of Reference Services. He was the project team leader for redesigning GLOCAT - the library's catalog interface. Prior to joining the staff at Milne Library Rich worked for twenty years as a librarian at Corning Incorporated.

Bill Drew is the systems, tech services, serials, and electronic resources librarian at TC3.

Carrie Eastman has been the Information Services/Interlibrary Loan Librarian at Purchase College, State University of New York, since December 2006. At Purchase, she manages the interlibrary loan department and participates in reference, instruction, and collection development. She received her MLIS from Simmons

College in May 2006 and also holds a Master of Arts in English from the University of Rhode Island. She is the Purchase Library representative and mentor for the IDS Project, a resource sharing project in New York State begun by SUNY Geneseo Library in 2004. Ms. Eastman is also a member of the ACRL/NY Symposium Committee and a member of the ACRL/NY Executive Board as the chair of the New Librarians Discussion group. Her professional and research interests are in resource sharing, social networking, library instruction methods, innovative reference practices, and student/patron needs, interests and expectations in the 21st century.

Richie Feinberg is currently Stony Brook's Preservation Librarian and has held that post since 1999. Mr. Feinberg also participates in the library's reference services and library instruction programs. Over a 38 year career, Mr. Feinberg has served as Stony Brook's microforms librarian, inter-library loan librarian, and library instruction coordinator.

Lisa A. Forrest is a Senior Assistant Librarian for SUNY College at Buffalo and the founding member of the school's Rooftop Poetry Club. She is the recipient of the 2008 Excellence in Library Service Award from the Western New York Library Resources Council (WNYLRC), and a 2007 and 2008 Pushcart poetry prize nominee. Lisa's writing has appeared in a variety of local and national publications, including American Libraries, Urban Library Journal, and in "Thinking outside the Book" (McFarland Press, 2008). Her commentaries have been featured on WBFO, Buffalo's local National Public Radio station. Lisa's first collection of poems, To the Eaves (2008), is available from BlazeVox Books.

Kathryn Frederick is the Systems Librarian at Skidmore College. Kathryn holds a B.A. in English, and Masters in Library Science from the University at Buffalo. She is interested in expanding the scope and quality of library services through technology.

Ken Fujiuchi is the Emerging Technology Librarian at the Buffalo State College E. H. Butler Library. Fujiuchi holds a B.A. in English, and Masters in Library Science from the University at Buffalo. His research interests include Web 2.0/Library 2.0, information literacy, information storage and retrieval, and human-computer interaction.

Linda Galloway is an instruction and reference librarian at SUNY College of Environmental Science and Forestry. Linda also works with the Office of Research Programs helping faculty identify funding resources.

Alicia Girvin is a Programmer/Analyst for the IT department at her alma mater, The College at Brockport, State University of New York. Her primary duties involve database mining and web programming for the Campus Information System, aka Banner. She graduated in 2005 with a B.S. in Computer Science and is pursuing a Master's degree in Mathematics.

Greg Gosselin, Regional Account Manager - Northeast US & Canada, Ex Libris Group.

Fiona Grady is Assistant Instruction Librarian at Stony Brook. Fiona worked for many years at J.P. Morgan. Before coming to SBU, Fiona worked at the University of North Texas at Dallas.

Dan Harms is the Coordinator of Instruction at SUNY Cortland and the president of the SUNY Librarian's Association.

Emily Hart is a Web and Digital Resources Librarian at Upstate Medical University. Her current focus is in web development and planning for the library, university, and hospital at Upstate. Her background is in reference, instruction, and technology. She graduated from the University at Buffalo with her MLS.

Chris Hebblethwaite has been at SUNY Oswego's Penfield Library since February 1987. He is currently Assistant Coordinator of Library Technology and Science Librarian at Oswego. His main responsibilities include overseeing day-to-day use of the Aleph client, liaison work with the Chemistry, Earth Sciences,

Physics, and Counseling programs, development of a library learning commons, and shared reference services.

Marianne Hebert has been an Associate Librarian at Potsdam since 2001. She was recently appointed as Collection Development Coordinator in addition to her duties as the ALEPH systems manager. Marianne is the past local arrangements chair for the 2008 SUNYLA conference. In her spare time she is an avid mountain climber, gardener-in-training and is a dedicated servant to her three black cats.

Kimberly Davies-Hoffman, a Reference/Instruction Librarian from SUNY Geneseo since 1999, currently serves as SUNYLA's Working Group for Information Literacy (WGIL) Chair. She received her MLS from the University at Buffalo and a BA in French and International Relations from the University of New Hampshire.

Connie Holberg has an MLS from Syracuse University and a BA from St. Lawrence University. She is Library Director at Jefferson Community College, where she worked for 9 years as Head of Reference Services and the Local History Collection before being promoted last fall.

Carleen Huxley obtained a BA in Architectural History from the Savannah College of Art and Design and MLS from the University of Oklahoma. Before landing the position of Assistant Librarian at JCC last September, I worked as a reference librarian at the Bartlesville Public Library (Oklahoma). Outside of work, my life revolves around my husband, my son, two dogs and getting outside to soak up as much sun as the north country makes available to me. I've been tweeting since 2007.

Susan Kendrick is a Public Services Librarian at the Management Library in the Johnson Graduate School of Management at Cornell University. She has served on Cornell University Library Committee on Professional Development and has Co-Chaired the committee's Professional Development Week in 2007 and 2008.

Daniel Kinney is the Associate Director of Libraries for Collections and Technical Services at Stony Brook University. His previous positions at Stony Brook include Head of the Music Library and Assistant Head of Cataloging. He has taught courses in collection development and management for St. John's University, and technical services for Queens College. He is currently President of the Board of Trustees of the Long Island Library Resources Council.

Andrew Kloc is the Systems & Electronic Services Librarian at Genesee Community College. Andrew joined GCC as a reference librarian in February 2007 and began serving in his current capacity in December 2007.

Susan Kraat is Coordinator of Instructional Services at the Sojourner Truth Library at the State University of New York at New Paltz. Reference service in all forms is a continual area of interest and intrigue for her. She works with a group of extremely smart, skillful librarians and is editor of Relationships Between Teaching Faculty and Teaching Librarians.

Anne LaBelle is the Coordinator of Reference and Electronic Services at Hudson Valley Community College in Troy, NY. Anne has a M. ED. in Education from Lehigh University and a M.L. S. from the University of Albany. My goal is to improve all Reference services, with top priority given to online access to databases and reference services via virtual reference. I also teach a one credit Information Literacy course "English #115 Library Research Skills". I spend my free time reading fiction and training my two dogs, one in agility and the other one to be a Therapy Dog.

Carrie Laier is the Public Services Librarian at Schenectady County Community College. Carrie has a B.A. in Art History from Dickinson College, and an M.L.S. from the University at Albany. She is interested in improving the accessibility of library services through the use of online tools, including subject-specific wiki research guides, online tutorials, virtual reference and more. In her free time, Carrie is an avid knitter and mystery novel fan.

Susan Lieberthal is a Business Librarian and Head of Interlibrary Loans. Susan's interests are in personnel management, resource sharing and the use of new technologies in public services.

Jeremy Linden is the Head of Archives and Special Collections at Reed Library, SUNY Fredonia. He holds an MA in History and an MLS with a concentration in Archives from the University of Maryland, College Park, and worked as an archives and museum consultant before joining the faculty in May 2006.

Jennifer J. Little is a reference librarian and the Coordinator of Library Instruction at the College at Brockport (SUNY). Prior to her current position she served as the Instruction Coordinator at the University of South Carolina Aiken. She holds a Master of Library Science degree from the University at Albany. Her research interests include effective library instruction methods and online learning materials design.

Dana Longley is the Lead Information Resources Coordinator at Empire State College, State University of New York, where she, among other things, coordinates instructional and reference services, and manages the library web site.

Sara Rofofsky Marcus earned her PhD in E-Learning Administration and currently works as the Electronic Resources / Web Librarian at Queensborough Community College.

Susanne Markgren is the Systems/Electronic Resources Librarian at Purchase College, State University of New York, where she manages the ILS and the electronic resources and also does reference, collection development, instruction, web development, and graphic design. She is also an adjunct faculty member at Manhattanville College, where she teaches a for-credit research class for undergraduates. She is currently serving as a mentor in ALA's NMRT Career Mentoring program, and is on the executive board of the Greater New York Metropolitan chapter of ACRL. She holds a BA in History and English from the University of Wisconsin - Eau Claire, and an MLIS from the University of Texas at Austin.

Kathy McGowan is a reference librarian at Rush Rhees Library, University of Rochester and the bibliographer for both the Warner School of Education and the Susan B. Anthony Institute. In the 1970s she worked at Milne Library at SUNY Geneseo. Kathy has been a student adviser since Fall 2008.

Alesia McManus is Head of Research and Instructional Services at Binghamton University Libraries since 2004. Her interests are reference, learning, technology and social media.

Kevin Michki is Senior Assistant Librarian and Music Librarian for the Daniel A. Reed Library. He is also an adjunct faculty member in the School of Music at SUNY Fredonia. Kevin holds an M.L.S and an M.A. in Music History from the University at Buffalo. He is an accomplished violinist and father of four wonderful children and dearly loves his daily commute from Grand Island!

Christian Miller is the Reference, Instruction and Outreach Coordinator at the Martin P. Catherwood Library in the School of Industrial and Labor Relations at Cornell University. His interests include the library as a workplace and specifically librarian professional development. He has served for the last two years as the co-Chair of the CUL Committee on Professional Development.

Valerie Mittenberg is the Coordinator of Reference Services at Sojourner Truth Library (STL) and the library liaison to the Art, Art Education, and Art History departments. She is a 2001 alumna of the ACRL Institute for Information Literacy Immersion Program and an active participant in the STL library instruction program.

Jim Nichols is Assistant Coordinator of Instruction and Distance Learning Librarian at Penfield Library, SUNY Oswego. He has worked in reference and instruction services at Liverpool Public Library, Indiana University Bloomington, Walden University, Wilmington College (Ohio), Indiana University East, and the University of Denver. Other academic work experience includes media services; teaching English; and teaching library and information science. His education includes a BA at Oklahoma City University, an MA

in English at the University of Oklahoma, an MLS at the University of Denver, and doctoral studies at IU Bloomington in library and information science.

Dr. Scott Nicholson is the director of the LIS program at Syracuse University and is the Chief Scientist of the Library Game Lab of Syracuse. His research is focused on the assessment of library services and has been working with the American Library Association to develop assessment tools for gaming programs. For the last three years, he has been the host of the video series Board Games with Scott and also runs the Gaming in Libraries podcast.

Elin O'Hara-Gonya is a Senior Assistant Librarian in the Instruction Unit at SUNY Plattsburgh. She received her M.L.S. from Southern Connecticut State University. She spent a month in Sweden last year studying Swedish academic libraries. She is currently working toward her M.S. in Mental Health Counseling, learning to play Bakugan from her stepsons, and teaching her husband's dairy cows to cite in APA format.

Thomas Ottaviano is a Reference, Instruction, and Government Documents Librarian at SUNY Geneseo. Tom received his Undergraduate Degree in History from Geneseo in 2002 and his Master's in Library Science from SUNY Buffalo in 2004. He returned to SUNY Geneseo to work as an intern in January 2004 and has since taken a number of various responsibilities.

John Pardavila is the Web Developer / Designer for the University at Albany Libraries. He holds a Master of Science in Information Systems and Technology from the University at Albany. John's toolset includes open source technologies PHP, JQuery, and Prototype/Scriptaculous to build web pages, sites, and applications for the University Libraries. In January, he worked with the Libraries to release their new public website in the Drupal content management system. His future plans are to pursue an MBA in marketing.

Kate Pitcher is Coordinator of Collection Development and Reference Librarian in the Milne Library at SUNY Geneseo. After receiving her M.L.S. from the University at Buffalo in 1997, Kate worked as an Adult Services Librarian for The New York Public Library and as reference librarian in the Literature & Media Division at the central branch of the Rochester Public Library. At Geneseo since 2002, Kate is currently Coordinator of Collection Development, acquisitions and reference librarian, and sometime technology instructor. Kate is an enthusiastic and active proponent of web 2.0 technologies and has taught a number of workshops on blogging, wikis and podcasting to librarians in Rochester, Buffalo and other parts of New York State.

Michelle (Dubaj) Price is the Science and Outreach Librarian at St. John Fisher College. She is the liaison to the Wegmans School of Nursing, the Wegmans School of Pharmacy and the departments of Biology, Chemistry and Physics. Prior to this position she worked as a Reference & Instruction Librarian at SUNY Fredonia and an Instruction Librarian at Southeast Missouri State University. While in Missouri, she completed her MA in Secondary Education. She received her MLS from SUNY Buffalo in 2003.

Shannon Pritting is currently Coordinator of Access Services at Penfield Library, SUNY Oswego. He is also liaison to the English, Technology Education, and Psychology Departments. He received his MLS from Syracuse University, MA in English from SUNY Oswego, and BA from SUNY Potsdam.

Logan Rath is the Digital Services Librarian at The College at Brockport and also works in Reference & Instruction. He is the First Vice-President/President-Elect of SUNYLA. His research interests include mobile technologies in libraries and information and instructional design.

Angela M. Rhodes is the Systems & Instruction Librarian at SUNY Delhi.

Dave Ritchie has been a librarian in SUNY, and only at Cortland, for (gasp!) 34 years. Set in his ways? Curmudgeonly? Unwilling to change? You be the judge! I CAN tell you he once was cited in an annual evaluation for "belying the image of the librarian with the bun" -- probably because his male-pattern

baldness had already asserted itself by then. Besides fooling with catalog records, he sees fun in promoting libraries and lobbying for SUNY through UUP, bicycling anywhere (though downhill is best), driving and camping in a VW van, canoeing likely streams (downstream is also best), boating on sunny Cayuga Lake (a conditional statement), being a tourist, etc. My opinion? Yeah, I'd say he's set in his ways -- probably since he was 5.

Kate Ross has been the Head of Technical Services / Acquisitions Librarian at Lavery Library since October, 2006.

Erin Rushton is a Subject Librarian and the Coordinator of Digital Reference Services at Binghamton.

John Schumacher (MLS) serves in a liaison capacity for the SUNYLA Council and (1) SUNY Office of Library and Information Services, (2) United University Professions. John is the A48 Committee Chair.

Win Shih is the Head of Library Systems, University Libraries, University at Albany, State University of New York. He has more than ten years' experience in managing library technology divisions in both academic and health sciences libraries. He has presented at various national and international conferences, including the 72nd IFLA Conference, American Library Association, Library & Information Technology Association National Forums (2007 and 2006), and International Evidence Based Librarianship Conference (2005 and 2007).

Karen Shockey is Coordinator of Library Instruction at Penfield Library, SUNY Oswego and is heavily involved in information literacy initiatives across campus. In addition to her work at SUNY Oswego, she has worked in reference and instruction services at Cayuga Community College and Binghamton University. Her education includes a BA at Hartwick College, Oneonta, a Certificate of Paralegal Studies at Cayuga Community College, and a MLS at Syracuse University.

Barbara Shaffer has been at SUNY Oswego since 1998 and currently serves as Coordinator of Reference Service. She is also liaison to the departments of Curriculum & Instruction and Educational Administration, in which role she keeps very busy with advanced information literacy instruction for both graduate and undergraduate students.

Jennifer Smathers is head of Technical Services for Drake Memorial Library at the College at Brockport. She is a member of the Publications committee for SUNYLA and co-editor of the SUNYLA Newsletter. She earned her MLS in 1998 from SUNY at Buffalo and her BA in English from Nazareth College in 1997. Her current ambitions include furthering the Comprehensive Colleges' Coordinated Collection Development efforts and becoming a LSW Shover and Maker.

Fred Stoss is an Associate Librarian for the biological and environmental sciences and mathematics at the University at Buffalo. He holds undergraduate and graduate degrees in biology and zoology and obtained his MLS degree from the School of Information Studies at Syracuse University. He has more than 30 years experience as an environmental information specialist and science librarian. He has published and presented extensively in the areas related to the environment. He is a past-Chair of the SLA Environmental Information Division and a past- and current co-Chair of the ALA Task Force on the Environment. Fred was a member of the ALA Libraries Build Sustainable Communities project.

Marcy Strong received her MSIS from the University at Albany in 2004 and works as a Catalog Librarian at Binghamton University Libraries.

Natalie Sturr is Coordinator of Library Technology at SUNY Oswego and also works for OLIS supporting the Aleph500 LMS. In addition to maintaining major library systems, Natalie enjoys creating library technology applications and teaching others how to use various software packages. Natalie's experience with spreadsheets pre-dates Excel!

Ann Sullivan is Head Reference librarian at Tompkins Cortland Community College. She received her MLS from the UC Berkeley School of Information. Her chief research interest is the role of the librarian in supporting academic integrity. Her last presentation was "Fostering Ethical Behavior: a Faculty-Librarian Partnership" at the 2007 International Conference on Academic Integrity.

Brian Sullivan is the Instructional Librarian at Alfred University's Herrick Memorial Library where he leads the library's instruction program, primarily focusing his teaching on first year and writing students. He also oversees access services and assists with reference and collection development. His research interests currently include constructivism, multiple intelligences, and the ideal relationship between reference and instruction.

Mike Thuman, Program Director, Preservation, Ex Libris Group

Daniel Towne is the Systems/Electronic Services Librarian at Fulton-Montgomery Community College. Dan holds a B.F.A in Journalism and Communications from Long Island University, and an M.S.I.S. from the University of Albany. He is interested in providing patrons with the services they need in the formats they want and on the platforms they desire. Among these platforms are virtual reference, the ANGEL Learning platform, and social networking websites. In his free time, Dan enjoys playing golf and is an avid horse racing fan.

Sarah VanGundy is a Reference and Instruction Librarian at Purchase College, State University of New York, where she is the subject liaison to the departments of Anthropology, New Media and GLBT Studies and also does collection development, instruction and in person and virtual reference. She serves on the Executive Board and Symposium Committees of the Greater New York Metropolitan chapter of ACRL, for which she is the current Newsletter Editor. She holds a BA in English and Cultural Studies, and an MLIS from The University of Oklahoma.

Mary K. Van Ullen is the Bibliographer for Business, Economics, Geography and Planning at the University at Albany. She also team-teaches an undergraduate Geography course, China in the Post-Utopian Age, which meets the University's Information Literacy General Education requirement. She holds a BS from the University of New Hampshire and an MLIS from the University of Rhode Island.

Julie Wang is working as Area Librarian on Asian and Asian American Studies at Binghamton University Libraries.

Anita Whitehead, BA Seton Hall, MLS Syracuse, avid Big East basketball fan, has over 30 years experience in SUNY libraries having worked at Erie, Onondaga, Rockland and Geneseo. After a stint as Head of Reference at Goshen (NY) Public Library she returned to academia and is currently Reference Services Librarian at Genesee Community College. With her strong background in reference and distinctly nomadic lifestyle, it was inevitable that she became the Roving Librarian!

Kerrie Fergen Wilkes is a reference and instruction librarian at SUNY Fredonia. She is the Co-Chair for the Accreditation 2010 (Middle States) review for SUNY Fredonia. Kerrie received her MLS from the University at Buffalo and her B.A. from SUNY Potsdam. She is a recipient of the Chancellor's Award for Excellence in Librarianship and recently served as an adjunct Instructor for UB's Department of Library Studies, teaching a course in General Reference.

Joseph Williams serves as the Collection Development Librarian at SUNY Maritime College. He holds masters degrees in Library Science from Queens College, American History from Queens College and a bachelor's degree in History and Political Science from SUNY Geneseo. He has a diverse background in education having taught at the secondary level and served as an editor for secondary level textbooks before becoming an academic librarian. Mr. Williams is also heavily involved in the American Library Association

having been selected as an Emerging Leader for the class of 2008. He also serves on the Academic, College, and Research Library's membership advisory committee and the Systems and Services Committee of Leaders of the Library Leadership and Management Association. In his role as the Collection Development Librarian at the Stephen B. Luce Library, he also serves a member of the College-wide Curriculum Committee.

Timothy Yager is a Technology Support Professional at SUNY Oswego with responsibilities shared between Penfield Library and Campus Technology Services. In the Library, Tim is responsible for PC support and repair, software support, and assisting staff and students with technology questions. For the campus, Tim is involved with desktop support, maintaining servers, supervising general access computer labs, and developing and teaching workshops

Michelle L. Young, MLS has been the Director of Libraries at Clarkson University in Potsdam, New York since January 2008. Her goal is to set in motion, the University Libraries' transformation towards continual and excelling academic excellence through the implementation of programs, policies, and strategies geared towards the innovative vision of libraries in the 21st century. She is currently working on strategic planning, user studies, leadership development, workplace culture, and other pivotal projects to improve Clarkson's libraries. For 7 years, she served as a Tenured College Librarian at Virginia Tech in Blacksburg, Virginia where she accomplished such notable achievements as collaborative leadership in the procurement and implementation of the Innovative Interfaces' integrated library system, an information literacy grant project, several instruction and outreach initiatives, internal upward evaluations, and a study on paraprofessionals becoming librarians. She has authored several papers and given presentations on subject matter ranging from instruction and outreach issues, evaluation processes, technology, students in academic jeopardy, and professional development topics.

Maureen Zajkowski, SUNYConnect Aleph Program Manager

Neil Zusman is the Adjunct Reference Librarian at Tompkins Cortland Community College. He received his MLS and MA from the University at Buffalo. A background in avant-garde media, synthesizers, pet therapy and Internet advertising has recently led him to librarianship.