From the President – Mark E Estes

Milestones. The beginning of a new year forms a convenient milestone providing an opportunity to plan your year or to review your plan.

Ideally, you already have a personal business plan for the year including those things you wish to accomplish relating to the purposes of your employer. (A personal personal plan is of course also appropriate.) If you do have a plan, review it now and assess your progress towards accomplishing those goals. Have you made the appropriate progress on them? If you haven’t what can you do to meet them? Are they still appropriate goals? It’s ok to realign your goals as the world changes.

If you don’t have a plan. Start one now. It need not be elaborate. Keep it simple. Commit your goals to a document - paper or electronic. Referring to your plan regularly helps you to stay focused on the important things. Staying focused on the important things helps you manage your time, reduce your stress and have more fun.

Some things to consider or include when reviewing your plan:

1. Do your goals further the core values of your employer?

2. How do your goals relate to providing outstanding customer service? Providing outstanding service requires building common community. Consider whether your goals build or detract from community. Does the plan or consider the concerns of everyone? If anyone is excluded from the community of access, is there a valid reason? (e.g. excluding confidential personnel data from the entire community).

3. Have you included succession planning or what to do if you’re unexpectedly absent?

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Look What You’re Doing Now With OCLC:
Cataloging for Small and Special Library Collections.

Wednesday, January 26, 2000

Barbara McWilliams, Account Manager, OCLC

Barbara’s talk, will feature CatExpress, and allow time for questions and discussion concerning the new FirstSearch and OCLC’s other products. OCLC will sponsor a light buffet

Location: The Children’s Hospital, Longs Peak Room, Vestal Education Center 6th Floor of the Health Center Building 1056 E. 19th Avenue, Denver

Schedule: 5:00 – 5:30 Meet and mingle with a buffet provided by OCLC. Visit the Children’s Hospital Medical Library and the historical exhibits in the Vestal Education Center 5:30 – 7:30 OCLC Cataloging for Small and Special Libraries 7:30 – 7:45 Break 7:45 – 8:15 Business Meeting

Directions: From I-25 N. take exit 213 for 38th Ave/Park Ave. Take Park ave. towards downtown and Coors Field. Stay in middle lane to 19th. Ave and turn left.

From I-25 S. take exit 209A for 6th Ave/East. Take 6th to Downing. Turn left on Downing. Stay in right lane to “Children’s Place” (20th Ave)

The Children’s Hospital is located between Downing and Ogden, and bordered by 18th and 20th streets. The main entrance is off of 19th and Ogden. Although most street parking is limited to 1-2 hours until 6 p.m., some unlimited parking is available along 19th Ave., Emerson St., and on Ogden St. south of 18th Ave. Visitors may park in the parking garage on the north side of the hospital (enter off of Ogden or Downing Streets) for $1.00, but exact change is required after 3 p.m. Park on the roof (Level 6) of the parking structure and enter straight into the Vestal Education Center through two sets of doors. If entering the Hospital through the main entrance, go left into the Health Center and take the elevators at the north end of the hall to the 6th floor. The education/conference center and the Medical Library are on the 6th floor of the Health Center Building, which is linked to the parking garage on the north and the hospital on the south.
From the President, continued

4. How are you reporting your activities? Regardless of your level in the organization, report to your boss, your colleagues and your customers. You work hard to make everything appear easy. Let some folks know that.

5. Plan to increase your tolerance for change and ambiguity. We must constantly reinvent and redefine ourselves because the world around us constantly changes.

6. What are you doing to maintain your skills? Does your plan address each of the “Competencies for Special Librarians?” Obviously, some ways to maintain your skills include attending SLA meetings – at the chapter, regional and international levels. It’s also possible to do much via the web now. For example, visit www.clmc.org, the new web site of the Colorado Library Marketing Council.

Some additional resources for building and maintaining your competencies:
www.wired.com, www.fastcompany.com,
www.universitycollege.du.edu/sched_library.html or

Colleague Connection 2000

This year’s Colleague Connection will be a dinner/program on “WebTechnologies and Libraries” on March 1st at the University of Denver’s Driscoll Center from 5-8:30 pm. The program will involve the 5 local library organizations (COALL, SLA, CLA, CEMA, and CCML) as well as the DU Library Information Technology school program. A panel, including Lynne Fox from Denison Library, Jamie LaRue from Arapahoe Library District, Dan Maas, from South Central BOCES, Cathy Reese, from U.S. West, Sam Sortore, technology specialist at Douglas County Schools and Scott Robertson from MEdiaOne Group, will look at a variety of web issues faced by libraries from the technical, the library, and the end-user viewpoints. Program announcements with RSVP for the dinner will be sent out soon.

2000 Annual Colorado Library Association Legislative Workshop and Luncheon

Register now for the Legislative Workshop and Luncheon sponsored by the Colorado Library Association (CLA) and Colorado Educational Media Association (CEMA).

When: Thursday, February 24, 2000, from 8:00 a.m. to 1:15 p.m.

Continental breakfast in the morning, to include fruit, pastries, muffins, juice and coffee. Hot lunch for meeting with legislators over the noon hour.

Where: Main Denver Public Library, Broadway between 13th and 14th

Morning workshop on legislative issues and process is in the 7th floor training room. Lunch with the Colorado legislators is in the Conference Center downstairs.

How: Registration form is now on the CLA Web page (www.cla-web.org)
Contacts: Jim Kroll, Denver Public Library, (303) 640-6347 or jkroll@denver.lib.co.us
Priscilla Winter, Jefferson County Public Library, (303) 674-7012, pwinter@jefferson.lib.co.us
VOLUNTEERS: A SOLUTION OR A PROBLEM?

Tight budgets. Over-worked staff. Lack of support.

These are common challenges for libraries today. And frequently someone suggests as the solution—volunteers.

Volunteers can offer unique benefits to any organization. What are some of the advantages of cultivating a volunteer corps?

- Volunteers increase a library’s capacity to provide needed services, not as substitutes for paid staff, but to supplement or complement employees. Think, “Wouldn’t it be nice if we could . . .” to create a list of duties that volunteers can handle.
- Volunteers diversify a library’s human resources. Their personal backgrounds and their skills enhance the assets of an institution.
- Volunteers add the element of altruism to library functions. They work because they want to serve, and they believe in the value of what they’re doing.
- Volunteers are a public-relations plus. They build visibility, credibility and support in your community.
- Volunteers bring a new perspective and the exhilaration of experimentation to a library. They lack the preconceptions many staff members hold. They’re willing to try new things.
- Volunteering develops individuals as productive members of the community. Volunteerism is one tool to combat contemporary social problems.

You’re convinced. Yet before you launch a full-fledged volunteer program, or decide to expand the one you already have, consider these points as well.

- Does a volunteer program have the support of management and staff?
- Is there a budget in place for items like training, rewards and recognition, even coat racks?
- Is there an enthusiastic staff member with appropriate experience and time to
Online Marketing Course

The Colorado Library Marketing Council (CLMC) recently announced that its course Creating Change in Challenging Times: Marketing Tools for Librarians and Information Professionals will be available to be taken online in the Spring of 2000.

The course will take place over a 13-week period beginning March 7. Online instructors will be Claudine Paris and Pat Wagner. Students will be expected to read online lesson material, participate in online discussions and small group interactions, complete online exercises and complete and post the results of a market research project. Students will have contact with instructors throughout the class and will receive feedback from other participants as well. The course is not offered for credit, but those completing the course will receive certificates of completion. Research projects may be posted to the Research Gallery on CLMC's website.

Registration costs are only $55 for participants in the first offering of the online course. Registration is limited to 25 participants, with February 28, 2000 the last day to register. Registration is available on CLMC's website at http://www.clmc.org.

The course is designed to provide librarians and information professionals with the tools to creative positive changes in their professional setting. The first part of the course focuses on the internal tools required to "manage yourself", using the concept of internal locus of control. Participants will learn to recognize how problems are framed with words, and will have the opportunity to practice shifting toward taking personal responsibility for actions and outcomes. The second part of the course focuses on the marketing tools needed to create a successful program in the work setting. Participants will learn what marketing is, how it differs from public relations and advertising, and how to identify internal and external customers. A simple market research project will focus on getting information from customers and targeting products and services to the desired audience.

Instructors are Claudine Paris of Success Principles, LLC, in Oregon, and Pat Wagner of Pattern Research in Denver. Claudine is a management trainer and consultant with more than twenty years of experience. She specializes in interpersonal communication and behavior management with a focus on large-scale project management. Pat Wagner has extensive experience in marketing and customer service skills and understands the leadership needs of library personnel and administrators. Pat has been providing training workshops since 1979 and has authored several books.

The online course is part of a continuing research project begun by the Library Research Service of the Colorado State Library to measure both the short-term and long-term effectiveness of the course. Data will also be used to compare the effectiveness of the face-to-face workshop versus the online course. The course has been taught five times since 1997 to more than 100 school, public academic and special librarians across Colorado. It has also been presented to the North Suburban Illinois School District. It has been funded by a Library Services and Technology Assistance grant.

For more information, see CLMC's website.
Chapter News

Highlights of the Executive Board meeting, held November 16, 1999

♦ Mark Estes announced that Gigi Yang had agreed to serve as secretary for the organization as a result of Judith Valdez's resignation.
♦ Diane Powell gave a Treasurers' Report. We have a balance of approximately $4,500. Diane reported on the income and expenses from the September meeting at the Colorado Railroad Library Museum. The Board voted to give a donation of $100 to the Museum library.
♦ The Board discussed the open committee chairs. The following committees still need chairs.
  Bylaws Diversity Hospitality
  Long Range Planning Nominations Professional Development
  Public Relations

Mark your Calendars and diaries: forthcoming meetings:

♦ Jan 26th - OCLC - Children's Hospital
♦ March 1st - Colleague Connection - Driscoll Center, University of Denver
♦ March 20 - Susan DiMattia - US West, including dinner
♦ April (date TBD) - Fundraiser (hopefully at the Boulder Tearoom)
♦ May 17 - annual meeting and Shirley Aldredge lecture at American Alpine Club

New members of the RMSLA:

- Russell Forester, Mitchell
  Madison Group
- Sheila Green, Univ. of Denver
  Law
- Linda Oliver
- Mara Syrain, NREL

New Member Bio: Russell Forester

Originally from Westchester County New York, Russ received a BA in Psychology from Skidmore College in 1995. He moved to Boulder, and worked with delinquent teenagers in a co-ed shelter for two years until 1997 when he entered the fray of Information Services. In San Francisco he helped co-develop an Information Center for the Mitchell Madison Group.

Russ is now telecommuting for the Mitchell Madison Group in Boulder. He will be attending DU's LISV program beginning this fall to start the long journey towards a Master's Degree. He has been a member of the SLA since January of 1999 and is looking for local employment.
New ways to get your chapter information

We have two new and exciting means for you to get current information on what is happening with the chapter. The first is the Rocky Mountain Chapter Web site. The Web site has

- Event information
- The Columbine newsletter
- Chapter contacts
- Bylaws and chapter manual
- Job links and more.

You may access it at http://www.sla.org/chapter/crmt. Check regularly for current events.

Our second new means of communication with you is a new chapter Email list. Our current list has been maintained by staff at the Dennision Memorial Library. Fewer than half of our membership are signed up for this list. On the new list everyone with an email address registered with SLA will automatically be signed up beginning in January. This is a VERY LOW TRAFFIC list. But, you will be given instructions for unsubscribing if you choose not to receive messages. However, this is a great means of getting the latest chapter announcements. You should also unsubscribe from the old list after the transition takes place. If your email address is not registered with the chapter, please let Marcy Rodney, mrodney@du.edu or Stacey Nagle, nagle.stacey@epa.gov know.