
In the News

Information literacy. Bibliographic instruction. User education. Library instruction. No matter what we call it, (and I realize that some of the terms are distinct) academic librarians have assumed the responsibility for teaching their students how to find, evaluate, and use information.

But how do we best help our patrons become information literate? Classes, workshops, handouts, videotapes, self-study workbooks, and computer-assisted instruction are just some of the options available. And when all the librarian is allowed is a "one-shot" attempt, is it enough?

In this issue, Marilyn Naito gives us a look at a comprehensive information literacy program. What distinguishes this proposal is the requirement that information literacy be a component of every course offered by the institution. This recognizes that librarians and faculty must work together in the context of the course offerings to best instill information literacy skills in their students.

If you are trying to decide how to offer end-user searching, Katherine M. Whitley, describes how online end-user searching is handled at the University of Arizona. Mary Jean Pavelsek, takes a somewhat different approach to user education and computerized information retrieval. She claims that today's students are so much more computer literate that handouts can replace training workshops. ACRL president, Barbara J. Ford, offers a summary of the information literacy activities undertaken by ACRL this year.

For those of you attending the ALA Annual Conference in Atlanta, a subject guide to ACRL programs and a tentative listing of all ACRL meetings are included in this issue. From Frank Zappa to environmental literacy, you will find ACRL offers you a stimulating smorgasbord of ideas and information.

—Mary Ellen K. Davis
Editor & Publisher

Fund Fare Exchange at ALA Conference in Atlanta

Stop by LAMA's Fund Raising and Financial Development Section annual fundraising expo on Monday, July 1, 1991, from 9:00–11:30 a.m. for the latest ideas in development. The expo includes two presentations, 16 informal table talks, and displays of sample fundraising materials.

"Basics in Fund Raising" will be presented by Dennis Verity, president, The Verity Group, St. Louis, Missouri, from 9:00–9:45 a.m. Alicia Philipp, executive director, The Metropolitan Atlanta Community Foundation, and Robert H. Hull, executive director, Southeastern Council of Foundations, will cover "Corporate and Foundation Fund Raising Strategies" from 10:00–10:45 a.m.

Experienced development consultants will be on hand to discuss such topics as planned giving, direct mail campaigns, book sales, foundation gift solicitation, capital campaigns, donor recognition, and grant writing.

The LAMA Public Relations Section Swap & Shop, American Library Trustee Association, Friends of Libraries U.S.A., ACRL, and the Library Public Relations Council are co-sponsoring the event. For more information contact Andrea Lapsley, Houston Public Library at (713) 247-2188 or David Skillen, Diversified Consultants Associates at (404) 523-2744. ■ ■

Win a free trip to the ACRL National Conference

You may be the lucky winner of a free trip to the ACRL Sixth National Conference in Salt Lake City, Utah, April 12–14, 1992. The grand prize includes a round trip coach airline ticket from anywhere in the continental U.S. to Salt Lake City; hotel accommodations at one of the conference hotels; and free conference registration. To enter, stop by the ACRL booth in the exhibit hall in Atlanta during the ALA Annual Conference, or

send your name, address, and phone number on a postcard to: ACRL National Conference Trip, ACRL/ALA, 50 E. Huron Street, Chicago, IL 60611. All mail entries must be received by June 1, 1991. The winning entry will be drawn on July 1, 1991.

The contest is sponsored by the ACRL Membership Committee and the National Conference Executive Committee. ■ ■