

## Visioning Summit to Examine the Future of Wisconsin Libraries

The Strategic Visioning Summit on the Future of the Library, a state wide conference on the future of library services in Wisconsin is going to be held May 5-6, 2008 at the Heidel House in Green Lake, WI. COLAND, the Governor’s Council on Library and Network Development and the Department of Public Instruction (DPI) Division for Libraries, Technology, and Community Learning (DLTCL) has named an executive planning group for the summit (<http://dpi.wi.gov/coland/group.html>) and has extended invitations to representatives from all of the library stake holders around WI to identify about 100 people to participate in the visioning event. The last conference on the future of library services was held ten years ago. The discussion at that time was focused on information technology and one of the results of the effort was the development of BadgerNet. The mission of this summit is: “to begin to develop a vision, ideas and recommendations for how libraries of all types will contribute to the continued prosperity of Wisconsin and its communities...” <http://dpi.wi.gov/coland/mission.html>

COLAND and the Summit Planning Committee have developed theme areas that will help identify priorities for publicity, action plans, constituents, and desired results.

There is still time to include your comments by responding to the survey: [https://www.surveymonkey.com/s.aspx?sm=B6BzOYUsbQZyQGGT7iezw\\_3d\\_3d](https://www.surveymonkey.com/s.aspx?sm=B6BzOYUsbQZyQGGT7iezw_3d_3d) but don’t delay because the planning group needs time to summarize the results prior to the meeting.

One of the issue papers , DRAFT - [State Superintendent’s Report on Intertype Library Cooperation and Resource Sharing 2005-2009](#) is available on the web site. There are others on Virtual Reference and Information Literacy that can be requested along with other information on the Wisconsin Heritage Online (WHO) progress. The planning committee is also assembling a briefing package and resource list for the summit participants: <http://dpi.wi.gov/coland/backgr.html>. Issues, ideas and concerns for the future of Wisconsin’s libraries should be sent to the executive planning group. Items that might need state budget support or state legislation should be forwarded as soon as possible for inclusion in the summit discussions. Elizabeth Burmaster , State Superintendant of Public Instruction, plans to incorporate key elements in her next budget proposal in June.

- Barbara J. Arnold, UW-Madison SLIS Emeritus Student Services Coordinator and COLAND member

Calendar of Events (Click on Links Below)	
MLA Conference (Chicago)	May 16-21
SLA Conference (Seattle)	June 15-18
ALA Conference (Anaheim)	June 26-July 2
WiLSWorld Conference (Madison)	July 23-24
WLA Conference (Middleton)	Nov. 4-7

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For more information about AWSL, visit the web site: <http://www.wla.lib.wi.us/aws/>

# AWSL Officers

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**AWSL Committees and Contacts:**

**Committee on Organizations: Vacant**

**Conference Planning: Nikki Busch** ([nbusch@library.wisc.edu](mailto:nbusch@library.wisc.edu))

**LD&L: Julie Schneider** ([jschneider@library.wisc.edu](mailto:jschneider@library.wisc.edu))

**Membership: Vacant**

**Newsletter: Bob Shaw** ([reshaw@wils.wisc.edu](mailto:reshaw@wils.wisc.edu))

**Nominations: Vacant**

**WLA Foundation Scholarships Committee: Barbara J. Arnold** ([bjarnold@wisc.edu](mailto:bjarnold@wisc.edu))

**Webmaster: Nikki Busch** ([nbusch@library.wisc.edu](mailto:nbusch@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 editor:  
Bob Shaw at [reshaw@wils.wisc.edu](mailto: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, 2008**

## 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 Bob.

## Officers Needed for AWSL

Greetings AWSL!

You may not have been expecting a newsletter this spring, but in the spirit of the season, we've brought the newsletter back to life. Many thanks to Bob Shaw for his advocacy of this communication medium and for his willingness to put forth the effort needed to make this publication possible. We need to take every opportunity we can to share ideas for and information about special librarians in this state who are doing such valuable and interesting work in so many different environments. It's my sincere hope that all AWSL members have the opportunity to get to know other librarians in our association and to benefit from the vast store of collective knowledge of members of our groups and others in the WLA. This humble newsletter is part of the plan.

Thanks to all who participated in the member survey and to Nikki Busch, AWSL Chair-elect, for her work in making the survey happen. We did get some very useful feedback through this survey and have used your responses in planning AWSL sponsored programs at the WLA Conference in November. We'll have another great special library tour as well as several programs about the work of special librarians. I encourage all of you to plan on attending the

conference in Middleton the first week of November and, of course, to participate in the AWSL-sponsored programs and meet your fellow special librarians.

I'm sure there are some of you out there who'd like to be involved in AWSL and WLA but are hesitant because you can't afford a big time or energy commitment. We have some great opportunities – and you don't have to run for office or worry about getting bogged down with more than you can handle!

An important position we need to fill is our representative to the WLA's Committee on Organization. A couple of meetings a year to review WLA policies and procedures relating to the organization and structure of the Association is all it takes, and you'll get to work with some terrific colleagues from around the state. Please consider an appointment to this committee. Feel free to contact me with any questions you may have about this position or other AWSL activities.

Thank you for your continued interest in AWSL  
- Stephen Johnson, Chair of AWSL

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## Continuing Education Opportunities Available through Click University

Click University, an online learning community, offers a series of web-based seminars as a professional development membership benefit for the SLA (Special Libraries Association). Some of the sessions are live, like the webinar "Preparing to make a Business Case," and some are registration based classes like the "Digital Licensing and Copyright Law" courses by Lesley Ellen Harris. More details are available on the SLA web site: [www.sla.org](http://www.sla.org) –What's new at Click U: <http://sla.learn.com/learncenter.asp?id=178409&mode=s&how&page=200>. About Click has a more detailed schedule of opportunities.

At the SLA Leadership Summit, Louisville, KY, January 25-26, 2008, current SLA WI Chapter President Joel Berger learned that several chapters are making the Click University offerings available to their chapters as a member benefit and to other librarians in their areas to recruit new members. Joel Berger, C. Berger Group, Inc. is looking into providing some of the Click courses in WI. He thinks the chapter might be able to offer them to SLA members free of charge and to WLA or WHSLA members at a discount.

If you are interested in participating in future continuing education opportunities contact Joel Berger to indicate

what topics and types of offerings you want. His telephone number is: 1-800-382-4222 or send him an email with: "Interested in Click U classes" in the subject line to [jberger@cberger.com](mailto:jberger@cberger.com).

-Barbara J. Arnold, UW-Madison SLIS Emeritus  
Student Services Coordinator

## Wisconsin's Water Library - UW-Madison



ministers the Wisconsin Sea Grant Institute and the Wisconsin Water Resources Institute, which support multidisciplinary research, education and outreach for the protection and sustainable use of Wisconsin's water resources.

The Water Library is unique in many ways. As the first academic library directly open to Wisconsin residents, materials from the collection are available to every resident in the state. Anyone in Wisconsin can check out the library's materials free of charge. The items can then be sent to the user's local public library for pick up and re-

Bordered by two of the Great Lakes—the largest system of fresh water on the planet—and more than 190 miles of Mississippi River shoreline, Wisconsin is framed by water. Early French explorers called this area “Ouisconsin,” derived from a Native American word meaning “gathering of the waters.” The state's liquid assets include more than 32,000 miles of perennial rivers and streams, more than 15,000 lakes, and more than 5 million acres of wetlands.

turn. Having this unique collection open and accessible to all residents promotes the Wisconsin Idea – that education should enhance people's lives beyond the boundaries of the classroom. Synonymous with Wisconsin for more than a century, this “Idea” has become the guiding philosophy of university outreach efforts within the state of Wisconsin and throughout the world.

Established in 1964 by the University of Wisconsin's Water Resources Institute, Wisconsin's Water Library is a special-purpose library with a collection of almost 30,000 volumes of water-related information including a curriculum collection, dozens of educational videos, a children's collection, and more than 60 journals and 100 newsletters. The services and collections of the Water Library are available to UW-Madison faculty, staff, and students as well as to all Wisconsin state residents.

The Library resides in the Aquatic Sciences Center, located near University Bay on the west side of the UW-Madison campus. The Aquatic Sciences Center ad-



# Library Profile

Outreach efforts by Wisconsin's Water Library have also been unique. Supported by a Friends of the UW-Madison Library grant, the Water Library launched the first in a series of story-hour programs in the summer of 2004 in the Allied Drive neighborhood of Madison. Each story hour was organized around a water-related theme and included art projects and snacks in addition to several children's books. The project has grown to become a partnership with the UW-Madison School of Library and Information Studies, the Madison School and Community Recreation Safe Haven Childcare Program and six other UW-Madison libraries. The story hours are now a monthly occurrence.

The library maintains a strong Web presence, making water-related information readily available. In 2008, two significant Web projects will be completed to support this service. Wisconsin's Water Library Web site will be redesigned and launched to provide better access to water-related information and research. In addition, the Library has been instrumental in making all 76 charts produced by the U.S. Lake Survey from 1852-1882 available as an online collection. The Lake Survey was charged with conducting a hydrographical survey of the Northern and Northwestern Lakes and with preparing and publishing nautical charts and other navigation aids. When complete, the online collection of these maps will provide an incredible opportunity to view all these maps in one location.

## About Anne Moser

Anne Moser received her Masters of Arts in Library and Information Studies from UW-Madison in 1987 and her Bachelor of Arts in Spanish and Art History from Colby College in Waterville, Maine in 1985. From 2004 to 2008, she managed and maintained the Web site for the Wisconsin Water Science Center of the U.S. Geological Survey (USGS). Prior to working at the USGS, she worked for the UW-Madison's School of Library and Information Studies, where she implemented a Wisconsin Idea grant to provide outreach and educational training to local Wisconsin govern-

ments, making public information more Web-accessible.

Her other professional experience includes eight years of running the special library of the award-winning Local Hazardous Waste Management Program for the Seattle regional area. While there, in 1995 she pioneered a Web site for the program, in early recognition of the still-expanding possibility of partnership online.

To learn more about Wisconsin's Water Library, visit our Web site at <http://aqua.wisc.edu/waterlibrary/>

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# Climate Changes and Waters of Wisconsin: A Local and Global View

John J. Magnuson, Director Emeritus of the UW-Madison Center for Limnology was the Roundtable luncheon speaker for UW-Madison faculty and staff on March 12, 2008. He presented statistical evidence from lake ice cover and water levels in Wisconsin and other locations in the northern hemisphere that reflects a period of warming temperatures that may be pointing to climate change. He also included some thoughts on the impact this may have on future generations.

Lake ice cover can be considered like the miners' canary an indicator of climate change. The date that lakes ice up and break up along with precipitation rates, water flows, and lake levels are all evidence. Climate changes are not only reflected in temperature data. Water issues are also related. Climate change occurs over a long period of time. There are records of ice from a number of places that have been collected for different reasons. All of the data sets reflect warming trends with more recent decades showing the greatest increases.

Magnuson showed slides of several different data sets. Lake Mendota has been studied for many years. The Center for Limnology has a set of records from 1975 to present that shows a range of ice cover on the lake of 58-109 days with the average number of days of the lake being closed with ice of 51 days. Residents and newspapers have kept track of sailing dates up on Lake Superior among the Apostle Islands for the shipping industry and for the inter-island ferry. The record dates back to the 1800's. The date of the first sailing is 1.6 days earlier each decade and the last date sailed is 1.5 days later. This indicates the ice sheets open earlier and close later. This trend is demonstrated in other northern hemisphere data sets from other parts of the globe.

The longest record of ice cover dates back to the 1400s. A Shinto temple in Japan has a story tradition that a male god had a temple on one side of Lake Thunder and a female goddess that loved him had a temple on the other side of the lake. Only when the lake was ice covered could they meet. The lead Shinto priest at this temple shared his records with western scientists. It shows that the number of days the gods could get together has shortened by one day every 100 years and since the industrial revolution in the 1900's the number of days has decreased by nineteen days.

What do all these numbers mean to us? The Union of Concerned Scientists has a web site on "Global Warming in Great Lakes Communities and Ecosystems at Risk," [www.ucsusa.org/greatlakes/](http://www.ucsusa.org/greatlakes/) that helps to understand what these changing temperatures might mean. The maps reflect climate changes in the upper Midwest if the temperature trends continue. The climate of Wisconsin will be that of Illinois in

2030 and more like that of Arkansas in 2095.

Another way to look at this issue is to consider that fact that as temperatures rise the water cycle of evaporation and precipitation speeds up. This mostly likely produces more extreme weather events: more droughts, storms and floods. Thunderstorms and rains increase in intensity. The more rainfall that occurs in winter and spring, the less that falls in summer. Changes in the water cycles will also affect the river flows and lake levels. River flows are going up not only in the local Yahara, but in Ohio and Mississippi rivers as well. Groundwater levels have gone up. Another resulting problem from these two factors are increased run off which washes away valuable top soil and adds to the weed growth and algae blooms.

So as not to end on such a somber note, Magnuson went on to offer some thoughts on what to do about climate change. Magnuson encouraged the audience to really investigate and takes steps to reduce green house gases. Magnuson, (Cheryl) Lynn Kauffman Price and Jonathan Patz (all having Wisconsin connections through schooling or faculty employment<sup>1</sup>) served as authors on key studies for the United Nation Environment Program (UNEP) World Meteorological Organization (WMO) Intergovernmental Panel on Climate Change (IPCC) [www.ipcc.ch/](http://www.ipcc.ch/) This is the group that shared the Nobel Peace Prize in October 2007 with former Vice-President Al Gore. This network of two thousand scientists are considered the leading authority on climate change. Closer to home Governor Doyle named a climate change mitigation taskforce. A report from this group on Wisconsin climate change impacts is due out in the spring of 2008. There are resources available from the Union of Concerned Scientists and the Pew Charitable Trust [http://www.pewtrusts.org/our\\_work.aspx?category=112](http://www.pewtrusts.org/our_work.aspx?category=112) that offer suggestions of things each person can do to help reduce green house gases and decrease each person's carbon footprint. The list includes things like better insulation for houses, using more renewable power and walking and biking more.

An alternate voice on this topic can be found in the work on climate research of Henrick Svensmark, the director of the Center for Sun-Climate Research at the Danish National Space Center in Copenhagen. He theorizes that the sun's cosmic rays and solar activity are more instrumental in the earth's climate change than the changes in green house gases.

-Barbara J. Arnold, UW-Madison SLIS, Student Services Coordinator, Emeritus

**Name:** Jennifer Friedman

**Library & Position:** Mendota Mental Health Institute, Patients' Library, Librarian

**Previous professional endeavors:**

I've done a little bit of everything: cataloging, reference, and interlibrary loan at two State Library Agencies, medical library outreach on a National Library of Medicine grant in Northern Wisconsin, and most recently I was the Consumer Health Librarian at Gundersen Lutheran Medical Center in La Crosse.

**What are the most exciting/best aspects about working in a special library?**

The chance to serve people who really need library services, and who genuinely take comfort in the library's resources. This is a high-gratitude job. Also, it's nice that all the groups visiting the library are scheduled. No walk-ins! So I get a lot of time alone in the library to get processing/cataloging/thinking done.

**What do you see as the upcoming challenges for you professionally?**

Internet access for patients is controversial. I believe there should be at least some access for all, but not all patients can come to the library, and I have no say over what resources are provided on the units. It's tough. Also, it's going to be a difficult road to justify a part-time library assistant, but as more staff/patients get more familiar with library services, the need gets greater.

**Tell us your most unusual, amusing, or favorite library story or reference question:**

I met Jesus last week at the first meeting of the Medium Security Forensic Units Book Club. He expressed concern that the Harry Potter book we are going to read conflicts with his religious beliefs. I told him I understood, but that he might be able to enjoy it purely as a fiction book, and if he decided not to read it, I hoped he would still come to the Book Club and listen to the discussion. He hasn't made a decision yet, but he was very polite, and did take the informational handouts about J.K. Rowling. We'll see...

**Right now I am reading:**

Just finished "The Serpent's Tale" by Ariana Franklin, a historical mystery set in 12th century England, with a protagonist who's a fiercely independent woman doctor from Sicily. I've never been a mystery fan, but I love good historical fiction, and the characters and the beautifully-researched setting won me over. See also the first book in the series, "Mistress of the Art of Death".

**My favorite pastime is:**

I'm a member of the Society for Creative Anachronism, a nonprofit educational organization that recreates the best aspects of the Middle Ages and Renaissance. There are local groups all over Wisconsin. My specialties are period vocal and choral music, fiber arts such as knitting/sewing/embroidery, cooking, painting, and poetry.

**If you could invite ANYONE to dinner, who would it be?**

Whoever started the library at MMHI. A lot of the history of this institution has been lost over time, and I'd love to pick that person's brain--and show off what's been up in the library since then!



*photo by Kristine Anderson  
Jennifer models a reproduction 14th century Flemish gown at one of the SCA's outdoor events*

# AWSL Board Minutes

## AWSL Minutes: Fall Business Meeting 2007

### WLA Conference at Green Bay

**October 17, 2007**

Meeting called to order by Chair Julie Schneider at 12:30 p.m.

#### 1. Introductions

Present: Julie Schneider, Mary Kotschi, Bob Shaw, Barbara Arnold, Ulrike Dieterle, Loretta Harmatuck, Nikki Busch, Stephen Johnson

#### 2. Approval of 2006 Fall Annual Meeting Minutes

Motion to approve by Loretta Harmatuck and seconded by Bob Shaw. Motion carried.

Motion by Mary Kotschi to approve March conference call minutes and seconded by Barbara Arnold. Motion carried.

#### 3. Changes to the Agenda?

Committee reports will be before officer reports because Ulrike has to leave early.

#### 4. Committee Reports:

##### a. Committee on Organizations

Connie VonDerHeide was not present. We are looking for a new person for this position. Let Stephen know if anybody is interested.

##### b. Library Development & Legislative Committee.

Julie said they met two weeks previously. January 22, 2008 will be Library Legislative Day. Agenda and support documents will be on the WLA website.

##### c. Membership.

Ulrike said there are 74 members. Thirteen of those members are coming up for renewal or are past schedule for renewal. Last year there were 75 members. Mary said to check in a week because many people renew at the conference.

##### d. Publicity.

Amy is not here. She has a new job at South Central and will not be in AWSL any more.

##### e. WLA Foundation Scholarships Committee.

Barbara reported there were 57 applications. There was no application for the diversity scholarship. Barbara will not be on the scholarship committee after her retirement.

##### f. Webmaster.

Nikki had nothing to report.

#### 5. Officer Reports

##### a. Chair – Julie Schneider.

Julie got an email from Lisa about the strategic plan and Julie did not have much feedback. We need to engage people in AWSL and get members to participate.

##### b. Vice-Chair – Stephen Johnson.

Stephen got a slate of candidates but it was not easy. There was only Madison representation. AWSL sponsored several programs for this year's WLA meeting including the tour on the double-decker bus. Stephen and Julie were each presenting a program. Mary said it was hard getting programs and she felt programs at this year's WLA were not as engaging. Mary will email Cheryl Becker to support a face-to-face planning meeting.

##### c. Past-Chair Report – Loretta Harmatuck

Loretta had nothing to report.

##### d. WLA Board Representative – Mary Kotschi.

Mary reported there was a long-range plan and it was voted on last night. Mary said there will be four regular board meetings instead of six. There will be meetings in February and April where the unit chairs and chair elects will be brought in. This has not been totally thought through yet. In December there will be a leadership conference where current members will arrive at 12:30.

Mary said they will try to tweak the board so it is more friendly to divisions and units. WeLead people will be at the leadership conference.

Julie asked when new officers start and the answer is January 1. Older members are retiring and younger members are not running for offices. Question was posed as to how to keep yourself viable as an

organization without new blood.

Coland is sponsoring a "vision summit" in the spring where 100 people come together and ask big questions such as "what is the future role of libraries?" The purpose is to advise the governor and DPI about where they should spend LSTA money. Julie said AWSL should push to have an AWSL member at the table for this vision summit.

## 6. Other Business

AWSL should put a column in the WLA newsletter. There was a motion to reinstate the AWSL newsletter to be published electronically twice yearly with content forwarded to WLA. Mary moved to approve the motion and Loretta seconded it. Bob (with help from Ulrike) will work on the newsletter.

A suggestion was made to have an AWSL booth at the WLA annual meeting.

## 7. Adjournment at 1:30

Minutes submitted by Bob Shaw (WiLS)  
Association of Special Librarians (AWSL) Secretary

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### AWSL Minutes: Telephone Conference Call

March 11, 1008

1:30 PM to 2:30 PM

Present: Stephen Johnson, Barbara Arnold, Nikki Busch,  
Bob Shaw

1. Introductions
2. Approval of Fall (October 17, 2007) Business Meeting Minutes

The minutes can't be approved until the fall business meeting. The only change noted was that the meeting was called to order by Julie Schneider, not Stephen Johnson.

3. Announcements/Additions to the Agenda

Stephen wants to discuss the vacancies on the Board (he will discuss this under the President's report).

4. Report and discussion of the AWSL program and special library tour proposals for the WLA Fall Conference.

Nikki reported on the online survey that was

sent to AWSL members which, among other items, asked for programming suggestions. The survey was sent to the approximately seventy AWSL members and there were ten responses. Barbara and Nikki reported they believe they did not get the survey; Bob will get a list of AWSL email addresses from Tom Zillner to see what the problem is. Stephen will email Brigitte of WLA regarding the email list.

A summary of the responses to the survey is as follows:

Most respondents preferred email correspondence with the web site a distant second. Most respondents also belong to multiple professional organizations which relate to their specific specialties rather than "special libraries" in general. Jennifer Friedman from MHI Patients' Library volunteered to present. One other respondent might be interested in being a committee member.

WLA Programming Ideas from the survey: special library tours, advocacy/marketing, assessment, budgeting, negotiating licenses, knowledge management, competitive intelligence, copyright/intellectual property, efficient/effective use of technology, PDA's, IM/chat/virtual reference, distance learning software, smart boards, special topic cataloging, cooperation (not competition) between library collections, image catalogs, image databases.

What does this information tell us? Low response rate – folks either don't read their email, don't have email, aren't on the email list, or aren't overly invested in AWSL. Memberships: three out of 10 belong to SLA; all but two respondents belong to other subject-specific and/or library-type organizations. Folks have ideas – let's make use of them!

Suggestions for tours for WLA were given: Marshall Erdman library, Promega on Fish Hatchery, EPIC in Verona, Olbrich Garden library, Oscar Meyer library, Fiskars library near Olbrich..

Suggestions for programming were:

# AWSL Board Minutes

Punchstock, report on the Visioning Summit, Library for the Blind, Wisconsin Health Services Libraries, State Law libraries usually do a program, Wisconsin Eye, Government Information.

Consensus was that tours to Marshall Erdman (close to Middleton Marriott) and American Girl library (also in Middleton) would be good. Nikki will contact their librarians.

## 5. AWSL Officer Reports

- a. Chair Stephen Johnson – deferred discussion to 7 (other business).
- b. Vice Chair Nikki Busch – report was discussed under item 4.
- c. Past Chair Julie Schneider – absent
- d. WLA Board Representative Emily Wixson – absent

## 6. Committee Reports

- a. Committee on Organizations – vacant
- b. Library Development & Legislative Committee – absent
- c. Membership – vacant
- d. Newsletter – Bob Shaw

Deadline for copy will be March 25.

Articles to be sent to Bob are:

- i. President's Report – Stephen
  - ii. Minutes of WLA Board meeting – Bob
  - iii. Library Profile – UW-Madison's Aquatic Library – Bob will contact new director
  - iv. Librarian Profile – Bob will contact Jennifer Friedman from MHI Patients' Library
  - v. WLA Foundation article – Cheryl Becker
  - vi. Vision Summit – Cheryl Becker
  - vii. Conferences – Bob will collect
  - viii. Survey results – Nikki
  - ix. Leadership Summit in Louisville – Barbara
  - x. Other?
- e. Publicity – vacant.  
Members recommended eliminating this committee.
- f. WLA Foundation Scholarships Committee – Barbara.  
There is a new chair of this committee. The committee is not getting many applications for the diversity scholarship. Encourage members to submit applications for new

students.

- g. Webmaster – Nikki Busch. Nikki has gained access to the website. She needs to update the officers. Encourages members to look at the website and make suggestions. There is a spot for a library profile and person profile – Bob said that information comes from the profiles in the newsletter. There is a new template coming out shortly so Nikki is waiting for that.

## 7. Other Business

There is a Coland meeting on Friday and Barbara will report on that.

Stephen addressed the vacancies on the Board. Stephen will work on publicizing the fact that there are these vacancies. Julie is working on a membership directory and Stephen will ask her about that.

## 8. Adjourn – 2:35

Submitted by Bob Shaw – Secretary of AWSL

# The Digital Archive Grows Up

Dale Bengston, a partner in The Whole Brain Group, LLC, <http://www.thewholebraingroup.com/>, presented an entertaining look at the history and development of digital archives for the SLA WI Chapter in Madison, WI, March 4, 2008. The consulting firm helps companies and academic departments develop web-based projects and content tracking systems with offices in Madison, WI and Ann Arbor, MI. Some of their current products include: AccrediStation; DataSmith Consulting; and Steamline Studio. Bengston comes to this topic from graphic arts, marketing and managing graphic images through digital asset management systems. Doug Mullin, the archivist for Fiskars ([http://www.fiskars.com/wps/wcm/connect/fiskars\\_landing/Fiskars/en/US/](http://www.fiskars.com/wps/wcm/connect/fiskars_landing/Fiskars/en/US/)) in Madison, WI, worked with Bengston on a digital asset management project and liked the way he explained the project to the staff.

Digital archives have developed in recent years in response to developments in storing and retrieving graphics and photos. It wasn't that long ago that printers and graphic artists saved their images on disks, then CDs and zip drives. With the internet and digital images and great storage capacities, sharing images is much easier and much cheaper to reproduce. Adding visual components to reports and other documents not only makes them more appealing but also makes the content more easily understood.

Now any author can make use of images to enhance his/her publications. A result of this ease is that files are everywhere and issues of sharing and cataloging are more complicated. Organizations are faced with issues of copyright and privacy for all sorts of intellectual assets for all kinds of secure or unsecure email, instant messaging systems, and even I Chat communications. Predictions for the future would certainly indicate that the internet is here to stay. Content will grow exponentially and organizations will need management information systems to help store and retrieve these digital assets.

Bengston shared his experience working on different projects in his career. He used a file tracker software package for a licensed stitched apparel company. The company needed to give meaning to the files. Librarians and archivists call it the metadata of the pictures.

To solve this problem for his client Bengston developed seven rules for sharing an archive:

- Work on one problem at a time – keep it simple
- Make it easy to find deliverables
- Use the existing security infrastructure and protocols of the organization
- Work with a professional graphic designer to make it useable – don't let the IT department design it

- Make sure the system has enough storage space
- Design the system so it has scalability – flexible enough to grow into the future
- Design it so maintenance of the system is sustainable.

Since joining The Whole Brain Group, Bengston has gotten involved with more complicated projects like one he recently helped design for the University of Michigan to case track the animal subjects' files for the oversight committee.

Special librarians and archivists can play an important part in the development and design of their organizations digital assets. Bengston's rules reflect the concerns and principles information specialists use in management systems. Extending these to digital assets could be very valuable service functions in the future. Handouts from this program have been posted to the WI Chapter web site: <http://units.sla.org/chapter/cwi/digarchivehandouts.pdf>

- Barbara J. Arnold, UW-Madison SLIS, Emeritus

# Support the WLA Foundation - So It Can Support US!

If you are a member of AWSL, you are a member of WLA, and if you are a member of WLA, you are a member of the WLA Foundation (<http://www.wla.lib.wi.us/wlaf/>). Don't you think you should learn more about it?

The mission of the Foundation is to support the role of Wisconsin libraries as essential institutions. The Foundation supports the role of all Wisconsin libraries as essential institutions in a democratic society by:

- Providing financial support for a variety of awards and honors to recognize and publicize the achievements of authors, libraries, librarians and library supporters in our state.
- Providing scholarships to advance and support those entering and already in our profession.
- Developing and funding special projects, including studies which strategically promote the value of all Wisconsin libraries.

The WLA Foundation's most current project is the Campaign for Wisconsin Libraries. By centralizing promotional activities at the state level, the Foundation produces and manages radio and print public service announcements, free Campaign merchandise, a website, and sponsorship messages for Wisconsin Public Radio. The Campaign benefits all Wisconsin libraries, including those with limited resources.

The support of all citizens who value libraries is important if the WLA Foundation is to carry out its mission. Annual giving is a critical part of that support. Those contributions are allocated to the area of greatest need or to a specific fund you select on your contribution form.

You can also support the WLA foundation with planned giving, major gifts, participating in special events, or a contribution in honor of a friend, relative, or colleague.

Contact the WLA foundation at [lee@scls.lib.wi.us](mailto:lee@scls.lib.wi.us) to learn more.

- Cheryl Becker

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## AWSL Survey Results

### Question 1: How would you prefer to receive AWSL-related news updates and information?

Most prefer email correspondence with the web site a distant second.

### Question 2: What other professional organizations do you belong to?

Most also belong to multiple professional organizations which relate to their specific specialties rather than "special libraries" in general.

### Question 3: What programs would you like to see AWSL sponsor at the upcoming Wisconsin Library Association Annual Conference 2008?

Special Library Tours  
Advocacy/Marketing  
Assessment  
Budgeting  
Negotiating Licenses  
Knowledge Management  
Competitive Intelligence  
Copyright/Intellectual Property  
Efficient/Effective Use of Technology  
PDA's  
IM/Chat/Virtual Reference  
Distance Learning Software  
Smart Boards  
Special Topic Cataloging  
Cooperation (not competition) between Library Collections  
Image Catalogs  
Image Databases