OLA 2015-2016 Unit Report

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Academic Division / ACRL Oregon, 2015-2016

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Overall goals and responsibilities of your unit

> ACRL-Oregon seeks to support academic libraries and librarians; to foster communication among academic librarians; to promote the development of Oregon academic libraries; to sponsor educational programs of interest to academic librarians; and to serve as liaison between academic librarians and various other academic and library constituencies.

Specific objectives and activities planned for 2015-16 OLA membership year

1. Develop content and plan for Menucha 2016
2. Develop and recruit academic content for OLA 2016
3. Continue to develop web/outreach strategy with consistent monthly content
4. Continue to develop partnerships and collaborative opportunities with SSD
5. Support attendance for 1-3 librarians to attend professional development events
6. Explore offering a virtual book group via Twitter
7. Expand Q&A series with Oregon academic library directors
8. Develop portfolios for ACRL-OR Board members

Progress made toward goals and objectives:

1. Develop content and plan for Menucha 2016

a. The theme for Menucha 2016 is "Enhancing Creativity and Turning Inspiration into Reality" and keynote speakers will be: Lauren Pressley (opening keynote), Director of the University of Washington Tacoma Library and Associate Dean of University Libraries, and Hannah Gascho Rempel (closing keynote), Science Librarian and the Coordinator for Graduate Student Success at Oregon State University Libraries and Press. Registration and submissions for short presentations/posters opened in late May (super early!) in an effort to encourage participation by community college librarians who typically work 9-month contracts. As of July 14, we already have 15 registrations. A new feature of this fall's conference is the free pre-conference session on OERs offered by Amy Hofer (Coordinator, Statewide Open Education Library Services, Open Oregon Educational Resources) and Chelle Batchelor (Coordinator for Access Services, University of Washington Libraries).

2. Develop and recruit academic content for OLA 2016
   a. There was significant academic content was offered at OLA 2016 (over 30 sessions!) and a number of sessions offered by or recruited by board members. However, specific efforts to "develop" academic content were toned down this year due to the revised approach of conference committee to forgo the traditional required unit-sponsorship of sessions. We feel that this increased the number of sessions proposed, and significantly increased the number and diversity of offered sessions. We urge the Conference Committee to continue this approach to recruiting content.

3. Continue to develop web/outreach strategy with consistent monthly content
   a. We successfully continued our strategy developed last year where each board member takes responsibility for content for one month (a minimum of 1 post that month). In addition, Communication Coordinator Jennifer Snoek-Brown has posted other items of interest to members and followers. Monthly posts ranged from a minimum of three to a maximum of eight. In the first half of 2016, we've had more views (2532) in six months than all of 2015 or 2014. As of February 2016, Board member Elizabeth Brookbank also posts content on the ACRL-OR Twitter feed and those posts have pushed Twitter up to our 5th most active referrer (from no referrals in 2015).

4. Continue to develop partnerships and collaborative opportunities with SSD
   a. We again awarded two scholarships and travel stipends to academic library staff workers to help them attend the 2015 ACRL-OR/WA Fall Conference at Pack Forest and have added this award as a budget line.

5. Support attendance for 1-3 librarians to attend professional development events
   a. We launched the new Professional Development Scholarship, available only to ACRL-OR members in good standing. The scholarship is awarded three times per year and can be used to support conferences, workshops, courses, seminars, or other learning opportunities (including e-learning opportunities) appropriate to the applicant (excluding Fall Conference attendance as that has its own scholarship). The funding priority is registration and transportation costs

incurred by the applicant. We made the first award to support librarian attendance at The International Conference of the Immersive Learning Research Network in Santa Barbara, California. Applications for the second award are currently being reviewed.

6. Explore offering a virtual book group via Twitter
    a. We discussed this idea at the annual Fall Conference Member Meeting. While there was interest, we did not gain significant traction with attendees or board members. The idea has been tabled for now and may be revisited at a later date.
7. Expand Q&A series with Oregon academic library directors
    a. The library director interview series has really taken off this past year. Ten new interviews have been posted to date with library directors and leaders from academic libraries around the state, including libraries at OHSU, EOU, UP, Rogue CC, George Fox, Concordia, Southwestern Oregon CC, Marylhurst, Clatsop CC, and Mt. Hood CC. In order to begin highlighting library advocacy efforts in higher ed, each interviewee was asked to address the following question: What does advocacy for academic libraries look like from your perspective as a library director? Their responses are worth checking out as talking points for us all.
8. Develop portfolios for ACRL-OR Board members
    a. Rather than develop portfolios for each board member, as a board we laid out all of the various board initiatives that we participate in over the year, created groupings of these initiatives (e.g., scholarships), and developed teams that took responsibility for each initiative group for the year. This alleviated the piecemeal call for volunteers of previous years and allowed board members to better plan and budget their service time. This approach also served to educate the entire board about the wide range of activities that the board engages in.

Other comments to be included in your report

While the board did not set a specific advocacy goal for this past year, we ended the year having engaged in several significant advocacy issues.

● In October, along with a number of other ACRL state chapters, the President (on behalf of the Board) wrote in support of reworking the proposed revisions to the New England Association of Schools and Colleges Standards for Accreditation to reinsert an emphasis on libraries in the Standards. A working draft of the revised standards removed an emphasis on libraries in favor of a broader (and weaker) emphasis on Institutional Resources. Unfortunately, the reframing was approved although libraries are specifically called out in the section Information, Physical, and Technological Resources.

● In March, the President (on behalf of the Board) wrote to the Newberg School District Board of Directors urging them address the lack of a comprehensive district-wide library program that is overseen at each school by a licensed librarian/media specialist. This situation was glossed over in a news article in *The Newberg Graphic* reporting the district was "mostly clear on State D-22 report"

even though the report stated that the district was fully out of compliance on media programs (among others).
● In June, the President (on behalf of the Board), wrote a letter of support for OASL's LSTA grant funding request to continue work on the Oregon School Library Standards, specifically the develop of grade-level learning indicators for each standard. OASL's LSTA grant fund request was successful.