

**MARS Executive Committee Meeting II**  
**Monday, January 26, 2009**  
**Denver, CO, Colorado Convention Center, Korbel Ballroom 4B, 8:00am-Noon**  
**Draft Minutes**

**Present:**

**Executive Committee Members:**

Rosemary Meszaros, Chair; Carolyn Larson, Vice Chair; Mary Mintz, Past Chair; Carolyn Stickland, Member at Large; Kim Vassiliadis, Member at Large; Debbie Bezanson, Member at Large; Marilyn Ochoa, Secretary; Shannon Jones, Co-Web Coordinator

**Committee and Task Force Chairs and Representatives:**

M. Kathleen Kern, Jim Langan, Hui Hua Chua, Alicia Korenman, Alex Hodges, Dianna McKellar, Doris Ann Sweet, Linda Keiter, Stephanie Graves, Marcella Stark, Sarah Lehmann, Alexandria McEwen, Valerie Boulos, Suchi Mohanty

**Guest:**

Susan Beck, RUSA President-Elect

**Introductions**

**Housekeeping**

Rosemary indicated that RUSA wants meeting highlights to be provided promptly after conference and that she would send out the address for the form to be completed. The form's link will be added to the appendix of the handbook. It was requested that contents of the form be emailed to both Rosemary and Carolyn Larson. Printing of form prior to submission is recommended as a confirmation email with submission information is not provided.

**Reports**

Outreach (Stephanie Graves)

The brochures available at the RUSA Membership Social were developed by Liz Markel, RUSA Marketing Specialist, using information found on the RUSA website. Because the brochures were printed in house, only small runs were printed and any changes to section brochures can be made easily via Stephanie to Liz. Stock photos will be replaced with images from the Social. The final brochure versions will be available online in PDF format so that RUSA members can distribute them for advertising purposes. Stephanie offered to send a copy of the brochure to Social attendees who provided email addresses once the final document is developed.

Discussion of the joint Social event resulted in recommendations for a MARS-only MidWinter social and a joint Annual social. The joint social would benefit from stickers/signage for sections on individual tables and from vendor support; EndNote sponsored this conference event. Problems of past MARS socials involve venues requiring a deposit in advance or payment on a single credit card.

Stephanie reported on the plans for increased use of the ALA Pavilion, which is not staffed in the Exhibit Hall, by holding such activities as a virtual reference tea, etc. to entice new members. In

addition, Stephanie reported that Liz would like a single calendar of section events to be developed to help decrease the amount of paper at the Pavilion. Liz also plans to send Stephanie new RUSA membership rosters.

#### Future of MARS (Marcella Stark)

The main areas of focus include MARS mission, identity, recruitment and committee structure. The continuing education report, 5 year section review and SWOT report conducted recently provide a basis for discussion. Linda Keiter shared a list of action items reviewed. The overall thought was that MARS is the cutting edge section dealing with reference and technology. As an example, this idea is compared to LITA which focuses solely on technology; MARS seeks to translate the technology for user needs and to consider the impact of technology in users. Continuing education should be included in the mission for MARS. In the spring, Mary Popp is expected to draft the mission statement. The MARS name change will evolve from the final Future of MARS report.

#### MARS Chair's Program Committee (Rosemary Meszaros)

The committee is planning a program entitled, "Who cares about privacy? Boundaries, Millennials and the MySpace Mindset" slated for Sunday, July 12, 2009, from 10:30 AM to Noon. Invited speakers are Frances Jacobson Harris (University Laboratory High School Librarian at the University of Illinois at Urbana-Champaign and YALSA member) and Siva Vaidhyathan (author of the book *The Anarchist in the Library* and a book in progress entitled *The Googlization of Everything*). Siva has waived the speaking fee. With the budget of the Conference Planning Committee and several committees donating their budgets (including Products and Services, User Access to Services, Public Libraries, ETS, MERS, and LSAS), the expected airline and hotel fee of \$500 will be met. Summary: Libraries have long trumpeted their role as protectors of privacy, but what does privacy mean in an age when people share all aspects of their lives with a worldwide audience? Is the library's commitment to privacy standing in the way of offering a truly collaborative research environment for our millennial users? The speakers will participate in a lively discussion on the changing definition of privacy and its impact on libraries and the research process.

#### User Access to Services (Dianna McKeller)

A discussion forum was held on Sunday from 5 to 6:30 PM with 70 in attendance. The forum was based on the yearlong work of the committee to explore the uses of Web 2.0 technologies within libraries. Results from a survey conducted in Spring 2008, a bibliography and list of tutorials were available to attendees. Round tables led by a committee member dealt with learning management systems and with participants' wishlist of Web 2.0 technologies. Possible future committee projects are to continue the conversation with attendees and those not able to attend through an online discussion format and to write a publication using the information captured over the year. Recommendation from Board is to use an ALA blog (including the 503(c) disclaimer and clear indication of purpose of blog). Another recommendation for committee is to consider writing a publication for *RUSQ* in either the technology column or the "from the committee" column (typically published in the fall).

#### RUSA President-Elect (Susan Beck)

Susan Beck announced that she is still determining what the needs of the organization are. When asked if we were getting what we need, various technical problems related to the website and online appointment tools were mentioned. Susan recognized these issues and said fixing them is a priority; roster and term accuracy is necessary. In addition, four video and audio recorders were purchased last year for RUSA; this equipment can be used at discussion groups/programs/pre-conferences to stream the event while the sessions can be supplemented by blogging them in the future. If MARS should need use of this equipment, Neal Wyatt, RUSA President, or Diane Zabel, Ex-Officio Member RUSA Board of Directors, should be contacted. Issues of privacy were briefly discussed as well as the means to encourage more participation despite financial limitations being felt by members. Virtual ALA conference was mentioned; registration to virtual programming would be available after normal early bird registration deadline. The plan requires that program speakers give permission for their sessions to be recorded and necessitates that they present their sessions twice. The virtual conference is intended to be a for fee meeting.

If any RUSA member is interested in a RUSA level committee, Susan asks to be contacted directly [susanb@camden.rutgers.edu].

Regarding RSS/MARS rumors, a conversation of the future recognized that cooperation and collaboration are natural and necessary but a total merger of the sections may not be appropriate. Emerging technologies and continuing education (CE) in new, "cutting edge" technologies seem to be a MARS role (although no MARS CE classes currently exist), while mature technologies such as virtual reference may be appropriate for RSS to consider. Joint committees on technologies should be considered. The Future of MARS report will give a better idea and understanding of what needs to be considered.

Website comment period is until February 16, 2009. Susan asks that comments are specific. RUSA listserv membership is encouraged; only 20% of members are currently on the list.

Rosemary indicated that Barb Macikas, Executive Director for RUSA and ASCLA, must be consulted for the purchase of snowball microphones. This purchase would be made from the special RUSA funds; the request deadline is May 1, 2009.

#### Virtual Reference Service (Alicia Korenman)

The committee plans to revise the guidelines developed in 2004 by the VRS as headed by Kathleen Kern. Tutorial and Index subcommittees will be examined to determine viability and the need for maintaining/revising/updating the groups based on their current charges. Recommendations will be made by Annual. No Annual 2009 program will be held but the Annual 2010 program will explore mobile applications for virtual reference.

#### Products and Services (Hui Hua Chua)

A discussion forum was hosted on Saturday from 10:30 AM to Noon with 63 attendees. Two speakers discussed managing electronic reference collections and portals; breakout sessions following the formal presentation were not fully focused. Summary of the discussion will be

posted to a wiki maintained by the group and will be migrated over to the ALA site. A continuing online discussion is planned.

#### Hot Topics (Sarah Lehmann)

A discussion forum with 130 attendees focused on using and understanding open source resources such as Zotero, and Moodle, Drupal, and Library a la Carte for library research guides. Speakers were Marsha Schnirring, Instructional Services Librarian at Occidental College and Ian Chan, Web Development Librarian at CSU San Marcos. The session held on Saturday from 10:30 AM to Noon was entitled "Can You Open This For Me? Using and Understanding Open Source Tools". The committee is brainstorming topics for Annual; current thoughts include screencasting, asynchronous tutorials, and tools used to access usability.

Rosemary reported on the Nominating Committee's slate of candidates:

Vice Chair: Matt Bejune and Jim Langan

Member at Large (1 position): Alex Hodges and Shannon Jones.

Break until 10:10 AM.

#### Management of Electronic Reference Services (Valerie Boulos)

The committee plans to take a year off of the virtual poster session (at Annual will decide the topic for 2010 poster). Instead, the committee is drafting a publication to include tips and a case study for submitting a virtual poster session. Suggestions included publication in *RUSQ* or the development of a webpage with this information. In addition, the committee spent time on the possibility of moving the group to virtual member status; no motions were passed along to the Board at this time. Other virtual committees were briefly discussed including Public Libraries and Best Free Web sites.

#### Public Libraries (Alexandria McEwen)

The upcoming project for this virtual group is development of an ALA wiki using ALA Online Communities. The wiki would provide free Flash tutorials of tools directed towards public librarians. A virtual poster session is planned.

#### Education, Training and Support (Suchi Mohanty)

Virtual programming for the future is desired, however the group is concerned about the technological challenges that will be faced. A panel program is planned for Annual 2010 to demystify using tools such as Camtasia, Jing and others for tutorial development. Processes from start to finish and issues to consider for the staff or patron audiences will be explored. Converting the session to become a webcast using RUSA equipment is possible. It was explained that if the RUSA Conference Planning Committee is to be approached with this possibility, programs submissions would need to be sent to MARS ExCom by April 2009 and go to RUSA Conference Planning Committee by May 2009. ACRL Instruction Section may be approached for co-sponsorship.

#### Local Systems and Services (Kim Vassiliadis)

As the committee's Member at Large, Kim echoed the concerns of the committee regarding low membership. As a result Rosemary advised her to find out more from the virtual members of the

group. Any ideas for combining LSAS with another MARS committee should be directed to Marcella Stark, Linda Keiter, or Doris Ann Sweet. The Future of MARS Committee will develop a wiki to allow members to comment on committees. Comments for succession of committee leadership can be emailed directly to Carolyn Larson at clar@loc.gov.

#### Outreach (Jim Langan)

Comments from committee members indicated that the room selected for the RUSA Membership Social was too small for the number of attendees and that the vendor was not successful in marketing the EndNote product at the event; a PowerPoint would have been more effective than trying to make announcements. A survey will be developed to determine member preferences for Annual 2009 Social planning and to estimate attendance (necessary if attempting to obtain a group discount). Locations for MARS-only Social were considered: cruise ship, museum, or pier in Chicago; however, these locations would likely require sponsorship.

#### RUSA Board (M. Kathleen Kern)

Brainstorming took place at the Board meeting regarding the issues facing RUSA. ALA is committed until 2024 so it is unlikely the MidWinter (MW) will end. Questions asked were: what committee work can be done virtually before/at MW and how can that work be supported? Although some sections are considering two weeks of online meetings in lieu of meeting at MidWinter (e.g. BRASS), it is necessary for meeting planners to accommodate visitors to attend their meetings. An orderly plan must be determined before any group can commit to virtual meetings at MW; suggestions on technology to support this initiative should be provided to Rosemary. Questions MARS should address in the future include which committees can be virtual, what type of work can be done virtually, what continuing education courses can MARS sponsor, what programs will MARS recommend to RUSA to record, how can MARS encourage online team building (e.g. use of Second Life), what new technologies can be implemented/can serve as the infrastructure for these purposes (videoconferencing tools, open source/easy to use/compatible/inexpensive/academic tools)?

#### Virtual Reference Discussion Group (Alex Hodges)

A discussion forum was hosted on Saturday from 4:00 to 5:30 PM entitled "Do You Fidget with a Widget?". This forum received unexpectedly low attendance with 30 participants who broke into sessions after speakers Kathleen Kern and David Ward presented an introduction to the University of Illinois at Urbana-Champaign's IM Collaborator software. Possible issues for low attendance included similarity of RSS Hot Topics Discussion Forum which met at the same time; coordination is necessary. The Committee expects a change in attendance at the next conference as the normal forum session time will be moved to the 3:30 to 5:30 PM timeslot. Advertising: Join your colleagues in learning how widgets are being used for virtual reference chat and IM-based reference services. What widget features are helpful? What improvements are needed? Thinking about adding a widget to your library's Web pages? Discussion of widgetry and all things virtual reference will follow.

Carolyn Larson revealed that 5 new members submitted committee interest forms during the All Committee Meeting.

May 1, 2009 is the deadline for creative ideas for how MARS can spend some of the RUSA

endowment funds. MARS already plans to tap this fund for snowball microphones.

Scheduling Coordinator (M. Kathleen Kern)

With so few meeting times, scheduling is a difficult task to ensure that programs do not overlap. Kathleen plans to use Google Calendar to show standing meeting times (Board meetings, Hot Topics, VRGD) and also to allow committee chairs to list their meeting times. Although the schedule is in the Handbook, the interactive approach Calendar enables is useful. Rosemary offered to ask Liz to schedule/coordinate MARS committee meetings/events in proximity.

Meeting adjourned 9:55 AM.

Minutes submitted by Marilyn Ochoa.

