NEXT FISCHER REPORT ON LIBRARY EXPENDITURES TO START DATA PHASE

CCL has once again commissioned Russ Fischer to produce his invaluable report on California community college library expenditures. The Fischer Report continues to serve as the only available source of comparative and longitudinal data about library expenditures. Data collection forms and information will be mailed directly to Library Directors by Russ Fischer. Prompt return allows for earlier publication!

CCL BOARD TACKLES 94-95 WORKPLAN PROJECTS

The CCL Board continues to move forward on pieces of the Workplan by initiating work on the following projects:

PROGRAM REVIEW MODEL: Ed Kleppinger (Mission), Diana Gonzalez (Antelope Valley), and Gregg Atkins (San Mateo) will begin work on the draft will presented at the *California Gold* conference in March (and mailed to each Chief Librarian at the same time). TIMELINE: A revised document will be mailed out in late September, and comments will be invited from the field.

LEGISLATIVE PLAN: The CCL Board reviewed the existing Ed Code and Title 5 sections to identify all pieces which apply to cc libraries at its July 95 meeting, and has developed a preliminary revision of the Ed Code sections. TIMELINE: The Board will adopt a final version at its September meeting. The proposed revision will then be published in the *CCL Outlook*, and comments will be invited from the field.

ELECTRONIC ACCESS: The CCL Board agreed to pursue development of electronic access via the Internet to CCL documents, announcements, and the *CCL Outlook*. The most likely scenario is to use an established site (such as the Cerritos Gopher) or to join with another group just setting up a site (such as CARL). The Board agreed that electronic access needed to include the capability for users to post questions and communicate with CCL representatives. The Board also agreed that such electronic access could not immediately replace print formats.

DIABLO VALLEY LIBRARY GETS NOD FOR PROGRAM

A Diablo Valley College Library instructional program for Basic Skills and ESL students has been recognized with an Honorable Mention as part of this year's Board of Governors Exemplary Award Program. There were two statewide winners and four honorable mentions for the award this year. Carol Bartlett, part-time librarian at DVC Library, developed the *Basic Skills and ESL Workbook* and continues to coordinate the program.

CCL APPOINTS REP TO CC TELECOMMUNICATIONS TASK FORCE; PLAN DUE FOR OCTOBER REVIEW

In a focused effort to complete a comprehensive, forward-looking telecommunications plan for the California Community Colleges, a special task force was convened over the summer to work with a consultant and Chancellor's Office staff. Following comment and review at an October conference, the plan will be presented to the Board of Governors for adoption. This would complete the work involved with the $200,000 planning grant received from the U.S. Department of Commerce. The adopted plan then becomes the basis for a full-scale grant application for funds to implement the proposed framework. State budget funding may also be available to implement the plan.

Organizations such as CCL were invited to name appointees to the task force and help insure input from the library/LRC arena; CCL named Will Baty, Library Director at Santa Rosa. Will's expertise and leadership in library automation, Internet use, telecommunications and distance learning are a perfect match to the work of the group. Following an initial June meeting, work groups were formed which "met" via conference calls and worked with the aid of fax and Internet connections. The October 4, 1995 conference is open to all interested parties; a copy of the information sheet and registration form is on pages 3-4. A review of the plan will appear in the next *CCL Outlook*.

•PEOPLE IN THE NEWS•

Johanna Bowen has been appointed as Library/LRC Director at Cabrillo College. She comes from SUNY Cortland, New York. Welcome, Johanna!

LOU ANN HOBBS (Golden West College) is the new Vice-President/President-elect of the Academic Section, California Library Association. The term runs 1995-1998. Congratulations, Lou Ann!

LIL CLARY has been appointed Associate Dean, Learning Resources at Allan Hancock College. Lil served in an interim capacity while college reorganization was under consideration. Congratulations, Lil!

DAVID DOWELL has been appointed Director of Library Services at Cuesta College. David moved from Pasadena City College, where he served as Asst. Dean, Library Services. Congratulations, David!

GREGG ATKINS (College of San Mateo) is the new Vice-President/President-elect of the California Library Association. The term runs 1995-1998; Gregg serves as President beginning November 1996. Congratulations, Gregg!

PRESIDENT'S PERSPECTIVE:

Yes! Now, make alot of copies and send them around your campus!

Gregory Atkins, CCL President

What the on-line world really needs is an old-fashioned librarian

BY GARY CHAPMAN
Los Angeles Times

IN the 1957 movie "Desk Set," Katharine Hepburn played a research librarian for a fictional television network and Spencer Tracy played a computer systems engineer who sets up a room-sized computer that the librarians fear will eliminate their jobs. A telephone call comes asking whether the King of the Watusis owns an automobile. The question is fed into the computer, and out comes a lengthy movie review of "King Solomon's Mines."

This sounds like what happens today using the search techniques available on the World Wide Web. "The state of information retrieval on the Internet is equivalent to what librarians were doing in the 1950s," says Christine Borgman, chairwoman of the Department of Library and Information Science at UCLA. "The on-line world is chaotic."

And librarians may yet play a big part in sorting it all out. Too often regarded as shy spinsters in boring, low-paying jobs, librarians are an untapped source of innovation and expertise in an age when everyone talks about information overload but nobody does anything about it.

Certainly, computer scientists don't seem to be making a lot of progress in helping us find information needles in digital haystacks — and some say they never will. At a recent conference called "Society and the Future of Computing," sponsored by Los Alamos National Laboratory, Phil Agre, a computer scientist at UC San Diego, provocatively announced that "computer science is dead."

Agre went on to explain that while progress in operating systems and processor speeds can be expected to continue, these technologies are no longer the bottlenecks of the computer revolution. What's needed today is a better understanding of how to organize and present information, and how people use that in-

> **❝The state of information retrieval on the Internet is equivalent to what librarians were doing in the 1950s.❞**
>
> — *Christine Borgman, chairwoman, Department of Library and Information Science at UCLA*

formation once they have it.

The focus of research should shift, said Agre, to social scientists, psychologists and librarians — to people instead of machines. Computer scientists, he noted, tend to think of what's in a computer as data rather than information. They need the help of librarians, who have been organizing information since the Egyptian dynasties.

"What bothers me most," says Borgman, "is that computer people seem to think that if you have access to the Web, you don't need libraries. But what's on the Web now is just a fraction of what's in an average-sized research library." And what's on the Web is a mess. There is nothing even approaching the information-organization systems librarians have developed, such as the Machine Readable Cataloguing system, called "Mark," that allows libraries to share data and documents worldwide without confusion.

One key problem with the information available on the Internet is that standards of classification are almost always added to electronic documents after the fact, instead of being built in from the start. Librarians use standards that are universal, and the material they shelve, or put on-line, uses codes that are the same everywhere — the Dewey Decimal System, ISBN numbers and classifications from the Library of Congress.

The anarchic Internet contains no such standards, and thus search mechanisms are forced to look for keywords in unstructured data, typically producing the equivalent of the "King Solomon's Mines" movie review.

As a solution, computer scientists are keen on developing "agents," software sleuths that will search the Net for whatever a user is looking for and retrieve it: Apple Computer has dubbed its experimental Net searcher "Cyberdog." But these agents, most of which are primitive, will be far more effective if the information on the Net is rationally organized. Librarians are already working on how to link the Web's standard coding language, HTML, to structured systems of information retrieval.

One reason librarians are largely neglected as a rich source of information expertise undoubtedly lies in our common stereotypes of librarians and our attitudes about libraries. While the Internet is widely touted as the greatest invention since fire and cyberspace is hyped as the next frontier, libraries are struggling.

Borgman believes that librarians will nonetheless become increasingly important in the information economy. Right now, a Web user can't tell the difference, looking at a search query result, between a "vanity page" and something truly valuable.

This is the role librarians have always served, says Borgman: identifying, selecting, cataloguing, and preserving a culture's treasured ideas. The job is getting more complicated, but what librarians have accomplished in 5,000 years we often take for granted.

In "Desk Set," the happy ending is that Spencer Tracy's big computer, Emerac, is saved from folly by the librarians. Let's hope we have the same experience.

Gary Chapman is the director of the 21st Century Project at the University of Texas, Austin. He can be reached by e-mail at gary.chapman@mail.utexas.edu.

CHANCELLOR'S OFFICE

CALIFORNIA COMMUNITY COLLEGES
1107 NINTH STREET
SACRAMENTO, CA 95814
(916) 445-8752

August 8, 1995

MEMORANDUM

To: District and/or College Chief Executive Officers
California Community Colleges

From: David Mertes, Chancellor

Subject: California Community Colleges
Strategic Telecommunications Plan Review Conference

Synopsis: On October 4, 1995, the Chancellor's Office will conduct the *California Community Colleges Strategic Telecommunications Plan Review Conference.* This conference is designed to be a one-day, drive-in, fly-in event and will be held at the Hyatt Regency Hotel, Irvine.

As you may recall from previous correspondence, we are developing a systemwide strategic telecommunications plan. These activities are being supported through a variety of state and federal funding sources. A telecommunications planning grant from the U.S. Department of Commerce, has allowed the Chancellor's Office to retain the consulting services of Spectrum Telecom Systems (STS).

The purpose of the Strategic Telecommunications Plan Review Conference is to provide a forum for California Community Colleges, State of California agencies, related organizations, and business/industry, to review and comment on the draft of the *Strategic Telecommunications Plan for the California Community Colleges.* The input received from participants at this conference will help to refine the draft Strategic Telecommunications Plan scheduled for its first review on November 16, 1995, by the California Community Colleges Board of Governors.

Through the STS planning process, we have now engaged more than sixty two individuals from twenty eight community college organizations and Chancellor's Office staff in a series of seven highly structured task forces. These task forces have been assigned to focus on technical, user application and functional aspects of the planning process. The formal

August 8, 1995   -2-

name of this field based group is the Telecommunications Advisory Committee (TAC). It is expected that the October conference will be the capstone in the planning process allowing an even larger group of community college constituents and interested parties to review the work of the consultants and the Advisory Committee in the form of a draft of the *Strategic Telecommunications Plan for the California Community Colleges.*

Conference attendees will participate in a day-long schedule of break-out sessions that will include the presentation of a comprehensive analysis of the plan's components, a question-and-answer period, and an invitation for written comments.

Action Requested: Enclosed with this letter is a conference registration form which may be duplicated as needed. To keep costs low, the registration fee has been set at $25 per person and includes the cost of meals and beverages. **Registration forms are due in the Chancellor's Office by September 11, 1995.**

Contact: If you have any questions regarding this event, please contact Cristina Mora-Lopez of the Curriculum and Instructional Resources Division at (916) 323-3901.

Attachment

cc: Ernest Leach
        Executive Cabinet
        Division Staff
        Interested parties

i:doclw020.doc/das

Strategic Telecommunications Plan Review Conference
Wednesday, October 4, 1995
8:00 am - 4:00 pm
Hyatt Regency, Irvine
17900 Jamboree Boulevard
Irvine, CA 92714

Registration Form

Registration Fee: $25.00
(Fee includes meeting costs, continental breakfast, and lunch)
** Refunds will be given for cancellations made by Monday, September 25, 1995. Request for refunds postmarked by September 18, 1995, must be in writing. No registration fees will be returned after this date. There will be a $20.00 service change for all insufficient funds checks returned to the Chancellor's Office.

- -

Make check payable to: California Community Colleges

Mail check to: Ruby Martin
California Community Colleges
1107 Ninth St., 9th Floor
Sacramento, CA 95814

Guest room accommodations have been arranged at the Hyatt Regency for $79.00. You must reserve a room by September 11, 1995, for the State rate. Contact the Hyatt Regency for further information at (714) 975-1234.

For additional information, call Ruby Martin or Denise Sims at (916) 322-6882.
- -
(Detach here and return with check.)

Amount Enclosed** _____

Name: _____

Title: _____

College: _____

Telephone: (   ) _____   FAX: _____   E-Mail: _____

☐ Strict vegetarian diet.

This form may be copied for additional registrations. Please print in ink or type. Return form postmarked by September 18, 1995. **Telephone reservations will not be accepted.**

** Refunds will be given for cancellations made by Monday, September 25, 1995. Request for refunds postmarked by September 18, 1995, must be in writing. No registration fees will be returned after this date. There will be a $20.00 service change for all insufficient funds checks returned to the Chancellor's Office.

octreg.doc/das

COUNCIL OF CHIEF LIBRARIANS, CCC
LEARNING RESOURCES ASSOCIATION OF CCC
COMMUNITY COLLEGE INTEREST GROUP, CLA
•PRESENT•

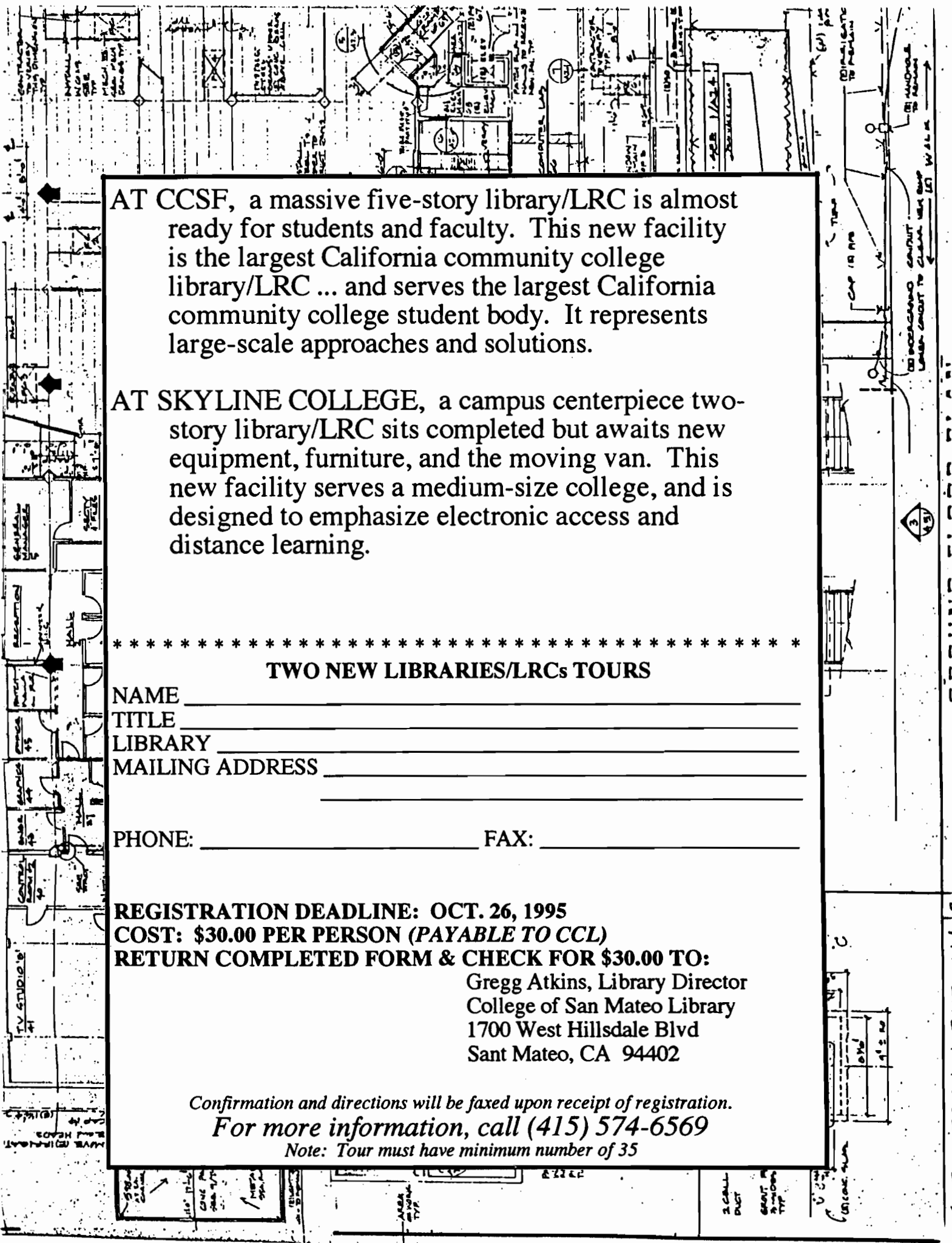# TURNING NEW VISIONS INTO STONE AND STEEL

✳ ✳ ✳

A PREVIEW VISIT TO NEW LIBRARY/LRC BUILDINGS AT CITY COLLEGE OF SAN FRANCISCO AND SKYLINE COLLEGE

Here's an opportunity to tour two new California
community college library/LRC buildings
BEFORE
they are opened to the public.

Each building offers a different focus and approach.
Each reflects the careful planning appropriate to
the size of the campus community, the goals of the
college, the degree of interdependence and cooperation
between various component of the college, and
"best-guesses" about technology.

Friday, November 10, 1995
9am - 4pm / Transportation via Bus
$30.00 per person
(Includes coffee, lunch, transportation)

AT CCSF, a massive five-story library/LRC is almost ready for students and faculty. This new facility is the largest California community college library/LRC ... and serves the largest California community college student body. It represents large-scale approaches and solutions.

AT SKYLINE COLLEGE, a campus centerpiece two-story library/LRC sits completed but awaits new equipment, furniture, and the moving van. This new facility serves a medium-size college, and is designed to emphasize electronic access and distance learning.

* *

TWO NEW LIBRARIES/LRCs TOURS

NAME _____

TITLE _____

LIBRARY _____

MAILING ADDRESS _____

_____

PHONE: _____ FAX: _____

REGISTRATION DEADLINE: OCT. 26, 1995
COST: $30.00 PER PERSON *(PAYABLE TO CCL)*
RETURN COMPLETED FORM & CHECK FOR $30.00 TO:
> Gregg Atkins, Library Director
> College of San Mateo Library
> 1700 West Hillsdale Blvd
> Sant Mateo, CA 94402

Confirmation and directions will be faxed upon receipt of registration.
For more information, call (415) 574-6569
Note: Tour must have minimum number of 35

THE CENTENNIAL EVENT:

A FIRST-EVER JOINT DINNER FOR COMMUNITY COLLEGE LIBRARIANS

Friday, November 10, 1995
6:00 O'Clock PM
Renaissance Meeting Center, Techmart
Santa Clara Convention Center

●JOINT SPONSORS●

COUNCIL OF CHIEF LIBRARIANS, CALIFORNIA COMMUNITY COLLEGES

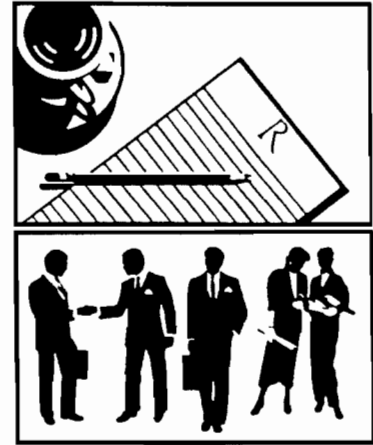### LEARNING RESOURCES ASSOCIATION OF CALIFORNIA COMMUNITY COLLEGES

COMMUNITY COLLEGE INTEREST GROUP, CALIFORNIA LIBRARY ASSOCIATION

All Community College Librarians, Instructional Media Faculty, Library Directors and Chief Librarians and Library Deans are invited to gather for a special pre-CLA evening event bringing together CCL, LRACCC, and CCIG/CLA at the CCL Annual Dinner.
We gather to salute the three community college library and learning resources organizations which serve our colleges.

What are the plans these organizations have for the future? What opportunities are there for cooperation and partnerships?
Each president will speak to these issues and ideas. Join us!

RENAISSANCE
MEETING
CENTER®

TECHMART

THE CENTENNIAL EVENT: FIRST-EVER JOINT DINNER

NAME _____

TITLE _____

LIBRARY _____

MAILING ADDRESS _____

_____

PHONE: _____ FAX: _____

MEAL CHOICES: [] Breast of Chicken Wellington
[] Blackened Salmon with Mango Coulis

REGISTRATION DEADLINE: NOV. 2, 1995
COST: $45.00 PER PERSON *(PAYABLE TO CCL)*
RETURN COMPLETED FORM & CHECK FOR $45.00 TO:
Ed Kleppinger, Library
Mission College
3000 Mission College Blvd
Santa Clara, CA 95054-1897

Confirmation and directions will be faxed upon receipt of registration.
For more information, call (408) 988-2200 x3224

The Legacy
AND A VISION

1895-1995
California Library Association
Centennial

100th

Preliminary Conference Program
97th Annual Conference
November 11-14, 1995
Santa Clara Convention Center

SATURDAY, NOVEMBER 11

9:00 am - 10:30 am
Automation is Better With a Partner

Our speakers will provide information about a cooperative automation effort between a public library system and a community college district that resulted in two organizations acquiring modern technologies with less cost, and more quickly than either would have been able to accomplish alone. Speakers will discuss issues that need to be considered when beginning such a cooperative venture, including technical expertise, physical space, equipment, staffing, training and budget.

Presiding: Sandra Vella. Speakers: Linda Crowe, Peninsula Library System; Frank Vaskelis, San Mateo Community College; Gus Petropolous, San Mateo Community College. Sponsored by the Management Services Section. Event 95-243.

11:00 am - 12:00 pm
First Aid for the Reference Librarian: Responding to Consumer Health Care Questions

This program is designed for librarians and paraprofessionals from libraries with small, basic medical collections. Emphasis will be on medical resources appropriate for the layman.

Presiding: Vickie Atherton. Speakers: Tracy Remington, University of the Pacific Library; Mary Ferrill, University of the Pacific Library. Sponsored by the Academic Section. Event 95-235.

3:15 pm - 4:45 pm
Poster Sessions for Saturday

More Than You Wanted to Know: Revelations of the User Survey. Speakers: Kathleen Brown and James McCarthy, De Anza College.

Cataloging Periodicals: Many Facets, Many Options. Speaker: Aimee Algier-Baxter, Santa Clara University.

Macintosh and PhotoCD Technologies Provide Orientation to Southwestern College Library. Speakers: William J. Alexander and Ronald W. Vess, Southwestern College.

3:15 pm - 4:45 pm
Teaching the Internet to Faculty

Four academic librarians will share their experiences in creating Internet workshops for faculty members. Focussing on the development of a program rather than the Internet itself, the panelists will discuss various approaches (i.e., hands on vs. demo) and will provide hand outs.

Presiding: Vickie Atherton. Speakers: Paula Crawford, CSU Stanislaus; Lou Ann Hobbs, Golden West College; Kathy Ray, University of the Pacific; Debbie Rogenmoser, American River College. Sponsored by the Academic Section. Event 95-236.

SUNDAY, NOVEMBER 12

8:30 am - 10:00 am
Academic Section Annual Business Meeting
Presiding: Vicki Atherton. Event 95-339.

10:30 am - 12:00 pm
How To Turn the Vision of the Library of the Future Into Reality

Michael Gorman will lead a panel discussion on advancing the vision of the library through the development and promotion of library planning. Learn how to incorporate the Internet and other electronic technologies. Panelists will share practical techniques and innovative approaches, including how to influence key decision makers. Program immediately followed by the annual business meeting of the Community College Librarian's Interest Group of the Academic Section.

Presiding: Lou Ann Hobbs. Speaker: Michael Gorman. Sponsored by the Academic Section and the Academic Section's Community College Librarian's Interest Group. Event 95-317.

Michael Gorman

2:45 pm - 4:15 pm
Positions of Influence: How Library Staff at All Levels Can Participate in Shaping Plans, Programs and Policies

In this program, library staff and others interested in staff development will learn how three libraries are providing opportunities for library staff at all levels to participate in planning, program development and decision-making. A library director, library personnel director, and library staff member offer individual perspectives on formal and informal ways that staff can influence and shape their organizations.

Presiding: Vickie Atherton. Speakers: Jean Purnell, University of the Pacific; George Bynon, UC Davis; Imani Abalos, UC Berkeley. Sponsored by the Academic Section. Event 95-327.

2:45 pm - 4:15 pm
Fee-Based Business Reference Services: Challenges and Opportunities

Public and academic libraries are beginning to offer fee-based business reference services to their constituents. A panel will discuss how two libraries developed their programs, what services are offered, which are most popular, and how fees were determined. Marketing, staffing, equitable access and acceptance by patrons will also be discussed.

Presiding: Jill Patterson, Cooperative Library System. Speakers: Tammie Dearie, Linda Katsouleas, Metropolitan Cooperative Library System. Sponsored by the Reference Services and Academic Sections and the Intellectual Freedom Committee. Event 95-314.

8:30 am - 10:00 am
Poster Sessions for Sunday

Information Literacy: In the Academy and on the Job. Speakers: Caroline Norman, California Community Colleges; Inez Shor Cohen and Elmer Jan, City College of San Francisco.

MONDAY, NOVEMBER 13

9:15 am - 10:00 am
Traditional Functions in a Brave New World

Our brave new world is moving rapidly with technology advances and there is still a powerful role for the librarian: provide information in the most effective way possible. Mike Keller, Stanford University Library Director, will demonstrate differences and discuss future trends that are shaping our profession, helping librarians to continue in their important role as information providers to society.

Presiding: Vicki Atherton. Speaker: Mike Keller, Stanford University Library. Sponsored by the Conference Planning Committee and the Academic Section. Event 95-413.

10:30 am - 12:00 pm
Research Forums

This program presents research reports from both the state and national level. Current Topics:

Information Literacy: In the Academy and on the Job. Speakers: Caroline Norman, California Community Colleges; Inez Shor Cohen and Elmer Jan, City College of San Francisco.

DON'T MISS THESE CHANCE

Mark Your Calendars!

Fifth Annual
Chancellor's Office
Conference

California
Community Colleges:
Working Together
for
Student Success

March 27-29, 1996
Red Lion Hotel
San Jose, California

General
Conference
Registration
(Same as last year)
$175 before March 1, 1996
$225 after March 1, 1996

Hotel Rates
$79 per night,
single/double
$94 per night,
triple/quad

✓ Call for Presentations available August 11, 1995; due September 29, 1995.

✓ Registration materials will be mailed by January 1996.

Questions? Call conference co-chairs Rod Tarrer, (916) 445-4755;
Barbara Kwoka, (916) 323-5953; or E-Mail: megaconf@cc1.cccco.edu

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DIRECTORS OF EDUCATIONAL TECHNOLOGY/ ▶ DET/CHE
CALIFORNIA HIGHER EDUCATION

Mark your calendars now for the Tenth Annual DET/CHE Conference to be held in Santa Barbara beginning Wednesday, November 29 and running through Friday, December 1, 1995. UC, CSU, and Community College systemwide meetings are tentatively scheduled for Tuesday, November 28.

We are very pleased to announce that Fess Parker's Red Lion Resort has been selected as our official conference hotel. We have been able to negotiate a $79.00 room rate for those who reserve their rooms before November 15. Call (805) 564-4333 to reserve your room now. Tell them DET/CHE sent you.

Preliminary plans for the conference include:

- Tours of Santa Barbara City College, Westmont College, and UCSB
- Demonstrations of non-linear editing systems
- Mastering the Internet
- Technology Planning
- New Media Centers
- Classroom Design
- Distance Learning and The Global Campus
- And much, much more…. (Please send your ideas for program content to the Program Planning Committee at battson@id.ucsb.edu.)

A splendid time is guaranteed for all. We hope you'll join us.

Howard Story
Gary Blohm
Karin Holmes
David Wong
Art Battson