

I hope that this finds you in the midst of holding your celebrations for African American History Month and for planning your celebrations for National Women's History Month (March) and for National Library Week (April 9–15, 2000), and whatever other occasion you can find to celebrate. Resources that can help you celebrate are available from ALA and from the National Women's History Project and featured on pages 90–91.

These occasions give you wonderful opportunities to highlight your library's collections and services. For what good is providing a service if no one knows about it?

In this issue, Carol Anne Germain discusses the need for a public relations plan and lists 99 ways to bring the library to the attention of the institution's clients (page 93).

Julie Linden points out the importance of the library's Web site—particularly to distance education students—and offers suggestions for what it should include (page 99).

And Stuart Basefsky reminds us of the importance of reaching out to nonlibrary staff and administrators to make sure they are aware of the wonderful services available through the library (page 100).

Speaking of administrators, if you are a director or someone who reports to a director, I think you will find the reports from the ACRL/Harvard Leadership Institute (page 106) of interest. The institute gives you the opportunity to step back from the press of day-to-day responsibilities and reflect on where you and your institution are going and provides a lively, interactive format to gain new perspectives of effective leadership. Registration begins in March, so check out the Web site <http://gseweb.harvard.edu/~ppe/index.html> for details.

—Mary Ellen K. Davis
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