



Review of the 2007 VALE Assessment Survey Report

December 2007

VALE Assessment Committee

Jeanne Boyle (chair)

Anne Ciliberti

Ben Fisher

Judy Jeng

Jia Mi

Richard Stern

During the spring 2007, the VALE (the Virtual Academic Library Environment of New Jersey) Executive Committee commissioned PALINET consulting services to undertake a survey that would assess, document, and report the benefits and economic value of VALE. The survey report, received in July 2007, demonstrates the very high regard in which VALE is held by academic library directors throughout New Jersey. Many suggestions for improvement were received from a web survey instrument and telephone interviews. The Executive Committee commissioned the Assessment Committee to review survey results in consultation with other VALE committees.

The Assessment Committee invited each VALE committee to develop and prioritize actions for addressing the issues in the report relevant to their committee. The Committee used the statistical results and representative statements in the report to create a chart, arranged by committee, of recommended enhancements and improvements. Individual anecdotal responses were not included, although committees were requested to review the entire survey report.

All committees provided a useful commentary on the results of the survey, and an executive summary of their individual reports is below. We find overall that committee charges and current activities are harmonious with and responsive to the recommendations in the survey report. Nevertheless, some committees proposed redirecting or reprioritizing their activities in response to the survey report.

In addition, most committees included recommendations that would enhance the impact of their work. Committees were generally surprised and dismayed that their work was so frequently unknown to those surveyed and proposed new ways to make their work known. Committees described working in isolation and requested a closer relationship with the Executive Committee and each other.

Chief Recommendation

We believe that the chief recommendation that emerges from the committee review of the survey is that the Executive Committee needs to take steps to improve communication throughout the organization. In addition to external advocacy, the Executive Committee itself needs to reach out regularly within VALE to committee chairs and library directors. Priority support should be given to activities that can overcome the distance barrier and permit broader participation through the use of technology, and both current and new directors need to be more engaged. While the recommendations from the Publicity and Communication and the Website Committees are key, other committees suggested ways that the Executive Committee can help them achieve their goals.

The Assessment Committee recommends that the Executive Committee begin by meeting with all committee chairs to discuss the assessment survey report and committee needs and to establish collaborative relationships among committees. We understand that the Executive Committee has begun to reassign committee liaisons, creating an opportune time to clarify the role of liaisons from both the Executive Committee's and other

committees' points of view. At a minimum, there needs to be a process for getting consortium wide agreement in support of new programs developed by committees. We note that committees were not included in developing the PALINET survey project, and, as a result, some committees struggled with developing their responses. Collaboration among committees will be essential for moving forward. An example is the very good suggestion from the Bibliographic and Metadata Committee that they work closely with the Digital Media Committee to establish general cataloging guidelines for New Jersey institutions participating in the statewide digital video network to ensure access to content. The Digital Media Committee had recommended that they work directly with media catalogers.

Committee Recommendations Summary

Bibliographic Control and Metadata Committee
Cooperative Collection Management Committee
Digital Media Committee
Electronic Resources Committee
Publicity and Communications Committee
Reference Services Committee
Resource Sharing Committee
Shared Information Literacy Committee
Web Committee

Bibliographic Control and Metadata Committee

Due to its nature, the Bibliographic Control and Metadata Committee (BCMC) interacts less with the public than other VALE committees. Nonetheless, the Committee has proudly accomplished many tasks, all of which will likely have a long-term impact. Two surveys about technical services functions among the VALE libraries will help VALE library directors and technical services managers with strategic planning. In spring 2007, the BCMC spearheaded the creation of a statewide collaborative cataloging effort, officially called the New Jersey NACO Program. Recently the BCMC launched the Committee wiki. This wiki is being developed for communication and resource sharing. The aim of the wiki is for committee members to learn applicable cataloging policies and procedures among comparable institutions so that duplication of effort can be avoided and knowledge can be exchanged. It is hoped that, through collaborative effort, statewide cataloging guidelines can be established in preparation for the future New Jersey State integrated library system.

The BCMC has set as a goal to increase the committee's visibility by interacting more with other VALE committees and the VALE community.

Possible actions are:

- Arrange to have a BCMC representative serve as liaison on relevant VALE committees;

- Submit an annual report from the Chair of BCMC to VALE Executive Committee;
- Participate actively in the VALE Annual Conference including breakout sessions, poster sessions, and/or lunch table discussions;
- Participate actively and as appropriate in the work of the Open Source Library System Task Force;
- Work with the Digital Media Committee to establish general cataloging guidelines for NJ institutions participating in the statewide digital video network to ensure access to content.

Cooperative Collection Management Committee

The VALE Cooperative Collection Management (CCM) Committee had only one recommendation to respond to: plan collaborative collection development and last copy availability.

The charge of the CCM Committee addresses this recommendation and is updated annually.

The main accomplishments of the VALE Cooperative Collection Management Committee are: established the VALE Last Copy Program Guidelines, which were accepted by the Executive Committee in March 2007; initiated in April 2007 the VALE Last Copy Collection Pilot Project of three libraries to test the guidelines and report back to the VALE membership on their experiences; and convened in October 2006 the WorldCat Collection Analysis Tool (WCAT) Subcommittee of five VALE libraries that cooperatively tested the value of the WCAT for last copy identification and cooperative collection analysis, wrote a report on its merits for VALE libraries, and continues to meet.

Work recently completed or currently underway that responds to the survey includes:

- Coordinated with New Jersey State Library Development Bureau to use the JerseyCat Union Catalog to create a virtual collection to track last copy items in participating VLCC pilot project libraries and coordinated VLCC MARC record editing training for catalog librarians at Rutgers SCC;
- Conducting a panel session on the uses of the WCAT for academic libraries and presenting a lunch table discussion on the VALE Last Copy Preservation Program at the VALE Users Conference;
- Chair participating in the PALINET Off-Site Storage Group meeting;
- Chair also regularly attends VALE Resource Sharing Committee meetings and gives a report on CCM activities and solicits collaboration from the Resource Sharing Committee on new projects, such as the proposed microfilm sets tracking program.

Given the complexity of the report's recommendations, the committee believes it would be helpful if all VALE committee chairs met with the VALE Executive Board.

Digital Media Committee

The Digital Media Committee has made tremendous progress in fulfilling its charge since it was established in June 2005. Negotiations with Films Media Group are completed, and packages for VALE member libraries are available. Consortium pricing with other vendors is underway.

The work of the committee has been responsive to two recommendations in the assessment survey report: development of a statewide digital video network is ranked highly in the response about the value of VALE initiatives in the next five years, and expanding shared buying services for media was requested by respondents to the telephone survey.

Based on the report, the committee suggests the following priorities:

- Negotiate with a number of producers and distributors reasonable consortial pricing for VALE members;
- Participate in the NJVID grant to see that all VALE members will be able to have access to content once purchased;
- Work with [media cataloguers] the VALE Bibliographic Control and Metadata Committee to ensure access to content;
- Develop appropriate publicity and workshops for VALE members.

Electronic Resources Committee

Survey respondents highly valued the work of the Electronic Resources Committee (ERC), with 65 % giving the Committee the top rating. This made the ERC the top rated VALE committee in the survey. Because academic libraries increasingly find large portions of their budgets being devoted to electronic databases and other online products, the Committee's work is integral to the decision making of individual libraries and is recognized as such. Individual comments from survey respondents, as well as the high statistical rating, bear out this conclusion.

However, the ERC still has work to do to provide even more support for VALE member libraries in a tight budget environment. The most frequently mentioned need by respondents is for the ERC to move VALE toward a tougher, more proactive negotiating posture with database vendors so that "we get what we want, not what they want to give us." During 2006-2007, the ERC produced a working paper for the Executive Committee that the ERC hopes will become a blueprint for future vendor negotiations. The ERC also recognized the need to improve its communication among member libraries and to promote more active participation by all VALE member libraries. To that end, the committee welcomed several new members in 2006-2007.

Further actions may include:

- Prepare formal evaluations of electronic products useful to members while providing critical feedback to vendors;

- Conduct a formal inventory of electronic resources staff at VALE institutions and establish routine communication of ERC minutes and other information to these librarians;
- Form subject area subcommittees (e. g., science and engineering or humanities or social sciences) to evaluate formally products and to distribute their evaluations through the VALE website;
- Give greater attention to the Committee's existing charge to periodically review current database offerings.

While communication of the Committee's work to member libraries remains the top priority, enhanced feedback of Committee evaluations to vendors may form a significant part of the proposed, more proactive negotiation strategy for database purchases.

Publicity and Communications Committee

The Publicity and Communications Committee received high marks from respondents, with 63% rating the value of its work as either 1 or 2 on a 7-point scale, with 1 being the highest value. Another significant finding from the survey is that more than three quarters (80%) of all respondents rated the value of the annual Users' Conference (planned each year by the Committee) as high (either 1 or 2). Given these high ratings, it is clear that the VALE membership recognizes and appreciates the work of the Committee and particularly its contributions to the Users' Conference.

Despite this strong endorsement, survey respondents offered several suggestions for improvement. Chief among these were five recommendations for expanding promotional efforts (for example, add VALE's name and logo to databases, develop an awareness raising campaign, prepare a brochure for administrators showcasing VALE benefits, etc) and three for improving internal communications (consider developing a discussion-group vehicle, investigate listserv problems and send out more news bulletins).

The Committee agrees that these suggestions (and others) clearly fall within its purview. Moreover, the Committee was recently reorganized into three subcommittees that exactly parallel the suggestions identified in the report: conference planning, internal communications and external communications and advocacy. Thus, it would seem that the Committee is ideally poised to respond to the survey's feedback---if it only had members to do the work! Herein lies the problem. Despite several calls for volunteers and recruitment efforts, the internal and external communications groups are essentially unstaffed, with the Chair single-handedly providing all recent communication and advocacy support. As the Chair summarizes, "Advocacy and publicity campaigns do not happen by themselves. As long as VALE is a volunteer organization, volunteers have to make it happen."

Given this situation, it seems that VALE has several options:

- Engage library directors across the state to encourage staff participation in the Committee, thus increasing the volunteer level to accommodate the requested promotional and advocacy activities;

- Hire additional VALE staff to perform these tasks;
- Outsource appropriate tasks to media and/or public relations consultants.

Reference Services Committee

The PALINET Report did not comment on the work of the Reference Committee and did not make any recommendations except that it is considered among the committees to be disbanded. The exclusive focus of the Reference Committee through 2006 was on the adoption of Q&A virtual reference among VALE libraries. The committee attributes its relatively low survey rating to survey respondents' unawareness of the Reference Committee work with Q&A, the focus on Q&A to the exclusion of other reference concerns, and inactivity of the committee in the past year.

The several areas the chair suggested for future committee work included:

- Developing greater awareness of the committee's work with Q&A;
- Cooperation with other VALE committees on Web 2.0, information literacy, and working with a changing student population using blogs, podcasts, IM reference, and other Web 2.0 services.

The Committee raised a number of concerns about the need for alternative electronic means of meeting, consideration of creating a VALE-wide online reference service, more information on the VALE website on how to join committees, and an annual meeting of committee chairs.

Resource Sharing Committee

The Resource Sharing Committee is dedicated to serving the academic library community and to providing access to scholarly and information resources for end-users. As a testament to the success and importance of the committee's work, 70% of respondents rated the committee as above average.

There are five recommendations related to end user borrowing in the assessment survey report that directly relate to this committee: investigate universal borrowing and direct patron initiated ill, investigate consortial RAPID service, share books more fluidly, develop user-initiated borrowing and delivery among libraries, and statewide borrowing privileges and cards.

Many of the terms in the recommendations can be interpreted in different ways, and others overlap. Clarification is needed. The committee report asks questions intended to provide that clarity. What, for example, is the difference between universal and statewide borrowing? How are they defined?

The committee suggests some actions would respond to the report but requests further clarification of the recommendations before moving forward. For example, the committee could:

- Implement a pilot project in 2008 for reciprocal borrowing for undergraduates involving a small number of select academic libraries that would assist the committee in investigating and analyzing universal borrowing;
- Implement a pilot project regarding user-initiated ILL using JerseyCat among academic libraries;
- Investigate the consortium, gather info regarding RAPID costs, requirements, workflow changes and implementation procedures to submit to the Executive Committee.

The committee notes that many of its recommendations need director/administrator level support across the consortium and urges that there be a joint meeting of VALE committees or a joint meeting of all chairs with the executive committee to discuss the assessment survey report and its overall implications for VALE.

Shared Information Literacy Committee

Overall, respondents to the 2007 VALE assessment survey rated the value of the Shared Information Committee relatively high (41% provided ratings of 1 or 2 out of 7, with 1 being the highest score). While the general thrust of the comments suggests that the Committee's goal of developing and sharing information literacy materials is still highly valued, there was also a sense that the Committee's work needs to be hastened and publicized. Other specific suggestions included developing statistical summaries of members' information literacy programs, using assessment tools collectively, identifying information literacy skills for community college transfers and evaluating the information literacy needs of small colleges.

In response, the Committee plans to:

- Promote and enhance the Database of Shared Information Literacy Materials (DSILM), the primary vehicle developed for collecting and sharing information literacy materials. A poster session at the 2008 Users' Conference will promote the DSILM, new policies for peer review have been implemented and a renewed call for content will be forthcoming;
- Focus FY08 efforts on assessment rubrics and methodologies that have potential for collective use across institutions;
- Support local information literacy efforts by sharing a template, or best practice document for creating Information Literacy Plans;
- Collect and disseminate to member libraries information about members' experiences with Middle State accreditation visits;
- A longer-term goal of the group will be to investigate the information literacy skills of the community college transfers.

Web Committee

The VALE Web Committee is responsible for reviewing the interface design of the VALE homepage (<http://www.valenj.org>) and enhancing access to VALE related resources. The survey results indicated that the VALE website has been considered an

indispensable tool for conference registration, finding organization information and acquiring reciprocal borrowing program. 65% of respondents rated the committee's value above average. Recent accomplishments include recommending to the Executive Committee that the VALE Virtual Catalog be continued, promoted, and assessed; total redesign of the VALE website; creation of a web style guide; and implementation of a professionally designed set of logos and images that help establish VALE's Brand.

There are two recommendations directly related to the website development and maintenance in the assessment survey: website enhancement and out of date, static, and boring.

The committee ranks the work of reengineering the VALE web pages as its highest priority in the coming year and has recognized that Web 2.0 technologies will make the VALE website more dynamic, responsive, and up-to-date. A three-year plan has been developed to address these recommendations, and priorities for the next two years are:

2007-2008

- Started to investigate Drupal, a web authoring tool, as a content management system to build future VALE website;
- Set up a conference blog for 2008 VALE User Conference;
- Enable 2008 VALE User Conference attendees to upload digital pictures of the event to the site's Flickr plug-in;
- Incorporated YouTube on the front VALE webpage to market advocacy for NJKI program;
- Obtained permission to video the keynote speaker of 2008 VALE User Conference and podcast the session on the web;
- Plan to incorporate RSS feeds and del.icio.us to VALE website.

2008-2009

- Redesign VALE website by bringing all the elements together: Drupal infrastructure, blogs, wikis, RSS feeds, podcasting, Flickr, and del.icio.us;
- Conduct usability testing to ensure the new site meet the needs of the users.

In the past year, the committee has welcomed nine new members, who will be instrumental in implementing the new changes.

Attachments

VALE Committee Responses

Charge from Executive Committee to Assessment Committee

Charge from Assessment Committee to Other VALE Committees

VALE Assessment Report: Summary of Recommendations for VALE Committees

VALE Committee Responses

Bibliographic Control and Metadata Committee

TO: VALE Assessment Committee

FROM: Cathy Weng

Chair, VALE Bibliographic Control and Metadata Committee

SUBJECT: Recommendations for Issues Identified in the Assessment Survey

DATE: November 5, 2007

The Bibliographic Control and Metadata Committee (BCMC) has reviewed the Assessment Survey report and is pleased to submit the Committee's recommendations in response to the request by the Assessment Committee.

Issues identified in the Assessment Survey report relevant to BCMC were discussed at the Committee's fall meeting on October 25, 2007. The Committee recognizes that effective actions should be taken in order to make BCMC more visible. Over the years, the BCMC has accomplished much. The accomplishments can be found on the Committee's website at http://frontpage.montclair.edu/salcc_nj/home.html. Due to the nature of the bibliographic control field, the committee interacts less with the public, yet this lack of interaction does not lessen the importance of the committee's mission and activities for the VALE community as well as the significance of the work accomplished by the committee members in New Jersey and in the bibliographic control profession.

The BCMC takes pride in what it has achieved. In response to the Assessment Survey, we recommend that the following actions be taken immediately. The goal is to increase the visibility of BCMC by interacting more with other VALE committees and the VALE community. Moreover, the Committee will review VALE's mission; further actions will be taken in helping with fulfilling VALE's strategic plans, and ultimately the VALE community's needs will be satisfied.

1. To open the communication channel between BCMC and other VALE committees, a BCMC representative will be sent as liaison on relevant and interested committees.
2. The BCMC chair will prepare and submit the committee's annual report to the Executive Committee detailing the accomplishments and the activities of the committee and their significance to the VALE community and the profession.
3. BCMC will remain active at the VALE Annual Conference. Activities could include a lunch table discussion, poster session or breakout session to report the committee's recent activities or accomplishments.
4. BCMC will work with the OLS (Open Source Library System) Task Force to offer bibliographic control expertise in planning the statewide integrated library system.

BCMC Addendum

[Received from Committee chair December 10, 2007.]

Due to its nature, the BCMC interacts less with the public than other VALE committees. Nonetheless, the Committee has proudly accomplished many tasks, all of which will likely have a long-term impact. In 2003 and 2006, the Committee studied the technical services functions among the VALE libraries via questionnaire surveys. The survey results will help VALE library directors and technical services managers with strategic planning. In spring 2007, the BCMC spearheaded the creation of a statewide collaborative cataloging effort, officially called the New Jersey NACO Program, recruiting and training participants from four-year and two-year academic institutions, county public library systems and the State Library. The newly formed cooperative leverages the skills and expertise of catalogers at small and mid-size institutions to improve access to resources related to New Jersey both within the state and elsewhere. The New Jersey NACO Program is affiliated with the Program for Cooperative Cataloging at the Library of Congress. Recently the BCMC launched the Committee wiki. This wiki is being developed for communication and resource sharing. The aim of the wiki is for committee members to learn applicable cataloging policies and procedures among comparable institutions so that duplication of effort can be avoided and knowledge can be exchanged. It is hoped that, through collaborative effort, state-wide cataloging guidelines can be established in preparation for the future New Jersey State integrated library system.

Cooperative Collection Management Committee

Subject:
Re: VALE Assessment Survey Draft
From:
"Mary A. Mallery" <mallerym@mail.montclair.edu>
Date:
Mon, 10 Dec 2007 06:48:27 -0500
To:
Jeanne Boyle <jeboyle@rci.rutgers.edu>

Jeanne:

Below my signature is the full text that I recommend for the CCM listing in the executive summary of VALE Assessment Committee Survey Report. The following are the justifications for the recommended edits of the draft text:

Please replace this text under CCM in the executive summary:

There was only one survey recommendation for the VALE Cooperative Collection Management Committee,

with the following from my initial email response:

The VALE Cooperative Collection Management Committee had only one recommendation to respond to:

* "Plan collaborative collection development and last copy availability."

The charge of the CCM Committee addresses this recommendation, and it is updated on an annual basis.

Also, please eliminate the long sentence that follows.

Further, the bulleted list of recent accomplishments extracted from my email does not focus on the main accomplishments of the CCM. Please add instead the following:

The main accomplishments of the Cooperative Collection Management Committee since its charge was approved in 2005 are:

1) Establishing the VALE Last Copy Program Guidelines at: (accepted by VALE Exec. Board on March, 2007) online at:
<http://blake.montclair.edu/~mallerym/VALELastCopyGuidelines.html>

2) Established the VALE Last Copy Collection Pilot Project of three libraries (Rutgers, Montclair State, and William Paterson U.) to test the guidelines and report back to the VALE membership on their experiences (April, 2007)

3) Convened the WorldCat Collection Analysis Tool Subcommittee of five VALE libraries (Montclair State U., William Paterson U., Monmouth U., Fairleigh Dickinson U. and Stevens Tech U.) that cooperatively tested the value of the WorldCat Collection Analysis Tool (WCAT) for last copy identification and cooperative collection analysis and wrote a report on its merits for VALE libraries. (Oct., 2006-May, 2007) and continues to meet.

Finally, please add the following bulleted item to the paragraph headed "Work recently completed or currently underway that responds to the survey includes:"

*Conducting a panel session on the uses of the WorldCat Collection Analysis Tool for academic libraries at the VALE 2008 Users Conference

Please let me know if you have any questions.

Thank you! --Mary

* Mary Mallery, Ph.D.
* Assoc. Dean for Technical Services
* Harry A. Sprague Library
* Montclair State University
* Upper Montclair, NJ 07043
* Phone: 973-655-7150
* Fax: 973-655-7780
* E-mail: mallerym@mail.montclair.edu

The VALE Cooperative Collection Management Committee had only one recommendation to respond to:

* "Plan collaborative collection development and last copy availability."

The charge of the CCM Committee addresses this recommendation, and it is updated on an annual basis, online at:
http://blake.montclair.edu/%7Emallerym/Last_Copy.html

The main accomplishments of the VALE Cooperative Collection Management Committee since its charge was approved in 2005 are:

1) Established the VALE Last Copy Program Guidelines at: (accepted by VALE Exec. Board on March, 2007) online at:
<http://blake.montclair.edu/~mallerym/VALELastCopyGuidelines.html>

2) Initiated the VALE Last Copy Collection Pilot Project of three libraries (Rutgers, Montclair State, and William Paterson U.) to test the guidelines and report back to the VALE membership on their experiences (project begun April, 2007)

3) Convened the WorldCat Collection Analysis Tool Subcommittee of five VALE libraries (Montclair State U., William Paterson U., Monmouth U., Fairleigh Dickinson U. and Stevens Tech U.) that cooperatively tested the value of the WorldCat Collection Analysis Tool (WCAT) for last copy identification and cooperative collection analysis and wrote a report on its merits for VALE libraries. (Oct., 2006-May, 2007) and continues to meet.

Work recently completed or currently underway that responds to the survey includes:

- Coordinated with NJ State Library Development Bureau to use the JerseyCat Union Catalog to create a virtual collection to track last copy items in participating VLCC pilot project libraries and coordinated VLCC MARC record editing training for catalog librarians at Rutgers SCC (July, 2007).
- Conducting a panel session on the uses of the WorldCat Collection Analysis Tool for academic libraries and presenting a lunch table discussion on the VALE Last Copy Preservation Program at the VALE Users Conference (January, 2008)
- Chair participating in the PALINET Off-Site Storage Group meeting (January, 2008)
- Chair also regularly attends VALE Resource Sharing Committee meetings and gives a report on CCM activities and solicits collaboration from the Resource Sharing Committee on new projects, such as the proposed microfilm sets tracking program proposed by Pam Theus of William Paterson U.

Given the complexity of the report's recommendations, the committee believes it would be helpful if all VALE committee chairs met with the VALE Executive Board.

[Section cut and pasted from two emails as per instructions from Mary Mallery, Committee Chair, in a message dated 12/5/07.]

There was only one survey recommendation for the VALE Cooperative Collection Management Committee, and the committee's charge and accomplishments have been and are appropriate and successful responses. Given the complexity of the report's recommendations, the committee believes it would be helpful if all VALE committee chairs met with the VALE Executive Board.

Since receiving its initial charge from the VALE Executive Board in May, 2005, the VALE Cooperative Collection Management Committee has successfully fulfilled a number of projects and initiatives:

- 1) Conducted a 2005 Cooperative Collection Management survey of VALE membership, results posted at: http://blake.montclair.edu/~mallerym/CCMSurvey05_1.jpg
- 2) Coordinated a product demonstration of the WorldCat Collection Analysis Tool by Kris Senecal of PALINET (November, 2006)
- 3) Convened Focus Group on WorldCat Collection Analysis Tool for VALE libraries with Andy Bush of OCLC (March, 2006) and reported to the VALE Executive Board on VALE WCAT licensing proposal for cooperative collection management.
- 4) Submitted a Visions for VALE paper on "" for the VALE Retreat online at: <http://www.valenj.org/newvale/eventswkshps/2006/retreat/proposals.shtml> As a result, cooperative collection development and last copy issues scored quite highly on the preliminary list of new strategic directions (June, 2006)
- 5) Convened a committee of five VALE libraries (Montclair State U., William Paterson U., Monmouth U., Fairleigh Dickinson U. and Stevens Tech U.) that cooperatively tested the value of the WorldCat Collection Analysis Tool (WCAT) for last copy identification and cooperative collection analysis and wrote a report on its merits for VALE libraries. (Oct., 2006-May, 2007)
- 6) Sponsored a workshop on RCLWeb and Bowker Book Analysis System with Jade Green for collection analysis at Rutgers U for VALE libraries (November, 2006)
- 7) Coordinated a VALE 2007 Conference breakout session by Eileen Henthorne, Exec. Director of the Research Collections and Preservation Consortium (ReCAP), a high-density, environmentally-controlled shelving facility jointly owned and operated by Columbia University, The New York Public Library and Princeton University.
- 8) Evaluated the VALE Virtual Catalog as a tool for last copy identification and cooperative collection management across VALE libraries (September, 2006)
- 9) Presented a poster session on "VALE Cooperative Collection Management: Next Steps" at the VALE Users Conference (January, 2006) and a poster session on the "VALE Last Copy Program" (January, 2007) to discuss the proposed VALE Last Copy Guidelines and raise awareness of the need for last copy tracking in VALE libraries.

10) Drafted VALE Last Copy Guidelines (accepted by VALE Exec. Board on March, 2007) online at: <http://blake.montclair.edu/~mallerym/VALELastCopyGuidelines.html>

11) Established the VALE Last Copy Collection Pilot Project of three libraries (Rutgers, Montclair State, and William Paterson U.) to test the guidelines and report back to the VALE membership on their experiences (April, 2007)

12) Coordinated with NJ State Library development Bureau to use the JerseyCat Union Catalog to create a virtual collection to track last copy items in participating VLCC pilot project libraries and coordinated VLCC MARC record editing training for catalog librarians at Rutgers SCC (July, 2007).

13) Presenting a lunchtable discussion on the VALE Last Copy Preservation Program at the VALE Users Conference (January, 2008)

14) CCM Chair participating in the PALINET Off-Site Storage Group meeting (January, 2008)

15) CCM Chair also regularly attends VALE Resource Sharing Committee meetings and gives a report on CCM activities and solicits collaboration from the Resource Sharing Committee on new projects, such as the proposed microfilm sets tracking program proposed by Pam Theus of William Paterson U.

The CCM Committee maintains a Web site with links to CCM documents at:

http://blake.montclair.edu/~mallerym/Last_Copy.html

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**VALE's Digital Media Committee
November, 2007**

Members: Greg Fallon, Jane Sloan, Jim Marcum, Brian Richards, Grace Agnew and Jane Hutchison, Ann D. Hoang, Leigh-Cregan Keller, Luis F. Rodriguez

Charge: A VALE Committee was approved at the Executive Committee held on Wednesday, June 8, 2005. As a planning committee, the Digital Media Committee was charged with identifying, licensing and incorporating streaming video content for the VALE member libraries. In addition, the committee was asked to design a process for the selection and acquisition of content and how it should be disseminated to members. The first task of the committee was to work with Films Media Group, who presented at the Council meeting on May 20, 2005, to develop an offering for VALE member libraries based on existing holdings and available content.

Status: I am pleased to report that we have completed our negotiations with Films Media Group and developed an offering of 50/100/250 title packages for VALE member libraries for FY07. The agreement was carried over for FY 08. Other vendors are under consideration and the committee is currently reviewing consortial pricing with BioMedia Associates, Media Education Foundation, and group of independent distributors who have formed an alliance: Bullfrog, First Run/Icarus Films, California Newsreel and Women Make Movies.

After reviewing the **VALE Assessment Survey Report** which was conducted, the committee has a number of recommendations to put forth to the Executive committee for consideration.

1. Value of VALE Initiatives in the next 5 years (page 17)
The development of a statewide digital video network was ranked as number 6 in the survey results. An IMLS Grant was received to develop a statewide video portal over the next 3 years. NJVID, the statewide project is led by Dr. Sandie Miller from William Paterson University along with NJEDge.Net and Rutgers University as partners. Licensing digital content is part of this project and the committee will work with Dr. Miller and the Advisory Board to see that we not only obtain discount pricing as a consortium, but are able to deliver and authenticate over a statewide reliable network.
2. In response to VALE services or activities that members would like to see expanded (page 21), "shared buying services for media (DVDs, etc.) was suggested; especially important was building purchasing power with independent producers and independent production companies, as well as "getting a deal with major producers."
Jane Hutchison from William Paterson University attended the National Media Market in Mesa, AZ in October. She met with other colleges and university media librarians and helped moderate a meeting with independent and major producers and distributors to discuss digital purchasing licenses. Of the 50-plus

companies exhibiting, only a handful did not feature some form of digital license for their content. Much of the discussion evolved around appropriate pricing for content and access through licenses. Perpetual rights were preferred by the buyers and short term by the distributors. It appears that there needs to be assurance by the companies that proper authentication must be in place and that the content isn't going to be widely distributed, but within the limits of the college/university community. The NJVid IMLS grant will alleviate these concerns.

Based on these findings, the priority of the committee is to (1) negotiate with a number of producers and distributors reasonable consortial pricing for VALE members, (2) participate in the NJVID grant to see that all VALE members will be able to have access to content once purchased, (3) work with media cataloguers to ensure access to content, and (4) develop appropriate publicity and workshops to VALE members.

Publicity/Communications Committee

Subject:

VALE Assessment results - Publicity/Communications Committee role

From:

"Getaz, Joan" <JGetaz@camdencc.edu>

Date:

Mon, 22 Oct 2007 14:06:59 -0400

To:

"Jeanne Boyle" <jeboyle@rci.rutgers.edu>

Jeanne -

The VALE Assessment Survey report mentions several possible actions that clearly fall within the charge of the Publicity/Communications Committee, and others that this committee could assist the Executive Committee with, if volunteers to do so would come forward.

Background:

The P/C Ctee has operated as an ad hoc group, calling for folks to help with certain projects, but being inactive between projects. When VALE was first formed in 1999, we organized a reception for the higher education community at Mercer County College. We have created 2 promotional leaflets (the latest in 2004) and distributed them to member libraries. We have drafted letters for member libraries to use with their local media outlets to promote VALE. Most recently, I wrote and distributed the press release that announced the results of the VALE Assessment Survey.

Since the VALE Conference is co-sponsored by NJ ACRL, the conference committee is a separate body from the P/C Ctee, formed from volunteers who respond to the annual call for planners. More as Exec. Ctee. liaison than as P/C Chair, I have co-chaired the conference committee with a representative from NJ ACRL Board.

2006 Proposal:

After VALE's planning retreat last year, I brought the attached proposal for the committee's reorganization to the VALE Executive Committee. They endorsed it, and I sent out a call for people to serve on the Internal Communications group. I got 2 volunteers, recruited a third, and asked them to work on surveying desktop technologies available to members. I thought - as the assessment survey revealed - that travel to meetings is an impediment to participation in VALE, and wanted to find out what teleconferencing technologies people had access to. Once this is determined, we can encourage committees to use these technologies in their meetings. Of course, volunteers are already very busy people. One couldn't give time to this project in the early summer when I finally got the 3 names together,

and a second one has now left the state! So I'm back to square one. I'll find out if any progress has been made.

What's next?

Advocacy and publicity campaigns do not happen by themselves. As long as VALE is a volunteer organization, volunteers have to make it happen. I'm open to alternative plans, but I think the one I proposed is a good one; it just hasn't had a chance to work.

<<PR ctee org and strategy 11-06.doc>>

Joan

Joan Getaz
Library Director
Camden County College
Blackwood, NJ 08012
856-227-7200 x4406

11-06 -- to the Executive Committee

To address the initiatives concerning VALE advocacy and marketing raised at the June 2006 Planning Retreat, I reviewed the Publicity and Communication Committee charge at <http://www.valenj.org/newvale/about/governance.shtml>:

- This committee is responsible for promoting VALE's resources, services, programs, and achievements to VALE member libraries, their personnel and users, as well as external agencies and organizations, and advocating for support. The committee is guided in its work by the 'Framework for VALE Public Relations and Communications Planning'. The committee is also responsible, with NJ ACRL/NJLA CUS, for planning the annual Users' Conference.

Created in 2003, this charge still serves us well. It has 3 parts: internal communications; external communications and advocacy; annual conference planning. I propose that we form 3 groups, one to deal with each part of the charge.

The conference planning group is formed each year from volunteers; a representative from VALE and from NJ ACRL co-chair it. This works well.

The internal communications group, a new entity, would:

coordinate closely with the training committee to promote those opportunities as they are scheduled;

coordinate closely with the website committee to keep that a current and effective tool;

investigate ways to increase participation in VALE committees, such as through the use of desktop and telephone conferencing technologies;

reach out to new Library Directors at VALE libraries when they are hired.

The manager of the VALE listserv would be an ex officio member of this group

The external communications and advocacy group, also a new entity, would:

develop materials for members to use in advocacy, such as brochures and lists of talking points;

write press releases as needed;

assist in editing the biennial VALE Report;

explore and develop relations with other advocacy groups, such as the NJLA Public Policy Committee, and the Regional Library Cooperatives;

cultivate local campus advocates and partners, such as R&D people.

The Publicity and Communications Committee Chair would be the Executive Committee's liaison to these 3 groups, but not necessarily chair them. We would need to recruit chairpersons, and also members.

Reference Services Committee

To: Jeanne Boyle, Assessment Committee chair
From: Laura Kortz, Reference Services Committee co-chair
Re: Committee's Response to VALE Assessment Survey Report
Date: November 26, 2007

On behalf of the Reference Services committee, I would like to commend the VALE Executive Committee for commissioning this survey and PALINET for presenting the results in a concise and readable format and also allowing us to view the open ended responses.

The VALE Reference committee met on October 12, 2007 and discussed the VALE Assessment Survey Report towards the end of its meeting. Since committee members received the report and request for comments the night before the meeting, the conversation was not as focused as it may have been. I encouraged committee members to contact me with further comments, but no one did. It is possible that the sheer size of the report, in addition to competing demands for attention, may have made commenting a challenge. I personally had difficulties commenting for two reasons: there was almost nothing said about the Reference Services committee so it was hard to comment on the absence apart from noting it and second, the report revealed almost nothing but resounding praise for VALE's efforts, particularly in relation to the databases. Everyone loves VALE databases and discounts and it seems redundant to say we do too. Reference Services committee members also mentioned the advantages of the conference and the advantages of learning about how other libraries deal with common issues.

While we believe there are several issues raised in the report that have a bearing on reference services within VALE member libraries, we were dismayed to see that there were only three mentions of the committee; of these, two suggested that the committee may have outlasted its usefulness or had no long lasting value and should be disbanded. The committee may not have received much attention because it has been inactive since early 2006. It is also possible that survey respondents do not associate academic participation in QandA NJ with the VALE Reference Services committee and hence did not make the connection. This gap may point to a need for more vigorous publicity of our efforts.

As I understand it, the Reference Services committee was established primarily to investigate the possibility of creating a 24/7 online reference service staffed by VALE member libraries. Under the capable leadership of Jane Crocker, who chaired it from inception to a few months ago, the committee was instrumental in encouraging the sixteen academic libraries currently staffing QandA NJ to join the service. But its association with QandA NJ may have hampered the committee from tackling other reference issues of interest to VALE member libraries. We believe QandA NJ has dramatically improved the public's perception of libraries and librarians within the state, and most of the academic members of QandA NJ would attest to its usefulness on their campuses. As the sole respondent to mention QandA NJ put it, "online reference expands reference services." It is unfortunate that those surveyed forgot about the Reference Services committee efforts in this area.

Since the report did not make specific recommendations for the Reference Services committee we do not have anything specific or concrete to respond to. The following comments refer to various portions of the report, in no particular order.

1. The recommendation was made that the Executive committee find ways to “mitigate geography and travel impediments”. Some respondents stated that they did not participate in the work of VALE as much as they might due to geographic constraints. This has also been an issue for our committee, and we have recently investigated ways to meet online. We will most likely be having an online meeting using Google Talk and would be happy to share results with the Executive Committee. It might be helpful if the Executive Committee could provide a place on the VALE Web site to facilitate online meetings. Chat room software would be a viable option.
2. One committee member wondered if the survey could be generalized to all VALE member institution librarians since respondents were primarily heads of libraries. It is unknown whether and how library administrators took staff opinions and perceptions into account when responding, and it would have been useful to know this.
3. Several committee members mentioned difficulties with the VALE listserv and wondered how/if VALE will be addressing this.
4. One committee member wondered how VALE would be able to implement the recommended changes without additional funding.
5. Another committee member wondered how the “future initiatives” list on the first part of the survey was generated. Who chose the items? Was it developed from open ended survey responses or was it based on some other document? It seems as if there were very few initiatives that would be directly relevant to the Reference Services Committee. We were surprised that a VALE-wide online reference service was not suggested, given other similar efforts mentioned (e.g. a VALE open access ILS, shared information literacy documents, and universal borrowing).
6. We focused for a few minutes on the “top three most important priorities” mentioned in the telephone survey (on p 23). It seems that several of these priorities are issues that could be addressed by the Reference Services Committee. For instance, three comments: one about Web 2.0, another about information literacy skills, and the third, about ‘changing nature of students’ in relation to skills and needs may be relevant to the work of our committee. In many institutions, reference librarians are at the forefront of developing new ways to work with “new users”. Some VALE members have developed blogs, podcasts, IM reference and other Web 2.0 services. The Reference Services committee might be able to share these initiatives with other VALE member libraries.
7. We also noticed an emphasis on community outreach and collaboration from those surveyed by phone. Several committee members mentioned the unwillingness of some academic librarians to reach out to their communities outside the library’s walls. If this is seen as important to our future, how can VALE libraries encourage community outreach to its members? Can four year colleges work more closely with community colleges to initiate outreach efforts?
8. Several members talked about how committee work might be improved. The Executive Committee might consider having information for how to join a VALE committee displayed more prominently on the VALE web site. I also wonder if it might be good to consider setting terms for each committee chair and co-chair. As it stands, the committee terms do not seem to have any limit. Setting term limits for chairs and committee members might ensure that committees remain energized and relevant. As well, having guidelines for how often committees should meet would be helpful.

9. Although this was not mentioned in the report, the Executive Committee might also consider having an annual meeting of all committee chairs to review charges, goals and objectives and ways committees can work together to reduce duplicated efforts.



**VALE Resource Sharing Committee Response to the VALE Assessment Survey
Report
November 5, 2007**

The following recommendations were identified within the VALE Assessment Survey Report:

- Investigate universal borrowing and direct patron initiated ILL*
- Investigate consortial RAPID service*
- Share books more fluidly*
- Develop user-initiated borrowing & delivery among libraries*
- Statewide borrowing privileges and cards*

After reviewing the report, the VALE Resource Sharing Committee had several questions, concerns, and responses to the recommendations suggested. First and foremost, the committee feels that there is a significant amount of overlap and confusion among the recommendations listed. Universal borrowing and statewide borrowing privileges are similar, if not the same. It would be beneficial to know exactly how universal borrowing and statewide borrowing privileges are being defined. Is universal borrowing being associated with direct access, or rather, direct borrowing through ILL systems? Does statewide borrowing mean borrowing among only academic libraries, or all New Jersey libraries? The committee is currently in the initial stages of expanding reciprocal borrowing to undergraduates. We hope to implement a pilot project in 2008 involving a small number of select academic libraries that would assist the committee in investigating and analyzing how this concept of universal borrowing would function.

Along similar lines, developing user-initiated borrowing and delivery among libraries, sharing books more fluidly, and investigating direct patron initiated ILL tend to overlap each other. JerseyCat is capable of user-initiated borrowing. The committee could implement a pilot project regarding user-initiated ILL using JerseyCat among academic libraries. This project would be timely since JerseyCat is now ISO compliant, meaning requests not being filled within JerseyCat would move directly into OCLC. When addressing the recommendation to share books more fluidly, the committee was unsure how to interpret the statement. Should libraries be evaluating and/or re-examining borrowing and lending policies and procedures? Is more fluidity addressing improved access, or rather, improved turnaround time for interlibrary loans?

The last recommendation yet to be addressed above deals with RAPID. The committee can investigate the consortium, gathering information regarding costs, requirements, workflow changes, and implementation procedures to submit to the Executive Committee.

One main concern the committee has with these recommendations deals with the fact that many of them need director/administrator level support. The committee would like to recommend either a joint meeting of the VALE committees, or a joint meeting of all chairs with the Executive Committee to discuss the Assessment Survey Report and its overall implications for VALE. In addition, the committee requests further clarification of the recommendations in order to address them properly. The Assessment Survey Report indicated that 70% of respondents rated the Resource Sharing Committee as above average when evaluating the value the committee's work to the institution. The

VALE Resource Sharing Committee would like to take this opportunity to stress our dedication to serving the academic library community.

Submitted by Julie Maginn (Chair, VALE Resource Sharing Committee) on behalf of the VALE Resource Sharing Committee (Members: Patricia Dawson, Judy Gardner, Christopher Lee, Mary Mallery, Judy Matthew, Doreen Mettle, Scherelene Schatz, Andrew Scrimgeour, Janice Skica)

Shared Information Literacy Committee's Response to 2007 VALE Assessment Survey

November 5, 2007

Overall, respondents to the 2007 VALE Assessment Survey rated the value of the work of the Shared Information Literacy Committee to their institutions as relatively high (41% provided ratings of 1 or 2 out of 7, with 1 being highest). The value thus ascribed to SIL falls 6th out of the 12 VALE committees (Figure 4). Nevertheless, individual respondents indicated several specific ways in which SIL efforts can be improved. The SIL Committee identified seven such suggestions, noting that each was provided as free-text comment from an individual. Thus, they do not represent the views of all survey respondents and do not have any statistical weight.

Of the seven comments, one focuses on the main charge of the SIL group---that of creating and sharing information literacy resources. The SIL Committee was gratified to see that its mission is recognized and valued but it also noted that two of the other comments suggest that this work needs to be energized/moved forward and publicized. The SIL Committee ranks this work as its highest priority in the coming year. Specific plans include:

- Enhancement of the Database of Shared Information Literacy Materials (DSILM) with some technical improvements and the further development of a content review committee.
- Promotion of the DSILM via a Poster at the VALE Users' Conference
- Renewing call for contributions to the DSILM and charging Committee members with pro-actively identifying new content for the DSILM

The other four comments from the Survey suggest new initiatives for the SIL Committee. A recent reorganization of the SIL group into four subcommittees provides an effective means for exploring and evaluating these second-tier suggestions during the coming months. The four new subcommittees are: DSILM Enhancements, Student Learning Assessment, Best Practices and SIL Website Updates. Because the comments in this second group are not fully developed, the SIL subcommittees will need to examine the issues more fully.

Student Learning Assessment Subcommittee:

- Collect and disseminate statistical information about member libraries' information literacy programs.
- Explore new or existing assessment tools that can be used collectively by member libraries.

Best Practices Subcommittee:

- Evaluate the information literacy needs of small colleges and how VALE might assist these institutions.
- Identify information literacy skills that should be addressed in community college programs, thus adequately preparing students who articulate to four-year institutions.

In conclusion, the SIL Committee's primary response to the Assessment Survey findings will be to continue the development, implementation and promotion of efforts to share information literacy materials among member libraries. A subcommittee will focus

on some aspect of information literacy assessment in the coming year and the other Survey suggestions will be studied to determine value, feasibility and priority.

prepared by Ciliberti

Report

[Insert here the PDF report from the Web Committee as pages 32 & 33]

[Insert here the PDF report from the Web Committee as pages 32 & 33]

***Charge from Executive
Committee to Assessment
Committee***

Charge to the VALE Assessment Committee from David Pinto, Chair of the VALE Executive Committee

September, 2007

As you know, the Executive Committee contracted with PALINET to conduct a VALE assessment survey and determine database cost savings achieved by the consortium's group licensing efforts. Jeanne Boyle, as chair of the newly reconstituted Assessment Committee, participated in the development of the survey that was conducted during spring, 2007.

The results have now been received from the consultants and the Executive Committee is extremely pleased with the comprehensiveness of the report and its findings. We look forward to using these findings to focus VALE's attention on both programs and processes that will enhance VALE's effectiveness as a valuable entity for New Jersey's higher education community.

We would like to call upon the Assessment Committee to review the findings and prepare a report recommending how the Executive Committee should proceed to address the survey results. For example, your recommendations might include that we charge existing committees to address particular findings, or set up task forces on particular issues, or even create new standing committees. Some findings might be directed to the Executive Committee itself for further action, and you may recommend that we do so. As you consider the results, please seek input from the relevant VALE committees for their perspectives on the findings and together develop recommendations regarding which items should be addressed and in what priority order. Your report to the Executive Committee will thus convey recommendations for action jointly developed by your committee and the relevant VALE committees.

It is our intention to publicize the assessment survey broadly and discuss it at the VALE User's Conference in January. At that time we would like to announce how we are addressing the findings of the survey. As a result, we would like your report no later than December 7. Although the timeline is short, this deadline will enable the Executive Committee to review your recommendations and determine how it wishes to proceed in advance of the Users' Conference.

Please let me know if I can provide additional information or answer any questions you might have about this charge.

***Charge from Assessment
Committee to Other VALE
Committees***

Subject: VALE Assessment Survey
From: Jeanne Boyle <jeboyle@rci.rutgers.edu>
Date: Fri, 05 Oct 2007 17:04:37 -0400
To: weng@tcnj.edu, mallerym@mail.montclair.edu, hutchisonj@wpunj.edu,
kearneyr@wpunj.edu, jgetaz@camdencc.edu, drekerma@umdnj.edu,
jmaginn@rارانval.edu, ciliberti@wpunj.edu, ahoang@njit.edu
CC: Jeanne Boyle <jeboyle@rci.rutgers.edu>

Dear VALE Committee Chairs,

The VALE Assessment Survey report received by the Executive Committee from PALINET in July 2007 identified many areas where respondents felt the consortium's programs and activities could be enhanced or improved. In an effort to streamline the development of a comprehensive suite of recommendations for addressing these concerns, the Executive Committee has charged the Assessment Committee with working with each of the other VALE committees to develop a set of recommendations for its review and action.

Based upon this request from the Executive Committee, the Assessment Committee kindly invites each of the other VALE committees to review the Assessment Survey report (<http://www.valenj.org/>) and develop recommendations for addressing the issues relevant to their committee's sphere of interest. These recommendations may take any of a variety of forms, including the proposal that no action is needed. The Assessment Committee, however, does request that the responding committee indicate the priority order of its recommendations.

Guidelines for the Review:

- Consider the full report before focusing on specific areas of interest. The attached Summary of Recommendations may provide a useful place to begin, but it should not substitute for a comprehensive reading of the entire report.
- Note that the report presents three kinds of findings: statistical results, representative statements and anecdotal quotations. Consider these differences in your deliberation on each issue.
- Review the issues listed under the Executive Committee in the Summary document and include in your report any information or assistance your group might be able to contribute to addressing any of these issues.
- Consult with the Chair of the Assessment Committee (Jeanne Boyle, Rutgers University, jeboyle@rci.rutgers.edu) as needed.
- Plan to send your committee's report to Boyle no later than November 5, 2007.

During the month of November the Assessment Committee will review all input it receives and likely reach out to some or all of the committees for clarification/dialog/discussion. It will then formulate its own recommendations for action due to the Executive Committee by December 7. The Executive Committee will deliberate on this feedback and develop a comprehensive report

to address the issues to be presented to the VALE community at the Users' Conference on January 9, 2008.

Best regards,
Jeanne Boyle
Chair, VALE Assessment Committee

Attachments:

- 1) VALE Assessment Report: Summary of Recommendations for VALE Committees
- 2) VALE Assessment Committee: Guidelines for VALE Committee Recommendations on Issues Identified in the Assessment Survey

***VALE Assessment Report:
Summary of Recommendations
for VALE Committees***

[Insert attached Excel worksheet as pages 40-41]

[Insert attached Excel worksheet as pages 40-41]