

# Continuing Education—VI

*Editor's note: Julie Blume is currently reference librarian and coordinator of user education at the Health Sciences Library, University of North Carolina, Chapel Hill. Before that she was assistant director of education of the Medical Library Association.*

Earlier articles in this column have dealt with continuing education on a conceptual level, and with ACRL's present and planned involvement. But ACRL is not alone in assuming a responsibility for helping members meet their lifelong learning goals. Many other professional associations have taken an active role in the professional development of their members. In this column, we will highlight some of their activities.

Every association offers continuing education to its members through its general meetings. Many offer preconferences, workshops, or short courses in conjunction with meetings to provide more intensive learning experiences. An outgrowth of this is the "traveling" workshop, in which a successful program is presented at a number of locations, either predetermined or on demand; the Medical Library Association (MLA), Southwestern Library Association (SWLA), and Association of Research Libraries (ARL) all have well-established programs of this sort. ALA and a number of state library associations are packaging popular workshops and meetings by making audio- or videotapes of them available for loan or sale. CLENE presently cosponsors a home-study correspondence course. Increasingly, other groups—including MLA, SWLA, and the American Association of Law Libraries (AALL)—are considering these individualized formats as a way to bring CE to their more isolated members. Telephone "talk-back" networks are yet another delivery mechanism being used successfully. A number of associations lend or sell other materials to assist members in their own professional growth: MLA's syllabi, ARL's management films, and the Educational Film Library Association's administration packets are a few examples.

Some of the less traditional ways in which associations are working in continuing education include the following: several state and regional groups arrange brief "job exchanges" between members, and a growing number now provide small grants to help finance attendance at programs. SWLA plans to develop self-assessment materials to allow individuals to determine reliably and systematically which are their top-priority CE needs. And a few groups—primarily those where the education function is administered by headquarters staff, so far—offer individual or institutional consultations as a way to identify and meet learning needs.

As the number of groups providing continuing education grows, so does the need to coordinate activities and disseminate news of what is available. CLENE's *Continuing Education Communicator* (and its annual directory) is the most comprehensive CE alerting service for librarians, but many other associations (including ALA, SLA, SWLA, MLA, and now ACRL) regularly include short notices of upcoming programs of interest to members in their newsletters or journals.

A final note: too often we view ourselves only as academic librarians, and therefore as members only of ACRL; consequently we remain unaware of the excellent opportunities for CE developed and offered by other associations. However, we share many needs and concerns—we have all been affected by technological advances, for instance. If we look around, we may find other associations' programs to be just as valuable as our own, and possibly more conveniently located or scheduled, or more reasonably priced. So keep your eyes and ears open!—*Julie Blume, ACRL CE Committee.* ■■

## Hungry for PR

If you're hungry for new ideas for your library's public relations program you need to have *The Library Public Relations Recipe Book* just published by the Public Relations Section of the Library Administration Division of ALA. The jam-packed handbook is an extra-large serving of hors d'oeuvres and just as tasty as the best goodies in the best restaurant in town!

For \$4 you get a collection of tips and ideas on public relations materials and techniques and many suggestions as to where to get even more. The 81-page handbook includes chapters from experts with ideas and suggestions on such subjects as news releases, newsletters, graphics, creative programming, public service announcements using video and radio, displays, annual reports, legislative tips, PR planning, budgeting, evaluation, and a baker's dozen of other things. The book was compiled by Irene Moran of the New York Public Library, and each article was written by a PR person whose name you'll probably easily recognize.

Order from: Library Administration Division, American Library Association, 50 E. Huron St., Chicago, IL 60611.

## Continuing Education Opportunities

The following continuing education activities have been listed with ACRL's Continuing Education Clearinghouse. If your organization is sponsoring an activity that you think may be of interest to ACRL members, please send the pertinent details to the ACRL Office, 50 E. Huron St., Chicago, IL 60611.

**TITLE:** Data User Education & Training Activities  
**DATE:** Varies  
**LOCATION:** Washington, D.C.  
**SPONSOR:** U.S. Bureau of the Census  
**COST:** Not Available  
**CONTACT:** User Training Branch  
 Data User Services Division  
 Bureau of the Census  
 (301) 763-5293

**TITLE:** Training Seminars  
**DATE:** Varies  
**LOCATION:** Ann Arbor, Mich.  
**SPONSOR:** University of Michigan  
**COST:** \$355-\$540  
**CONTACT:** Juliana Lord, Program Assistant  
 The University of Michigan  
 1735 Washtenaw Avenue  
 Ann Arbor, MI 48109

**TITLE:** Fundamentals of Finance & Accounting for the Non-financial Executive  
**DATE:** Varies  
**LOCATION:** Varies  
**SPONSOR:** The Wharton School  
**COST:** \$525 (plus \$65 registration)  
**CONTACT:** The Wharton School  
 University of Pennsylvania  
 Dietrich Hall, Locust Walk  
 Philadelphia, PA 19174

**TITLE:** Assertive Management  
**DATE:** Varies  
**LOCATION:** Varies  
**SPONSOR:** Advanced Management Research  
**COST:** \$495 indiv., \$425 pp. grp.  
**CONTACT:** Advanced Management Research  
 1370 Avenue of the Americas  
 New York, NY 10019  
 (212) 765-6400

### OCTOBER

**TITLE:** Teaching the Library User  
**DATE:** October 13

**LOCATION:** Philadelphia, Pa.  
**SPONSOR:** Drexel University, GSLS  
**COST:** \$55  
**CONTACT:** John Hall  
 (215) 895-2482

**TITLE:** Genealogical Information & Materials  
**DATE:** October 13  
**LOCATION:** Albany, N.Y.  
**SPONSOR:** Suny, Albany  
**COST:** Not Available  
**CONTACT:** Robert S. Burgess  
 (518) 457-8574

**TITLE:** Management Problems for Libraries and Information Centers  
**DATE:** October 14-17  
**LOCATION:** Westchester CC, Valhall, N.Y.  
**SPONSOR:** Pratt Institute, Graduate School of Library & Information Science; Continuing Education Committee, Westchester Library Association  
**COST:** \$50  
**CONTACT:** Rhoda Garoogian  
 (212) 636-3702

**TITLE:** Developing Leadership Skills: A Situational Approach  
**DATE:** October 16-18—Montreal  
 November 13-15—Atlanta  
 January 9-11—Wichita  
 January 22-24—Honolulu  
**LOCATION:** See Above  
**SPONSOR:** Learning Resources Corp.  
**COST:** \$495  
**CONTACT:** Learning Resources Corp.  
 7594 Eads Ave.  
 La Jolla, CA 92037

**TITLE:** The Assessment Center Methods for Measuring and Developing Management for Potential  
**DATE:** October 16-18  
**LOCATION:** Ann Arbor, Mich.  
**SPONSOR:** University of Michigan  
**COST:** \$345  
**CONTACT:** Juliana Lord, Program Assistant  
 The University of Michigan  
 1735 Washtenaw Avenue  
 Ann Arbor, MI 48109

**TITLE:** Improving Your Managerial Effectiveness  
**DATE:** October 16-20

LOCATION: Atlanta, Ga.  
SPONSOR: American Management Association  
COST: \$595—AMA members; \$685—nonmembers  
CONTACT: AMA Headquarters  
(212) 246-0800

TITLE: Multi-Ethnic Understanding Literature Approach

DATE: October 21  
November 4

LOCATION: Huntsville, Tex.  
SPONSOR: Sam Houston State University  
Library Science Department

COST: \$20  
CONTACT: Lesta Burt  
(713) 295-6211 Ext. 2153

TITLE: CE 32, Statistical Sources for Health Science Librarians  
CE 33, Literature of Health Care Administration  
CE 22, Planning Hospital Library Facilities  
CE 41, Introductory Data Collection and Analysis

DATE: October 22  
LOCATION: Baltimore, Md.  
SPONSOR: Johns Hopkins University,  
Welch Medical Library  
COST: \$35.00 MLA members/\$52.50 nonmembers

CONTACT: Robert Gresehover  
Johns Hopkins University  
Welch Medical Library  
Baltimore, MD 21205

TITLE: Management Skills for New Managers

DATE: October 23-25—Toronto, Ont.  
October 30—November 1—Seattle, Wash.

LOCATION: See Above  
SPONSOR: Learning Resources Corp.  
COST: Not Available  
CONTACT: NTL/Learning Resources Corp.  
7594 Eads Ave.  
La Jolla, CA 92037

TITLE: CE 36, Patient Education  
CE 39, Women and Biomedical Library Administration  
CE 45, Library Management/Mktg.  
CE 42, Working with Groups

DATE: October 24  
LOCATION: Baltimore, Md.  
SPONSOR: Johns Hopkins University,  
Welch Medical Library

COST: \$35 MLA members/\$52.50 nonmembers

CONTACT: Robert Gresehover  
Johns Hopkins University  
Welch Medical Library  
Baltimore, MD 21205

TITLE: Managing People  
DATE: October 26-27—Los Angeles  
December 7-8—Houston

LOCATION: See Above  
SPONSOR: The Wharton School  
COST: \$465  
CONTACT: Registrar  
14th Floor, Wharton Conference Center  
360 Lexington Avenue  
New York, NY 10017

TITLE: Motivation: Strategies and Techniques

DATE: October 26-27—Los Angeles  
December 7-8—Chicago

LOCATION: See Above  
SPONSOR: The Wharton School  
COST: \$465  
CONTACT: Registrar  
14th Floor, Wharton Conference Center  
360 Lexington Avenue  
New York, NY 10017

#### NOVEMBER

TITLE: The Structure and Governance of Library Networks

DATE: November 6-8

LOCATION: Pittsburgh, Pa.  
SPONSOR: National Commission on Libraries and Information Science, Graduate School of Library and Information Science, University of Pittsburgh

COST: \$60

CONTACT: Allen Kent  
GSLIS, University of Pittsburgh  
801 L.I.S. Bldg.  
Pittsburgh, PA 15260

TITLE: Effective Managerial Coaching and Counseling

DATE: November 8-10  
January 15-17

LOCATION: Ann Arbor, Mich.  
SPONSOR: University of Michigan  
COST: \$350 (\$375 after 1/79)  
CONTACT: Janet Smarr  
(313) 763-1000

TITLE: Data Processing and the Library  
 DATE: November 11  
 LOCATION: Huntsville, Tex.  
 SPONSOR: Sam Houston State University  
 Library Science Department  
 COST: \$20  
 CONTACT: Bonnie Thorne  
 (713) 295-6211 Ext. 2153

LOCATION: Tucson, Ariz.  
 SPONSOR: University of Arizona College  
 of Education  
 COST: Not Available  
 CONTACT: Lotus M. Knief  
 OOIS, College of Education  
 University of Arizona  
 Tucson, AZ 85721

TITLE: Employee Supervision in Libraries  
 DATE: November 12-15  
 LOCATION: Champaign, Ill.  
 SPONSOR: Allerton Institute, University  
 of Illinois, Grad. School of  
 Libr. Science  
 COST: Not Available  
 CONTACT: Edward Kalb  
 116 Illini Hall  
 University of Illinois  
 Champaign, IL 61820

TITLE: Library Management Skills Institute  
 DATE: November 14-17  
 LOCATION: Washington, D.C.  
 SPONSOR: Association of Research Libraries  
 COST: \$175  
 CONTACT: Office of Management Studies/  
 ARL  
 (202) 232-8656

TITLE: On-Line Literature Searching  
 DATE: November 17  
 LOCATION: Philadelphia, Pa.  
 SPONSOR: Drexel University  
 COST: \$75  
 CONTACT: Carol Fenichel  
 (215) 895-2493

TITLE: Zero Base Budgeting  
 DATE: November 18  
 LOCATION: Columbia, S.C.  
 SPONSOR: University of South Carolina  
 COST: \$10 (plus \$3 for CEU)  
 CONTACT: College of Librarianship  
 (803) 777-3858

TITLE: "Closed the Catalog"  
 DATE: November 28-30  
 LOCATION: Chicago, Ill.  
 SPONSOR: ALA/LITA  
 COST: Not Available  
 CONTACT: Donald P. Hammer  
 (312) 944-6780

TITLE: Conference on Retrieval and  
 Use of Education Resources  
 DATE: November 30-December 1

## DECEMBER

TITLE: COM Catalogs  
 DATE: December 1-2  
 LOCATION: Albany, N.Y.  
 SPONSOR: SUNY, Albany  
 COST: Not Available  
 CONTACT: Robert S. Burgess  
 (518) 457-8574

TITLE: University Library Problems  
 DATE: December 2  
 LOCATION: Huntsville, Tex.  
 SPONSOR: Sam Houston State University  
 Science Department  
 COST: \$20  
 CONTACT: Bonnie Thorne  
 (713) 295-6211 Ext. 2153

TITLE: Clinic on Team Building  
 DATE: December 3-5  
 LOCATION: Fort Lauderdale, Fla.  
 SPONSOR: University Associates  
 COST: \$250  
 CONTACT: University Associates  
 (714) 454-8821

TITLE: International Symposium on  
 Animal Health and Disease  
 Data Banks  
 DATE: December 4-6  
 LOCATION: National Agricultural Library  
 Beltsville, Md.  
 SPONSOR: Animal and Plant Health In-  
 spection Service & Techni-  
 cal Information Systems,  
 Science and Education Ad-  
 ministration, U.S. Depart-  
 ment of Agriculture  
 COST: Not Available  
 CONTACT: Edwin I. Pilchard  
 (301) 436-8418

TITLE: Clinic on Intergroup Relations  
 DATE: December 6-8  
 LOCATION: Fort Lauderdale, Fla.  
 SPONSOR: University Associates  
 COST: \$250  
 CONTACT: University Associates  
 (714) 454-8821

**TITLE:** Managing the Department  
**DATE:** December 18-20  
**LOCATION:** Orlando, Fla.  
**SPONSOR:** New York University  
**COST:** \$495  
**CONTACT:** New York University, School  
of Continuing Education  
Division of Career & Professional  
Development  
326 Shimkin Hall  
New York, NY 10003

**TITLE:** Automation of Administrative

**DATE:** December 18-20—Los Angeles  
February 26-28—Atlanta  
April 23-25—Chicago  
**LOCATION:** See Above  
**SPONSOR:** New York University  
**COST:** \$495  
**CONTACT:** New York University, School  
of Continuing Education  
Division of Career & Professional  
Development  
326 Shimkin Hall  
New York, NY 10003

## Northeastern Illinois University —New Library Building

On September 7, 1977, Northeastern Illinois University, located on Chicago's northwest side, opened its new library building in time to provide library services for its fall trimester. The move into the new building had begun three weeks earlier on August 15, shortly before the end of the summer trimester. Reserve services were maintained in the old building until the end of the academic session, and reference services remained available via telephone throughout the move.

The entire collection and most of the staff and equipment were actually moved from the old to the new building in only two weeks through a contract with Library Relocation Consultants of Bloomington, Indiana. However, moving compact

shelving and relocating some other shelving and furniture took a few days more.

The new library is designed to provide the 10,000 students who attend Northeastern Illinois University, its faculty, and staff with a facility that makes use of library collections and services as easy as possible. Four of the five floors are planned with a service desk located adjacent to the main entrance of the floors. Each floor also houses some portion of the collection arranged on open shelves, interspersed with comfortable study areas.

The new building has 149,815 gross square feet distributed over the five floors. Seating capacity is 1,505 distributed among various types of seating, including four-place tables, lounge-type



*Northeastern Illinois University's new library building is among the largest building projects of the university's history.*