



Military Libraries

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Notes from the Chair

Emily Mardis, Division Chair, Military Libraries Division



Hello everyone. Fall weather is finally arriving, and it is already time to register for MLW09 in Nashville. The agenda, published on page three, is varied and there are topics to appeal to you no matter what your position or where you work. If you have not visited the registration site, please do soon as time is running short. The Web site is www.dtic.mil/mlw/2009/register.html. We hope to see you there!

One of the hottest topics abuzz at SLA is the Alignment Project. Our Division is fortunate to have Deb Knox and Tammy Lowery as our two Alignment Ambassador. They have been sending out information on the listserv regarding news of

a vote on a name change. You can visit the [SLA Web site](#) for history and details on the Alignment Project.

Please vote! Voting for the positions of Chair and Director At Large for the Division will be accomplished through a ballot on SurveyMonkey, and the link has been distributed through the listserv. You will also be contacted soon to vote on possible name changes for SLA. Make your voice heard.

Consider volunteering to serve your Division. Many of the Board positions will expire next year. We need anyone with a desire to serve and to make the Division better for future generations. You do not have to have any prior experience, just a willingness to serve.

I will soon be coming to the end of my term as Chair of the Military Libraries Division. Your Board and Committees have attacked a lot of projects that are still in the works to include awards, updating the current practices, evaluating committees and needs, and as always trying to make MLW an enjoyable and memorable event.

The decline in the economic market has not greatly impacted the support the vendors have given us this year. We are most grateful to them for making MLWs so special. It is vitally important that everyone recognize the special events made possible only because of our vendors. Please thank them for that support. A verbal thank you goes a long way to showing appreciation. Visiting the vendors is another way to show them how much we appreciate their sponsorship to our Division. Please help us show them that the Military Libraries Division applauds their sponsorships. I look forward to seeing all of you in Nashville!

'Consider volunteering to serve your Division. Many of the Board positions will expire next year. We need anyone with a desire to serve and to make the Division better for future generations.'



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Radio City Rockettes and Nashville Symphony Orchestra

Marybeth Dowdell and Greta Marlatt, MLD Public Relations Committee

Have some fun in Nashville and take in a show! Sharon Butcher has volunteered to coordinate group tickets (if there is interest) to the Annual Radio City Rockettes "A Country Christmas" and the Nashville Symphony Orchestra's presentation "Home for the Holidays."

These events are not part of the MLW registration. If you are interested in either show, contact Sharon at: concorde@blomand.net. Sharon must have funds in hand by Monday, 30 November to finalize ticket arrangements. Sharon will send out the MLW Ticket order form in a separate email.

1) A Country Christmas with the Radio City Rockettes

At Grand Ole Opry® House, this production runs from 20 Nov - 27 Dec. Ticket prices range from \$35 - \$84; group discounts of 10% begin with 15 tickets. There are several restaurants at Opryland Hotel. Opry Mills Shopping, within walking distance, boasts some more economically priced fooderies. There are no conference activities Tuesday evening.

Opry Mills Express, Bus Line 34X, runs from downtown Nashville to Opry Mills/ OpryLand on a regular schedule. Fares range from \$1.60 - \$2.10, and MasterCard and Visa are accepted on the buses.

2) Home for the Holidays with the Nashville Symphony

Nashville Symphony concert at the Schermerhorn Symphony Hall (across from the Hilton) on Thursday, 10 December only, at 7PM. Conductor Albert-George Schram celebrates the holidays with seasonal favorites.

Ticket prices range from \$25 - \$74.50, with a \$2.50 service fee. Group discounts of 10% start at 10 attendees. The least expensive balcony seats are very comfortable and provide a wonderful view.

The Symphony has kindly agreed to provide a free building tour of the award-winning facility no later than 5:30PM. Those only wishing to take the building tour can do so. There is also a public garden and café for casual dining. For a dining alternative, consider the Arpeggio Restaurant in the Symphony Hall.

MLW SCHEDULE CONFLICTS: There are no conference sessions on Thursday evening; however, there is an MLW Board Meeting at 6 PM that night.

About Us

Military Libraries is published electronically four times a year by the Military Libraries Division of the Special Libraries Association. The newsletter is posted online at <http://sladmil.cimes.fsu.edu> under the News tab.

Chair: Emily Mardis

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Editor: Michael McNulty

militarylibraries@gmail.com

Submissions

Please submit all material to the Editor with permission to reprint copyrighted materials. All submissions must be approved by the Division Chair and are subject to editing.

Submission Deadlines: 2010

Winter	March 15, 2010
Spring	May 15, 2010
Summer	July 15, 2010
Fall	October 15, 2010



Workshop Agenda

Sunday, December 6, 2009

Arrival, Setup, Board Meeting

1300-1800 AF Meeting (Ryman I)

1830-2030 MLD Board Meeting

Monday, December 7, 2009

Service Meetings & Pre-Conference Workshops

0800-1700 Army Library Steering Committee

0800-1700 Navy/Marine Corps Meeting

0800-1700 Air Force Meeting

0800-1200 DOD/Intelligence Community

0800-1200 Complimentary Pre-conference Workshops (space is limited; pre-registration is required):

-- DTIC for the Research Community: the New DTIC Online (limit 30)

0745-1530 Coffee Service

1230-1330 Badge Pick-Up (Pre registered ONLY)

1200-1700 Exhibits set up

1300-1700 Complimentary Pre-conference Workshops (space is limited; pre-registration is required):

--Library Issues Roundtable (limit 25)

1445-1515 Break

1630-1730 Registration

1800-2000 Welcome Reception in the Exhibits Area (Boone and Crockett Ballrooms) SLA Centennial Showcase - Pre-Function Area (Monday-Thursday)

Tuesday, December 8, 2009

0700 - 0800 Networking Breakfast

0700 - 0900 Registration

0730 - 1700 Exhibits open

0800 - 0830 Welcome and Opening Remarks

0830 - 0900 Service Report: Air Force

0900 - 1000 Mr. Marshall Breeding, Vanderbilt University

1000 - 1015 Q&A

1015 - 1045 Break

1045 - 1145 Mr. David Greenebaum - SOLINET "Greener Library"

1145 - 1200 Q&A

1200 - 1315 Lunch in Vendor Area

1315 - 1330 Announcements

1330 - 1400 Service Report: Navy

1400 - 1515 Vendor Showcase

1515 - 1545 Break

1545 - 1645 Naval Undersea Warfare Center, Second Life at a .mil, with Mary Baravecchia, Catherine Sloan, Douglas Maxwell, and Steven Aguiar

1645 - 1700 Q&A

1800 - Dinner On Your Own or With Local Hosts

continued on page 4



Workshop Agenda, continued

Wednesday, December 9, 2009

0700-0800 Networking Breakfast
 0730-1700 Exhibits open
 0700-0900 Registration
 0800-0830 Announcements and History Moment
 0830-0900 Service Report: Army
 0900-1000 Joint Basing Panel - Margie Buchanan, Moderator
 1000-1015 Q&A
 1015-1045 Break
 1045-1145 Network Security and Policies (by AEDC or AF Personnel)
 1145-1200 Q&A
 1200-1315 Lunch
 1315-1330 Announcements
 1330-1400 Service Report: DTIC
 1400-1500 Ms. Vicky Stever and Ms. Melanie Blau, Creative Outreach
 1500-1515 Q&A
 1515-1545 Break
 1545 Exhibits close
 1545-1645 Mr. Stephen Abram, SirsiDynix
 1645-1700 Q&A
 1800-2130 Banquet at the Country Music Hall of Fame

Thursday, December 10, 2009

0700-0800 Breakfast
 0700-0900 Registration
 0800-0830 Service Report: FLICC
 0830-0900 Service Report: Marine Corps
 0900-1000 Ms. Suzie Allard, University of Tennessee LIS, Workplace Communication
 1000-1015 Q&A
 1015-1045 Break
 1045-1145 Ms. Gloria Zamora - President, SLA
 1145-1200 Q&A
 1200-1345 MLW Luncheon & MLD Business Meeting, Announcements
 1345-1445 Ms. Mary Ellen Bates "What Do I Do After I Log Off?: building the perceived value of the library within the organization"
 1445-1500 Q&A
 1500-1515 Break
 1515-1615 Ms. Emily Mardis, "What Is....." (using social networking to market your library)
 1615-1630 Q&A
 1630-1700 Preview of MLW 2010 & Conference Close
 1800-Dinner On Your Own or With Local Hosts
 1800-MLW Lessons Learned -- MLD Board Meeting

Friday, December 11, 2009

MLW Tour

0700-0800 Breakfast on the go
 0800-1630 MLW Tour - Host Facility
 Join your colleagues for a guided tour of Arnold Engineering Development Center (AEDC) and Local Tennessee Attractions. Limit: 40 persons; tour departs the hotel at 0800 and returns at 1630. PLEASE NOTE: If you are flying out on Friday evening, we will stop at the Nashville airport on our way back to the hotel. See the [MLW Links Page](#) for other Friday tours and activities.



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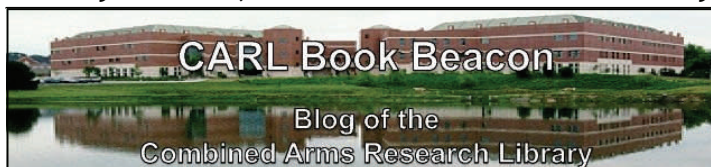
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Social Media @ the CARL

Tammy Garrison, Combined Arms Research Library



The Combined Arms Research Library at Fort Leavenworth, Kansas recently launched Twitter and Facebook presences. We are also re-vamping our blog and refocusing our RSS feeds. We want to more fully to engage with the many communities we serve: Command and General Staff College students, Army and community researchers, post library patrons, and the general public.

Twitter, Facebook and Blogspot have provided us with a way to get information out to our communities about library events, new additions to the collection, and other items of interest. It has allowed us to connect directly with professionals of other Army organizations and other libraries. We're able to engage directly and less formally than through "official" channels such as a press release or our main website.

This changes our relationship with the outside world, since it's far easier to hit "reply" on a "Tweet" in Twitter than to try to decide if a question or comment is worth going through a reference desk or an e-mail request. It also provides immediate feedback regarding the information we are offering. If the Tweet, Facebook post or blog entry is replied to, or passed on, we know that we have provided something engaging to the people subscribed to us. Over the next few months we'll be working on metrics to better understand the impact of social media on the CARL.

In regards to time and task management, we are trying to streamline our relationship with social media. First, we've stopped using Delicious and Technorati, which, while useful, do not support how we're actually using social media. We have automated several processes to make the most of the time we spend on the task of updating social media. Next, we've installed Facebook applications that move information directly to Twitter. We also use Facebook's "link" tool to add images and text from our blog to our Facebook feed. It has reduced the need to log into multiple services for the sake of keeping information timely, not to mention the tedium this induces.

The library also makes use of Blogspot's ability to delay the posting of blog entries until a specific date and time. This allows us to make entries that will not be released until they are relevant. This also lets us generate several entries at once, which simplifies updating.

Keep in mind, not all announcements or pieces of information deserve to be on all three platforms. A weekly one sentence reminder about story time would quickly clutter up the blog. However, it's perfect for Twitter's 140 character limit. Longer posts, such as those containing links, pictures or long passages of text work far better on a blog, with only a passing reference on Twitter and Facebook, directing readers to the URL of the blog entry for more information.

Social media facilitates socializing, giving and receiving information. This means finding other institutions on Facebook and Twitter and making use of all of the useful or quirky information and links available. It also means participating in conversation about those topics, including passing on some of those 140 character gems that have come your way.

Twitter: http://twitter.com/CARL_Library; Facebook: <http://tinyurl.com/carllib>;
Blog: <http://www.comarmsblog.com/>

Tammy Garrison is a librarian at the Combined Arms Research Library, Fort Leavenworth, Kansas.



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Air Force Europe Libraries Provide Creative Summer Reading Program During Transition

Kimberly Meggison, Director, Vogelweh and Sembach Libraries



The winners of the Summer Reading Program at Sembach and Vogelweh Libraries in Germany hold their visual reading records at the Vogelweh Library this past August.

Photo courtesy of Kimberley Meggison.

The staff at two U.S. Air Forces Europe libraries faced a dilemma while planning for the Summer Reading Program earlier this year. The Vogelweh Library was relocated to a temporary facility with no space for programming and the Sembach Library was open just three days a week due to staff shortages.

They would either have to cancel the Summer Reading Program or get creative.

The staff chose the latter. Fortunately, the SRP theme was 'Be Creative @ Your Library'.

The solution to space and staffing issues was to eliminate the need for children to meet and to have set times and days. The Summer Reading Program would be open to children and parents at anytime.

Then it was time to plan how to get kids to read and how to let them have some fun. This creative planning spawned 'Bugs for Books' and the 'Be Creative Cart'.

'Bugs for Books' was a visual reading record. Each child's name was written on a paper apple and suspended from the library ceiling. Based on how many books were read, a paper bug was hung from the apple with a paper clip. The number of books checked out was recorded in a spreadsheet. For a little friendly competition, there were prizes to the children that read the most books in his or her age category.

The 'Be Creative Cart' was a book cart tricked out in slogans and artwork. One project was 'Take a Pho-Toe'. A disposable camera was placed on each cart. Children were directed to dress up their big toe with stick on eyes and such and take a picture. The pictures were developed and posted on a bulletin board. Each child found his or her toe and took it home.

Another project was to group write a graphic novel. Additionally, there were seven quick crafts, a different one for each week of the SRP. The crafts each came with a simple instruction sheet and included pine cone insects, paper plate puffer fish and glass jar terrariums.

At the end of the SRP, there were a total of 135 visits and 1186 books checked out. Some parents commented that they liked not being pinned down to a particular time. The children enjoyed seeing their bug collections grow and looked forward to the craft on the 'Be Creative Cart'. When the program was over, some children were still asking for it.

[Kimberly Meggison](#) is a U.S. Air Force librarian and director of Vogelweh and Sembach Libraries in Germany.



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SLA Name Change Vote

Polls are open through 5:00 p.m. ET, 9 December 2009

Using the SLA e-vote system is fast and easy. All members in good standing as of **2 November 2009** are eligible to participate in the vote. You will only need your SLA UserID and Password to log in to the e-vote system.

If, as of 2 November, SLA Headquarters has a valid, up-to-date e-mail address for you, you will receive an e-mail notice when the polls open. The e-mail message will also include your SLA UserID and Password.

[Click here to vote](#)

Instructions for Voting Electronically

1. Go to the SLA e-vote system during the designated voting period.
2. Log in to the system using your SLA UserID and Password.
3. Click on the ballot name -- "2009 SLA Name Change Vote".
4. Review the proposed amendment to the SLA certificate of incorporation and by-laws.
5. At the bottom of the page, click on the Click to Continue button.
6. Review the question, then select "Yes" or "No"
7. Click the Click to Continue button.
8. Review your selection, then click the Vote button.
9. You have now completed the voting process! Congratulations!
10. You can view and print your receipt or exit the e-vote system.

For help, please contact the SLA e-vote information center at +1.703.647.4950 or e-mail evote@sla.org.

Army Materiel Command Announces IHS Contract

Gloria Miller, Army Materiel Command, Redstone Arsenal, Alabama



The U.S. Army Materiel Command (AMC) has announced the completion of a competitive contract with *IHS Global Inc.* to furnish the AMC Enterprise with commercial standards and specifications. The AMC Enterprise consists of 11 Major Sub-Commands (MSCs) worldwide, which includes support to Soldiers in theater.

This contract with IHS will provide access to the following IHS products: IHS Standards Expert; Haystack Gold; Parts Universe; Fasteners Content; Catalog Xpress. Current and superseded military standards are also included, at no cost to AMC.

Employees will be linked through the AMC Standards & Specifications page on the Army Knowledge Online (AKO) portal. AKO allows authentication to IHS by AMC personnel through a single sign-on.

Points of contact for this contract are [Timothy Edwards](#) and [Gloria Miller](#). For information about the Army Materiel Command, go to www.amc.army.mil.

[Gloria Miller](#) is a librarian at HQAMC-Forward at Redstone Arsenal, Alabama.



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Getting to the Heart of SLA's Alignment Project

Jill Strand, Alignment Ambassador, Minnesota Chapter

	<p>INFORMATION PROFESSIONALS</p> <ul style="list-style-type: none"> ➤ Increasingly moving into adjacent professions ➤ Gap between values of info providers and users ➤ Top 3 challenges are: <ol style="list-style-type: none"> 1. Keeping up with technology 2. Budget constraints 3. Users' lack of awareness 	<p>"There is some great information out there about the alignment process and rather than write things as I see them, I thought I would share thoughts from the leadership. I have permission from Jill Strand to repeat her summary for your review. Tammy Lowrey and I are available for questions and will keep you posted as we go along. We are</p>
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just getting our preliminary training too and Tammy plans on speaking with all of you in Nashville so we hope to see you there."

— Deb Knox and Tammy Lowrey, MLD Alignment Ambassadors

1. What is the SLA Alignment Project and how did it come about?

For several years, members have asked for a broader effort and support from the Association in helping them to communicate their value in their organizations. At one time or another, many of us have struggled to define the value of what we do and why our skills as a librarian and information professionals are important. Many of you may remember that the Association attempted to hold a vote on a name change at the annual conference in 2003.

While the membership did vote to change the name, the final vote on which name to use could not be completed due to logistical issues. In the long run this was probably a good thing given the untested choices offered at the time.

When funds became available from the sale of SLA's previous headquarters building, they decided to try again but this time by conducting solid, in-depth research with a broad range of organizational leaders as well as information professionals. (There is a misconception held by some that member dues were used - this is not true.) The Alignment Project plan and goals were first introduced at Leadership Summit in January of 2008 with initial research findings shared at the next Leadership Summit in 2009. The research provided broad concepts as well as value statements and encouraged people to use the information contained in it to explain what they do and the value they provide. Association leadership encouraged people to use the very powerful language and concepts when they talked about their skills.

2. Why is Alignment so important?

When the Alignment research talks about using language that resonates with leaders and executives it is referring to leaders at all types of organizations: corporate, academic, non-profit and government. Particularly in today's economy, we all need to articulate our value in language they can relate to, no matter where we work.

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Alignment, Cont.

<p>PRINCIPLES OF ALIGNMENT</p>	<p>I think we've all realized by now that no matter what type of library we work in (academic, corporate, non-profit, government, or not a library) we need to market ourselves - none of us is immune, particularly in this economy.</p> <p>Different organizations may have different goals but to some degree they all must be mindful of a budgets and / or bottom line. Our job, no matter whether we are up front or in the back room, is to talk with them about the solutions and support we offer and to align it with the organizations goals. This can be hard to do but the Align-</p>
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ment research is the first step to showing us how we can begin. As this initiative progresses, we will be looking to members to help us tailor the language for different types of organizations and audiences.

3. I've heard that Alignment is mainly a way to push a name change for the Association. Is that true?

Although the research suggested that a name change should be considered, SLA Leadership hesitated to move too quickly because they did not want anyone to think we embarked on this project as a means to that end. Yet as members looked at the initial research findings on the SLA website, many (myself included) kept asking about a name change. A name change is but one of many ways we can benefit from the findings of the alignment project. The project results clearly show us the name and the perception of the name leave us in a very weak and not very desirable place in the world of public perception, and especially in the perception of senior management in our organizations. The names we call ourselves - and there are more than 2,000 variations on names in our membership database - is testimony to the losing battle to use our professional name as a the name of our association.

We honor and respect libraries and librarians, just as we honor information professionals, knowledge managers, business or competitive intelligence professionals and a myriad of others.

In fact, we are no longer an association of "special libraries" as more than 50 percent of our members do not work in a "library." We will never be able to reflect all these names and changes but we can put forth a name that reflects the value and professionalism we bring to our organizations, regardless of what we call ourselves now or in the future. Anne Caputo has said "I think John Cotton Dana would be pleased to know we are evolving and focusing on what is really important - how we provide strategically important information, content and knowledge that make our organizations competitive and successful."



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Alignment, Cont.



As Gloria Zamora has said, "This is about a game change and not (just) a name change."

I think Janice Lachance put it well with this closing to her Info View letter in the September issue of Information Outlook: "The term 'special librarian' carries great sentimental weight. But just like an over packed suitcase at the airport, these days that weight is costing us dearly. ..It is time to practice what we preach and adopt new ways of describing the role of information professionals - and adopt a new name for SLA as well. The words we use to describe ourselves can limit our roles or they can illustrate our contributions to our organization's strategic priorities. We can be accurate or aspirational. The wrong words can hurt, but the right ones can help us align our skills with successful outcomes. Which words will you choose?"

4. How would a possible name change be handled? What's next and when will we learn more?

In an Oct. 5 message to the SLA Leadership List, Gloria Zamora communicated the following: "We have discussed the name change issue and we believe that we currently have the momentum to move forward. Remember Seth Godin said the time to change is when you have the momentum propelling you forward. As you all know the Alignment information has been available since January. Janice and I have both written extensively on the alignment and informed the membership in June that we were pursuing a name change. We will have an electronic ballot to allow all of our members to participate. (See page 7 of this issue for E-Vote details)

On Oct. 14, the Board announced a potential new name: Association of Strategic Knowledge Professionals. The name is based on the alignment research and went through further testing. Please share your thoughts with your Alignment Ambassadors who will continue to talk answer all questions in order to prepare our members for a vote. If the name doesn't pass there won't be a second round or back-up option. We'll continue to move forward as the need for Alignment still exists!

5. Is the Alignment research truly reflective of all SLA members?

Information professionals and leaders in a wide range of professions and types of organizations were interviewed as part of the Alignment research. (See the Alignment Portal for details.) While the largest sector in our membership is represented by corporate information professionals, this changes over time. We are deliberately reaching out to other areas as evidenced by our newer divisions, Legal, Government and Academic in particular.

6. The core of what we do hasn't changed, so we should still be calling ourselves librarians. Terms such as "info pro" and "knowledge manager" are inaccurate and have hurt the profession.

I disagree that using different titles has hurt the profession. What has probably hurt us is not recognizing that our members' roles and duties have expanded beyond what most people think of when they hear "librarian" or "library." Again, keep in mind that the Alignment research is not saying members need to change their titles. There is nothing wrong with being a librarian or working in a library but there are instances when it limits how we are perceived and what we have to offer.



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Alignment, Cont.

Becoming an association open to a broader membership can only enhance and help people understand the value of librarians and all our members. We need something new but just because "info pro" may not be the best name, doesn't mean that "librarian" is a one-size-fits-all solution.

7. Why doesn't the Alignment Project stress the value of an MLIS?

After an information professional's first job, the MLS is less emphasized. It is the experience and performance that is valued. The MLS degree is a means to an end and the credential to get one in the door. SLA realized this many years ago when they removed a professional library degree as a requirement for membership. And it has not hurt the association. SLA Leadership is seeking ways with the Alignment Project to open up our membership to more people who are information professionals but do not have an MLS. They believe (and attendance at annual conferences has shown) that the diversity of interests will be beneficial to our association and profession as a whole. Anne Caputo notes that, "Just as we see people with the MLS degree doing many things outside the traditional boundaries of the library (myself and the majority of the last 10 SLA Presidents included) - we also see many people doing high-level professional research and information work who do not have the MLS degree."

8. Some long-time members or those who have had budget cuts seems to be against Alignment, saying that no matter what we do decision makers aren't going to value us.

As she has visited companies and libraries over the past two years, Gloria Zamora has seen what a positive attitude can do. She has met CEO's who do know their information professionals and who value the work they do. "If we do not stand up and state our value we cannot expect anyone else to do it for us," she says. "The Alignment Project gives each of us the tools we need to communicate value, to speak in terms that businesses understand, to convey that we are forward looking and are true assets to our employers no matter what the setting. We have the tools and whether we are librarians or knowledge managers or information professionals we need to take responsibility, even if it is hard or you think no one will listen.

9. Where do we go from here?

If there is one thing librarians and info pros don't do it is ignore solid research! A team Alignment Ambassadors representing almost every unit, division and caucus has just been through training on how to "talk Alignment" and they will be working hard to help members absorb the research and answer their questions. Their job is to continue the dialog and help us all learn how to "talk Alignment." No matter what happens re: a name change, there is still a lot we can learn to help us better align with our organizations and convince them of our purpose and value.

10. A final thought

Regardless of one's personal thoughts, feelings and experiences about the research and a possible name change, the need for Alignment for us as a profession and Association still exists. This is bigger than any one of us and to condemn it completely based on what you wish to call yourself or your single experience is not fair others. I plan to move forward and align, welcoming any and all (librarians, technical support, IT, market researchers, info pros, KM managers or others) who want to come along.

Jill Strand is a Law Librarian for Maslon Edelman Borman & Brand in Minneapolis, Minnesota. She is the Alignment Ambassador for SLA's Minnesota Chapter.



Join the Team

Contact Division Chair Emily Mardis or any of the board members if you are interested in volunteering for one of the committees. Advisory board members serve a one year renewable term of office. Be active, make a difference!

Military Libraries Division Executive Board 2009

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Emily Mardis

Chair Elect

Greta Marlatt

Past Chair

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