



**SAIL 2012**

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***Assessment, Strategic Planning  
and  
Library as Place***

**10 - 13 April 2012**

**Hosted by the  
Massachusetts Maritime Academy  
101 Academy Drive  
Buzzards Bay, MA 02532**

**Held at the  
Massachusetts Maritime Academy  
and the  
School of Marine Science and Technology  
University of Massachusetts Dartmouth  
706 South Rodney French Boulevard  
New Bedford, MA 02744**





**SAIL 2012: Assessment, Strategic Planning and Library as Place**  
**10-13 April 2012**

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**SPONSORS**

School of Marine Science and Technology (SMAST), University of Massachusetts - Dartmouth  
Massachusetts Maritime Academy

**SPECIAL THANKS**

Cindy Costa, Assistant to the Dean of SMAST  
CAPT Bradley Lima, Academic Dean, MMA  
Wayne Raulino, MMA Facilities  
Chartwells Food Services @ MMA  
Andrew Meleo - Director, Simulation Technology, MMA  
Carolyn Michaud, Access Services Manager, MMA Library

## PROGRAM

**Tuesday, 10 April 2012** Location: Fairfield Inn, First Floor Lounge

18:00 - 19:30	Registration and Opening Reception	Fairfield Inn & Suites New Bedford 185 MacArthur Drive New Bedford, MA 02740
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**Wednesday, 11 April 2012** Location: SMAST

8:20	Transportation from Hotel to SMAST (~3.15 miles)	Meet in the lobby of the Fairfield Inn. Vans leave hotel at 8:20 for transportation to SMAST.
8:30 - 9:00	Registration	SMAST, 706 South Rodney French Boulevard New Bedford, MA 02744
9:00 - 9:15	Welcome to SAIL 2012 & Housekeeping	Dr. Terrence Burton, Dean of the Claire T. Carney Library, UMass Dartmouth Susan Berteaux, Elizabeth Winiarz, Carla Robinson
9:15 - 10:15	Session 1: <b>Presented Paper</b>	<i>From here to sphere: Fine-tuning access at RSMAS Library</i> , Angela C. Clark-Hughes
9:15 - 10:15	Session 2: <b>Presented Paper</b>	<i>Developing the Harbor Branch Library collection through peer library comparison</i> , Carla Robinson
10:15	Break	
10:30-11:00	Session 3: <b>Presented Paper</b>	<i>The MBLWHOI Library's pilot program for implementing a formal library liaison program</i> , Jennifer Walton
11:00 - 12:00	Session 4: <b>Business Meeting</b>	Carla Robinson, SAIL Representative
12:00	Lunch	
13:00 – 13:30	Session 5: SMAST	Dr. Steven Lohrenz, Dean of UMass Dartmouth, SMAST
13:30	Break	Sign up for dinner at a local restaurant with a group
13:45 - 14:15	Session 6: <b>Business Meeting</b>	Business Meeting continued from Session 4
14:15 – 15:30	Session 7: Tour SMAST	Aquaculture Lab, Research Tank and SMAST Labs
15:30	Transportation from SMAST to the <i>Coalition for Buzzards Bay</i>	Meet at the entrance to SMAST. Vans leave SMAST at 15:40 for transportation to the <i>Coalition for Buzzards Bay</i>
16:00	Session 8: <b>Coalition for Buzzards Bay</b>	<i>Coalition for Buzzards Bay</i> 114 Front St., New Bedford, MA 02740
16:45	Transportation to the Hotel	Vans leave the <i>Coalition</i> at 16:45 for transportation to the hotel
18:30	Dinner groups: Meet in the lobby of the Fairfield Inn	Sign up by 14:30 for dinner at local restaurants with a group

PROGRAM

**Thursday, 12 April 2012** Location: Massachusetts Maritime Academy  
American Bureau of Shipping Information Commons

7:30 - 8:15	Transportation from Hotel to MMA	Vans leave hotel at 7:30 for transportation to Mass. Maritime Academy, ABS Information Commons (ABSIC)
08:30 - 9:00	Welcome to MMA & Housekeeping	ADM Richard Gurnon, President Susan Berteaux, MMA Library Director
9:00 – 9:30	Session 9: <b>Presented Paper</b>	<i>Library renovation: from study spaces to learning places</i> , Jan E. Heckman
9:30- 10:00	Session 10: <b>Poster Session</b>	<i>Google Scholar and journal alerting services are directing the library budget</i> , Susan Stover <i>Moving a journal back file to DuraSpace</i> , Natalie Wiest <i>Creating Libguides to support student research, information literacy, assessment and faculty collaboration</i> , Gail Donovan
10:00 - 10:45	Break <b>Posters</b> <b>MMA Archives</b>	Refreshments in ABSIC-118 Posters in ABSIC Foyer MMA Archives in ABSIC-122 with Janis Duffy, Archivist
10:45 - 12:00	Session 11: <b>Workshop</b>	Stephen Spohn and Linda Oldach <i>Demonstrating the Value of Your Library to the Organization Through Practical Library Assessment</i>
12:00 - 13:00	LUNCH	Bay State Conference Center across from the Mess Deck
13:00 - 14:45	Session 12: <b>Workshop</b> continued	Stephen Spohn and Linda Oldach
14:45 - 15:00	Break	ABSIC-118
15:00 - 16:45	Session 13: <b>MMA Tours</b>	360° Bridge Simulator, ABS Information Commons, WWII Ship Model Museum, Engineering Labs, & Novakoff Visitor Center
16:45- 17:30	Session 14: <b>Looking Ahead to SAIL 2013</b>	Carla Robinson (for Jaime Goldman, Nova Southeastern University)
17:30	Conference Dinner	Bay State Conference Center (across from the Mess Deck)
19:30 - 20:15	Transportation from MMA to Hotel	Vans will pick up passengers on the ABSIC side of the Mess Deck (Nantucket Way) at 19:30 for transportation to hotel.

**Friday, 13 April 2012** Location: Meet in hotel lobby - walk to museums  
Note: Hotel shuttle is available. Call ahead if you need a ride

9:00	Excursion	New Bedford Whaling Museum
11:45	Excursion	Walk to Ocean Explorium
12:-00 - 13:30	Boxed Lunch	Ocean Explorium

## ABSTRACTS: Presentations

### *From here to sphere: Fine-tuning access at RSMAS Library*

Angela C. Clark-Hughes, Librarian Associate Professor, University of Miami  
Rosenstiel School of Marine & Atmospheric Science

**Abstract:** Over the last 69 years, the RSMAS library collection was developed, maintained and preserved by dedicated staff and librarians. By 2009 our stacks were completely filled with books and journals, but our circulation of those materials had declined markedly. At the same time, the Rosenstiel School developed a new Masters of Professional Science program and its enrollees swelled our gate count. It became clear that precious space in our library was needed for purposes other than storing books and paper journals that were not being used. In 2009, the RSMAS Library began a large scale service and collection inventory project which contributed towards the creation of a new vision for library services and design. This talk will focus on how we analyzed the usage data, what we discovered in that process, and a glimpse into our new focused future.

### *Library renovation: from study spaces to learning places*

Mr. Jan E. Heckman, Marine Sciences & Maritime Studies Liaison Librarian  
University of Connecticut Avery Point Campus

**Abstract:** The University of Connecticut Avery Point library resides in a building built in the 40's for a United States Coast training facility. The campus itself is on an old estate with a beautiful view of Long Island Sound. The library has not seen much renovation over the years but starting in 1999 the planning for the project began. Choices were made based on how students' learning habits have changed. Space for more collaboration, more group learning, and wireless access throughout the building were key. Providing a variety of learning space was another variable considered.

### *Developing the Harbor Branch Library collection through peer library comparison*

By Carla Robinson, Associate University Librarian  
Harbor Branch Oceanographic Institute @ Florida Atlantic University

**Abstract:** A marine science library is unique, and developing a collection for this type of library is not easy. Since the normal tools that a librarian would use may not be available, a model for collection development may need to be created. This paper focuses on the creation of such a model for the purpose of updating and building on the approximately 10,000 item collection of the Harbor Branch Oceanographic Institute (HBOI) Library in Fort Pierce, Florida.

### *The MBLWHOI Library's pilot program for implementing a formal library liaison program*

Jennifer Walton, Coordinator of Library Services, MBLWHOI Library  
Woods Hole Oceanographic Institution

**Abstract:** In the winter of 2012, the MBLWHOI Library began a pilot program for implementing a formal library liaison program. The library has long had strong service ethic on an as-needed basis; however our previous attempts to push services to users had not been as successful as we had hoped. Also most of the library staff are not scientists so there is a gap in our understanding. As fewer and fewer users come to the library, we have lost touch with some of our users. Our first step in the process was to have a librarian attend the meetings and lectures of a department without having an agenda. This allowed the library staff to get to know the department as well as creating a connection for the department to a library staff member. Library staff serving as librarian liaisons were also encouraged to share their experiences with each other to create a plan for moving forward. I would like to present a paper highlighting our experiences, successes and stumbling blocks for other librarians looking for new ways to connect with users. This is an on-going project so I hope that this would generate discussion among the attendees on what works to create connections with our users and the usefulness of formal versus informal arrangements.

***Creating Libguides to support student research, information literacy, assessment and faculty collaboration***

Gail Donovan, Reference Librarian, Jane Bancroft Cook Library  
New College of Florida

**Abstract:** The objective of this project was to provide a digital guide to research resources arranged in an organized method for students to access information from databases, journals, books, websites, which are specific to a course in the natural sciences. The digital guide enabled collaboration opportunities with faculty and had the potential to become accessible through the course management platform. Additionally, the guide significantly supports information literacy standards and provides valuable assessment information to instructional librarians.

***Google Scholar and journal alerting services are directing the library budget***

Megan Robinson, MLIS student, Florida State University and  
Susan Stover, Library Director, Mote Marine Laboratory

**Abstract:** This poster will demonstrate how Google Scholar and Journal Alerting Services are currently directing the Library budget in a small facility. Over the last year the Librarian has had an increase in research staff ILL requests for immediate full-text access to materials, especially pre-publication or online first articles. A short online survey of staff PhDs was performed to see which subscription or free indexing and abstracting databases they were using for subject specific literature searching. This was followed with a verbal survey to ascertain how the researcher learned about an “online first” article. The survey responses show a growing popularity of Google Scholar as a viable research tool. The outcomes also confirm that researchers want immediate access to full text of an article – even if it doesn’t have the complete assigned citation information. These results have motivated the Librarian to totally revamp Library budget allocations.

***Moving a journal back file to DuraSpace***

Natalie Wiest, Head Librarian, Jack K. Williams Library  
Texas A&M University at Galveston

**Abstract:** One of the most useful features of our developing information cloud is making back files of journals whose copyright and publishing rights are held by our institutions, or likeminded societies, available to all on the Web. To make life even more interesting, how about an outside study group who is willing to also provide a lot of the data entry. The Laffite Society has presented such an opportunity. We are working to put up their publications on the Texas Digital Library. I will share the procedures and manuals I have developed for the project.

*Demonstrating the Value of Your Library to the Organization through Practical Library Assessment*

Stephen Spohn and Linda Oldach

Stephen and Linda will present a practical approach to library assessment. What meaningful measures will help you monitor your library's progress, observe trends, and demonstrate the value of your library? In this hands-on session, you will identify the most critical elements to monitor for your library and 10 to 25 measures that will be of most value to you and your funders. The session will begin with an overview of library assessment and a review of the assessment survey distributed to SAIL libraries. During the workshop, you will be guided to work with your colleagues to evolve or begin developing an assessment plan for your library.

**About Stephen:** Stephen Spohn is an independent library consultant and trainer with emphases on planning, strategy, trends, effectiveness and assessment. His clients and audiences have included public, academic and special libraries as well as library organizations on topics focused on strategic planning, the future of libraries and practical assessment. Steve has helped more than 20 libraries complete strategic plans and many more to explore trends, effectiveness, assessment and new roles for libraries in the future. He is coauthor of the LYRASIS Library Strategic Planning Toolkit. In his prior role at NELINET and LYRASIS (2008-2011), Steve was responsible for building programs and services focused on the needs of library directors. Before LYRASIS, he served academic libraries (1993-2008) primarily in the areas of reference, instruction, technology and administration. Steve holds an M.L.S. and a B.S. in microbiology from the University of Maryland. See: <http://www.librarystrategy.net>

**About Linda:** Linda is an independent library consultant with focus on library technology, accreditation, information literacy, assessment and community engagement. She is Emeritus Assistant Dean of Library and Information Services at Mount Wachusett Community College where she oversaw the full scope of library operations. She has served as President of the Massachusetts Commonwealth Consortium of Libraries in Public Higher Education Institutions (MCCLPHEI), participated on several New England Association of Schools and Colleges accreditation teams, and maintained active professional involvement in the academic library community and her local community. In addition to her role as president, Linda also served MCCLPHEI as chair of its Assessment Committee where she led efforts to establish a framework for collaborative assessment for the 29 MCCLPHEI institutions. Linda has an M.A. in Liberal Studies with a concentration in Women's Studies, a C.A.G.S. in Educational Administration, an M.S. in Library Science and a B.A. in Political Science.



*Library Assessment at SAIL Libraries and Information Centers*

This survey was distributed to all SAIL for the purpose of gathering information to inform library assessment planning for SAIL libraries and information centers participating in the assessment workshop at the SAIL conference in April 2012. \* Required

1. Library Type: \*
  - Academic
  - Corporate
  - Government, Military
  - Nonprofit
  
2. Role: \*
  - I am the director/head/chief of the library or information center.
  - Other:
  
3. My library or information center has an assessment plan. \*
  - Yes, there is a standalone plan for my library.
  - Yes, my library is part of a library system and covered by my system's plan.
  - No
  - I don't know
  
4. How well is your library or information center represented in assessment activities and planning at your parent organization?
  - My library is well represented in the process and the plan.
  - There is room for improvement in this area.
  - My library is not represented in the process or the plan.

Please elaborate on your previous response.

5. What are the primary indicators that your parent organization uses to define success or to monitor progress?
  
6. List three to five that you feel are most important to the leadership of your organization. It is important that your library assessment plan address the goals and desired outcomes for your parent organization. Some possible indicators might include revenue, external funding, student recruitment/retention & publication, etc.
  
7. For each of the indicators you mention above, how does your library or information center contribute? For example, "Student Retention: Research assistance, instruction"
  
8. In what single area, do you struggle most when you make requests from your parent organization? Some possible areas might include continuing education, technology equipment, information resources, etc.
  
9. Are you planning to attend the SAIL conference?      Yes      No
  
10. What are your goals for the assessment workshop at the conference? What would you like to learn and/or accomplish?

**BUSINESS MEETING AGENDA**  
**SAIL Conference 2012**

- I. Call to order
- II. Approve minutes from 21<sup>st</sup> annual meeting (or notes taken by new SAIL representative)
- III. Old Business
- IV. New Business
  - A. Membership update (Taken from member directory, March 13, 2012)
    1. 77 regular members
    2. 9 retired members
  - B. Spending plan (Vote)
  - C. SAIL budget discussion
  - D. Awarding of travel grants
  - E. Search for new SAIL webmaster
  - F. SAIL representative duties (Vote to send to webmaster)
  - G. Question for SAIL 2013—before or after IAMSLIC conference? Abbreviated or full conference?

Respectfully submitted,  
Carla Robinson, SAIL Representative 2011-2013

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**NOTES TAKEN AT BUSINESS MEETING – CONFERENCE 2011, Galveston, TX**

Election results

Carla Robinson is the new SAIL representative.  
Michelle Leonard is the membership liaison to IAMSLIC.

Membership update:

54 regular members,  
2 developing country members,  
4 retired members (as of Feb. 1, 2011)

Budget: \$1974.00; financial report to Jen, Carla, and Sandra.

2 member travel grants--\$300 each  
SAIL representative travel grant--\$500  
Seed money for 2012 conference--\$600

The 2012 SAIL conference will be hosted by Susan Berteaux at the Massachusetts Maritime Academy, April 11-13.

Notes taken by:

Carla Robinson, New SAIL representative  
Natalie Wiest, Host of SAIL Conference, 2011

**Budget:**

Holdover balance from previous years:	\$1,323.00
2012 Allocation:	\$1,729.00
<b>TOTAL BALANCE</b>	<b>\$3,052.00</b>

**Expenses (Moneys already spent):**

Jen Walton	Sail meeting 2010	\$500.00
K. Heil	Sail meeting 2011	\$300.00
M. Leonard	Sail meeting 2011	\$300.00
L. DeHart	Sail meeting 2011	\$300.00
K. Heil	IAMSLIC 2011 annual meeting Zanzibar	\$500.00
S. Berteaux	Sail meeting 2012 conference advance	\$1,000.00

**Future Spending Plan:**

SAIL Representative travel grant (IAMSLIC conference 2012)	\$500
2 Travel Grants (SAIL 2012 conference)	\$600
2 Travel grants (IAMSLIC 2012 conference)	\$600
SAIL conference 2013 seed money	\$1000

Respectfully submitted,  
 Carla Robinson, SAIL representative  
 March 15, 2012

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**SAIL Representative to the IAMSLIC Executive Board  
 Duties and Responsibilities**

1. Serve on the IAMSLIC Executive Board as a voting member and participate in discussions
2. Write annual regional reports and send them to the Executive Board
3. Provide new items for the IAMSLIC blog, including announcements about SAIL meetings and members
4. Attend IAMSLIC meetings, if possible, and report meetings to SAIL membership
5. Attend SAIL regional conferences
6. Assist annual conference hosts and program planners
7. Conduct business meetings at SAIL conferences
8. Insure Thank You letters are sent to SAIL hosts and sponsoring organizations
9. Conduct strong recruitment efforts to increase membership, working with SAIL's representative on the membership committee
10. Answer questions from SAIL members
11. Convey issues concerning SAIL to the membership
12. Submit updates for SAIL web site
13. Receive applications for new members and provide information for the online membership directory
14. Conduct election for next representative
15. Keep up-to-date with IAMSLIC calendar dates (i.e., travel grant cycles), various policies, projects, by-laws, etc.
16. Prepare financial plan, based on the budget that IAMSLIC gives SAIL based on membership.

## ATTENDEES & SPEAKERS

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