Campaign for Wisconsin Libraries Needs You!

On January 31, the WLA Foundation launched the Campaign for Wisconsin Libraries. To inspire Wisconsin residents to “Support Wisconsin Libraries: Keep Us All In A Better State,” the first phase of the Campaign will focus on distribution of a series of public service announcements and promotion of the Campaign website: [http://www.WisconsinLibraries.org](http://www.WisconsinLibraries.org). Both the PSAs and the website are designed to promote a better understanding of how libraries contribute to the state’s economic growth, education and lifelong learning, and the quality of life in Wisconsin.

By centralizing promotional activities at the state level, the Campaign will benefit all Wisconsin libraries, including those with limited resources. While recognizing that many libraries fall into this category, we still do need your assistance to maximize the impact of our message! Here are some simple things you can do to help:

1. Order free bumper stickers and buttons for distribution to your library users, staff, board members, and leaders in your organization or community. An order form is on page 11.

2. Take copies of the ads to your local newspaper and radio stations to encourage them to place the PSAs. Direct them to the Campaign site for downloadable ads. Let us know who you’ve contacted.

3. Tell us if you hear or see a Campaign ad! This is one way we can evaluate the success of the Campaign.

4. Give us story ideas about what your library is doing. We will develop feature stories about libraries for our website and for submission to statewide media. Contact Lisa at the WLA office for more information.

   a. Use the Campaign logo on your library’s main page as a link to the Campaign site.
   b. Print your favorite Campaign ad and place copies around the library where they can be viewed by library users.


Of course, we’re also eager to hear your thoughts about the Campaign and appreciate any support that you can give to spread the word about the value of libraries. Please contact Rick Krumwiede, WLA Foundation President, or Lisa Strand, WLA/WLAF Executive Director, if you have comments or questions. Thank you!

Calendar of Events
(Click on Links Below)

- MLA Conference (Phoenix) May 19-24
- SLA Conference (Baltimore) June 11-14
- ALA Conference (New Orleans) June 22-29
- WiLSWorld Conference (Madison) July 26-27
- Conference on Distance Teaching and Learning (Madison) August 2-4
- WLA/WHSLA Conference (WI Dells) Oct 31-Nov 3

For more information about AWSL, visit the web site: [http://www.wla.lib.wi.us/awsl](http://www.wla.lib.wi.us/awsl)
Letter from the Chair

AWSL Officers

AWSL Chair: Loretta Harmatuck
Government Services Librarian, Reference and Loan Library,
2109 S. Stoughton Rd., Madison, WI 53716
Voice: 608-224-6165
Email: Loretta.Harmatuck@dpi.state.wi.us

AWSL Chair-Elect: Julie Schneider
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Email: jschneider@library.wisc.edu

Secretary: Jaimie Martindale
Arthur H. Robinson Map Library, UW-Madison, 310 Science Hall, 550 N. Park Street, Madison, WI 53706
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AWSL Past Chair: Arden Rice
State Documents Librarian, Legislative Reference Bureau, PO Box 2037, Madison WI 53701-2037
Voice: 608-267-0711
Email: arden.rice@legis.state.wi.us

WLA Board Representative: Mary Kotschi
Director of Library Services, Winnebago Mental Health Institute
Voice: 920-235-4910 Ext. 2443
Email: kotscmc@dhfs.state.wi.us

AWSL Committees and Contacts:
Committee on Organizations: Connie Von Der Heide (Connie.VonDerHeide@wicourts.gov)
Conference Planning: Julie Schneider (jschneider@library.wisc.edu)
LD&L: Julie Schneider (jschneider@library.wisc.edu)
Membership: Ulrike Dieterle: (udieterle@wisc.edu)
Newsletter: Ulrike Dieterle: (udieterle@wisc.edu)
Bob Shaw (reshaw@wils.wisc.edu)
Nominations: Vacant
Publicity: Amy Gannaway (amy.gannaway@dot.state.wi.us)
WLA Foundation Scholarships Committee: Barbara J. Arnold (bjarnold@wisc.edu)
Webmaster: Emily Wixson (ewixson@library.wisc.edu)

Newsletter Submissions

The AWSL News is the official publication of the Association of Wisconsin Special Librarians, a division of the Wisconsin Library Association. The AWSL News welcomes articles of interest to special librarians, including announcements of meetings and conferences. Articles may be sent directly to the editors:

Ulrike Dieterle at udieterle@wisc.edu
or
Bob Shaw at reshaw@wils.wisc.edu

Submissions should be sent by E-mail. Photos and graphics are encouraged and should be sent in JPEG format.

All submissions should include the name, address, and telephone number of the person submitting the article. AWSL News is published twice a year.

Deadline for the Fall issue is: October 1, 2006

AWSL News is Looking for a Special Librarian

As a regular feature of this newsletter, we want to profile a special librarian in each issue. If you would like to volunteer or suggest someone for the “Meet a Special Librarian” feature in the next newsletter, please contact Ulrike or Bob.
I hope that you are enjoying the wonderful events of spring—the song birds, daffodils and the trees beginning to bud. It is obvious from this spring issue of the AWSL newsletter that our officers and other AWSL members are busy planning programs and other events for the fall WLA conference. Although November seems a long way off—the fall WLA conference will come soon!

Be sure to read the article in this issue regarding the Campaign for Wisconsin Libraries. Check out the information on special libraries at this Campaign for Wisconsin Libraries website:  http://www.wisconsinlibraries.org/research/special.asp  Click on the various links at that site to find out how you can support the multi-media publicity campaign to promote a wider understanding of the value and importance of Wisconsin Libraries.

Changes to the AWSL Bylaws were approved at the AWSL fall business meeting last October. I submitted them to the Committee on Organization (COO) Chair. The revised AWSL bylaws will soon be available on the WLA website.

I would encourage you to think about running for an AWSL position. I know—our officers are just getting underway for this year—but July will come soon. July is when we need to have the AWSL ballot sent to the WLA office. The two positions that will be on the ballot will be secretary and vice-chair/chair elect.

Have you remembered to renew your AWSL and WLA memberships? If not, do it right away and encourage other special librarians you know to join AWSL. I hope that you remain involved and/or get involved with AWSL to promote special libraries and to find support and inspiration from fellow special librarians!

- Loretta Harmatuck
2005 AWSL Chair
Government Services Librarian
Wisconsin Reference and Loan Librar
2109 South Stoughton Road
Madison, WI 53716
(608)224-6165
Email: loretta.harmatuck@dpi.state.wi.us

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**Library Profile Index**

Profiles of Wisconsin Special Libraries can only be found in the AWSL News. We hope this feature is useful in tracking the history of Wisconsin special Libraries for future members.

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The Arthur H. Robinson Map Library, a sub-unit of the Department of Geography at the University of Wisconsin-Madison is located in Science Hall and is named after Professor Arthur H. Robinson, the well-known cartographer who taught on campus from 1945 until his retirement in 1980.

The primary materials in the library are maps (approximately 280,000 sheets) and historic aerial photography of Wisconsin (approximately 231,700 prints). The map collection is world-wide in scope with comprehensive thematic and topographic coverage that spans the globe. The largest map series in the library is the USGS 1:24,000 scale topographic series, which totals over 125,000 sheets and covers the entire nation. The oldest original map in the collection is a copper plate engraving entitled: Sarnia Insulavulgo Garnsey: et Insula Caesarea, vernaculae Jarsey, Amsterdam, ca. 1645 by cartographer Joannes Blaeu (1596-1673).

The historic aerial photograph collection is one of the most frequently utilized collections in the library. The photography is mainly USDA/FSA or USGS imagery for all 72 Wisconsin counties, dating from 1937 (the year of the first comprehensive flight for WI) to the present. The older photographs are actual contact prints, while the current imagery exists in digital format.

In addition to the maps and photos, the library contains roughly 900 books and other bound volumes, primarily gazetteers, atlases, soil surveys, Wisconsin plat books, and other essential reference materials.

The Map Library is active in acquiring digital geospatial data for use in Geographic Information Systems (GIS) projects. The library provides access to five public computers equipped with appropriate GIS and image analysis software needed to accomplish these tasks. The digital data collection totals over 800 CDs and DVDs and consists mainly of federal, state, and local government-produced data.

To learn more about the Arthur H. Robinson Map Library’s collections and services, visit our website at: http://www.geography.wisc.edu/maplib

- Jaime Martindale, Map and GIS Librarian
  martindale@wisc.edu

Contact Information:
Robinson Map Library
310 Science Hall
550 North Park Street
Madison, WI 53706
(608) 262-1471
http://www.geography.wisc.edu/maplib
Government Information Day

2006

LOCAL GOVERNMENT INFORMATION

Programs include:

Local government statistical resources

Government records for local history and genealogy presented by the Wisconsin Historical Society

Sources of local GIS (geographical) data presented by the Wisconsin Dept. of Administration and Robinson Map Library

Panel discussion by FDLP librarians on future directions for their depository programs

May 19, 2006
UW-Madison’s Memorial Library

For a registration form go to:
http://www.wla.lib.wi.us/girt/

Sponsored by the Government Information Round Table of WLA
Name: Susan A. Lurvey

Library & Position: Experimental Aircraft Association (EAA) Library, Library/Archives Manager,

Website: http://www.airventurermuseum.org/collection/library.asp

Previous professional endeavors: Non-library related, three years in the USN

What are the most exciting/best aspects about working in a special library?
Working in a special library allows you the freedom to focus on one specific subject area, in my case aviation.

What do you see as the upcoming challenges for you professionally?
Keeping up with technology is always a challenge especially when you don’t work in a mainstream operation. Funding is a second challenge that must always be faced.

Tell us your most unusual, amusing, or favorite library story or reference question:
In the category of amusing would be having Hollywood actor Cliff Robertson drop in the library and ask directions to the loo. Since then we’ve become friends as he is a huge EAA supporter and attends AirVenture every year. He still asks directions to the loo once in a while.

Right now I am reading:
James Michener’s Mexico

My favorite pastime is:
Most any kind of craft from flower arranging to painting to refinishing to crocheting and on and on.

If you could invite ANYONE to dinner, who would it be?
No contest, Jesus Christ.
WLA Conference
La Crosse Radisson Hotel
October 26th, 2005

Meeting called to order by Chair Loretta Harmatuck at 12:20pm.

Present: Loretta Harmatuck (Chair), Connie Van Der Heide, Arden Rice, Mary Struckmeyer, Kay Ihlenfeldt, Barbara Arnold, Mary Kotschi, Julie Schneider, Jaime Martindale, Lisa Strand, Ulrike Dieterle.

I. Introductions of members present.
   a. Current secretary (Karen Nowak) is not in attendance, therefore Jaime Martindale (secretary for 2006) takes minutes during the meeting. All meeting attendees introduce themselves.
   b. Additions or changes to the agenda - there are none.

II. Approval of the 2004 annual meeting minutes by Loretta Harmatuck.
   a. Motion seconded by Connie Van Der Heide. Motion carried.

III. Report of the Chair - Loretta Harmatuck
   a. Mary Kotschi and Loretta Harmatuck formed the nominations committee.
   b. Announcement of 2006 AWSL officers. There was an AWSL teleconference held to discuss elections and who should be Chair due to Mary Janeck’s resignation. AWSL asked Loretta Harmatuck to be Chair for 2006.
   c. New publicity chair is Amy Gannaway.

IV. Discussion and vote on WLA By-laws.
   a. Changes to the WLA by-laws. Copies of the changes to the by-laws were distributed. Motion made to approve changes to by-laws by Barbara Arnold. Motion seconded and carried.

V. Report of WLA Board Representative - Mary Kotschi
   a. Mary has been active in writing articles for AWSL newsletter.
   b. Mary announces the Campaign for Wisconsin Libraries program taking place at 4:00pm on Wednesday October 26th at the WLA conference and encourages all to attend this event. Lisa Stand, Barbara Arnold, and Julie Schneider comment further on the Campaign program and talk about why we should all attend. Connie Van Der Heide mentions a brainstorming session related to the Campaign for WI Libraries program which was attended by many AWSL members. Lisa Strand expands further on this, explaining how it applied to all libraries. She urges all AWSL members to attend as well.
   c. WLA 2006 will be held in the WI Dells at the Kalahari Resort.
   d. Survey sent out online by WLA identified about 70 active AWSL members.
   e. Lisa Strand mentions that the WLA Board of Directors is currently in discussion regarding the “unit viability” (ex: AWSL).

VI. Reports of AWSL Newsletter Editors and AWSL Committee Chairs
   a. Newsletter editors - Ulrike Dieterle and Bob Shaw: Ulrike Dieterle provides update. Ulrike thanks everyone for their contributions to the newsletter and encourages all to submit articles. There is a need for information in the “Special Librarian” section of the newsletter, where a librarian and special library are showcased. Any special librarians interested in this section can send an email to Bob Shaw or Ulrike Dieterle and they will send a template that can be filled out. Ulrike encourages comments or suggestions from AWSL members on how the newsletter can be improved.
   b. Conference Planning - Barbara Arnold
      Barbara announces a talk on Thursday October 26th at the WLA conference about the knowledge-based economy in WI and salaries for WI library workers, and encourages everyone to attend. She also recommends attending the sessions on health and legal information on Friday October 27th (WLA Conference). Barbara announces that she will be unable to be conference planning chair next year due to prior commitments at the UW Madison SLIS. Loretta Harmatuck adds that she will be seeking a volunteer for this post.
   c. Committee on Organizations (COO) Report - Connie Van Der Heide:
      Connie was not able to attend the COO meeting in April. “Unit viability” is a current issue being discussed. By mid-year next year, all new committee structures and unit bylaws will be added to the WLA handbook.
   d. Library Development and Legislation (LD&L) Committee - Julie Schneider:
      State Legislative Day is Jan. 31st, 2006 (earlier than years past). Julie encourages all to sign up. There is interest in putting together a “directory” of WI Special Libraries that includes information on activities or services offered that might aid WI Legislators. Barbara suggests putting a
handout together with help from information obtained from the WI Chapter of SLA. Each library will be listed with a few bullet points highlighting important facts about the library’s collections, services, or activities. Everyone discusses the creation of this handout and the group concludes that the idea is to create more than just a “directory”. Julie mentions the “common school fund” money that is being collected and distributed. The “reform bill” and the “language bill” are still in committee. Check out the WLA website for more information on these. Tom Hennen is stepping down as chair of the Library Development and Legislation committee and Jessica MacPhail will succeed him as committee chair.

e. Membership - Ulrike Dieterle: Historical membership data: In 2001 there were 65 AWSL members, in 2002 there were 66 members, in 2003 there were 66 members, in 2004 there were 67 members, and in 2005 there are 73 members! Ulrike encourages everyone to spread the word to get new AWSL members.

f. WLA Foundation Scholarships Committee - Barbara Arnold: Salim Muhammad receives a SLIS scholarship. The Sally Davis scholarship goes to Daniel Plummer, and the Stanton Scholarship goes to Linda Jerome (La Crosse Public Library).

g. Webmaster- Emily Wixon: Emily was unable to attend the meeting.

VII. Campaign to promote special libraries in trade magazine(s): Arden Rice and Karen Nowak.

a. Arden Rice: Composed a draft letter to send to trade publications (see minutes from 2004, section IV). Amy Gannaway has shown interest in taking over this project from Arden (who does not have the time to devote to it). Lisa Strand suggests that this might be tied in with WLA’s Foundation campaign ads. She recommended promoting this with PSA’s. Loretta announces that anyone who has an interest in this project should contact Amy. Barbara Arnold volunteers to be a resource/reference for Amy for this project. Lisa Strand will talk to Jeff Berry (PR person for WLA Foundation) about these ideas.

b. WHSLA is piggy-backing onto WLA conference next year. They need support from AWSL. Julie will do AWSL planning for WLA conference next year. Loretta asks for volunteers to help Julie – Mary Kotschi volunteers, as do others.

b. Lisa Strand mentions if AWSL co-sponsors WAPL, AWSL will receive part of that revenue. WAPL meets in May in Wisconsin Rapids. Ulrike will help with planning WAPL program sessions. Connie offers planning advice and some example topics to Julie for WLA conference next year. Connie will send these directly to Julie.

c. Special Libraries (ideas) in the Dells area (WLA conference site, 2006):
   - HH Bennet Studio
   - Crane Foundation
   - Circus World Museum Archives
   - Parfrey’s Glen
   - Aldo Leopold Shack

IX. Old Business – NONE

X. New Business

a. AWSL sponsored spring event. (AWSL version of a unit conference?) GIRT may be interested in a co-sponsorship. Arden will bring this up at the next GIRT business meeting. Government Information Day 2006 – focus on local resources like legal, GIS, cemetery records, etc. Other topics are discussed. Amy Gannaway has expressed interest in brown-bag lunch meetings. Arden recommends that Amy look into further collaborations with the WI Chapter of SLA.

b. The WI Chapter of SLA is working with LLAW on a Cyber Security video teleconference, it will be advertised and members from AWSL can participate if they want. This will be in Feb. 2006. Diane Gurtner (at CUNA) is chair.

XI. Adjournment at 1:35pm

Minutes respectfully submitted,
Jaime Martindale
Map and GIS Librarian, University of Wisconsin-Madison
Association of Special Librarians (AWSL) Secretary
Under the Legislative Lens

CURES Bill Broadens Public and Scholarly Access

On December 14, 2005, Senator Joseph Lieberman (D-CT) introduced a “bill to amend the Public Health Service Act to establish the American Center for Cures to accelerate the development of public and private research efforts towards tools and therapies for human diseases with the goal of early disease detection, prevention, and cure, and for other purposes”. This bill, commonly known as the CURES bill, was cosponsored by Sen. Thomas Carper (D-DE), Sen. Thad Cochran (R-MS), and Sen. Kay Hutchison (R-TX).

Since you are probably wondering why a bill to amend the Public Health Service Act might be of broad interest to special librarians, you need only read section 499H-1 to find your answer. In the American Center for Cures Act of 2005, Sen. Lieberman expands upon the current NIH policy which encourages NIH-funded researchers to submit a copy of their peer-reviewed journal article to PubMedCentral within 12 months of publication. In Senate bill 2104, the Cures bill, it becomes a requirement that peer-reviewed journal articles are submitted to PubMedCentral (the NIH’s digital archive) within six months of publication. It also expands the target research to any federally-funded research within the Department of Health and Human Services (DHHS).

In strengthening the current policy by making it a requirement for any DHHS-funded research which results in a peer-reviewed manuscript accepted for publication within six months, the bill will broaden public and scholarly access to federally-funded biomedical research.

What makes this bill particularly powerful is that it includes a penalty for noncompliance with the submission requirement. If a researcher fails to submit the required manuscript to NIH’s PubMedCentral within six months from the date of publication, that researcher may be penalized by the loss of future public funding.

Currently, the bill was introduced and read in the Senate in December and was referred to the Committee on Health, Education, Labor, and Pensions. Hopefully this bill moves beyond the committee. It has the public support of the American Library Association, Association of Research Libraries, the American Association of Law Libraries, the Medical Library Association, and the Special Libraries Association. Updates and progress on this bill will be provided in future AWSL newsletters or from the Ebling Library website at http://ebling.library.wisc.edu/.

- Julie Schneider

Mark Your Calendars for the WLA/WHSLA Conference in October

It is never too early to mark your calendars to attend a conference that will be as informative and as entertaining as the Wisconsin Library Association/Wisconsin Health Science Library Association conference is building to be. The WLA/WHSLA annual conference will be held from October 31st through November 3rd at the Kalahari Resort in Wisconsin Dells.

Plan to join your colleagues from across the state and from all library types for what will be a very fun and exciting conference. The Association of Wisconsin Special Librarians has submitted multiple program ideas to the conference planning committee. Changes and adjustments are still being made to the conference program but AWSL has requested to sponsor programs on blogs and rss feeds, copyright in the digital age, evidence-based practice in medicine, library files and historical research, legislative and judicial websites, and scholarly communication. I want to thank all of the AWSL officers for helping plan these programs and I especially want to thank all of the individuals who offered to speak at these programs.

I hope to see everyone from AWSL at the WLA annual conference, at the AWSL-sponsored programs, and at the AWSL business meeting and other events. Watch for continuing articles in the AWSL newsletter for updates on the conference and programs that you will want to plan to attend in.

- Julie Schneider, chair-elect
  Ebling Library, UW-Madison
Wisconsin Library Association Board Report

Fewer WLA Members Run for Leadership Offices

At the WLA February Board meeting, members welcomed members of the Council of University Librarians Diversity Task Force to discuss ways to diversify UW library staff. They have developed a diversity web site prototype that presents categories of resources, including those of ALA. They also looked at WLA’s vision to see how it could address more diversity issues.

The ALA representative reported that they passed a dues increase at the midwinter meeting. Dues will increase $10 per year for the next 3 years.

There was a discussion regarding FOWL members joining WLA. A resolution was passed stating that the first 12 months of membership for them would be free while the next 12 would be $20.00.

There was discussion of the SPARC (strategic planning) conference on March 17. Issues are stated below.

Summary of Key Issues for SPARC

Membership Trends

Membership is moving upward:
2002: 1,971
2003: 1,941 (-1.55%)
2004: 1,983 (+2.12%)
2005: 2,012 (+1.44%)

The dual membership program with WEMA resulted in about 50 new school library media members in 2005. Retention efforts will continue to be important as we move into the second year of the dual membership program. Dues revenue, however, has remained stagnant because we have discounted the dues for dual members, 104 of which paid regular dues rates in 2003 and prior to that.

Key Membership Survey Findings

Membership features members rank as most important are the WLA Conference, website, legislative program and opportunities for networking. Satisfaction rankings were conference and directory (tied) legislative program, newsletter, and website. While there were only slight differences in scores, the difference in rankings between importance and satisfaction may indicate the need to focus more on the quality of the web site and the way we promote or provide networking opportunities. Younger members (35 and under) who have not been members as long (and presumably, not in the profession very long) expressed less interest in WLA’s legislative program than did members older than 35.

Members would like “better” conference programs and speakers. Members are facing funding challenges (non-technology) and have difficulty keeping pace with changes in their field and with technology.

Leadership and Election Issues

2005: 25% competitive races (11 of 44 total)
2004: 41.1% competitive races.
2003: 38.3% competitive races.
1998: 60.9% were competitive races.

These numbers do not show that in addition to fewer people actually running for office, many of those that do are repeating positions or rotating into leadership in other units – so our lack of new individuals in leadership positions is even more marked than indicated by these numbers. On the other hand, we have seen great new leaders emerging, including 4 new leaders as part of WeLead. Also, we have not addressed diversity issues as an association – in the general membership or leadership.

Budgeting Trends

Revenue from dues, conferences, and unit activities have been relatively stable. Revenue from investments has been unstable, but on the other hand, we have experienced healthy returns overall. For WLA to significantly improve its programs and services or to add services, additional revenue will be required or we will need to adjust our budget in various other ways – reduction of expenses or selected programs. Staff hours were increased in 2005 and 2006, and the return on that investment will be evaluated when the Finance Committee and Board review and adopt the 2007 budget.

Mary Kotschi
AWSL Representative to the WLA Board
Merchandise Order Form

We have a limited supply of free buttons and bumper stickers available for any Wisconsin library to distribute to staff and library users.

Contact Name _________________________________________________________________
Daytime Phone Number ___________________ E-mail Address _________________________
Institution________________________________System (if public library)_________________
Address ______________________________________________________________________
City ___________________________ State _____ Zip Code ___________________________

Ship to (if different than above):
Name ______________________________________________________________________
Address ______________________________________________________________________
City ___________________________ State _____ Zip Code ___________________________

**Buttons**
1.75” high x 2.75” long rectangular with pin back.

Quantity: _____ (Minimum of 10 in increments of 10)

**Bumper Stickers**
Bumper stickers are 3” x 11.5” rectangular, suitable for sticking on any vehicle or other surface.

Quantity: _____ (Minimum of 10 in increments of 10)

Please order a minimum of 10 items each in increments of 10 to help us ship promptly.
Place your order online or print the order form and fax to 608-245-3646, or send to WLA, 5250 East Terrace Drive, Suite A-1, Madison, WI 53718-8345. Phone: 608-245-3640.