

Welcome to the January 2011 issue of *C&RL News*. Just as ACRL has started the process of creating a new strategic plan (see the News from the Field section for details), strategic planning is essential for academic and research libraries as they strive to demonstrate their value on campus. But the process can be somewhat overwhelming and daunting at times. Richard Wayne unravels “The academic library strategic planning puzzle” in this issue.

Many libraries are including scholarly communication issues, such as open access and institutional repository support, in their plans. And not just large research institutions, as Jonathan Miller of Rollins College notes in his article “Open access and liberal arts colleges.” Providing services to all student groups is integral to success at all types of institutions. Claire Walker and Amanda Click highlight “Meeting the reference expectations of ESL students,” as they adjust to new cultures and education systems.

Reaching out and relating to today’s Millennial students can be a challenge. Anne


Pemberton discusses how she uses Facebook as a teaching tool in library instruction sessions in her article “From friending to research.” Of course, being a part of online social networks isn’t limited to students. Susanne Markgren outlines “Ten simple steps to create and manage your professional online identity,” along with how an online portfolio can be beneficial to the promotion and tenure process.

Sometimes the usual roles are reversed, as Stefanie Buck discovered when “A distance education librarian becomes a distance education student” and views the virtual classroom from the other side.

Make sure to check out all of the other great features and columns, including information on the candidates for ACRL office in the upcoming ALA election (make sure to vote starting March 16, 2011), Internet Resources on alternative press sites, and the index for volume 71.

Thanks, as always, for reading the *News*.

—David Free, editor-in-chief
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