



The role of OCULA President, in this 100th anniversary year of the Ontario Library Association, is proving to be both challenging and fun. At the Board level, where Brent Roe and I sit as OCULA representatives, we have been grappling with issues relating to implementation of a new structure. How can we transform the OLA into an issues-oriented organization that meets the needs of current and prospective members? How do we ensure that the OLA and OCULA remain strong organizations connected to our members?

At the May Board meeting, members decided to begin transforming the way we conduct association business, moving routine reports and business to electronic or other fora, and reserving meetings for discussing and dealing with issues. I am writing this report on the eve of an OCULA Council meeting at which we are going to begin the same kind of transformation. Specific items that we will be discussing include:

- how we can improve communication with our members
- how we can increase member involvement in OCULA
- how we can identify issues that are of interest or concern to OCULA members

I invite you, as members of OCULA, to share your thoughts and ideas on these or any other matters that you think Council should address. Talk to your colleagues, whether they are OCULA members or not (maybe especially those who are not), and find out what they think.

Continued on page 2.

InsideOCULA

For and about members of the ONTARIO COLLEGE AND UNIVERSITY LIBRARY ASSOCIATION No. 12

OCULA Welcomes David Noble as Guest Speaker for Annual Spring Dinner

By Christine Jewell

This year OCULA held the Spring Dinner jointly with the Ryerson, Toronto, and York librarians' group. OCULA joined the Librarians' Association of the University of Toronto to host the event, which took place at the new Seneca@York building located on York University's Keele campus.

Following a tour of the innovative Learning Commons at Seneca@York, participants enjoyed a cocktail hour, a chicken dinner, and dessert. Members of both groups appreciated the opportunity to get to know one another.

The guest speaker was York University Professor David Noble. Professor Noble's address was entitled **Money Changer in the Temple**.

The talk relied on religious imagery. The university was compared to a sacred place that we expect not to be compromised. Just as advertisements in a temple would be a misuse of sacred space, advertisements in a university setting compromise the ideal of the university.

Noble argued that we, as a society, still depend upon the presumed autonomy of the university. People want a university to provide broad ideas. We rely on the university to be the knowledge commons and foundation of a democratic society. But while the university's disinterest is still being assumed, this ideal is being compromised.

Noble claimed that the physical space is being sold for ads, very cheaply. Corporate fees and retainers are often more income for presidents than their

Continued on page 2.



The new Learning Commons at Seneca@York

Workshop on Copyright Brings in Large Numbers.

Approximately 50 people attended the copyright seminar at D. B. Weldon Library, University of Western Ontario, on May 8th. Bernard Katz, from the University of Guelph and Elaine Vitali, from Fanshawe College, explained the latest changes in the copyright regulations as they pertain to issues such as single copy exemptions, archival material and media such as video and music.

Thanks are extended to Claire Callaghan and her colleagues at the University of Western Ontario who handled local arrangements and to OLA staff who ensured that name badges, receipts and handouts were delivered to UWO in time for the seminar.

There were a number of people who could not be accommodated at this seminar due to space limitations. Bernard and Elaine are willing to repeat the seminar.

Super Conference 2000 - A Triumph for Academic Librarians

**Session #102
PURCHASING
ELECTRONIC BOOKS.**
Report by Doreen London

Dr. Lynn Silipigni Connaway is the Vice President of Research and Information Services for netLibrary. Dr. Connaway is responsible for directing internal and market research and drives

the company's strategic management and organization of electronic resources. She is also responsible for the collection development group at netLibrary and for the eBook cataloguing department and plays a critical role in the creation of the company's information search interface for the library community

In this session, Dr. Connaway spoke about netLibrary. Located in Boulder, Colorado, netLibrary provides a collection of full-text electronic books (eBooks) on the Internet. With netLibrary, students can search thousands of books simultaneously, read eBooks online, or download

Continued on page 3.

OCULA Spring Dinner

Continued from page 1

academic salary. This can be a conflict of interest. Federally funded research is being negotiated. Increasingly, the universities are the patent-holding institutional conduits for transfer of the federally funded resources to their partners in business.

Rather than a contribution to knowledge, the purpose of university research is increasingly the development of a marketable product. Patent rights are surrendered as a condition of employment.

Secrecy and non-disclosure agreements result in erosion of collegiality and open discussion.

Noble warned that these practices are expanding beyond research into the realm of instruction. Because of powerful innovations in technology, instruction is now being seen as a means of making money. Ownership of the content of online courses is an issue that needs clarification.

Yet Professor Noble is hopeful. He sees a coming recollection of the value of education that may save democratic society. He believes society will come around to a realization that true education is not about the content. Rather, it is about validating the student.

Noble does not regard online education as a possibility. The essential student/teacher contact is missing. The teacher must be present to the student to be able to affirm the worth of the student. Noble's notion of affirmation entails his pedagogical opposition to grades. He refuses to present a gradation of grades. He awards high grades on principle. These views were regarded as fairly eccentric by most in the audience. As well, members of

the audience were surprised as Noble discussed his distaste for technology. His avoidance of email seemed peculiar, and seemed to suggest an inconsistency in his position -- that there is so much to be gained by speedy and open communication, yet he will not take advantage of it on principle.

These positions on the essence of education and the personal avoidance of technology needed more explanation. But the primary topic of the talk, the issue of commercialization of the university, was presented with urgent clarity.

Professor Noble is an entertaining speaker, even without props, overheads, or a PowerPoint show. His many anecdotes were amusing. His confession that he hands out only A's to his students and refuses to respond to email were met with surprise. But while we can enjoy the musings of an unplugged "bird course" professor, we must be alert to the implications of the advertising on the wall.

LIBRARY RESEARCH SUCCESS!

Seneca College Successfully implements online interactive tutorial.

by Kelly Donaldson

Seneca College's Library Resource Centre has successfully developed and implemented an online, interactive tutorial for first-year students enrolled in the College's School of Business Management. The initial concept for the project arose when library management were approached last winter by the School's Acting Chair to partner with them to develop a library tutorial that would be incorporated into the curriculum of a newly created business course, and that would accommodate Seneca's over six hundred first-year business management students.

Library management agreed to the collaboration and subsequently formed a team that developed a self-paced online interactive tutorial that makes extensive use of current Web-based technology. As of May 2000, the tutorial had successfully been completed by a second semester of students. The primary goal of the tutorial was to teach information literacy

and basic research skills to these business students. With the help of the College's Centre for New Technology and Centre for Professional Development, the result was a five module tutorial entitled Library Research Success. In addition to its main content, the tutorial also incorporates hands-on exercises at the end of each module, live connections to the Seneca College Library Web site and electronic databases. The tutorial also includes two assignments which are submitted electronically to professors at the end of the tutorial, and which composes twenty-five percent of each student's final mark.

Feedback from both faculty and students has been very positive, and efforts are currently underway to adapt this tutorial to meet the needs of other student groups within Seneca College. Further information about the tutorial has been submitted for publication, and will be presented at both the IT Conference in Ottawa this May, and the 2001 OLA Conference in Toronto.

Welcome New OCULA Members

Pullattayil Abdul Kareem Sulaiman, MES Indian School Doha Qatar
Muhammad Afzal Muhammad Kausar Ahmad
Karen Baracat, University of Windsor
Dianne Brett, Student Seneca College
Candice Dahl, Student, University of Toronto
Alan Darnell,
Peter Eisenback, Student, University of Western ON
Alexander Finlayson, Tyndale College and Seminary

Don Kinder, Ryerson Polytechnic University
Eva McDonald, The Bibliocentre
Audrey McSherry, Student, University of Western ON
Patricia Moore, University of Windsor
Abdul Muhit, Student University of Western ON
Alesia Sostarich, Student, Queen's Law School
Marion Warburton, Student, Seneca College

President's Message

Continued from page 1

You may be wondering by now where the fun is. It comes from meeting members and colleagues at events like the April dinner meeting at Seneca@York and the copyright seminar at the University of Western Ontario in May. It comes from working with colleagues from the college and university library sector on Council. And it comes from working with and getting to know colleagues from other library sectors on the OLA Board.

Have a safe and happy summer!
 Janet Kaufman

Super Conference 2000-

Summaries of the OLA Super Conference, February 3-5, 2000.

Continued from page 1

them. Books can be "checked out" and check out times can be set by library administrators. Dr. Connaway was not selling netLibrary, but spoke about how it operates, how a university or college library might purchase eBooks, or share eBooks within a consortium.

Ebooks are catalogued, and Dr. Connaway described how the student would access, check out and read eBooks. Dr. Connaway also described how tracking usage of eBooks would provide the data for fine tuning acquisition strategies. Canadian university and college libraries have not had any experience with netLibrary but this is an important new industry that will grow as access to eBooks improves and the demand for electronic books increases.

Session #501 The University Library According to Macleans

Report by Mike Ridley

Ann Dowsett Johnston, editor of the important and influential annual survey of Canadian universities, spoke to a full room about how the survey works, its history and development, its meaning for higher education and the particular role that libraries have played in the rankings.

Ms Johnston's comprehensive and engaging presentation was enhanced by a lengthy discussion during which the audience was able to probe many aspects of the survey. Ms Johnston brought a deep understanding of libraries to the presentation and a true commitment to the importance of higher education to Canadian society. The session was rich with insights into the Canadian higher education

scene with many references to leading edge developments at various institutions.

As part of the discussion the merits of existing library measures were raised, debated and challenged. Alternative measures were presented and reviewed by the audience with particular reference to the importance of electronic resources and services. The three hours passed rapidly with the audience quite satisfied with this intense and rewarding session.

Session #704 Preparing the Double Cohort

Report by Leila Wallenius

The audience was treated to an absolutely "super" session on some of the issues surrounding not only the incoming so-called "double cohort", but also some of the realities surrounding higher education in at this moment in time.

Deborah Hobson, Vice-President student services at York University, lead us through concerns such as faculty renewal and infrastructure. Deborah spoke from the perspective of York U, but her comments echoed true for most of the audience. How will we provide enough parking, campus security, and exams and classroom space?

Dr. Hobson's comments with regard to faculty renewal were re-iterated in Virginia Gillham's, Director of the Library at Wilfrid Laurier. There is a growing concern that we may not have enough qualified faculty and librarians available to replace those that will be retiring over the next few years. What are some of the alternatives that we can start to look at with regard to

providing services for this growing population?

It was stressed by Virginia and Deborah that the "double cohort" is not only a result of the loss of OAC (grade 13), but as well the result of the baby boom echo, the children of the baby boomers.

The physical plants of both universities and colleges are not going to be able to support this influx of people to our campuses, and therefore other models need to be considered.

Dr. David Skillicorn, professor of computer sciences at Queen's, presented an alternative course delivery model. Using a software package David has taught a course completely on-line for several years. Is this a model that librarians and libraries could incorporate into how we offer some or all of our services?

The questions and discussion that followed was lively and positive. There is probably a need for further discussion of these issues and solutions.

Session #705 Planning Your Own User Survey: A Refresher

Report by Joanne Oud

A large audience came to hear Joan Cherry, professor of Information Studies at the University of Toronto, talk about how to develop a user survey. Feedback from users that is increasingly important in planning effective library programs and services, and Dr. Cherry's information-filled talk combined practical advice and first-hand examples drawn from her experience with print and online questionnaires.

The session worked through the process of developing a

survey step by step, from the initial planning to the analysis of the results. Dr. Cherry outlined the work needed in the survey design phase. A good survey has a clear focus, so before starting one, consider what information you want to know and what you will use it for. Make sure the questions will give you the information you want and will contribute to the main goal for the survey. Formatting is important: the survey needs to look fairly short and easy to fill out.

Concludes on page 4.

DATELINE

Up-coming Events

ONGOING

Year 2000 to 2001, OLA's 100th Anniversary. Watch the OLA listserv and Webpage for events and details to help celebrate the largest and oldest library association in Canada.

NOVEMBER

3-4 *Association Policy Forum*. Where the work of the Ontario Library Association goes public! Valhalla Inn, Toronto.

4 *OLA Annual General Meeting*. President Liz Hoffman presiding. All OLA members are welcome. There is no charge for the event.

FEBRUARY, 2001

1-3 *Super 100 - Conference 2001*. Metro Toronto Convention Centre. Information to mailed to members in October.

**Super Conference
2000- Summary Report
Conclusion.**

Continued from page 3.

Pretests identify problems with your questions so you can make adjustments, and Dr. Cherry emphasized the importance of having someone external to the survey project review and pretest your finished survey before you send it out.

Questions of survey administration were addressed, including when to use your entire population and when to do a sample, how to get a random sample, what sample size you need, and how to involve nonusers as well as users so you don't get skewed results.

The issue of how to get a good response rate was especially relevant for many of the audience members. Useful suggestions included: send e-mail to people personally rather than using a list, find a topic interesting to the people being surveyed, have a prominent person or organization "sponsor" your survey with a cover letter, give incentives to participate, and make sure there is personal contact with the respondents.

Computer-administered surveys were also a topic of discussion. While web users sometimes find them intrusive, Dr. Cherry highlighted studies that have shown that respondents to online surveys are more honest in their responses to sensitive questions than respondents to paper questionnaires. They also give longer responses to open-ended questions, are more likely to choose extremes (e.g. strongly agree or strongly disagree), and tend to give a wider range of responses to a given question. Fairly inexpensive survey software is now available to assist in creating online surveys.

The session ended with some guidelines on how to analyze the data you get from your survey. Steps include entering results into a spreadsheet or database, checking the data entry for accuracy, and doing analysis using a statistical software package or the charting feature

of a spreadsheet program. Judging by the many questions and lively discussion afterwards, the session was successful at giving audience members practical advice that they could bring back to their libraries and apply to their own user surveys.

PEOPLE NEWS

BROCK UNIVERSITY

Margaret Grove has been appointed as University Librarian at Brock University. She became Associate Librarian in 1996, and in September 1999, Margaret was named University Librarian (Pro Tem).

CONFEDERATION COLLEGE

Confederation College has a new President. **Pat Lang** begins her term on July 10th and is warmly welcomed. Pat was VP Academic at Georgian College and will be greatly missed. The community along with staff from the college attended some wonderful send-offs for outgoing President Roy Murray who effected many significant

changes within the college and raised the profile of the college in the community.

RYERSON POLYTECHNIC UNIVERSITY

Richard Malinski former Chief Librarian is now the Director of Distance Education at Ryerson. **Catherine Matthews** is the new Chief Librarian at Ryerson Polytechnic University. Catherine was previously with the University of Toronto.

UNIVERSITY OF WESTERN ONTARIO

Miriana Pospelovsky has retired from her position as Cataloguing Librarian.

AROUND THE PROVINCE

ALGONQUIN COLLEGE

The library homepage at Algonquin College is being revamped. The new version will be online in late spring 2000. The new address will be: <http://www.algonquincollege.com/lrc>

CONFEDERATION COLLEGE

Confederation College Library staff offered another full day of professional development for faculty and staff of the college utilizing a "Jungle" theme, complete with jungle tours, jungle sessions on the Internet & e-resources, jungle cafe, jungle decorations and of course attendance prizes. Reviews from the over

200 faculty & staff who attended were outstanding and the comments repeated over and over were "Do this again, it gets better every year".

ST LAWRENCE COLLEGE

St. Lawrence College received over \$16 million from the Ontario government's SuperBuild fund to build an addition to the Kingston campus. The addition will house, among other things, a new library! Over all, the extra space will allow the college to accommodate an additional 1,560 students, bringing the total at this campus to over 5,000. Construction will begin in 2001 with completion targeted for late in 2002.

InsideOCULA

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

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