



What a wonderful time of year. Just as we wind down our busy fall schedules we gear up to celebrate—not only the holiday season—but our own accomplishments in the library world. OCULA started the festivities somewhat early this season with the very successful OCULA Fall Dinner in October at the Niagara Culinary Institute, Niagara College. It was delightful to meet with so many librarians from the Niagara Region and the surrounding area. Excellent food and wine, all created and served by the students of the College, were major highlights of the beautiful fall evening, and featured speaker and wine/food writer, Albert Cipryk, took us on a fascinating journey through Niagara, affirming that this bountiful region is an absolute treasure. Reason enough to celebrate!

Our *big* celebration, of course, is now mere weeks away. The OLA Super Conference 2008 promises to outdo itself yet again. After a full year of hard work OCULA Conference Planners, Gail Nichols and Caroline Stewart, have created a program of almost forty sessions that is exciting and inspiring. Be sure to check out the full line up at www.accessola.com and don't forget to register early. A special thanks to all you 2008 speakers whose research efforts, experiences and stories make this library conference one of the most vibrant on the continent—year after year.

You may have caught Joseph Janes' animated,

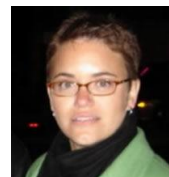
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Fall Academic Librarians' Dinner - 2007

It was a warm and rainy October afternoon when I, along with five of my colleagues from Seneca College, set off for the OCULA Fall dinner at Niagara College's Culinary Institute in Niagara-on-the-Lake.

We had rented a van and bribed a designated driver for this very occasion. The drive was an adventure in itself and was filled with candy, laughter, and trying to remember to hold up our 407 transponder at the correct time. And somehow we managed to pick up a Humber librarian along the way...

As I was dismounting from our rented Uplander (not Outlander or Highlander) I could not help but be amazed by the beautiful grounds at the Niagara Culinary Institute. Dusk was just beginning and the 40 acres of vineyards were covered with a light haze from the humidity in the air. The landscaping at the front of the college was exotic and colourful, while the modern campus buildings blended into the background. At once I was captivated by the design of the campus and was absolutely jealous of the library staff who got to work here!



**Story and photos by
Jennifer Peters-Lise,
Seneca College**

After entering the Niagara Culinary Institute Dining Room I headed straight for the college wine store and immediately purchased two bottles of college wine. This wine is produced by the students of the college from the vineyards I had just seen on the campus grounds. Once that important matter was settled I and some cohorts set out to find the library.

We were given a tour of the library by Niagara College librarian Ralph Laird. The NOTL campus library is small but well designed with a large window that overlooks the vineyard. After photographing my cohorts posed in front of the "New Books" display, how librarian of us, we returned to the dining room where the evening's events were underway.

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2008 OCULA Graduating Students/New Professionals Award Winner - Dalia Platero



**By Cynthia Williamson
Mohawk College**

We had 7 strong submissions for OCULA SuperConference sessions from students and new professionals this year. The entries ranged from general sessions about information

literacy to targeted sessions such as one for science librarians. In the end, the judging committee chose the submission from Dalia Platero, University of Guelph as the winning entry.

Dalia's session is called *Success*

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President's message

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standing-room-only, 8:45 a.m. Saturday OLA plenary a couple of conferences ago. (If you were sleepy when you came in you sure weren't when you left.) We liked Joseph so much that we decided to bring him back this year as OCULA's Spotlight Speaker at Super Conference. Joseph is the Associate Professor and Associate Dean for the Information School at the University of Washington, writes the "Internet Librarian" column for *American Libraries* magazine and is the co-author of eight books on libraries and technology. Reference service in the digital age is Joseph's passion. We guarantee that he'll keep you on your toes and make you think about reference in ways you didn't know you could—at a more civilized hour of 10:45 a.m. (Thursday, January 31st.)

Hearty congratulations are in order for our Academic Librarian of the Year! Jennifer Horwath of Mohawk College is the 2008 recipient of this honour and we couldn't be more pleased. Jennifer is a true professional who has not only been on the Super Conference planning committee, but who has also served as OLITA's president. Jennifer is at the forefront of some very exciting uses of digital technology in the library and we are very fortunate in that she shares these developments and observations with us at Super Conference almost every year—including 2008. ("The kids are all right—or are they", Session 1204)

I am also thrilled to announce that Dalia Smith from the University of Guelph Humber is the winner of OCULA's Award for Graduating Students and New Professionals. Applicants for this award must submit a proposal for an OCULA conference session on a topic that would be particularly meaningful for new academic librarians and then bring the session to fruition.

Dalia, in her session "Success in the job hunt: Stories from the trenches from new academic librarians" (Session 1021) has done a remarkable job in fulfilling the requirements for this award. Please check out both Dalia's and Jennifer's sessions and come celebrate with them at OCULA's **Academic Library Awards Reception on Thursday, January 31st at 6:00 p.m.**

Historically, for mostly practical reasons, OCULA has stuck pretty close to Toronto in its offerings of professional development workshops and social events. This year, however, OCULA Council decided to think outside that big box known as the GTA, and we're so glad we did. In doing so we got to meet many wonderful people doing wonderful things in their libraries—people that we might see fleetingly at Super Conference, if we're lucky. Our Spring Workshop at Algonquin College in Ottawa was a great success and even attracted librarians from outside the academic sector. Normally, we offer a Fall Workshop during the dreary days of November, but this year we reconsidered that event as well. Aware that some of the most worthwhile professional development occurs when people simply get together to talk and share ideas and issues, we dispensed with the all-day, speaker-focused format and created an event where we could do just that: *talk*. (And eat. And drink good wine.) "We have to do this again." was overheard many

times during the evening. At the last OCULA Council meeting, we decided that sponsoring selected events in other areas of Ontario is a practice we'd like to continue, when at all possible, so we're calling on *you*: If you think your library would be interested in hosting a workshop or social event, please let us know. Your colleagues would love to come!

It has been a privilege serving as your OCULA president this past year. I have been blessed with a brilliant OCULA Council and I thank all of them for their enthusiasm and dedication. I am very excited about OCULA Council's new 2008 executive: Cynthia Williamson from Mohawk College will be your President and Natalie Soini (Queen's University) will be coming on board as Vice President/President Elect (2009). Cynthia always seems to be brimming with great ideas, so I know that 2008 will be a great year. Some of you may know Natalie from another phase of her career when she was president of l'Association des bibliothécaires francophones de l'Ontario (ABFO). With this pair of professionals at the helm, I can assure you that we will be in very good hands.

A special thanks to all of you for your continued support of OCULA and OLA. I wish you all the best for a wonderful holiday season and a happy new year.



From left: Patti Quagliarini, Seneca College, Tanis Fink, Seneca College, and Marilyn McDermott, Mohawk College enjoying themselves at the OCULA Fall Dinner in NOTL



Fall Academic Librarian's Dinner

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The evening began with our speaker, Niagara College Culinary Arts professor and Sommelier, Albert Cipryk. Mr. Cipryk is a lively speaker with an interesting and varied background, including such careers as reporter, air traffic controller, chef, and sommelier and has worked in many different areas of the world, including the West Indies, China, Thailand, Europe and Great Britain.

Mr. Cipryk started with a short talk about the history of the Niagara wine industry. Niagara is considered the "centre of the wine industry in Canada" said Mr. Cipryk. The region is ideal for wine grapes as they only grow in latitudes of 30-50 degrees north and 30-50 degrees south. Niagara falls (pardon the pun) within the northern latitude range and shares similar latitude with Bordeaux, France, Tuscany, Italy and the Northern wine regions of California. Lake Ontario provides cool and warm breezes which help to moderate temperatures in the vineyards.

The wine industry in Niagara has had two phases of development. The first wine boom occurred 250 years ago and was fueled by British officers from the Niagara garrisons. This wine, said Mr. Cipryk, was "awful". The second boom came in 1975 when two fellows opened a little winery called Inniskillen. They were the first winemakers to be granted a winery license since 1929.

From 1975 to now the wine industry in Ontario has exploded into 120 wineries governed by the Vintners Quality Alliance. Niagara is still the largest wine region but there are others gaining popularity, such as my favourite, Prince Edward County.

Mr. Cipryk had this advice for those interested in supporting the Ontario

wine industry, when you purchase wine with the VQA symbol you are purchasing wine that is 100% Ontario grapes. Even if a winery says they are a Canadian winery, they may have purchased grapes or juice from outside of the country. Only the VQA symbol can guarantee that you are purchasing 100% Canadian wine.

Here's another piece of trivia from Mr. Cipryk you may find useful at your next cocktail party. During the late 1800s a root louse called *phylloxera vastatrix* was unintentionally brought to Europe and nearly destroyed all grapevines on the continent. To save the wine industry, European grapevines were grafted onto grapevines from North America, which were resistant to the louse, and thus grapevines all over the world have a little piece of North America in them.

The evening continued with a guided wine tasting. Mr. Cipryk led us through a tasting of the college's Riesling and Merlot. We were coached through the tasting protocol which included colour, clarity, nose, and palate. We were informed of food pairings for these wines. Wine must "enhance the dinner" said Mr. Cipryk. One must try to match the wine to the strongest flavour on one's plate remembering that white is not only for fish and red for meat.

After the tasting lesson we were served a dinner prepared by the students in the Culinary Arts

Program. The meal started with a curried cauliflower bisque with Indian onion fritters, next were selected greens with Baco blueberry vinaigrette, toasted pumpkin seeds and dried cranberries, the main course was braised guinea hen on grainy mustard spaetzle and roasted root vegetables, and last, but certainly not least, was the spiced pumpkin and white chocolate crème brûlée. What a feast this was! If you are ever in the vicinity of this dining room, be sure to drop by for lunch or dinner.

It was a thoroughly enjoyable evening. What better way to spend a beautiful fall evening than with friends, delicious food, and great wine. It was truly a night to remember.

The drive home was again an adventure, this time filled with fog, laughter, and still trying to remember that stupid transponder. Our Humber librarian had deserted us for another ride, and we missed her presence immediately.

A big thank you goes to the organizers of this event: Cynthia Williamson, Laurie Morrison and Don Kinder.

Personal thanks go to our designated driver, Patti!



From left: Albert Cipryk, Cynthia Williamson, Don Kinder

<odesi> A Voyage in Data Discovery

By Paula Hurtubise,
Carleton University

In the spring of 2006, Jeff Moon, Queen's University, Bo Wandschneider, University of Guelph and Wendy Watkins, Carleton University, presented a DINO Discussion Paper on the variation in access to data resources across Ontario institutions. They looked at the needs of the community and where they were in terms of providing easy access to the expanding collections of electronic data, as well as their ability to address the increasing expectations from an ever more sophisticated community of users.

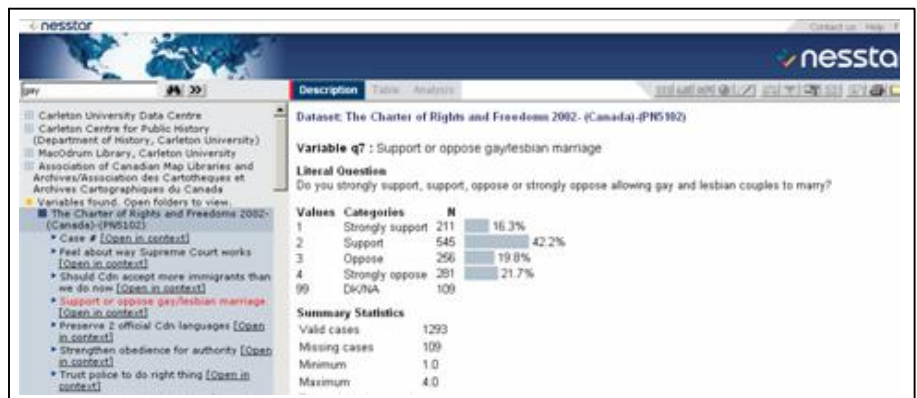
The trio found that in the last decade or so, a number of easy-to-use, home-grown, web-based data extraction/analysis systems had been developed. These systems went a long way toward eliminating the steep learning curve historically associated with using large micro data files. These systems have been extremely effective and have served the community well.

The success of Scholar's Portal and the development of an international metadata standard, as well as the appearance of a number of commercial extraction systems created a new potential for collaboration. The idea was to provide a centralised, standardised web-based data extraction/analysis system in Ontario. So began the Ontario Data Documentation, Extraction Service and Infrastructure <odesi>.

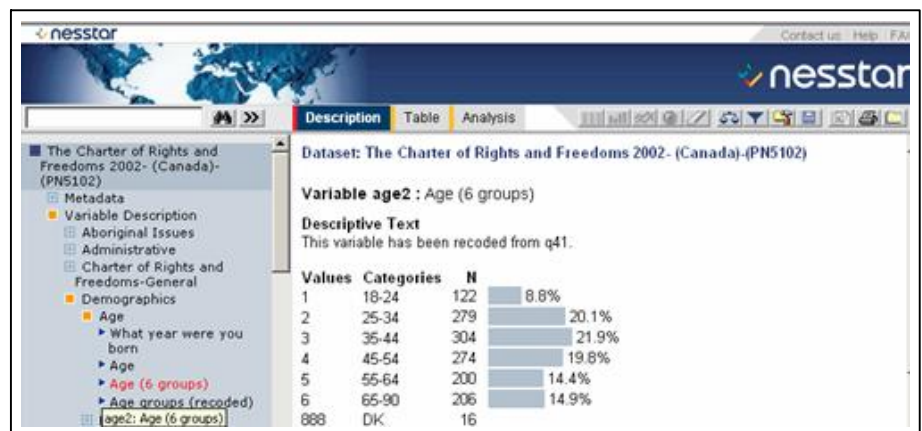
The Ontario Data Documentation, Extraction Service and Infrastructure <odesi> initiative is an innovative new data portal. It provides central storage, ease of access and simple data interpretation for key data

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The following inquiry involves support or opposition of gay marriage. A simple key-word search reveals a reference in the Survey of the Charter of Rights and Freedoms, 2002, with metadata and summary statistics.



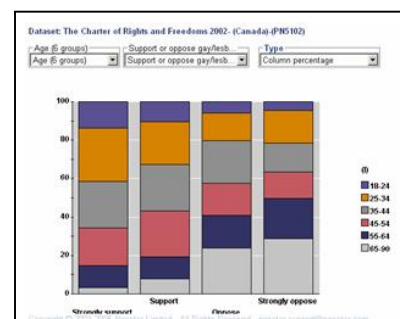
Which can then be crossed with associated demographic data for the survey.



To create the following table:

Dataset: The Charter of Rights and Freedoms 2002- (Canada) (PN5102)					
Age (6 groups)	Support or oppose gay/lesb.				Type
Age (6 groups)	Support or oppose gay/lesb.				Column percentage
Support or oppose gay/lesbian marriage	Strongly support	Support	Oppose	Strongly oppose	Total
Age (6 groups)					
18-24	13.8	10.5	6.0	4.7	8.9
25-34	27.6	22.2	14.4	16.9	20.4
35-44	24.3	24.2	22.0	15.1	21.8
45-54	19.5	23.8	16.8	13.7	19.5
55-64	11.4	11.3	16.8	20.9	14.5
65-90	3.3	7.9	24.0	28.8	14.9
Total	100.0	100.0	100.0	100.0	1,279
N=	210	541	250	278	1,279

Which can then
be displayed
graphically:



<odesi> - A Voyage in Data Discovery - Hurtubise

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resources. <odesi> brings data to the desktop of both the scholar and the student. Educators understand that student learning and academic success relies on access to diverse, quality, numeric data sets. Large scale data sets such as: demographic data from Statistics Canada; polling data from Gallup, and data collected from prior research investigations are equally essential to both understanding today's societal challenges and producing innovative and insightful investigations.

<odesi> is a jointly funded project between the Ontario Council of University Libraries (OCUL) and the BPS Supply Chain Secretariat, Ontario Ministry of Finance. It provides university researchers, academics and students with unprecedented access to a significant number of datasets in a web-based data extraction system delivered through the highly successful Scholars Portal, located at the University of Toronto.

<odesi> is a tool which will expand the research landscape available to teachers, students and researchers.

Carleton University, the lead institution, will be working in close partnership with the University of Guelph over the two-year life of the project. <odesi> will integrate with national and international initiatives to adopt and enhance common metadata standards and develop and promote leading practices around these standards. The <odesi> infrastructure is built on an international metadata standard Data Documentation Initiative (DDI) www.ddialliance.org. The <odesi> project has produced a Best Practices Document for DDI data coding, which can be found on the <odesi> wiki at www.odesi.ca.

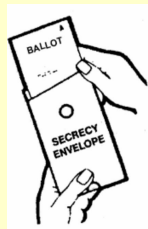
There are many benefits to <odesi>. It facilitates undergraduates' research at an early stage in their academic career by providing them access to data and easy to use statistical analysis tools, which are important in developing numeracy skills. Researchers working with opinion polls will have the capacity to search across hundreds of datasets and collections to track trends and uncover historical patterns. This sort of research was difficult prior to <odesi> because of the inordinate amount of time and labour required to search the metadata manually and locate the relevant dataset. This data portal is a desktop tool for finding, extracting and analyzing data from a variety of sources, including Statistics Canada, polling data, as well as other national and international data sources.

The project is currently in its implementation phase. If you have any questions regarding the <odesi> project, please contact Paula Hurtubise, <odesi> Project Manager @ paula_hurtubise@carleton.ca or visit the <odesi> wiki at www.odesi.ca



Cast your ballot for a Councillor-at-Large!

Watch your mailboxes... soon you will receive a ballot to cast your vote for an OCULA Councillor-at-Large.



Councillor-at-Large holds a 3 year term on OCULA council.

Graduating Students/New Professionals Award - Williamson

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in the Job Hunt: Stories from the Trenches from New Academic Librarians.

The session description was well thought out and explained, and seemed to the judges to be of particular practical value as well as a new offering for the SuperConference.

OCULA has also been actively developing a mentoring program and this session dovetails nicely with mentoring new professionals.

In her submission, Dalia said, "As a new professional in the library field, and specifically in an academic library, I am often sought out by those who have begun their job search or are about to begin." The questions inspired her to design the session.

Dalia suggested a range of academic librarians for her session, one fresh from library school, two who have experience in other library sectors and one academic librarian from the States.

The panel members will speak about their experiences for 10-15 minutes each and there will be time to answer audience questions afterwards.

Congratulations Dalia, we look forward to the session. It is scheduled for Friday morning at the conference. Check the program for confirmation and details.



Introducing the Paterson Library Commons



**Story by Lisa Jack and
photos by Laraine Tapak,
Confederation College**

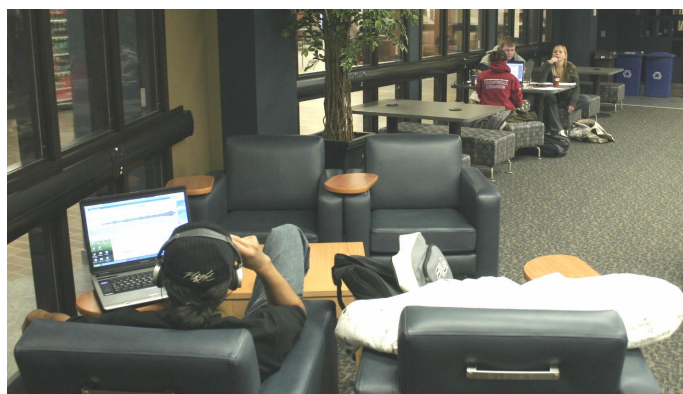
On September 27th, 2007 in Thunder Bay, over 300 Confederation College staff, students, board and special guests celebrated the opening of their renovated library under a brand new name – Paterson Library Commons. The Library Commons completes the final piece of the College's "Commons" project which now opens up the front and back entrances to a bright common student lounge area in the centre with the Library occupying one side and the student union offices occupying the other.

The project was the result of 5 years of library planning that started with a Library space study; focus groups, surveys & interviews with students, faculty & staff, and culminated with a world-class design by architects Diamond and Schmitt. The result is stunning. The library commons is now divided into zones - quiet, individual, group, instruction, social, leisure and even a children's zone for students to bring their kids.

The Paterson Library Commons is now a collaborative space that includes library functions, computing functions, and academic skills support providing more convenient and enhanced services for students.

The new Library Commons can now truly serve as the College's centre for information discovery, acquisition of skills and knowledge

sharing. Laraine Tapak, Director, describes it as a "the realization of a long-term vision" complete with welcoming entrance on both levels, computers on both levels, an instruction room with 25 laptops, a "silent study" room, group study rooms, individual carrels, casual reading zones around a fireplace, "booth" seating, and a small children's area. Added to that are extended hours and 24-7 access to online resources via a newly renovated webpage. The library commons is truly an integrated facility providing resources, technology and expertise to support students. Needless to say, staff and students alike are thrilled!!!



Never Read Any Book That is Not a Year Old



**Story and photos by
Robin Bergart,
University of Guelph**

Ralph Waldo Emerson is cited in Bartlett's as having turned the phrase in the title of this article. At the University of Guelph Library, we don't buy it. In fact, we celebrate books born this year.

On October 30, the University of Guelph Library held its second annual Campus Author event which had some unforeseen fortuitous results.

The purpose of this event is to toast the members of the campus community who published a book this year, and to celebrate the creative endeavours of reading, writing, and publishing.

We are very inclusive about this. This year we honoured 105 people who had written, translated, or edited a book in 2006-2007. They were faculty, staff, students, alumni, and retirees. Every conceivable genre was represented: a textbook for hospitality students on food and wine pairings; a Creole translation of a French children's book; a history of clock towers in Ontario; an academic treatment of fish diseases; an "i-novel"—a traditional novel with an accompanying interactive website—two describe just five of the 115 books.

The event drew over 150 people to the Library who enjoyed appetizers and mingled and listened to a formal presentation by Janet Kaufman, Acting Associate Chief Librarian, User Services (and OLA Past President), Dr. Maureen Mancuso (Guelph's Provost, VP Academic, and a 2006 book author), and Wayson Choy, Guelph's current Writer-in-Residence. Each shared their thoughts on the journey of taking a

book to publication and the enduring importance of reading books in an electronic age. Mr. Choy reminded the audience that "however obscure the works are, those of you who publish in particular fields, you should know that at some point, somebody will find that book and discover that they need it for something that they had not thought of, which you now bring to their attention....Some people apologize that they only sold 800 copies. You only need one copy in the right hands to make a difference."

The Library's graphic artist, Lisbeth Sider, designed a poster to advertise Campus Author 2007 and customized it for each author with their book cover and name. These posters plastered 50 feet of wall space and provided a dramatic backdrop for the event. A second copy of each poster was mounted for the authors to take back to their homes and offices. Since we couldn't present each poster individually to so many authors, Dr. Mancuso made a special presentation to one special author, Guelph's Chancellor Emeritus,

Lincoln Alexander for his memoir, *Go to school, you're a little black boy* (Dundurn Press, 2006).

One of the exciting results of this event was to overhear students eyeing the posters the next day and remarking that some of the books were by their own professors. They were discovering another side to their professors whom they had until then known only as teachers, not writers and researchers.

A week later, I was at the reference desk when a student asked if it were possible to borrow a copy of a book—a book she would not otherwise have come across—that she'd seen on a poster.

Finally, one of the most significant outcomes of this event for me, as co-chair with my colleague, Jim Brett, was a sense of connection with the campus community, and particularly with faculty, that I had not, until this event, as deeply felt in my five years as a liaison librarian.



A view of the wall of book posters.



From left: Wayson Choy; Lynn Campbell, Janet Kaufman



Jim Brett, Co-chair
Campus Author 2007

Super Conference 2008 - OCULA Program

OCULA Spotlight Speaker

JOSEPH JANES

Hardly a day goes by that a new opportunity, technology or idea comes whizzing past at the speed of light. Most people can be forgiven for feeling overwhelmed and a little guilty for not taking them all on. I want to help people to think about what makes the most sense in this fast-paced World of Tomorrow we're now in.

Joseph Janes is Associate Professor and Associate Dean for the University of Washington's Information School. His numerous contributions to libraries and information science include eight books on librarianship and technology as well as the "Internet Librarian" column in American Libraries. Joseph Janes was awarded the 2006 Isadore Gilbert Mudge award from the American Library Association for distinguished contributions to reference librarianship. He is interested in reference, particularly in the use of technologies to mediate and assist and the use of networked resources in reference.

COLLEAGUES: GET OUT OF THE LIBRARY!

Sharon Murphy, Head, Engineering & Science Library, Associate Librarian, Queen's University; **Nasser Saleh**, Integrated Learning Librarian, Assistant Librarian, Queen's University.

Integrated learning at Queen's University's Faculty of Applied Science includes an engineering librarian as part of the initiative's core team. We will analyze our successes and failures over the first three years.

Find out how we forge and maintain faculty partnerships, how we enter into contextualized active learning with the engineering students, and how we support the scholarship of engineering education and design. Our guiding principle and primary lesson learned is: "Get out of the Library". We'll explain!

COMING UP TO THEIR LEVEL: ENGAGING STUDENTS ON THEIR OWN TERMS DURING LIBRARY INSTRUCTION

Sophia Apostol, Information Services Librarian, Seneca College Libraries.

Is a journal database like iTunes? How is shopping for a new cell phone any different than searching for an article on Canadian environmental policy? Keyword searching in Facebook is a lot like searching eResources to find the most exact information. Let's take a look at how using your own daily tech-savvy can better connect you with students and make those teachable moments occur more frequently. One of the key reasons to stay on top of new social networking software, Web trends, and even new slang is so that we can communicate with students and provide relevant examples from students' everyday lives that make sense. Library instruction sessions need not be seen as snooze sessions by students, faculty, OR librarians!

CREATING A LEVEL PLAYING FIELD: SERVICE ACCESSIBILITY FOR USERS WITH DISABILITIES

Kelly Dermody, Co-ordinator of Library Services for Persons with Disabilities, Ryerson University;

Janet Kaufman, Head, Information Services, University of Guelph; **Margaret Sanderson**, Accessibility Co-co-ordinator, Brock University.

Are we doing our best to serve our users with disabilities? In 2007 the University of Guelph Library conducted a study to identify barriers to library services encountered by users with disabilities. The results are guiding modifications to library services to improve accessibility within the context of University of Guelph Accessibility Plans and in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). In the summer of 2006 Ryerson University Library partnered with other University departments to provide greater access to adaptive technology for its library users. While this project provided users with greater access to specialized software, it also served to highlight the major accessibility barriers within the library's electronic resources. View highlights from both universities' findings as well as student feedback on accessible library services. What should the University/College Library role be within the AODA?

CREATING ON-LINE QUIZZES: DO YOURS MAKE THE GRADE?

Jackie Stapleton, **Sandra Keys**, Liaison Librarians, University of Waterloo.

On-line quizzes offer a quick, easy and efficient means of assessing student understanding, especially when dealing with large class sizes and distance education students. A courseware system allows for the easy creation of an on-line quiz. However, are you creating a

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good quiz? This interactive workshop will review the on-line quiz features in the University of Waterloo ANGEL course environment, UW ACE. Learn about the type of quiz questions available as well as the different delivery and automatic feedback options. Using criteria acquired from educational assessment and evaluation literature and examples of 'good' and 'bad' questions construct high quality test questions. Please bring your own examples to demonstrate and discuss during the session.

DEVELOPING INTERNATIONAL STANDARDS FOR LEARNING, EDUCATION AND TRAINING: A LIBRARIAN'S PERSPECTIVE

Simone Laughton, Instructional Technology Liaison Librarian, University of Toronto Mississauga.

The development of standards at the international level is said to signal the maturation of the recently "emergent field or industry of e-learning" (Friesen, 2005). Reflections from 3 years of volunteer work with the Canadian Advisory Committee for the JTC1 SC36 (Joint Technical Committee 1 Sub-Committee 36: Information Technology for Learning, Education, and Training) provide a librarian's perspective on the international standards development process. Review the standards currently being developed that are particularly relevant to library and education communities.

DEMYSTIFYING THE TECHNICIAN/LIBRARIAN DILEMMA IN THE DIGITAL AGE: PROMOTING HEALTHY RELATIONSHIPS IN ACADEMIC LIBRARIES

Tanis Fink, Chief Librarian, Seneca College; **Mark Brvant**.

Reference and Information Literacy Librarian, Humber College; **Laurie Morrison**, Librarian for Modern Languages and Visual Arts, Brock University; **Autumn Piette**, Reference Technician, King Library, Seneca College.

Explore the nature of the relationship between librarians and library technicians. What is your perspective on these two similar and yet different groups that share common goals and values? How do we foster teamwork and relationship building? Can we uncover ways to improve and promote a healthy working and collaborative environment? A diverse panel of librarians and technicians will explore their personal experience. Come prepared to participate and share your thoughts.

DO YOU APPROVE OF APPROVAL PLANS? PROOF OF CONCEPT IN A COLLEGE/UNIVERSITY LIBRARY PARTNERSHIP ENVIRONMENT?

Gohar Ashoughian, Associate University Librarian, Collection Services and Assessment, University of Regina; **Alexander Eykelhof**, Director, Information Technology and Colleges Digital Library, The Bibliocentre.

E-Approval plans or Virtual Approval plans are quite new and are only just being introduced in academic libraries. An innovative partnership between the University of Guelph and Humber College (Guelph-Humber) brought about a need to look more imaginatively at provision of library services in the partnership environment. This unique institution required an equally unique approach to its collection development service. Working with Bibliocentre, a consortium service providing acquisition services for libraries, and Blackwell Book Services, an e-

Approval system was established. Come listen to how we made it work in a complex environment and learn if this is the right approach for you.

ENHANCING THE UNDER-GRADUATE EXPERIENCE OF ESL STUDENTS: A COLLABORATIVE MODEL FOR INFORMATION LITERACY INSTRUCTION LIBRARIANS WITH ESL SPECIALISTS

Elaine Khoo, English Language Development Co-ordinator, The Writing Centre, Lecturer, Languages and Linguistics, Dept. of Humanities, University of Toronto Scarborough; **Saira Rachel Mall**, Courseware Support Specialist, The Resource Centre for Academic Technology, University of Toronto.

Many students who speak English as a second language face major challenges in trying to meet academic demands and expectations at university, particularly with using the resources in the library for their research. This session illustrates how librarians and ESL specialists can play more active roles in helping ESL students cope effectively with their academic assignments.

GOOGLE IN ACADEMIC RESEARCH AND LIBRARY INSTRUCTION

Charlene Sorensen, Serials Co-ordinator, **Candice Dahl**, English Liaison/Instruction Librarian, University of Saskatchewan.

Do librarians personally conduct their research in the ways that they recommend to their patrons? Results of a study undertaken to discover discrepancies between

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how academic librarians seek information for themselves and how they instruct others to do so will be presented. These findings have implications for information literacy, library instruction, and the usability of library interfaces that provide access to information. The issue of whether or not the 'right' way of doing research is changing will also be discussed.

UNLEASH YOUR INNER MARKETER

Jill S. Stover, Undergraduate Services Co-ordinator, Virginia Commonwealth University.

Your campus is teeming with opportunities to apply your library services in innovative ways, but without the right marketing know-how, you're probably missing them. Set your inner marketer free to identify and uniquely fulfill your patrons' needs. Learn about marketing principles that help you see the niches and unmet needs in your academic community. Discover simple marketing strategies that allow you to take full advantage of the opportunities you uncover and delight your patrons. Think creatively regarding library marketing on campus. Gain access to the Library Marketing Wiki where you can share your ideas and successes with fellow attendees. Join us for a rousing talk that's sure to awaken the marketer in you!

ENGAGING YOUR COMMUNITY THROUGH ASSESSMENT

Sheril Hook, Co-ordinator of Instruction Services, **Simone Laughton**, Instructional Technology Liaison Librarian, University of Toronto Mississauga.

Explore the challenges and opportunities of utilizing assessment systems that are

developed abroad or within our own institutions and discover and share insights regarding the role assessment can play in engaging our community to move forward with information literacy. University of Toronto Mississauga librarians are involved in a variety of projects to explore the role of assessment within our teaching practice. In addition to utilizing tools, such as the ETS Information and Communication Technology basic and advanced on-line testing environments and SAILS, we have experimented with homegrown systems, such as DataSphere and Quiz Generator. These tools have the potential to help us learn more about our students and to tailor our instruction to the appropriate level for our learners.

ENGINEERING STUDENTS/FACULTY AND THE LIBRARY: ESTABLISHING THAT CRUCIAL FIRST LINK

Edwin M. Perry, Head, Library Research Services, **Dr. John Archer** Library, University of Regina.

The Canadian Engineering Accreditation Board (CEAB) establishes a number of criteria which a university engineering program must meet before receiving formal accreditation. Programs are re-assessed on a regular basis to ensure standards are maintained and criteria met. One major emphasis is developing in students an understanding of the research process, including the ability to locate relevant information, and to evaluate it. Such faculty goals parallel what librarians call "information literacy." At the University of Regina, library instruction and information literacy are an integral part of two mandatory first-year courses. Library staff work closely on major group and individual projects with each incoming class of 175-200

students. This establishes an initial link on which the library builds as students progress to more advanced undergraduate and graduate work. To achieve the CEAB goals, the University of Regina Faculty of Engineering fully integrates the Library's program.

INFORMATION LITERACY AND THE CONTRIBUTIONS OF LIBRARY TECHNICIANS IN THE ACADEMIC LIBRARY: ONE MODEL

Dorothy Gagnon and **Cyndi Smith**, Reference Library Technicians, Georgian College.

Practical application of ACRL Information Literacy Standards for Academic Libraries in these fields: Library orientation; Reference service provision; Copyright; Interlibrary loan delivery; Technical instruction; Collection development; Professional development. These contributions are modeled by the library technicians in collaboration with faculty librarians at Georgian College.

SUCCESS IN THE JOB HUNT: STORIES FROM THE TRENCHES FROM NEW ACADEMIC LIBRARIANS

Melissa Helwig, Information Services Librarian, Northern Ontario Virtual Library, Northern Ontario School of Medicine; **Heidi L.M. Jacobs**, Information Literacy Librarian, Leddy Library, University of Windsor; **Amanda Ross-White**, Clinical Outreach Services Librarian, Bracken Health Sciences Library, Queen's University.

Have you begun a job search or are you about to begin? Learn from

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a panel of new academic librarians as they relay their particular trials, tribulations, tips and tricks in their own job hunt. Find out about the pitfalls, politics and processes undergone during a search and interview process. Learn from their recent first-hand experience and come prepared to ask all of your questions about getting a job as an academic librarian. This session is the winning proposal for the 2007 OCULA Award for Graduating Students/New Professionals, submitted by Dalia Smith from the University of Guelph Humber.

BREAKING NEWS ON THE DATA FRONT- FROM CENSUS TO SURVEYS

Jeff Moon, Head, MADGIC, Queen's University; **Suzette Giles**, Data Librarian, Ryerson University.

Find out what's new with the 2006 Census of Canada, from geography to the numbers, and how best to access this rich resource. Learn a new and innovative way of accessing Statistics Canada survey data. Ontario's Universities have just embarked on a co-operative data project to provide Web-based survey analysis and extraction tools using a system called Nesstar. Come and see what all the hype is about. No experience necessary. You'll be amazed at what you can do with the numbers and what the numbers can do for your patrons! Two hot topics for front-line reference librarians.

I'M TEACHING AS FAST AS I CAN: MAKING PURPOSEFUL CONNECTIONS THROUGH YOUR LIBRARY PROGRAM

Ruth Hall, Assistant Curriculum Leader, Library, **Tina Antoniou**, Assistant Curriculum Leader, Social Science, Earl Haig Secondary School, TDSB.

As we frantically attempt to partner with colleagues and to meet the needs of individual students in our libraries it is sometimes difficult to feel sure we are working as effectively as we would like. Find out how one teacher-librarian, in collaboration with colleagues, is using curriculum mapping to frame a library program and to build a research skills continuum. Hear the perspective of a teacher-librarian, a subject teacher and curriculum leader and decide if this approach is one which could help you to create a clearer framework in which to measure your success in supporting your fellow teachers and your students. Come away with practical ideas to put in place.

PLAGIARISM IN CANADA AND THE LIBRARY'S RESPONSE

Julia Christensen Hughes, Professor and Chair, Department of Business, University of Guelph; **Joy Muller**, Manager, Seneca@York and Markham Libraries, Seneca College.

Academic misconduct is a serious issue in Canadian universities and colleges from both the faculty and librarian perspective. Recent research studies indicate what types of misconduct students report engaging in, why it is occurring, and what can be done about it. Come prepared to share your own experiences and suggestions.

STRATEGIC POSITIONING OF LIBRARY INSTRUCTION SERVICES

Stanley Wilder, Associate Dean, University of Rochester.

What would instruction in the academic library look like if we were to start from scratch today? Wilder argues that an academic library's approach to instruction should be a reflection of the role

it intends to play on campus. From this perspective, he claims that information literacy is a bad fit for most research libraries and proposes a framework for a new and more modern approach to instruction.

THE WORK-LIFE TUG OF WAR: ONE LIBRARY'S EFFORT TO ADDRESS WORK-LIFE BALANCE

Janet Kaufman, Head, Information Services, University of Guelph; **Melissa Warner**, Research Associate, Centre for Families, Work and Well-Being, University of Guelph.

Explore the what, why and how surrounding work-life balance from both a manager and staff perspective. Research shows that work-life balance is a serious problem for Canadians. The University of Guelph Library partnered with the Centre for Families, Work, and Well-Being to conduct a work-life balance assessment of its employees. The results were used to develop an awareness and educational strategy for managers and staff, as well as a plan to sustain the program.

SOCIAL NETWORKING: INNOVATION AND RESEARCH

Susan Barnes, Associate Professor, Associate Director, Lab for Social Computing, Department of Communication, Rochester Institute of Technology.

Although social networks like MySpace and Facebook are relatively new phenomena, they are already the subjects of research. This presentation will discuss several new directions in the research of social media. The studies described are part of a National Science

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Foundation Grant and an Innovative Teaching Grant from the Rochester Institute of Technology. The approaches used in each project demonstrate how both quantitative and qualitative methods are used in the study of social networks and how the research has implications for the use of social networks in an academic environment.

EMBEDDING LIBRARY E-RESOURCES IN ON-LINE COURSE SOFTWARE: A TOOLKIT FOR BEGINNERS

Janice Mutz, Instruction/Distance Education Librarian, Chancellor Paterson Library, Lakehead University.

From reaching out to faculty to creating a standard template, learn the ins and outs of embedding library resources in on-line courses: the tips and tricks, what works and what does not. Learn how to target potential users, create a library presence on-line and use social software in new ways. You will take away a practical how-to guide to get started right away!

MAKING BETTER DECISIONS: INCORPORATING EVIDENCE INTO YOUR PRACTICE

Denise Koufogiannakis, Collections & Acquisitions Co-ordinator, University of Alberta Libraries.

What is evidence-based librarianship and why does it matter? The principles and steps involved in evidence-based practice are grounded in the concept that practice should be based on up-to-date, valid, and reliable research. As a practitioner, how does this concept impact you? As a researcher, how can you ensure that your research is applied? Bring

together research and practice in a way that is practical. Learn how to incorporate evidence-based decision-making into your daily practice and discover tools that will help. Through demonstrated examples of practice that follows this model, learn how this method of decision making can work in reality and help to improve your practice, benefiting the users of your library.

SECOND LIFE IN AN ACADEMIC LIBRARY: A PILOT PROJECT

Denyse Rodrigues, Extended Services Librarian, Mount Saint Vincent University.

Educators and business leaders are racing to develop a presence in Second Life (3D virtual world) because of the opportunities presented for creativity and effective communications. Universities have set up virtual campuses, companies are designing and marketing products and services, and over one million people have logged on for a variety of social, educational and commercial reasons. In the Winter 2007 term, Mount Saint Vincent University Library began taking small steps to investigate the potential of this on-line world as a learning platform, collaborating with a faculty member in the creation of a course held in this environment. What role can a library play in the provision of courses in Second Life? Do networks and resources to support this work already exist? How does a librarian provide students with information instruction and services within an environment unfamiliar to all participants, librarian, professor and students? Here is an introduction to Second Life, the instructional challenges and opportunities of the environment. Obtain a checklist of issues to be considered when embarking on a Second Life collaborative project with faculty.

SUCCESSFUL LEADERSHIP BEGINS WITH SELF

Mary Ann Mavrinac, Chief Librarian, Hazel McCallion Academic Learning Centre, University of Toronto Mississauga.

Experiencing organizational change can be difficult, especially when the change is unanticipated and unwelcome. Let go, go with the flow, strategize, see opportunity, learn, and fulfill your aspirations! Sound good? Join us as we reveal the dynamic nature of protecting self, and provide practical, concrete leadership strategies based upon empirical research that can be liberating for the individual, and transformational for the library. Flourish and have fun in an unpredictable environment of ubiquitous change.

UNDERSTANDING FACULTY MOTIVES TO COLLABORATE

Laurie Morrison, Librarian for Modern Languages and Visual Arts, Brock University.

Current research finds that faculty believe research skills are an important component of undergraduate education. They also report that undergraduates' skills in this area are weak. Collaboration with a librarian is a possible strategy to address this; however, research, if not our own experience, tells us that faculty/librarian collaboration is weak. What motivates faculty to collaborate with librarians as a method to support the development of students' research skills? Why are some faculty more open to collaboration with librarians in information literacy initiatives than others? How do faculty understand the benefits of good research skills for their students? How can this information assist librarians to develop collaborative relationships?

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CREATING A BUZZ IN ACADEMIC LIBRARIES: DEVELOPING SPACES AND SERVICES THAT ENGAGE USERS IN THE LEARNING EXPERIENCE

Jo-Anne Westerby, Director of Academic, Teaching and Learning Services, Mohawk College; **Vivian Lewis**, Associate University Librarian, Teaching, Learning and Research, McMaster University.

Academic libraries are casting off their stodgy images in an effort to wow Next Generation students, engage campus administrators and attract potential new hires. Learn how one college and one university library are making learning happen through cool spaces, new technologies and programs with pizzazz. Find out what's worked and what hasn't. Come ready to swap ideas and leave with a winner.

INSIDE OUT: LIBRARY SERVICES AT POINT OF NEED

Sharon Munro, Information Services Librarian, Leddy Library, University of Windsor; **Sophie Bury**, Business Librarian, Peter F. Bronfman Business Library, York University; **Ilo-Katryn Maimets**, Science Librarian, Steacie Science and Engineering Library, York University.

York University and the University of Windsor are providing students and faculty with access to information literacy instruction and reference services at their point of need. Learn about the planning, implementation and results of focus groups with university students from different disciplines. The focus groups provide invaluable feedback about students' research habits; perceptions of their own information literacy competencies; and their insights as to how instruction can

can be enhanced. Innovative instructional video clips; supporting materials; various library initiatives with departments on campus; and other novel methods used to promote and to provide access to library services and resources to faculty and students both inside and outside the library will also be examined.

MY JOB IN 10 YEARS: THE FUTURE OF ACADEMIC LIBRARIES

John Dupuis, Head, Steacie Science and Engineering Library, York University.

Time to rev up those crystal balls! Students are changing, library systems are changing, the world is changing. This volatile environment is challenging academic librarians to evolve their practice in unexpected ways. The best way to prepare for change is to think about it in advance, to anticipate some of the changes or at least to anticipate the kinds of things that may change. This presentation is just such an exercise. Join one of your fellow front-line librarians in an exploration of some of the ways our jobs might be changing over the next decade, both at the macro level and in our daily routines.

RDA : THE INSIDE STORY

Ingrid Parent, Assistant Deputy Minister, Documentary Heritage Collection Sector, Library and Archives Canada; **Marcia Salmon**, Serials and Electronic Resources Cataloguing Librarian, York University Libraries; **Pat Longo**, Head, Cataloguing Services, Brock University Library.

RDA is the new content standard for Resource Description and Access which will be published in 2009. It is emerging from a major restructuring and re-evaluation of current cataloguing rules. RDA supersedes

AACR2. It is a new tool, more flexible and extensible than AACR2, more logical and thus easier to use, applicable beyond traditional cataloguing, and designed for use in an online, networked environment. Learn about the scope of RDA, hear a progress report and begin to explore the impact of RDA.

TALKING TO STRANGERS: PERSONALIZING THE REFERENCE INTERVIEW

Rita Vine, University of Toronto Libraries.

Reference is so much more than providing information, answers and search strategies. It's a unique (if brief!) two-person communication encounter and relationship- building experience. How can we establish a reference relationship with a stranger that is both professional, respectful AND personalized? Rita Vine looks at the research on reference and communication and shares her techniques for more meaningful encounters.

INFORMATION LITERACY BY DESIGN: AN E-LEARNING WIKI FOR LIBRARIANS

Corinne Laverty, Head, Education Library, Queen's University.

Librarians continue to explore the latest technologies from wikis to blogs to learning objects. Nevertheless, technology itself is not enough to ensure that learning will take place. How do we structure e-learning opportunities so that information literacy is truly encouraged and developed? What are the key design principles that make for quality learning in an on-

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-line tutorial? The Canadian Association of Research Libraries aims to capture our success stories and case studies from the classroom at an e-learning portal. Learn about this site where best practices and new roles for librarians in the evolution of e-learning are being developed.

MARIAN THE NAUGHTY LIBRARIAN: THE SEXUALIZATION OF LIBRARIANS IN POPULAR CULTURE

Brian Cameron, Borrower Services Librarian, **Cecile Farnum**, Communications and Liaison Librarian, Ryerson University.

Representations of librarians in popular culture tend to focus on the stereotypical ideal of Marian the Librarian – conservative, somewhat prudish and restrained with almost a hint of sexuality. In opposition to this are depictions of hyper-sexualized females who adopt the persona of the librarian. Explore the portrayal of librarians in 20th century popular and fringe culture that distort the stereotypes and present an alternate image of what it means to be a librarian.

IT'S ALL ABOUT ACCESS: HOW TECHNICAL SERVICES PUTS USERS FIRST

Raj Jain, Karen Marshall, Library Technical Services, University of Western Ontario.

Share your experiences and learn from ours! Library Technical Services at the University of Western Ontario has been experimenting with many ways of providing accelerated user access to information resources via our catalogue, while maximizing processing efficiencies and "bang for the buck" in deploying Technical

Services resources. Our initiatives include utilizing Z39.50, electronic resource management software, a variety of technologies, vendor-supplied information and student help to assist us in making our assets visible and available to our patrons.

REACHING STUDENTS AND STAYING SANE IN THE CULTURE OF DISTRACTION

Katrine Mallan, Health Instructional Librarian, University of Calgary; **Nancy Collins**, Communications Liaison Librarian, University of Waterloo.

Students and librarians are increasingly confronted with the Culture of Distraction in the academic library environment. The challenge of competing for students' interest and attention places a heavy burden on librarians who find themselves in a position of having to "keep up" with the latest and greatest Information and communication technologies, to read, write and contribute comments to blogs, to be constantly available via e-mail, chat and instant message programs, to create dynamic library podcasts, to create and maintain on-line presences in social networking software such as Facebook,

and Second Life. This situation is arguably eroding librarians' ability to concentrate their professional energy on those less glamorous tasks and fundamental responsibilities that are essential to promoting student learning and collection building. We will evaluate the current Culture of Distraction with a critical eye and propose meaningful and valuable strategies for reaching students and promoting true communication and learning while staying sane.

THE "ME AND NOW" OF CUSTOMER SATISFACTION

Ian B. Whyte, Coordinator of Public Services, University of Toronto Mississauga.

Learn about the University of Toronto Mississauga Library's experience with an innovative new way of improving library management's ability to monitor customer feedback continuously, garner insight, take action, and monitor the results of your actions.



**A big thank you to our OCULA program coordinators:
(l) Gail Nichol, University of Toronto &
(r) Caroline Stewart, University of Guelph-Humber**



...seen here enjoying themselves during a tour of the library at Niagara College, NOTL campus at the OCULA Fall Dinner

Coming soon...the OCULA Super Conference blog!

Submit your name to become an OCULA blogger during the 2008 OLA Super Conference and you could win an iPod shuffle!



**Submit your name to the editor at:
jennifer.peters-lise@senecac.on.ca**

Don't forget...People News & Around The Province have moved to our blog...

Librarians across Ontario are contributing news from their own institutions to ensure up-to-date and accurate information.

Also included in the blog:

- News
- OCULA events
- Job postings for academic librarians
- Call for submissions
- Conference announcements
- Articles

Want to contribute your news? Email the editor at:
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<http://www.accessola2.com/ocula/wordpress/>

InsideOCULA

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InsideOCULA describes the decisions and activities of OCULA leadership, explains OCULA programs and provides news of Ontario's college and university library systems.

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