SAIL 2012

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

Sponsors & Special Thanks ......................................... 3

Program
Tuesday, 10 April ........................................... 4
Wednesday, 11 April ......................... 4
Thursday, 12 April......................... 5
Friday, 13 April............................... 5

Abstracts
Presentations................................................. 6
Posters.................................................. 7

Workshop: Practical Library Assessment ... 8
Pre-Conference Survey Questions .... 9

Business Meeting Documents
Agenda ...................................................... 10
SAIL 2011 Notes ........................................ 10
SAIL FINANCIAL PLAN 2012 ............ 11
SAIL Representative: Duties and
Responsibilities .................................. 11

Attendees.................................................... 12

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</table>
| 18:00   | Registration and Opening Reception | Fairfield Inn & Suites New Bedford  
185 MacArthur Drive  
New Bedford, MA 02740 |

**Wednesday, 11 April 2012**  
Location: SAST

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

**Location:** Massachusetts Maritime Academy  
American Bureau of Shipping  
Information Commons

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

<table>
<thead>
<tr>
<th>Time</th>
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<th>Details</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Excursion</td>
<td>New Bedford Whaling Museum</td>
</tr>
<tr>
<td>11:45</td>
<td>Excursion</td>
<td>Walk to Ocean Explorium</td>
</tr>
<tr>
<td>12:00 - 13:30</td>
<td>Boxed Lunch</td>
<td>Ocean Explorium</td>
</tr>
</tbody>
</table>
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 was 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.
Workshop, Thursday, 12 April

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 21st 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

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
TOTAL BALANCE $3,052.00

Expenses (Moneys already spent):

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<tr>
<th>Name</th>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Jen Walton</td>
<td>Sail meeting 2010</td>
<td>$500.00</td>
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<tr>
<td>K. Heil</td>
<td>Sail meeting 2011</td>
<td>$300.00</td>
</tr>
<tr>
<td>M. Leonard</td>
<td>Sail meeting 2011</td>
<td>$300.00</td>
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<tr>
<td>L. DeHart</td>
<td>Sail meeting 2011</td>
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<tr>
<td>K. Heil</td>
<td>IAMSLIC 2011 annual meeting Zanzibar</td>
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<td>S. Berteaux</td>
<td>Sail meeting 2012 conference advance</td>
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Future Spending Plan:

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<tr>
<td>SAIL Representative travel grant (IAMSLIC conference 2012)</td>
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<tr>
<td>2 Travel Grants (SAIL 2012 conference)</td>
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<tr>
<td>2 Travel grants (IAMSLIC 2012 conference)</td>
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<tr>
<td>SAIL conference 2013 seed money</td>
<td>$1000</td>
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Respectfully submitted,
Carla Robinson, SAIL representative
March 15, 2012

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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