



2010–2011
acrl ANNUAL REPORT



Association of College
& Research Libraries

A Division of the American Library Association

Message from the President

Lisa Hinchliffe

ACRL's 72nd President

It has been an honor to serve ACRL and its members during my presidential year. I thank everyone who has contributed to the outstanding accomplishments of the association. I invite everyone to join me in continuing to build a strong and vibrant organization through our collective efforts.

ACRL continued “Charting Our Future” by advancing our strategic plan in 2010–11. When I outlined the focus for my presidential year in the October 2010 issue of *C&RL News*, I took a look forward to two major milestones—the Value of Academic Libraries initiative and the ACRL 2011 conference. The success of both of these activities surpassed my expectations. In September 2010, we released *The Value of Academic Libraries: A Comprehensive Research Review and Report*. Developed for ACRL by Megan Oakleaf, assistant professor in the iSchool at Syracuse University, the report is a review of the quantitative and qualitative literature, methodologies, and best practices currently in place for demonstrating the value of academic libraries.

The Value report was very well received and generated press coverage from the *Chronicle of Higher Education*, *Inside Higher Ed*, and *Library Journal*, among others, as well as numerous blog posts, Facebook, and Twitter comments. I had the opportunity to participate in several forums and presentations about the report with Megan Oakleaf and ACRL Executive Director Mary Ellen Davis. Separately and together, we discussed the findings and the steps ACRL will take to pursue the research agenda recommended in the report at the ALA Midwinter Meeting and Annual Conference, Association for Library and Information Science Education Annual Conference, ACRL 2011, Library Assessment Conference, Association of American Colleges & Universities General Education Conference, Coalition for Networked Information Fall Meeting, and more.

With respect to the ACRL 2011 conference, I was very pleased to see so many academic and research librarians in Philadelphia, and online, for a wonderful learning and networking experience. With more than 3,500 face-to-face and virtual attendees from all 50 states and 24 other countries, ACRL 2011 was the largest conference in ACRL history. By all accounts, attendees went home energized and ready to apply what they learned.

As we take a look back at the past year, we also look to the future of ACRL. In April 2011, the ACRL Board of Directors approved a new Plan for Excellence for the association. Developed over the course of the past year by the Board, with continuous input from the ACRL membership and member groups, the Plan for Excellence takes the place of our current strategic plan, Charting Our Future: ACRL Strategic Plan 2020. The Plan for Excellence is a document that truly reflects our collective vision of the future of academic and research librarianship and the role of ACRL and our members in creating that future. The new Plan for Excellence went into effect July 1, 2011, and is available on the ACRL Web site at bit.ly/acrlplan.

The following report highlights ACRL's many accomplishments during the past year across all areas of the “Charting Our Future” strategic plan.



Annual Conference Programs

2011 ACRL Programs at the ALA Annual Conference — New Orleans, La. —

- AAMES – Asian, African and Middle Eastern Librarianship in the 21st Century: Effective Models in an Age of Globalization
- ANSS – The Aftermath of Katrina and Rita: The Effects on Libraries, People, and Neighborhoods
- Arts – Creating Multimedia Metadata: Controlled Vocabularies Across Time and Space
- Assessment Committee – Demonstrating the Value of the Library: Assessment Tools and Techniques
- CJCLS – Currents of Change and Innovation: Libraries Learn to Reduce, Reuse, and Renew
- CLS/ULS – Academic Librarian Lightning Round! Innovative New Roles
- EBSS – Millennials and Beyond: Student and Faculty Voices
- Ethics Committee – Technology and Ethics: Supporting Privacy and Free Expression in the Digital Age
- Health Sciences Interest Group – Consumer Health Information: Library Partnerships that Serve the Community
- Image Resources Interest Group – Visual Literacy Competency Standards for Higher Education: Introducing a New Interdisciplinary Information Literacy Standard for 21st Century Learners
- Immersion Program Component Committee/ACRL Information Literacy Coordinating Committee – Bringing the Immersion Program Back Home
- Individual Proposal – All That Jazz: The Rhythms of Creating an Academic-Public Library ILS Consortium
- Individual Proposal – Midnight–2:00 a.m.: What Goes on at the Library
- IS – Making Information Literacy Instruction Meaningful through Creativity
- LPSS – The Legal Consequences of Environmental Crises: What Librarians Need to Know about the Gulf Oil Spill
- President’s Program – From Idea to Innovation to Implementation: How Teams Make it Happen
- Racial and Ethnic Diversity Committee – Cultural Competencies: From Development to Action!
- RBMS – You Can’t Always Get What You Want (But if You Try Sometimes You Might Find You Get What You Need): Special Collections in Tough Economic Times
- Research Program Committee – Getting on Track with Tenure
- STS – Innovation in an Age of Limits
- WESS/SEES – Current Trends in European Film
- WGSS – 21st Century Scholarly Communication: Conversations for Change

Message from the Vice-President

Joyce L. Ogburn

Vice-President/President-Elect

Serving as vice-president/president-elect of ACRL was an eye-opening experience. Although I had been active in ACRL for decades, my new role gave me fresh perspective on the astonishing range of activities and accomplishments that span the division. I became quickly in awe of the talents of President Lisa Hinchliffe, and I am so glad that she will be here to guide me in my presidential year, along with the steady hand of executive director Mary Ellen Davis. I will be forever in debt to the incredible support of Past President Lori Goetsch. It has been a great honor to be associated with leaders who infuse ACRL with so much energy and purpose.



The committee appointments process brought forward quite a few willing volunteers, many of whom I knew, but I also learned of new people eager to step up. This is how the association and our profession will grow, with talented people in the pipeline ready to take on new challenges and to lead. Thanks to all of you who put your names into the hopper. I am also grateful to the whole appointments committee and Chair Lisa German, who succeeded in broadening the engagement of our membership.

It was enormously satisfying to participate in crafting a strategic plan that reflects our aspirations for excellence. The Board appreciated the membership's comments on the draft. My favorites were those that thanked us for keeping it to two pages! The plan concentrates on three strategic areas while reinforcing the strengths of ACRL's existing programs and services. It builds on ACRL's long-standing work on information literacy and scholarly communication and capitalizes on the association's emerging work demonstrating the value of academic libraries. I am confident that this new plan will provide good guidance into the future.

A highlight of my year was the opportunity at ACRL 2011 to announce the new open access policy for *College & Research Libraries*. With your encouragement and endorsement of this change, ACRL met the challenge to live our values and principles. Another treat was meeting one of ACRL's student interns at the ALA Annual Conference, learning she was a graduate of the University of Utah and attending my library school alma mater, and giving her a special tour of the library the next time she came to town. There is no greater joy than giving an emerging colleague a leg up.

In fall 2011 I will be visiting chapter meetings in Missouri and Mississippi. I have been asked to talk about the future of the academic library, which will give me free rein to explore one of my favorite topics and to talk about how ACRL contributes to this future. Looking farther ahead to the 2012 president's program to be held jointly with ALCTS at the 2012 ALA Annual Conference in Anaheim, I am pleased to say that Duane Bray of Ideo will be our speaker. ALCTS leadership and staff were a treat to work with, and I am delighted that we could come up with a program to appeal to both membership groups. I commend Committee Chair Rick Clement for finding a topnotch speaker.

Finally, in these tough economic times we could dwell on our losses or build firmer foundations for our future. The leaders of ACRL, its staff, and its members consistently indulge in foundational thinking and actions, making ACRL so valuable to our profession and so rewarding to me as an officer. Given our strategic, forward-looking plan and the energy of our dedicated members, I expect to witness many more eye-opening activities and accomplishments during my presidential year.

Friends of ACRL

FRIENDS of ACRL

The Friends of ACRL donations support ACRL's mission in key areas. These areas include the Advocacy Fund, Board Strategic Plan Initiative Fund, Innovative Programming Fund, Professional Development Fund, RBMS Scholarships Fund, and the William Moffett Memorial Fund.

Since the establishment of the Friends of ACRL, 310 donors have become Friends and contributed more than \$92,000 to demonstrate their support for its initiatives. Money from the Friends Funds has been used to provide scholarships for ACRL professional development activities and to support the ACRL awards program through publicity and the creation of special presidential awards.

Thanks to those listed below for contributing to the Friends of ACRL in FY11 (September 1, 2010 – August 31, 2011).

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*Pamela Snelson
Juana Young*

* In honor of Nancy Sbona's 30 years at CHOICE

** In memory of Jose Manuel Palacios

Founding Friends are shown in italics. A complete list of Founding Friends is available on the ACRL Web site at www.acrl.org/ala/mgrps/divs/acrl/donate/friendsfound.cfm.

Message from the Executive Director

Mary Ellen K. Davis

ACRL Executive Director

ACRL had a very dynamic and productive 2011 fiscal year thanks to members who worked not only to develop relevant programs, key standards, and timely publications, but also to expand opportunities for engagement within our community of more than 12,000 academic and research librarians and libraries.



In a tough economic environment, many academic and research librarians invested in themselves, turning to ACRL to enhance their knowledgebase. More than 1,000 individuals and 128 groups attended ACRL e-learning events and ACRL's 2011 Conference in Philadelphia drew a record-setting number (5,332) of face-to-face and virtual attendees. As one grateful ACRL 2011 attendee noted, "ACRL conference attendance is an investment in myself. I get a wealth of new ideas and a renewed sense of professional pride and purpose as an academic librarian." Conference attendees kept the Twitter feed humming long after the conference ended, sharing ideas about library practices and even retweeting Clinton Kelly's advice on what not to wear.

ACRL advanced its Value of Academic Libraries initiative with the release of *The Value of Academic Libraries: A Comprehensive Research Review and Report* and subsequent presentations to the higher education community throughout the year. ACRL also submitted a planning grant proposal, "Building Capacity for Demonstrating the Value of Academic Libraries," to the Institute of Museum and Library Services (IMLS). I am happy to report that IMLS funded this project, developed in collaboration with our higher education partners, the Association for Institutional Research, the Association of Public and Land Grant Institutions, and the Council of Independent Colleges. We will be convening summits with stakeholders this year to learn more about how ACRL can help librarians contribute to the assessment conversations on campuses. We will keep you posted on the success of this initiative.

While this Annual Report reviews ACRL's many strategic activities, a few deserve special note:

- Developed and adopted a new Plan for Excellence focusing on the value of academic libraries, student learning, the research and scholarly environment, and approved the necessary financial and operational planning support to guide the development and implementation of programs and services that target education, advocacy, and member engagement.
- Awarded more than \$90,000 in scholarships to support participation in ACRL's professional development activities
- Launched ACRLMetrics, an online data subscription service providing access to ACRL and NCES academic library statistics (2000 to present), to make it easier for libraries to analyze trends over time, conduct peer comparisons, and produce graphical displays of quantitative information.
- Opened access to *College & Research Libraries* to model new dissemination practices.
- Loaded the *Rare Books & Manuscripts Librarianship (RBML)* backfiles into HighWire thanks to a grant from the Gladys Krieble Delmas Foundation.
- Updated 58 subject areas and enhanced the functionality and features of *Resources for College Libraries*

Year in Review

I especially want to thank ACRL President Lisa Hinchliffe and the ACRL Board of Directors for their leadership in developing and advancing ACRL's Plan for Excellence. I also wish to acknowledge the generous support provided by ACRL's many corporate colleagues, libraries, and Friends. Many thanks to the ACRL staff, who, in partnership with ACRL members, made it possible for the association to deliver the many engaging programs and services described in this report. Finally, thanks to all of you for choosing to belong to the ACRL community. Your membership and engagement continues to inform and sustain our good work.

OVERVIEW

This report highlights the activities undertaken to advance *Charting Our Future: ACRL Strategic Plan 2020* in FY 2011 and is organized by three broad categories—higher education and research, the profession, and the association.

2010–2011 Highlights

ACRL 2011

More than 5,300 library staff, exhibitors, speakers, and guests from around the world, met March 30–April 2 in Philadelphia and online for the ACRL 2011 conference. ACRL 2011 had the highest combined registrant participation ever for an ACRL conference, with 3,532 face-to-face and virtual attendees from all 50 states and 24 other countries. The conference offered more than 300 programs that explored the interdependency that exists in academic and library communities and the changing nature and role of academic and research librarians. The Virtual Conference, discussed in detail in the Technology section, extended the reach of the conference to those unable to attend the conference in Philadelphia.



New to the conference this year was the IdeaPower Unconference, a forum for the exploration of powerful ideas to transform academic libraries. Designed to be an exercise in the dynamic presentation of powerful ideas, approximately 20 presenters volunteered to share an idea with the power to transform academic libraries in a six-minute presentation. ACRL continued its focus on new technologies by offering mobile conference schedules as well as SMS updates, a “text an expert” service, and an increased presence on Twitter through general conference, invited paper, panel, and Cyber Zed Shed session hashtags. Attendees were also able to check in at various ACRL 2011 locations via Foursquare.

Value of Academic Libraries

As part of its strategic commitment to increasing recognition of the value of libraries and librarians by leaders in higher education, information technology, funding agencies, and campus decision making, ACRL embarked on a multi-year Value of Academic Libraries Initiative in 2010. Published in September 2010, *The Value of Academic Libraries Comprehensive Research Review and Report*, written and researched for ACRL by Megan Oakleaf, assistant professor in

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the iSchool at Syracuse University, provides academic librarians with a clearer understanding of what research about the performance of academic libraries already exists, where gaps in this research occur, and how to identify the most promising best practices and measures correlated to performance. The report received extensive press coverage, including reports in the *Chronicle of Higher Education*, *Inside Higher Ed*, *American Libraries*, and *Library Journal*. Oakleaf, along with ACRL President Lisa Hinchliffe and Executive Director Mary Ellen Davis, presented on the report at a variety of conferences and meetings around the world, including ALISE 2011, CNI



Fall 2010 Membership Meeting, and the Northumbria International Library Performance Measurement Conference at the University of York. The full report, along with supplemental materials, is available on the ACRL Web site at www.acrl.ala.org/value.

As part of the association's continued commitment to the initiative, ACRL was awarded a National Leadership Collaborative Planning Grant Level II by the Institute of Museum and Library Services in September 2011 for the project "Building Capacity for Demonstrating the Value of Academic Libraries." The grant funding of \$99,985 will support ACRL, in partnership with the Association for Institutional Research, the Association of Public and Land-grant Universities, and the Council of Independent Colleges, in convening two national summits in late 2011. In the first, a wide range of participants from the higher education sector will discuss the data campus administrators would like libraries to provide and what collaborative assistance is available through institutional research offices. In the second, librarian participants will address strategies to prepare the library community to document and communicate the library's value in advancing the missions and goals of their colleges, community colleges, and universities.

ACRL Plan for Excellence

In April 2011, the ACRL Board of Directors adopted a new Plan for Excellence for the association. Developed by the Board, with continuous input from the association membership, the Plan for Excellence takes the place of *Charting Our Future: ACRL Strategic Plan 2020*. The strengths and capacities of ACRL have enabled the association to sustain exemplary programs and results for its members that help them effectively participate in the broader higher education framework. ACRL's new Plan for Excellence continues that path and focuses attention on three areas that capitalize on the association's strengths, deliver high member value, and heighten its impact:

- Value of Academic Libraries
- Student Learning
- Research and Scholarly Environment

These strategic areas will be supported by financial and operational planning, and will guide the development and implementation of programs and services that target education, advocacy, and member engagement. The Plan for Excellence went into effect July 1, 2011, and is available on the ACRL Web site at bit.ly/acrlplan.

C&RL Goes Open Access

ACRL's scholarly research journal, *College & Research Libraries (C&RL)*, became an open access publication beginning with the May 2011 issue. This change in access policy lifted the online version of the publication's six-month embargo on new content and made the complete

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contents of the journal from 1997 to the present freely available through the publication Web site at crl.acrl.org. The ACRL Board of Directors approved the new policy at the 2011 ALA Midwinter Meeting in San Diego. In its resolution, the Board cited the association's support for open scholarship and access to scholarly work as the driving force behind the change. The Board also stressed that through the move, ACRL continues to play a leading role in advocating for new models of scholarly communication in all of the disciplines.

2010 Environmental Scan

Every two years, the ACRL Research Planning and Review Committee produces an environmental scan of higher education, including developments with the potential for continuing impact on academic libraries. The 2010 environmental scan provides a broad review of the current higher education landscape, with special focus on the state of academic and research libraries. The document builds on earlier ACRL reports, including the Top Ten Trends in Academic Libraries. The 2010 environmental scan is freely available on the ACRL Web site at www.ala.org/ala/mgrps/divs/acrl/publications/whitepapers/EnvironmentalScan201.pdf.

52nd RBMS Preconference

The ACRL Rare Books and Manuscripts Section (RBMS) held its 52nd annual preconference June 21–June 24, 2011, in Baton Rouge, Louisiana. Themed “In the Hurricane’s Eye: Challenges of Collecting in the 21st Century,” the preconference explored the challenges of building and providing effective access to collections that will remain central in the future through sessions examining cultural stewardship, regional collecting, the value of special collections, and preservation and disaster recovery. The preconference continued to be very popular among the 307 registrants and 77 booksellers in attendance, with 80 percent rating the overall quality of the conference as “above average” or “excellent.”

Higher Education and Research

ACRL advocates for a strong role for librarians in learning and scholarship, as well as advocates for the value of libraries in the higher education, legislative, and regulatory communities.

Learning

ACRL strives for its members to be recognized as collaborative leaders in teaching lifelong learning skills, improving techniques for assessing learning outcomes, and creating environments for discovery. Specific objectives call for ACRL to expand adoption, use, and development of information literacy standards and to increase members’ ability to teach and assess lifelong learning skills.

Information Literacy Standards

The ACRL “Information Literacy Competency Standards for Higher Education” continue to be widely cited as a benchmark in information literacy instruction. This year, the standards were cited in numerous books, journal articles, and blog posts along with ACRL’s own publications. Since September 1, 2010, 930 print copies of the standards have been distributed.

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The standards are also freely available on the ACRL Web site at www.ala.org/ala/mgrps/divs/acrl/standards/informationliteracycompetency.cfm.

The new “Information Literacy Standards for Teacher Education” were approved by the ACRL Board of Directors and published this year.

Information Literacy Immersion Program

To help librarians and institutions develop and implement information literacy programs on their campuses, ACRL continues to hold the popular Information Literacy Immersion Program. Fifty-three attendees participated in the Immersion Program Assessment and Intentional Teacher Tracks held November 10–14, 2010, in Nashville. The Assessment Track provided attendees with an understanding of assessment, and information on how to use assessment as a tool to guide evidence-based classroom, curriculum, and program development. The Intentional Teacher Track offered a mixture of structured and co-constructed learning segments, such as peer discussions, individual reading and reflection times, and participant-led communities of practice to help attendees become more self-aware and self-directed as teachers.

The Teacher and Program Tracks were offered July 24–29, 2011, at Seattle University in Seattle, Washington. The program provided two tracks of intensive training and education for the 87 attendees. The Teacher Track focused on individual development for librarians interested in enhancing or extending their individual instruction skills, while the Program Track focused on developing, integrating, or managing campuswide and programmatic information literacy programs. The program was well received:

Four new members have been named to the ACRL Information Literacy Immersion Program faculty. The new faculty members are Char Booth (instruction services manager and e-learning librarian at Claremont Colleges), Wendy Holliday (coordinator of library instruction at Utah State University), Michelle Millet (head of research services at the University of Texas–San Antonio) and Karen Nicholson (teaching and learning librarian at McMaster University in Hamilton, Ontario, Canada).

Immersion Program

“I can honestly say I have never experienced a more holistic learning experience! WOW!”

“Immersion has been an energizing experience – so full of new ideas, new perspectives, new minds, and colleagues.”

“This whole week shook me out of my old ‘business-as-usual’ comfort zone in instruction. I’m excited to transfer my new-found skills when I get home and sharing what I learned. And I have a whole cohort from which to seek advice and support!”

“[ACRL’s Information Literacy Immersion Program] is one of the best professional development experiences I’ve ever had, inside and outside the library world.”

“This was definitely a career transforming experience.”

“This is learning that I can immediately make real.”

“Faculty were great models of effective teaching.”

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Professional Development

Eight e-learning seminars and Webcasts provided opportunities to learn more about information literacy-related topics. Topics of e-learning opportunities included “Instructional Design for Online Teaching and Learning,” “Learning Objects,” “Developing a Comprehensive Critical Thinking Curriculum, Classroom Assessment For Information Literacy Instruction,” “Embedded Librarians,” “New Models for Credit-Bearing Information Literacy Courses,” “So You Want to Create an Interactive Information Literacy Tutorial?,” and “The Not-So-Distant Librarian: Online Library Instruction to Engage Students and Faculty.” ACRL continues to publish a variety of information literacy and learning titles. *Best Practices for Credit-bearing Information Literacy Courses*, by Christopher V. Hollister, and *Embedded Librarians: Moving Beyond One-Shot Instruction*, edited by Cassandra Kvenild and Kaijsa Calkins, were published this year.

The programs “Bringing the Immersion Program Back Home,” “Making Information Literacy Instruction Meaningful through Creativity,” and “Visual Literacy Competency Standards for Higher Education: Introducing a New Interdisciplinary Information Literacy Standard for 21st Century Learners” at the 2011 ALA Annual Conference in New Orleans, provided additional focus on information literacy issues.

Sections

ACRL sections continued to develop (and revise) discipline-specific information literacy standards for visual literacy, journalism, literature, science and engineering, and social work. The Instruction Section maintains the “Information Literacy in the Disciplines” wiki, a list of discipline-focused information literacy standards and related materials. The section also revised “Characteristics of Programs of Information Literacy that Illustrate Best Practices: A Guideline” to reflect changes to the ways that IL instruction is designed, carried out, and included in institutional planning. Several sections additionally sponsored information literacy-related programs at the 2011 ALA Annual Conference. See page 661 for a full list of program topics.

Scholarship

ACRL is working to support and develop new scholarly communication models; play a leadership role in promoting research and publication in academic and research librarianship, thereby creating and disseminating tools and a body of knowledge for the field; and strengthen ACRL’s relationships with learned societies.

Scholarly Communication

To demonstrate our commitment to open scholarship and access to research, our scholarly research journal, *College & Research Libraries (C&RL)*, became an open access publication on April 1, 2011. This change in access policy lifts the online version of the publication’s six-month embargo on new content and makes the complete contents of the journal from 1997 to the present freely available through the publication Web site at crl.acrl.org.

ACRL’s Scholarly Communications Committee selected five sites from 12 applications to host the “Scholarly Communication 101: Starting with the Basics” workshop this spring and summer. Recognizing that scholarly communication issues are central to the work of all

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academic librarians and all types of institutions, ACRL is underwriting the costs of delivering this proven content by sending expert presenters on the road. The institutions selected to host the 2011 road shows are the Academic Library Association of Ohio in Columbus; City University of New York; University of Hawaii–Manoa Library in Honolulu; University of St. Thomas in St. Paul, Minnesota; and the Washington Research Library Consortium in Upper Marlboro, Maryland. In its third year, when the 2011 workshops were complete, the road show visited 13 different states and one territory. Effective June 1 and lasting for 12 months, ACRL has a new Visiting Program Officer to support its scholarly communication initiatives. Joy Kirchner, scholarly communications coordinator at the University of British Columbia Libraries, will play an integral role in ensuring the “Scholarly Communication 101” workshop is sustainable and robust into the future.

The ARL-ACRL Institute on Scholarly Communication offered a Webinar series throughout 2010 to help librarians continue developing their libraries’ scholarly communication programs. The series identified how local successes and activities can grow into a comprehensive program plan and strengthen local planning.

The ACRL Scholarly Communication Discussion Group, Scholcomm discussion list, and the ACRL/SPARC Forum on Emerging Issues in Scholarly Communication continue to be important venues for strengthening the association’s role in supporting new models of scholarly communication. Regular articles on scholarly communication issues and trends in *C&RL News* play an important role in disseminating a body of knowledge for the field.

Standards and Guidelines

The development and dissemination of standards and guidelines for all areas of academic and research librarianship is a core service ACRL provides to the profession. The library community looks to ACRL for these standards and see them as a key contribution to the profession. Standards, guidelines, and statements revised, approved, and published this year included:

- “Information Literacy Standards for Teacher Education” (May 2011)
- “Statement on the Certification and Licensing of Academic Librarians” (May 2011)
- “Statement on the Terminal Professional Degree for Academic Librarians” (May 2011)

Relationships with Learned Societies

ACRL worked at all levels to develop and create new partnerships within higher education. Work in the areas of technology, information dissemination, and scholarly communication is described on pages 666, 670, 672, 678, and 679. The association collaborated with eighteen higher education associations to offer the 2010 Women’s Leadership Institute. This program brought together mid-level administrators from across campus functions to share experiences, develop a better understanding of the campus as a workplace and culture, and create new networks and networking skills.

The Association for Institutional Research, the Association of Public and Land-grant Universities (APLU), and the Council of Independent Colleges accepted ACRL’s invitation to be collaborative partners on an IMLS grant proposal on the Value of Academic Libraries. The grant will bring together stakeholders from across the higher education community to focus

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on student learning assessment and faculty research productivity issues that span the academy and explore ways for libraries to align with academic institutional goals.

This year ACRL section members, leaders, and staff participated in meetings and other activities of a wide range of groups, including the American Anthropological Association, the American Association of Community Colleges, the American Association of University Presses, the American Historical Association, the American Council of Learned Societies, the American Educational Research Association, the American Political Science Association, the American Society of Association Executives, the American Sociological Association, the Association of Learned and Professional Society Publishers, the Coalition for Networked Information, the Council of Higher Education Management Associations, the Council of Independent Colleges, the Council of Library and Information Resource, EDUCAUSE, the Modern Language Association, the National Council of Learning Resources, the National Women's Studies Association, Project MERLOT, and the Society for Scholarly Publishing. This grassroots approach to developing relationships builds credibility and relationships one person or association at a time, often leading to increased collaboration.

The association currently maintains liaison relationships with 14 professional associations. A complete list of ACRL's liaison organizations is in the accompanying table.

ACRL liaison relationships

- American Association for the Advancement of Science (AAAS)
- American Anthropological Association (AAA)
- American Association of Community Colleges (AACCC)
- American Council of Learned Societies (ACLS)
- American Educational Research Association (AERA)
- American Political Science Association (APSA)
- American Sociological Association (ASA)
- Association for the Study of African American Life and History (ASALH)
- Council of Independent Colleges (CIC)
- Modern Language Association (MLA)
- National Resource Center for the First-Year Experience and Students in Transition (NRC-FYEST)
- National Council for Accreditation of Teacher Education (NCATE)
- National Women's Studies Association (NWSA)
- Society for Information Technology and Teacher Education (SITE)

Advocacy

In support of its advocacy goal, ACRL aims to increase its communication on major trends and issues in libraries and increase its influence in public policy affecting higher education. ACRL's continued work in the scholarly communication arena, especially with the Google Book Search Settlement and as a member of the Library Copyright Alliance, helped the association to meet these objectives.

Legislative Advocacy

Public policy issues effecting higher education remain an essential focus of the strategic plan. Each year, the ACRL Government Relations Committee, in consultation with the ACRL

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Board of Directors and staff, formulates an ACRL Legislative Agenda. Drafted with input from the ACRL Scholarly Communications and Copyright Committees, along with additional committees, ACRL leaders, and ALA Washington Office, the legislative agenda is prioritized and includes objectives for legislative action at the national level on issues that may affect the welfare of academic and research libraries. The 2011 ACRL Legislative Agenda focuses on seven priorities, including network neutrality, first sale/fair use/anti-circumvention, section 215 of the USA PATRIOT Act, government information, public access to federally funded research, the Freedom of Information Act, and orphan works.

ACRL continues to be an active partner with ALA and the Association of Research Libraries in the Library Copyright Alliance (LCA). Over the course of the past year, LCA has taken action on a number of important issues by issuing comments on pending legislation and court cases, joining briefs, and releasing papers and guides on a wide range of copyright and fair use issues, including the Google Book Search settlement and the lending rights of libraries.

LCA applauded the July 2010 decision issued by the Librarian of Congress to significantly broaden the exemption for the creation of film clip compilations for classroom and educational use to all college and university faculty, regardless of academic discipline. This exception to the anti-circumvention provisions allowed the incorporation of clips into new works for the purpose of criticism or comment, not just the assembly of clip compilations for in-class screening purposes.

In response to the March 2011 rejection of the proposed Google Book Search Settlement, LCA issued a statement saying that copyright law continues to present significant barriers to libraries interested in mass digitization initiatives because of orphan works issues. The group also released “A Guide for the Perplexed Part IV: The Rejection of the Google Books Settlement,” an analysis of the latest decision in the Google Books Search case and its potential effect on libraries. This guide is the latest in a series prepared by LCA legal counsel Jonathan Band to help inform the library community about this landmark legal dispute.

In the wake of the settlement rejection, several interested parties are discussing with renewed vigor the issues of orphan works, mass digitization, and even modernization of Section 108 of the U.S. Copyright Act. As part of this initiative, LCA released a statement describing the key features copyright reform proposals should include in order to constitute significant improvement over current law for libraries and their users. The statement, which represents the needs of library stakeholders in these debates, provides helpful guideposts for these discussions.

ACRL joined ALA, ARL, the International Documentary Association (IDA), and the WGBH Educational Foundation in filing an amicus brief prepared by Anthony Falzone at the Stanford Fair Use Project asking for the full Fourth Circuit to rehear the case of *Bouchat v. Ravens* and reconsider the panel’s flawed fair use reasoning. The brief argues that the Baltimore Ravens football organization acted within the doctrine of fair use in reproducing for promotional/historical purposes a version of the team logo created by Frederick E. Bouchat. ACRL joined the brief as part of the association’s longstanding support of the doctrine of fair use.

In April 2011, ACRL sent letters to the National Institutes of Health (NIH), the U.S. Department of Health and Human Services (HHS), and the White House Office of Science and Technology

Year in Review

Policy (OSTP) in support of public access to federally funded research. The letters, sent to commemorate the third anniversary of the NIH Public Access Policy on April 7, asked NIH to shorten the current embargo and asked HHS and OSTP to expand public access policies to other federal agencies.

As part of our continued focus on grassroots legislative advocacy, we awarded \$250 travel grants to six ACRL Legislative Advocates to attend the 2011 National Library Legislative Day held May 9–10 in Washington, D.C.

The Profession

Continuous learning, leadership, and information technology define ACRL's strategic goal area of the profession.

Continuous Learning

Continuous learning is important to every individual, and ACRL has initiatives to increase professional development opportunities focused in the areas of advocating the value of the library and information technology. ACRL is working to provide cutting-edge content and delivery formats for programs and publications.

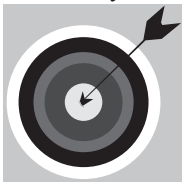
A variety of opportunities

ACRL continued to provide a wide array of professional development opportunities this fiscal year. The ACRL e-Learning program offered 35 e-Learning events consisting of 18 Webcasts and 17 multi-week courses this year, as well as the popular Online

ACRL e-learning

Information Literacy Seminar Series, cosponsored with TLT Group (see chart on pages 674 and 675 for a full listing of events). More than 1,010 individuals and 128 groups participated in this year's e-Learning offerings. ACRL preconference sessions at the 2011 ALA Annual Conference in New Orleans provided information on action research and leadership strategies.

The ACRL OnPoint chat series continued with offerings on "The Value of Academic Libraries" (October 2010), "Changing Roles of Subject Librarians" (May 2011), and "New Ways to Ask: Poll Everywhere and the Next Generation of Student Response



Systems" (August 2011). The hour-long chat sessions, held in a Meebo chat room, are free and open to the public. ACRL OnPoint provides an opportunity for librarians to connect with colleagues and experts to discuss an issue of the day in academic and research librarianship. Chat archives are available on the ACRL Web site at www.ala.org/ala/mgrps/divs/acrl/conferences/onpoint/.

The ACRL Rare Books and Manuscripts Section (RBMS) held a regional workshop entitled "Latin for Rare Materials Catalogers" October 22, 2010, at the Indiana University–Bloomington. The workshop was intended for rare materials catalogers with little or no

Year in Review

familiarity with Latin. RBMS held a second regional workshop entitled “Building Collections: Acquiring Materials and Working with the Antiquarian Book Trade” February 10, 2011, at the C. V. Starr East Asian Library, University of California–Berkeley. The workshop was primarily intended for librarians working at all types of institutions and with all levels of budgets who are responsible for acquisition and collection development of special collections materials.

ACRL’s Advocacy Committee sponsored an online conversation series with leading voices in advocating library value in 2011. The talks included “‘Big Tent’ Advocacy: Shared Goals, Imagined Boundaries” with Andy Woodworth (February 15), “Digital Advocacy: Tools for Reasserting Library Value” with Kim Leeder and Memo Cordova (March 22), and “Advocating from the Frontlines” with Maureen Sullivan (April 18). These free online conversations were well attended with more than 40 attendees at each session.

ACRL promotes continuous learning through preconferences, workshops, and e-learning

Preconferences @ ALA Annual Conference

ACRL preconferences continue to provide academic and research librarians with tips, tools, and new ways of thinking. Two preconferences were held before the ALA Annual Conference in New Orleans:

- Action Research: How to Easily Incorporate Evidence-Based Librarianship into Your Professional Practice
- It Helps to Have Presence: Strategies for Personal and Library Leadership

e-Learning Seminars and Webcasts

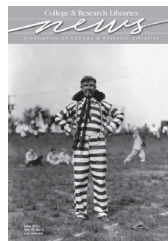
Delivered through Moodle, online seminars provide participants with a dynamic and flexible approach to continuing education. Offerings in 2010–11 were:

- Copyright and the Library, Parts 1 and 2
- Creating Usable and Accessible Web Pages: XHTML and CSS Review, Navigation, Interactivity, CMS and other Options (intermediate)
- Deciding with Data
- Designing Usable and Accessible Web Pages: Needs Analysis, Design Planning, XHTML and CSS Standards, Accessibility Validation, and Usability Testing (beginners)
- Developing a Comprehensive Critical Thinking Curriculum: From Goal-Setting to Assessment
- Electronic Collection Development for the Academic E-Library
- Instructional Design for Online Teaching and Learning
- Know Your Users: Employing Ethnographic Methods in User Needs Research and Library Assessment
- Learning Objects: Creating Instruction To Go
- Libraries and Student Affairs: Collaborating to Support Holistic Student Development
- Preparing for Accreditation: An Introduction for Librarians
- Successful Budgeting in Academic Libraries
- Winning Library Grants

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Publications

ACRL's publications program was very active during 2010–11, publishing 12 new books, which are listed in the accompanying table on page 677. Association members continue to receive *College & Research Libraries News*, ACRL's news magazine and publication of record, and the scholarly journal *College & Research Libraries* as a perquisite of membership. Both serials are also available by subscription. ACRL also publishes *RBM: A Journal of Rare Books, Manuscripts, and Cultural Heritage* twice yearly. *RBM* is available through subscription.



As previously mentioned, *C&RL* became an open access publication April 1, 2011. The ACRL Board of Directors approved the new policy to support open scholarship and access to scholarly work. Through the work of members of RBMS and *RBM* editor Beth Whitaker, ACRL received a \$3,000 grant from the Gladys Kriebel Delmas Foundation to complete the digitization of the backfiles of *Rare Books & Manuscripts Librarianship (RBML)*. The archive of 24 back issues went live to the public in April 2011.

ACRL launched ACRLMetrics (www.acrlmetrics.com), a new online service to support evidence-based decision making, in January 2011. Developed by Counting Opinions, it

e-Learning Seminars and Webcasts (continued)

The association also expanded its offerings of Webcasts, using an online community hosted by LearningTimes, to deliver real-time, interactive programming over the Web. Offerings in 2010–11 were:

- Building a New Librarianship
- Classroom Assessment For Information Literacy Instruction: Are they Learning What You Are Teaching?
- Digital Rights Management (DRM): Information Roadblock for Library Users
- Embedded Librarians: Integrating Information Literacy Instruction at the Point of Need
- From Idea to Publication Series (three-part series)
- New Models for Credit-Bearing Information Literacy Courses
- Online Forms: Interaction and Feedback without the “Paperwork”
- QR Codes and Libraries
- Re-engineering Academic Libraries for Digital Natives and Beyond: Digital Learning Materials and the ‘Teaching Machine’ of the Future
- So You Want to Create an Interactive Information Literacy Tutorial?
- The Library’s Role in Ensuring the Success of International Efforts on Campus
- The Not-So-Distant Librarian: Online Library Instruction to Engage Students and Faculty
- YouTube and YouTube-iness: YouTube as a Research and Instruction Tool

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provides unprecedented access to the annual ACRL Academic Library Trends & Statistics Survey data as well as the biennial National Center for Education Statistics (NCES) Academic Library Survey data in one convenient location. ACRL data for participating institutions is available for 1999–2009, and NCES data is available for 2000, 2002, 2004, 2006, and 2008. ACRLMetrics facilitates performance analysis and decision-making with peer benchmarking and customized reports for use in presentations, grant applications, self-studies, and strategic planning.

ALA JobLIST (joblist.ala.org), the online career center operated since 2006 by *C&RL News* in partnership with *American Libraries* and ALA's Office for Human Resource Development and Recruitment (HRDR), continues to offer services for both job seekers and employers. More than 30,000 job seeker and 4,500 employer accounts have been registered on the site since its launch. Averaging nearly 110,000 hits per month, the site advertised more than 1,400 job openings in FY11. JobLIST also reaches thousands of followers with links to helpful career and job search information on Twitter, Facebook, and LinkedIn, as well as through the free biweekly *ALA JobLIST Direct* e-newsletter that launched in 2011. Face-to-face services are also offered through the ALA JobLIST Placement Center, operated by HRDR at major ALA and ACRL conferences, which is also adding Webinars and other virtual development opportunities throughout the year.

ACRLog (acrlog.org) is now heading into its seventh year of operation. The blog, which discusses the issues of the day in academic and research librarianship, continues to receive between 4,000 and 5,000 visits each weekday. This year, ACRLog included the voices of the four ACRL ALA Emerging Leaders. Beginning in April 2011, each of the Emerging Leaders contributed a guest post that focused on some aspect of gearing up for the ALA Annual Conference in Washington, D.C. The blog also featured a series of monthly posts by guest academic librarian bloggers.

The ACRL Insider blog (acr.ala.org/acrlinsider) continued to distribute information on publications, events, conferences, and other association activities to the membership and beyond. There were 224 posts to ACRL Insider during the fiscal year. The Member of the Week feature continues to highlight the diversity of the association and remains one of the most popular features of the blog.

The ACRL Podcasts series continues to provide multimedia content focused on the association and academic and research librarianship. Podcasts released this fiscal year include ACRL 2011 Invited Speaker Char Booth, ACRL 2011 Virtual Conference, Welcome to ACRL 2011, Excellence in Academic Libraries Awards—Community College Libraries, Excellence in Academic Libraries Awards—College Libraries, and Excellence in Academic Libraries Awards—University Libraries.

Choice published 7,268 new reviews in FY 2011, the second consecutive year in which it has published more than 7,200 reviews and the fifth consecutive year in which it has published more than 7,000 new reviews. *Choice* continues to share information and reviews with readers through six free eNewsletters along with the *Choice* Facebook page (www.facebook.com/choice.reviews), Twitter feed (www.twitter.com/Choice_Reviews), and

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ACRL PUBLICATIONS

ACRL Insider

- The blog keeping the world current and informed on ACRL activities, services, and programs.

ACRLog: Blogging by and for Academic and Research Librarians

- The official blog of ACRL featured more than 75 posts on current issues in academic and research librarianship from the blog team.

ACRL Podcasts

- Podcasts on the issues and events in academic and research librarianship.

New Publications in 2010-11

- *2009 Academic Library Trends and Statistics*
- *ACRL 2011 Conference Proceedings*
- *The Atlas of New Librarianship* – R. David Lankes (co-published with MIT Press)
- *Best Practices for Credit-bearing Information Literacy Courses* – Christopher V. Hollister
- *Collection Development in College and University Libraries (CLIPNote #42: digital only)* – Susanne K. Clement and Jennifer M. Foy
- *Decision Making in the Absence of Certainty: A Study in the Context of Technology and the Construction of the 21st Century Academic Library Building (PIL #63)* – S. David Mash
- *Embedded Librarians: Moving Beyond One-Shot Instruction* – Cassandra Kvenild and Kaijsa Calkins (editors)
- *The Expert Library: Staffing, Sustaining, and Advancing the Academic Library* – Scott Walter and Karen Williams (editors)
- *Using Qualitative Methods in Action Research: How Librarians Can Get to the Why of Data* – Douglas Cook and Lesley Farmer (editors)
- *Scholarly Practice, Participatory Design and the eXtensible Catalog* – Nancy Fried Foster, Katie Clark, Kornelia Tancheva, and Rebekah Kilzer (editors)
- *Strategic Planning in College Libraries (CLIPNote #43)* – Eleonora Dubicki (editor)
- *Web Research in Academic Libraries (ClipNote #41)* – Rebecca Sullivan (editor)
- *Zotero: A Guide for Librarians, Researchers and Educators* – Jason Puckett

ACRL Magazines and Journals

- *College & Research Libraries*—Official scholarly journal of ACRL; six bimonthly issues per year
- *College & Research Libraries News*—Official news magazine of ACRL; 11 issues per year (July/August combined)
- *RBM: A Journal of Rare Books, Manuscripts, and Cultural Heritage*—A journal of theory and practice covering all aspects of special collections librarianship; two issues per year

CHOICE Publications

- *Choice* magazine—Book review journal of ACRL, includes special editorial features and reviews; published monthly
- *Choice* Reviews on Cards—*Choice* reviews, and just the reviews, on cards; published monthly
- *Choice* Reviews Online Version 2.0—The current Web version of *Choice* magazine; provides 24/7 access to all of *Choice*'s editorial content, including all reviews published since September 1988 (more than 150,000) plus a customizable monthly e-mail bulletin (www.cro2.org/).

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review of the day iPhone app. Choice also received notification of the approval of its Commercial Interior LEED application for its new Liberty Square office condominium in Middletown, Connecticut, this year. LEED (Leadership in Energy and Environmental Design) certification is granted to projects that meet national standards for sustainability and green practices in building design.

Resources for College Libraries (RCL), the premier list of core print and electronic resources for academic libraries, now includes nearly 80,000 titles. In 2011, RCL and RCL: Career Resources (CR) editors added 3,680 new essential titles across the 117 RCL and CR subject areas. This year *Choice* and production partner R.R. Bowker relaunched the RCL Web online database in version 2.0, featuring a fresh design and improved functionality. The new database is now available in three subscription options: RCL, RCL: CR, and RCL Plus, offering users access to content across the two-year and four-year college curriculum.

Choice and the American Historical Association (AHA) announced a 12-month pilot project to provide AHA members with complimentary access to *Choice* reviews. During the pilot phase, all AHA members will receive free access to the full version of *Choice Reviews Online* via a link from the members-only portion of the AHA Web site. In addition, all AHA members who register with CRO will receive a monthly e-mail bulletin alerting them to new reviews in subject areas of their choosing.

Scholarships

ACRL's scholarship program continues to support the continuous learning goals in the strategic plan, as well as reflect the association's commitment to diversity and inclusion in the profession.

The association awarded more than \$90,000 in scholarships to 158 individuals during FY11. Ninety four individuals received a scholarship for the ACRL 2011 conference, a value of more than \$50,000. Twenty individuals were awarded e-Learning scholarships, which provided complimentary registration for an ACRL Webcast. ACRL awarded a scholarship to support participation at the 2011 ACRL/Harvard Leadership Institute, covering the cost of tuition (\$2,600) and a \$1,500 travel stipend. In support of ACRL's commitment to librarians serving diverse communities, the scholarship was offered to individuals currently working in Historically Black Colleges and Universities, Tribal Colleges or Universities, or those employed at Hispanic Serving Institutions. The Immersion '11 Teacher Track awarded 23 scholarships worth \$13,800, and an additional 20 awards worth \$15,900 went to the attendees of the 52nd Annual RBMS Preconference.

Leadership

ACRL seeks to empower members to communicate the value of their contributions to learning and scholarship and to increase recognition of the value of libraries and librarians by leaders in higher education, information technology, funding agencies, and campus decision-making.

Awards

Through its awards program, which recognizes the achievements of academic and research librarians and libraries, ACRL provides a platform for librarians to bring notice

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of their work to their broader communities. Since 1923, the ACRL Awards Program has recognized and honored the professional contributions and achievements of academic libraries and librarians. This special recognition by ACRL enhances the sense of personal growth and accomplishment of our members, provides our membership with role models, and strengthens the image of our membership in the eyes of employers, leadership, and the academic community as a whole.

In 2011, 22 outstanding individuals and institutions received ACRL awards recognizing their accomplishments. ACRL's top honor, the Academic/Research Librarian of the



Janice Welburn,
2011 Academic/
Research Librarian
of the Year

Year Award, was presented to Janice Welburn, dean of university libraries at Marquette University, in recognition of her impact on the profession. Her commitment to mentoring and diversity makes her a tireless advocate for the profession and serves as a model for early career librarians.

ACRL continues to present the Excellence in Academic Libraries Award to recognize the staff of a community college, a college, and a university library for exemplary programs that deliver outstanding services and resources to further the educational mission of their institution. This year's recipients were the Santa Barbara City College Luria Library in the community college category, the Grinnell College Libraries in the college category, and the Z. Smith Reynolds Library at Wake Forest University in the university category. The award, sponsored by ACRL and YBP Library Services, includes a presentation ceremony on the campus of each award-winning library.

ACRL/Harvard Leadership Institute

ACRL continued to partner with the Harvard Graduate School of Education to offer the Harvard Leadership Institute for Academic Librarians. The program, held in Cambridge, Massachusetts, July 31–August 5, 2011, is designed for academic librarians with significant administrative responsibility, such as library directors, their associates, and direct reports. This year's institute was again well received by the 97 participants who commented, "It gave me a tremendous amount of insight into the organization area of libraries, it was challenging, thought provoking and informative," "This program provided a unique and theoretical blend of systems thinking and personal reflection. The mix between self and organization is remarkable. Just right," and "The '5's' are honest fives. I cannot believe you kept me, and [those] all around me, entertained, awake, and engaged! I was exhausted but I always wanted and was ready for more, never less!"

Women's Leadership Institute

ACRL once again partnered with 18 other higher education organizations to offer the 2010 Women's Leadership Institute. Held December 5–8, 2010, in Amelia Island, Florida, the program brought together mid-level administrators from across campus functions. Nine ACRL members participated in the program. Due to the tremendous response to the program, it will be offered in both California and Florida in 2011.



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Information Technology

ACRL remains committed to supporting the development and recognition of academic and research librarians as leaders and experts in information technology applications in libraries. To this end, the association offered a variety of programs on technology-related issues, including e-Learning on topics such as Web design and usability, electronic collection development, digital rights management, online forms, QR codes, and YouTube. The ACRL 2011 Cyber Zed Shed, focusing on emerging technologies, was again one of the most popular features of the conference. Many ACRL chapters and sections provide additional

ACRL AWARD WINNERS 2011

Division Award Winners

■ **Academic/Research Librarian of the Year Award** (Donor: YBP Library Services)

Janice Welburn, Dean of University Libraries, Marquette University

■ **Excellence in Academic Libraries** (Donor: YBP Library Services)

University: Wake Forest University, Winston-Salem, North Carolina;

College: Grinnell College, Grinnell, Iowa;

Community College: Santa Barbara City College, Santa Barbara, California

■ **Hugh C. Atkinson Memorial Award**

(ACRL, ALCTS, LLAMA, LITA)

Carol A. Mandel, Dean of Division of Libraries, New York University

Section Award Winners

■ **CJCLS Library Program Achievement Award** (Donor: EBSCO Information Services)

Leslie Bussert, Head of Instruction Services, University of Washington—Bothell Campus

■ **CJCLS Library Resources Leadership Award** (Donor: EBSCO Information Services)

Melora P. Mirza, Associate Library Director, Georgia Perimeter College—Dunwoody Campus

■ **CLS ProQuest Innovation in College Librarianship Award**

(Donor: ProQuest) Catherine Haras and Teresa Portilla Omidssalar, both of California State University—Los Angeles

■ **DLS Routledge Distance Learning Librarianship Conference Sponsorship Award**

(Donor: Routledge/Taylor & Francis Group) Cassandra Kvenild, Assistant Reference and Instruction Librarian, University of Wyoming—Laramie

■ **EBSS Distinguished Education and Behavioral Sciences Librarian Award**

(Donor: John Wiley & Sons, Inc.) Douglas Cook, Reference and Instruction Librarian, Shippensburg University

■ **IS Ilene F. Rockman Instruction Publication of the Year Award** (Emerald Publishing Group Unlimited)

Megan Jane Oakleaf, Assistant Professor at the iSchool at Syracuse University, for her article “Information Literacy Instruction Assessment Cycle: A Guide for Increasing Student Learning and Improving Librarian Instructional Skills”

■ **IS Innovation Award** (Donor: ProQuest)

Kimberly Davies Hoffman and Michelle Costello, State University of New York (SUNY)—Geneseo, for developing LILAC (Library Instruction Leadership Academy), a collaborative professional development project designed, organized, and delivered by regional K-12, community college, and college/university librarians

■ **LPSS Marta Lange/CQ Press Award** (Donor: CQ Press)

The late Stephen E. Atkins, former Curator of the Dawson Collection and French Studies, Cushing Library, Texas A&M University—College Station

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information technology learning opportunities to their constituents at the local level and in subject-specific ways.

The ACRL TechConnect Web site continues to provide easy access to association resources dealing with technology issues. The site identifies all the ACRL technology-related events, professional development opportunities, publications, articles, podcasts, and communities and links them from one location. Monthly articles exploring a variety of technology issues appear under the ACRL TechConnect brand in *C&RL News*.



ACRL continued our focus on experimenting with new technologies to deliver content. In addition to examples mentioned elsewhere in the report, several new ACRL podcasts were produced this year, including ACRL 2011 Invited Speaker Char Booth, ACRL 2011 Virtual

Section Award Winners, *cont.*

■RBMS/Leab Exhibition Catalogue Awards

(Donor: Katharine Kyes Leab and Daniel J. Leab Endowment) CATEGORY 1 WINNER (EXPENSIVE): "Claude Bradgon and the Beautiful Necessity," submitted by the Department of Rare Books and Special Collections at the University of Rochester River Campus Libraries; CATEGORY 2 WINNER (MODERATELY EXPENSIVE): Stanford University Libraries Department of Special Collections and The Bancroft Library at the University of California-Berkeley for "Celebrating Mexico: The Grito de Dolores and the Mexican Revolution, 1810 | 1910 | 2010"; CATEGORY 3 WINNER (INEXPENSIVE): "The Power of Refined Beauty: Photographing Society Women for Pond's, 1920s to 1950s," submitted by the Hartman Center for Sales, Advertising & Marketing History at Duke University; CATEGORY 4 WINNER (BROCHURES): Sheridan Libraries at Johns Hopkins University for their brochure entitled "A View of the Parade: H. L. Mencken and American Magazines"; CATEGORY 5 WINNER (ELECTRONIC EXHIBITIONS): Linda Hall Library of Science, Engineering & Technology for "The Grandeur of Life," available online at www.lindahall.org/events_exhibit/exhibit/exhibits/darwin/index.shtml; CATEGORY 5 HONORABLE MENTION (ELECTRONIC EXHIBITIONS): John Carter Brown Library at Brown University for "Remember Haiti," available online at

www.brown.edu/Facilities/John_Carter_Brown_Library/remember_haiti/index.php

■STIS Innovation in Science and Technology Librarianship *(Donor: IEEE)* AgEcon Search, the agricultural repository of the University of Minnesota Department of Applied Economics and the University of Minnesota Libraries

■STIS Oberly Award for Bibliography in the Agricultural or Natural Sciences William R. Shurtleff, founder and director of the Soyinfo Center, Lafayette, California, for his bibliography, "History of Soybeans and Soyfoods in Africa (1857-2009): Extensively Annotated Bibliography and Sourcebook"

■WESS Coutts Nijhoff International West European Specialist Study Grant *(Donor: Ingram)* Mara Degnan Rojeski, Dickinson College, for her project to construct a bibliography of the pamphlets of the Deutscher Fichte Bund, a propaganda organization active in Hamburg, Germany from 1914-1941

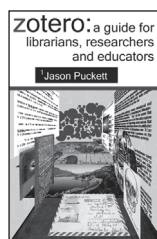
■WGSS Achievement in Women's Studies Librarianship Awards — Career Achievement *(Donor: ABC-CLIO)* Kay Cassell, Director of the Master of Library and Information Science Program and Lecturer, School of Communication and Information, Library and Information Science Department, Rutgers, the State University of New Jersey.

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Conference, Welcome to ACRL 2011, Excellence in Academic Libraries Awards – Community College Libraries, Excellence in Academic Libraries Awards – College Libraries, and Excellence in Academic Libraries Awards – University Libraries. The association also produced a promotional video for ACRL 2011 in conjunction with the conference video contest.

The ACRL 2011 Virtual Conference featured 12 live Webcasts, as well as asynchronous activities such as podcasts; activities on social networking sites such as Facebook, Flickr, and YouTube; and discussion boards and daily blog posts from conference correspondents. The Virtual Conference archive includes more than 130 slidecasts (PowerPoint slides or other presentations synced with audio of the speaker) from every contributed paper, Cyber Zed Shed presentation, invited paper, and panel session presented at the face-to-face conference. The archive is available through April 2012 for all attendees. The ACRL Virtual Worlds Interest Group also offered a variety of programming in the ACRL Second Life space, including events in conjunction with ACRL 2011.

Continuing our commitment to technology publications, ACRL released *Zotero: A Guide for Librarians, Researchers and Educators* by Jason Puckett this year. The book introduces Zotero and presents it in the context of bibliography managers and open source software.



The Association

To thrive as an association, ACRL must continue to grow its membership and maintain its financial stability. ACRL strives to retain and build on its core membership, while recruiting from new and diverse communities. ACRL must have the fiscal resources, staff expertise, and organizational structure to advance the association's strategic plan.

Membership

ACRL membership increased by 3.08% in 2010–11, slightly less than the average increase of 3.35% expected in a conference year. ALA, however, lost 2.94% of its membership in FY11, with six of the eleven ALA divisions registering membership decreases ranging from 2.59% to 12.84% (average loss was 2.57%). So in these challenging times, ACRL's increase was welcome news to the association.

Membership Highlights

A wide variety of ACRL committees, sections, and other groups continue to use ALA Connect for networking and work purposes. In addition, as of August 2011, 4,166 individuals "like" the official ACRL Facebook page, 3,869 people follow the association on Twitter, and the ACRL LinkedIn community has grown to 3,404 members. Several ACRL sections, including AFAS, Arts, CLS, IS, LES, LPSS, and WSS, have Facebook pages or groups for their members and other interested parties. The Marketing Academic and Research Libraries Committee uses Facebook and Twitter to disseminate the ACRL Marketing Minute, bi-weekly quick tips and insights on marketing research, trends, and data. ACRL's presence on ALA Island in Second Life continues our outreach in new areas.

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ACRL Communities of Practice Membership Statistics

ACRL Sections	Personal	Organizational and Corporate	August 2011 total	August 2010 total	Change
ACRL	11,705	795	12,500	12,126	3.08%
AAMES	319	36	355	373	-4.83%
AFAS	258	10	268	247	8.50%
ANSS	466	37	503	487	3.29%
Arts	882	51	933	858	8.74%
CJCLS	1,293	136	1,429	1,349	5.93%
CLS	2,715	177	2,892	2,776	4.18%
DLS	1,530	59	1,589	1,462	8.69%
EBSS	814	92	906	903	0.33%
IS	4,204	238	4,442	4,244	4.67%
LES	591	10	601	550	9.27%
LPSS	484	43	527	503	4.77%
RBMS	1,726	86	1,812	1,793	1.06%
SEES	177	20	197	214	-7.94%
STS	1,325	104	1,429	1,394	2.51%
ULS	4,727	176	4,903	4,795	2.25%
WESS	439	28	467	510	-8.43%
WGSS	436	28	464	465	-0.22%

Total Section Affiliations 21,950

ACRL Interest Groups	Personal	Organizational and Corporate	August 2011 total	August 2010 total	Change
Academic Library Services to International Students	329	1	330	199	65.83%
Health Sciences	454	3	457	288	58.68%
Image Resources	323	0	323	215	50.23%
Numeric & Geospatial Data	122	0	122	N/A	N/A
Residency	61	0	61	37	64.86%
Universal Accessibility	169	0	169	101	67.33%
Virtual Worlds	205	0	205	160	28.13%

Total IG Affiliations 1,663

Note: the ACRL Digital Curation Interest Group was added as a dues product in September 1, 2011. Membership figures will be available for FY12.

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These online presences provide avenues for information dissemination and connection with, and between, members.

The ACRL Insider blog (www.acrl.ala.org/acrlinsider/) keeps readers current and informed on the activities, services, and programs of the association and features weekly profiles of ACRL members. The biweekly ACRL Update e-newsletter, along with publications and e-Learning course announcements, continue to be distributed through HTML e-mail to increase awareness of ACRL activities.

ACRL continues to sponsor participants in the ALA Emerging Leaders program. This year's four ACRL-sponsored emerging leaders were Elizabeth Berman, reference and instruction librarian, University of Vermont, sponsored by ULS; William Breitbart, librarian, California State University–Fullerton, sponsored by CLS; Tabatha Farney, Web services librarian, University of Colorado–Colorado Springs, sponsored by ACRL; and John J. Meier, science librarian, Pennsylvania State University, sponsored by STS.

As part of its commitment to furthering diversity in librarianship, the association is supporting Sabrina Dyck as its 2011–12 Spectrum Scholar. Dyck will attend the University of Alabama School of Library and Information Studies. Since 1999, ACRL has provided more than \$70,000 in direct support to the Spectrum Scholarship Program and offered complimentary ACRL membership to all Spectrum Scholars.

In addition, ACRL assists scholars through mentoring and conference assistance. The ACRL Dr. E.J. Josey Spectrum Mentor Committee supports Spectrum Scholars with an interest in academic libraries by pairing them with a trained mentor from an academic library. The committee has paired more than 55 Spectrum Scholars with mentors since 2003 and is working to pair interested current scholars and scholars from the incoming Spectrum class. ACRL also provides five scholarship awards that support travel for the attendance of Spectrum Scholars at ACRL conferences.

Sections

ACRL provides special connections for members, both virtual and personal. ACRL sections offer 17 vibrant and dynamic communities that nurture individual development and foster a deeper connection to the profession. As of August 31, 2011, there were more than 15,400 subscribers to section discussion lists. Sections also hosted dozens of special events (socials, dinners, receptions) at the ALA Midwinter Meeting and Annual Conference to create community among new and continuing members.

Interest Groups

As of August 2011, the eight ACRL interest groups—Academic Library Services to International Students, Digital Curation, Health Sciences, Image Resources, Numeric and Geospatial Data Services in Academic Libraries, Residency Programs, Universal Accessibility, and Virtual Worlds—have attracted 1,663 members, with an average membership of 237. The Health Sciences Interest Group has the most members (457). The newest interest group, Digital Curation, opened for affiliation on September 1, 2011. Approved by the ACRL membership in the 2008 ALA/ACRL election, interest groups provide a way to easily create a “home” within ACRL for topics and issues that are currently underrepresented in the organization.

Year in Review

Sustainability

ACRL integrates sustainability into all aspects of the life of the association.

The number of promotional materials printed and distributed at the ALA Midwinter Meeting and Annual Conference continues to be greatly reduced by producing a single promotion postcard and a page on the ACRL Web site for more details on topical association activities. Holiday greetings were also sent to ACRL members via e-mail instead of a printed card.

The ACRL 2011 headquarters hotel (Marriott) partnered with ACRL in a program called Clean the World. Clean the World has the housekeeping staff collect the used soap for the days we're there (3,817 total room nights), process it, and send it to kids in Haiti to help stop the cholera outbreak. The program was able to use the leftover soap that would otherwise be thrown out to provide soap for about 125 kids for a month.

Several ACRL sections, including CLS, EBSS, LPSS, SEES, and WESS, continue to explore ways to reduce their carbon footprint, including increasing use of ALA Connect and other online meeting options to increase the number of virtual meetings held between ALA conferences. All section newsletters are now available only online, further reducing the association's use of paper and other resources.

Organization Vitality and Effectiveness

ACRL seeks to acquire the fiscal resources, staff expertise, and organizational structure necessary to advance the association's strategic plan.

ACRL Staff

During the 2011 fiscal year, ACRL Program Officer Adam Burling left the association to pursue other opportunities. In recognition of her increased responsibilities and the high quality of her work, staff member Megan Griffin was promoted to program officer, adding support of sections to her responsibilities.

Many of you have had phone and e-mail contact with ACRL's staff, of which there are 15.75 ALA-approved FTE positions at headquarters. Here's your chance to put a face with that voice or e-mail signature. The following pages include a listing of current ACRL staff members (including two of ACRL's Choice 23.5 FTE staff) with information about their responsibilities. Take a minute to "meet the staff."

ACRL's office hours are 8:30 a.m. to 4:30 p.m. (CST), Monday through Friday. All ALA staff have direct telephone lines. All prefixes are (312) 280-, followed by the four-digit extension. If you use the toll-free number (800-545-2433) you will be instructed to enter the extension of the person you wish to speak with.

Meet the ACRL Staff



MARGOT SUTTON CONAHAN, manager of professional development. Manages all aspects of ACRL's professional development offerings, including the ACRL Conference, preconferences, institutes, and virtual conferences; manages ACRL's e-learning program; coordinates the ACRL Colleagues Program for the ACRL Conference. **Phone:** (312) 280-2522; **e-mail:** msutton@ala.org

DAVID M. CONNOLLY, classified advertising coordinator/editorial assistant. Manages job ads for *C&RL News* in print; manages ALA JobLIST, the online career site ACRL operates jointly with *American Libraries* and ALA's Office of Human Resources Development and Recruitment; editor of the *ALA JobLIST Direct* e-newsletter; contact for information about subscriptions, job ads, and manuscript submissions for *C&RL News*; produces ACRL Briefing Book. **Phone:** (312) 280-2513; **e-mail:** dconnolly@ala.org



KATIE COOMBES, program officer. Coordinates activities of Board of Directors (agenda and document preparation for Board meetings, etc.); assists in budget preparation and review; prepares and maintains ACRL's financial reports; receives contributions from corporate sponsors and maintains records for ACRL; manages ACRL's office. **Phone:** (312) 280-2519; **e-mail:** kcoombes@ala.org

MARY ELLEN K. DAVIS, executive director. Directs activities of the ACRL and *CHOICE* offices; coordinates policy implementation and strategic planning; prepares ACRL's budgets; ex-officio member of ACRL's Executive Committee and Board of Directors; serves as official contact for higher education organizations; grants fundraising approval. **Phone:** (312) 280-3248; **e-mail:** mdavis@ala.org



KATHRYN DEISS, content strategist. Handles all questions about ACRL's publications; manages non-serial publications; develops an overarching strategic plan for integrating and sequencing ACRL content offerings to meet the needs of academic and research librarians, including content acquisitions and development of publications, seminars, institutes, e-learning, etc.; teams with other members of the ACRL staff to identify the appropriate format for content delivery; provides organizational development and facilitation services. **Phone:** (312) 280-2529; **e-mail:** kdeiss@ala.org

Meet the ACRL Staff

DAVID FREE, editor-in-chief of *College and Research Libraries News*/marketing and communications specialist. Responsible for content and production of *C&RL News* in print and online; develops marketing and communications plans for ACRL programs, publications, and services; coordinates press releases and promotional activities; coordinates ACRL's Standards and Guidelines. **Phone:** (312) 280-2517; **e-mail:** dfree@ala.org



ANN-CHRISTE GALLOWAY, production editor. Copy and layout editor for *C&RL News* in print and online. Writes "People in the News" and "Grants and Acquisitions" for *C&RL News*. **Phone:** (312) 280-2524; **e-mail:** agalloway@ala.org

FRANCINE GRAF, managing editor of *Choice*. Manages all aspects of the magazine, reviews-on-cards, and electronic databases; coordinates the work of *Choice's* editorial staff; plans the editorial calendar; handles *Choice's* business and economics sections. **Phone:** (860) 347-6933; **e-mail:** fgraf@ala-Choice.org



MEGAN GRIFFIN, program officer. Contact for section executive committees; oversees section rosters and appointments; oversees ACRL's ALA Annual Conference programs, special events, and activities; prepares ACRL's ballots for the ALA annual elections; coordinates ACRL's Awards Program; coordinates ACRL's Chapters Council; contact for ACRL's discussion groups. **Phone:** (312) 280-2514; **e-mail:** mgriffin@ala.org

KARA MALENFANT, scholarly communications and government relations specialist. Coordinates ACRL's scholarly communication activities, government relations advocacy, and serves as lead staff member on the Value of Academic Libraries initiative; provides consulting services on organization development and use of ACRL's standards for libraries in higher education. **Phone:** (312) 280-2510; **e-mail:** kmalenfant@ala.org



Meet the ACRL Staff



DAWN MUELLER, senior production editor. Manages and produces all non-serial publications; develops and maintains ACRL's Web site; provides Web site support; manages production of *C&RL*, *RBM*, and section newsletters; primary design and production of all ACRL brochures and flyers. **Phone:** (312) 280-2516; **e-mail:** dmueller@ala.org

TORY ONDRLA, conference supervisor. Manages logistics for ACRL professional development events including pre-conferences, workshops, institutes, the ACRL Conference, and ACRL Board functions. **Phone:** (312) 280-2515; **e-mail:** tondrla@ala.org



MARY JANE PETROWSKI, associate director. Serves as Chief Operating Officer for ACRL; coordinates ACRL membership promotion and retention activities; coordinates Friends of ACRL; coordinates advisory services, leader orientation, mentoring programs, interest groups, and online communities; manages the ACRL*Metrics* service; manages ACRL's *Academic Library Trends and Statistics* program. **Phone:** (312) 280-2523; **e-mail:** mpetrowski@ala.org



IRVING ROCKWOOD, *CHOICE*, editor and publisher. Handles magazine and other product advertising sales, subscription services, and marketing promotions for *CHOICE* and ACRL serial publications; oversees *CHOICE* Reviews Online; oversees *Resources for College Libraries*. **Phone:** (860) 347-6933; **e-mail:** irockwood@ala-choice.org



ERIN SHACKELFORD, administrative assistant. Provides administrative support for the ACRL division; supports professional development events and e-learning; supports division-level and section committee appointments; coordinates ALA Annual and Midwinter Meeting scheduling and schedules ALA meetings and virtual meetings in ALA system; contact for Interest Groups. **Phone:** (312) 280-5277; **e-mail:** eshackelford@ala.org



ACRL Board of Directors, 2010–2011



ACRL Board 2010-11 (l to r): (back) Mary Ann Sheble, Mary Ellen K. Davis, Lisa Janicke Hinchliffe, Mark Emmons, Elizabeth A. Dupuis, Maggie Farrell, Michael J. LaCroix (front) Lori A. Goetsch, Linda A. Kopecky, Janice Welburn, Joyce L. Ogburn, John A. Lehner, Lisabeth Chabot, Ann Campion Riley

ACRL Board of Directors, 2010–2011

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Sponsorships

ACRL Sponsorships for 2011

ACRL expresses its sincere appreciation to the following sponsors for their generous donations to the various programs and events we have offered throughout the year. Thanks to your support, ACRL members benefited from enhanced programs and services this year.

Colleagues

Summa cum laude (\$25,000 and up)

Elsevier

Cum laude (\$15,000–19,999)

EBSCO Information Services

ProQuest

Thomson Reuters

YBP Library Services

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CHOICE

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Sponsorships

ACRL Sponsorships for 2011

Honor Roll *(continued)*

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The Brick Row Book Shop
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Bromer Booksellers
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Furman University Library
Garrett Scott, Bookseller
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Johanson Rare Books
The Kelmscott Bookshop
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KNOVEL
Kuenzig Books
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Washington University in St. Louis
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Financial Report

Janice Welburn

Budget & Finance Committee Chair



The ACRL Board of Directors, Budget & Finance Committee, and Executive Director continued to carefully review and monitor ACRL's budget performance over the course of the 2010-2011 Fiscal Year (FY11). These steps have become especially important since 2008 in light of the ongoing U.S. and global economic recession. What follows is a summary of ACRL's budgetary performance written with those broader economic conditions in mind. The report highlights both operating revenue activity and budgetary outcomes.

FY10–11 ACRL Budgetary Performance: a fiscal year end summary as of August 31, 2011

ACRL (without CHOICE)

Total Revenue	\$4,575,864
Total Expenditures	\$4,071,642
Net Revenue	\$504,222

CHOICE

Total Revenue	\$3,055,660
Total Expenditures	\$3,004,480
Net Revenue	\$51,180

2010–2011 ACRL Budget Highlights

- **Total ACRL revenues** for FY11 (without CHOICE) through August 2011 are \$4,575,864. These revenues are \$364,198 or 8.65% above budget and \$2,377,316 or 108.13% more than last year through August (the difference from last year is expected and part of the regular two-year cycle of the ACRL conference).
- **Total ACRL expenses** for FY11 (without CHOICE) through August are \$4,071,642. These expenses are \$216,235 or 5.04% less than budget and \$1,679,574 or 70.21% more than the last year through August (this difference from last year is expected and part of the regular two-year cycle of the ACRL conference).
- **Net ACRL revenues** (without CHOICE) through August are \$504,222, which is \$580,433 or 761.61% less than the deficit budgeted and \$697,743 or 360.55% less than the deficit last year through August (this difference from last year is expected and part of the regular two-year cycle of the ACRL conference).
- **Total CHOICE revenues** through August are \$3,055,660, which is \$136,772 or 4.28% less than budget but \$14,046 or 0.46% more than last year through August.
- **Total CHOICE expenses** through August are \$3,004,480. This is \$291,045 or 8.83% less than budget and \$71,543 or 2.33% less than last year through August.
- **Net CHOICE revenues** through August are \$51,180. This is \$154,273 or 149.64% better than budget and \$85,589 or 248.74% more than last year through August.

Factors Affecting Budget Outcomes

FY11 closed with positive net revenues thanks to careful budgeting and continuous monitoring and adjustment of expenses by the ACRL Board of Directors, Budget & Finance Committee,

Financial Report

and Executive Director to keep revenue and expense expectations in line with the realities of the national and global recession on ACRL's economic performance. Economic conditions have affected libraries, higher education, and the nonprofit sector in general, and are likely to have influenced decisions by librarians on the priorities given to spending limited resources on their professional activity. Fortunately, the ACRL 2011 conference was deemed a programmatic and financial success, generating net revenues the association can invest in its strategic priorities and in planning for the ACRL 2013 conference.

As of August 31, 2011, (the end of FY11), ACRL's total revenues (without CHOICE revenues) were \$4,575,864 which is \$364,198 or 8.65% above a very conservative budget. The additional revenue is in large part thanks to the ACRL 2011 conference revenue that exceeded budgeted goals on registration, exhibits, sponsorships, and ads by 13% or \$268,460. Other sources of revenue better than budget include increased book sales (up 21% or \$46,697), e-Learning (up 29% or \$28,867), and classified advertising (up 19% or \$38,200), which made up for the below budget performance in dues (down 2.6% or \$17,970), subscriptions (down 1.08% or \$1,621), and product ads (down .39% or \$1,305) which were already conservatively budgeted.

Although ACRL's gross revenues exceeded budgeted expectations overall, it is important to note the budget anticipated the continued shrinking of revenue streams such as subscriptions and product advertising that historically ACRL has relied upon. It is clear that the economic context has affected the organization's revenue streams. One illustration of the effect of the economic situation is the negative impact on ACRL membership revenue in a conference year.

ACRL's other key revenue streams displayed mixed performance over the course of FY11, although ACRL met or exceeded revenue expectations across the majority of projects. As mentioned, classified ad revenues ended the fiscal year with gross revenues \$38,200 or 19.12% above budget. It is likely that this can be attributed to the need for libraries to fill positions long kept open and the extra effort ACRL staff gave to making ALA JobLIST a part of the social media, keeping its presence visible. Although excess revenue from classified ads contributed favorably to revenues, there is no expectation that they will return to the much higher levels of revenue generated by such ads a decade ago. RBMS preconference revenues overall exceeded budgeted expectations by \$23,503 but the registration revenue was under budget by \$20,129. Donations in excess of budget by \$32,860 made up for the lower registration revenue. This is the second year in a row that RBMS has essentially doubled the donations revenue budgeted. While the donations revenue is worthy of celebration, the trend in registration is important to monitor.

Projects that generated revenues in excess of budget helped to offset projects that did not generate the budgeted revenue such as membership dues which was \$17,940 or 2.64% below budget.

In all, ACRL total expenses through August 31, 2011, were \$4,071,642, which is \$216,235 or 5.04% less than budget. Expenses were reduced in travel, lodging, meals, and facilities rental, where hotel commissions and rebates offset expenses. Also, the association did not expend nearly \$150,000 in various budgeted membership initiatives due to either reduced funding needed, e.g., scholarly communications, government relations, liaisons to other organizations, the Value of Academic Libraries Initiative, Annual Conference programs, or initiatives where there were not member or staff resources to carry them out this year. Yet ACRL succeeded in laying the

Financial Report

foundation to transition to the new Plan for Excellence. It is clear that ACRL staff worked very hard with the Board, Budget & Finance Committee, and members to achieve savings through careful management of expenditures in relation to revenues generated.

As of August 31, ACRL net revenues for FY11 were \$504,222, which is \$580,433 or 761.61% less than the deficit budgeted. The ACRL Long-Term Investment (LTI) Fund balance, which includes award endowments, reflected the market's ups and downs but still increased its value to \$2,188,877 from \$1,908,555 at the close of FY11. ACRL budgets some of the interest from its LTI to support strategic initiatives. This year, because of the positive net revenues at the close of the fiscal year, \$54,207 in interest from ACRL's LTI was reinvested into the principle. Additionally, ACRL transferred \$75,000 from the operating balance into the LTI to take the place of an FY09 planned transfer delayed at ALA's request.

Looking ahead, continuing education is expected to be a strong source of revenue. Print product ads and subscriptions are expected to continue their downward trend. A decision will be made in this current fiscal year (FY12) about whether to continue the newly open access *C&RL* as a print publication or transition to online only. Ceasing print will reduce printing and postage costs but also forgo ad and subscription revenues. Classified ads were a surprising upswing this year, powered in part by attentive staff marketing and engagement in social media and by a possible upswing in filling positions. While the trend is up, it is still far below classified ad revenues of a decade ago and is not expected to return to those highs. ACRL is now selling some online ads and this will help replace some lost print advertising, but as we know from CHOICE's experience in this area online ad revenues by no means makes up for print ad losses. Membership did not meet budget targets and is not expected to grow in a non-conference year. It is expected that three staff positions will be held open in FY12 to reduce expenses as ACRL works to align expenditures with its resources.

CHOICE

Both total revenues and expenses for CHOICE were below budget, although net revenues fared better than budget. Total revenues for FY2011 were \$3,055,660, which is \$136,772 or 4.28% less than budget but \$14,046 or 0.46% more than last year through August. It is assumed that this reflects the ongoing effect of conditions in the economy, particularly as they affect both academic library budgets and scholarly publishing. However, total expenses were also below budget at \$3,004,480 which is \$291,045 or 8.83% less than budget and \$71,543 or 2.33% less than last year through August. This resulted in net revenues of \$51,180. This is \$154,273 or 149.64% better than budget and \$85,589 or 248.74% more than last year through August.

As with ACRL's journals, most of CHOICE's major revenue streams have been adversely affected by the state of the economy. Subscription revenues are \$1,574,226, which is \$104,569 (6.23%) below budget. Total net ad sales revenues are \$726,200 or \$35,887 (4.7%) below budget. RCL revenues closed the year at \$238,202, which is \$74,898 (23.92%) below budget, reflecting the delayed launch of RCL 2.0.

CHOICE expenses came in well below budget. At \$145,642, expenses for the office space ACRL/CHOICE purchased, Liberty Square, came in \$17,616 (or 10.79%) below budget. Payroll and

continued on p. 698

Financial Report

ACRL Executive Summary 2010–2011 (unaudited; report as of Nov. 2, 2011)

SOURCES OF REVENUE	FY2010 ACTUAL	FY2011 BUDGET	FY2011 ACTUAL
OPENING RESERVE LEVELS AS OF SEPT. 1:			
ACRL Operating Reserve Fund	\$3,854,778	\$3,661,258	\$3,661,258
ACRL Long-Term Investment Fund (including award endowments)	\$1,801,184	\$1,908,555	\$1,908,555
CHOICE Operating Reserve Fund	\$3,274,252	\$3,239,836	\$3,239,836
CHOICE Long-Term Investment Fund	\$664,819	\$701,968	\$701,968
TOTAL	\$9,595,032	\$9,511,617	\$9,511,617
ACRL LTI Fund Net Interest (not including award endowments)	\$52,551	\$18,537	\$54,207
MEMBERSHIP DUES AND OTHER			
Dues	\$645,488	\$678,695	\$660,755
Other (e.g., consulting, standards)	\$33,840	\$14,000	\$17,972
Miscellaneous Donations	\$500	\$0	\$1,200
Awards	\$11,400	\$15,800	\$11,500
Section Newsletters	\$0	\$0	\$0
Special Events	\$20,235	\$14,250	\$24,423
Subtotal	\$711,462	\$722,745	\$715,849
PUBLICATIONS			
CHOICE	\$3,041,614	\$3,192,432	\$3,055,660
C&RL	\$148,001	\$148,676	\$144,455
C&RL News	\$358,735	\$395,641	\$424,724
RBM	\$32,992	\$34,548	\$35,332
Nonperiodical Publications	\$223,558	\$218,930	\$265,627
Library Statistics	\$83,230	\$100,177	\$104,620
Applied Research (REAL)	\$0	\$56,500	\$0
Subtotal	\$3,888,130	\$4,146,904	\$4,030,417
EDUCATION			
Institutes	\$287,800	\$228,675	\$263,798
ACRL 2011 Conference	(\$14,500)	\$2,044,509	\$2,312,969
Preconferences & Workshops	\$214,022	\$146,445	\$158,893
Annual Conference Programs	\$23,200	\$14,000	\$19,910
Web CE	\$130,048	\$100,820	\$129,687
Subtotal	\$640,570	\$2,534,449	\$2,885,257
SPECIAL PROGRAMS			
Friends of ACRL—Restricted	\$8,002	\$5,750	\$8,691
Friends of ACRL—Operating	\$0	\$0	\$0
Total Revenue			
CHOICE Revenue	\$5,240,162	\$7,404,098	\$7,631,524
ACRL Revenue without CHOICE	\$3,041,614	\$3,192,432	\$3,055,660
ACRL Revenue without CHOICE	\$2,198,548	\$4,211,666	\$4,575,864

Financial Report

OBJECT OF EXPENSE	FY2010 ACTUAL	FY2011 BUDGET	FY2011 ACTUAL
MEMBERSHIP ACTIVITIES			
Membership Services*	\$10,260	\$183,972	\$106,167
Executive Committee & Board	\$186,374	\$197,977	\$205,853
Advisory	\$20,175	\$87,690	\$41,074
Standards Distribution	\$5,939	\$9,263	\$2,477
Discussion Groups	\$1,032	\$2,326	\$1,155
Awards	\$23,618	\$25,974	\$21,132
Chapters	\$16,695	\$14,292	\$13,432
Committees and Interest Groups	\$104,098	\$77,038	\$113,793
Sections	\$57,920	\$83,723	\$78,924
Section Newsletters	\$5,346	\$0	\$0
C&RL Over Revenue	\$35,415	\$32,699	\$33,909
C&RL News Over Revenue	\$81,174	\$76,865	\$28,512
Liaisons to Higher Ed. Organizations	\$45,605	\$55,920	\$36,127
Special Events	\$32,007	\$30,670	\$38,290
Information Literacy	\$2,063	\$0	\$0
Scholarly Communication	\$54,946	\$79,424	\$64,640
Value of Academic Libraries	\$64,738	\$21,267	\$61,700
Government Relations	\$40,564	\$51,074	\$30,011
Scholarships	\$41,815	\$97,675	\$90,775
Annual Conference Programs	\$50,958	\$54,447	\$45,872
Subtotal	\$880,742	\$1,182,296	\$1,013,842
SPECIAL PROJECTS			
Friends of ACRL—Restricted	\$2,745	\$5,750	\$6,358
Friends of ACRL—Operating	\$7,989	\$7,765	\$8,995
Board Initiatives funded by ACRL LTI Interest	\$50,000	\$26,962	\$0
Subtotal	\$57,989	\$34,727	\$8,995
PUBLICATIONS			
CHOICE	\$3,076,023	\$3,295,525	\$3,004,480
C&RL	\$148,001	\$148,676	\$144,455
C&RL News	\$358,735	\$395,641	\$424,724
RBM	\$30,355	\$32,176	\$27,455
Nonperiodical Publications	\$196,986	\$204,393	\$201,300
Library Statistics	\$73,353	\$98,897	\$113,614
Applied Research (REAL)	\$3,980	\$52,078	\$2,936
Subtotal	\$3,887,432	\$4,227,386	\$3,918,963
EDUCATION			
Institutes	\$249,092	\$225,603	\$229,082
ACRL 2011 Conference	\$183,648	\$1,706,742	\$1,694,294
Preconferences & Workshops	\$175,050	\$149,307	\$134,676
Web CE	\$84,138	\$84,303	\$76,269
Subtotal	\$691,928	\$2,165,955	\$2,134,321
Total Expenses	\$5,468,091	\$7,583,402	\$7,076,121
CHOICE Expenses	\$3,076,023	\$3,295,525	\$3,004,480
ACRL Expenses without CHOICE	\$2,392,068	\$4,287,877	\$4,071,642

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NET REVENUE AND FUND BALANCES	FY2010 ACTUAL	FY2011 BUDGET	FY2011 ACTUAL
ACRL Net without CHOICE	(\$193,521)	(\$76,211)	\$504,222
CHOICE Net	(\$34,409)	(\$103,093)	\$51,180
Transferred to CHOICE LTI Fund	\$0	\$0	\$0
Transferred to ACRL LTI Fund	\$0	\$0	\$75,000
Mandated ACRL Operating Reserve	\$668,355	\$756,423	\$756,423
CLOSING RESERVE LEVELS AS OF AUG. 31:			
ACRL Operating Reserve Fund	\$3,661,258	\$3,585,047	\$4,165,480
ACRL Long-Term Investment Fund (including award endowments)	\$1,908,555	\$1,942,259	\$2,188,877
CHOICE Operating Reserve Fund	\$3,239,836	\$3,136,743	\$3,291,016
CHOICE Long-Term Investment Fund	\$701,968	\$726,866	\$750,784
TOTAL	\$9,511,617	\$9,390,915	\$10,396,157

Notes: ACRL's fiscal year runs from September 1 through August 31. Actual numbers shown are rounded from two decimal places; therefore, subtotals may not precisely represent column totals due to rounding. Salaries and operating costs are allocated to each budget project and are not presented as a separate line item.

*The membership services expense line for FY10 includes a \$45,000 contra-expense transferred from the CHOICE net asset balance (i.e. a donation from CHOICE) to support ACRL initiatives, programs, and services. In FY10 the membership services expense line also reflects the \$50,000 transfer noted separately in support of the ACRL Values of Academic Libraries Initiative funded by ACRL LTI interest.

Budget & Finance Committee, 2010–2011

Janice D. Welburn, *Marquette University*, chair
 Steven Adams, *Northwestern University*
 Julia Gelfand, *University of California–Irvine*
 Rosita Hopper, *Johnson & Wales University*
 Ernestina Mesa, *Palo Alto College*
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 Janice Bandelin, *Furman University*, ex officio
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 Mary Ellen K. Davis, *ACRL/ALA*, ex officio
 Katie Coombes, *ACRL/ALA*, staff liaison

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related expenses contributed another \$168,102 in savings. Overall, CHOICE's FY11 results were somewhat better than anticipated given the economic milieu for publishing and academic libraries. Despite the economic downturn, most expenses were lower than expected a year before, indicating a sustainable performance.

Like most scholarly publishers, CHOICE continues to deal with the financial impact of the transition from print to electronic. Print ad sales and print subscription revenues are clearly on an accelerating downward path while electronic subscriptions and ad sales continue to grow, albeit at a rate that thus far is insufficient to completely offset the decline in print. CHOICE's challenge continues to be finding a way to replace declining print revenues with revenues from other sources. In the short term, the most promising possibilities appear to be licensing and RCL, both of which are expected to grow during the coming fiscal years. The launch of Version 3.0 of *Choice Reviews Online*, now anticipated for early 2012, remains CHOICE's highest priority and a prerequisite to the development of an expanded family of *Choice* online products with considerable growth potential. In the interim, the current outlook for FY12 is a continuation of the status quo—modest revenue growth coupled with continued cost control.



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