

Newsletter



The Spence Collection includes nearly 760 crosses, religious symbols, and cross-shaped items representing many countries, Christian traditions, and time periods. The collection is housed in the C. Benton Kline, Jr. Special Collections and Archive in the John Bulow Campbell Library at Columbia Theological Seminary, Decatur, Georgia.

From the President Seven Measures of Success



In last month's column, I mentioned a book entitled *7 Measures of Success: What Remarkable Associations Do That Others Don't* (Washington, DC: American Society of Association Executives, 2006) in which the authors (members of the Center for Association Leadership's Measure of Success Task Force)

describe seven important measures of the success of an association. Last month, I introduced one of these measures, and this month I would like to discuss the others. First, here is a list of all seven measures of success: (1) a customer service culture; (2) alignment of products and services with mission; (3) data-driven strategies; (4) dialogue and engagement; (5) CEO as a broker of ideas; (6) organizational adaptability; and (7) alliance building.

The authors note that these seven characteristics are shared by highly efficient and effective organizations. Such organizations "not only provide products and services of value to their members but also do so at the right time, in the right way, and at the right cost. In short, they know what needs to be done, and they do it well" (1). Because highly successful organizations demonstrate commitments not just aspirations, the authors group the seven measures of success under three commitments - a commitment to purpose, a commitment to analysis and feedback, and a commitment to action.

Under a commitment to purpose, the authors list two measures — a customer service culture and an alignment of products and services with mission. A customer service culture permeates and is built into an organization's structure and processes. Customer service appears in its mission and values. ATLA has a history of asking members for their input regarding ATLA's member programs and services. For example, ATLA has regularly surveyed members and at the annual conference in June, the Board asked for your feedback on our Organizational Ends and the future of theological libraries and librarians. There is also a depth and breadth of products and services that are consistent with the Association's mission. The recent workshop that Paul Meyer, consultant from Tecker International, facilitated with ATLA committee, interest group, staff, and Board leadership was an exercise to align the work of ATLA's committees, interest

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ATLA Committee Volunteer Form Available

ATLA has created a new Committee Volunteer form to make it easier for members to volunteer for service on ATLA Committees. Per the ATLA Bylaws, Committees of the Association are created and overseen by the Executive Director. ATLA Individual and Lifetime Members are eligible for appointment to an ATLA Committee.

Committee appointments are made in the Spring of each year for terms beginning the following June. Individuals interested in volunteering for appointment in June 2014 should submit a volunteer form before March 1.

To submit your name for consideration, please visit the new [Committee Volunteer form](#). A member username and password are required to access the Form. Please contact memberrep@atla.com if you have any questions.

Letter from the President Continued

groups, staff, and Board with our Organizational Ends. We are off to a good start, but still have much work to do.

Three of the measures listed above embody an organization's commitment to analysis and feedback — data-driven strategies, dialogue and engagement, and CEO as a broker of ideas. As the authors explain, a remarkable association not only gathers data, but also analyses and shares that data in order to determine appropriate next actions. Those of us who have been part of an ATS self-study or accreditation visit are familiar with this process, also known as the cycle of assessment. I mentioned dialogue and engagement in last month's column. The Board wants to encourage further conversations about ATLA's direction and priorities. You will be hearing more from us soon. Our Executive Director, Brenda, not only has interesting ideas, but she has also been facilitating visionary thinking throughout the organization by creating several important task forces and working groups.

Finally, under commitment to action are the measure of organizational adaptability and alliance building. Knowing when and being willing to implement change is not easy for many organizations. In recent years, ATLA has adapted and changed with a new Executive Director and some new staff. When an organization is clear about its mission and purpose, it can seek out partners and collaborate on projects with complementary organizations. One example of ATLA's collaboration is the project, ["In Good Faith: Collection Care, Preservation, and Access in Small Theological and Religious Studies Libraries."](#) ATLA collaborated with the Catholic Library Association (CLA) and the Association of Jewish Libraries (AJL) to receive an IMLS grant to fund this project.

I think these three commitments and seven measures of success can be used as guidelines for assessing ATLA. (They can also be applied to each of our work contexts.) I hope you agree that ATLA exemplifies some of the characteristics of highly effective organizations. I hope you will think about how you can help contribute to ATLA's ongoing success. The Board invites [your feedback](#).

Beth Bidlack
President

Need to Contact ATLA?

New and updated ATLA contact information is available on the [Contact Us page](#) at www.atla.com.

Note that two ATLA e-mail addresses, sales@atla.com and atlasalum@atla.com, have been retired. Inquiries regarding ATLA products, such as questions about subscriptions, consortia, and ATLA ALUM product offerings, can be sent to a new e-mail address, products@atla.com. Product support and technical questions about ATLA databases should still be sent to support@atla.com.

Call for Authors for ATLA Book Series

The ATLA Book Series continues to seek authors and editors interested in developing titles related to the study of religion and/or the profession of theological librarianship.

ATLA is committed to promoting research in religious studies and embracing scholarship regarding all religious traditions from a variety of academic fields and methodologies. The scope of the ATLA Book Series is vast: we invite any book ideas that will serve the needs of students, scholars, or librarians in religious studies. As such, ATLA invites scholarly works within this scope, including monographs and edited collections.

As part of our mission to provide resources for theological librarians, ATLA equally encourages submission of manuscripts specifically designed to help theological librarians, such as reference works and professional development resources. We are also interested in ideas for works on pedagogy in religious studies.

ATLA remains dedicated to publishing works of value to our member libraries and the communities and institutions they serve. Those interested in publishing with ATLA should visit the [Book Series web page](#) to view our proposal guidelines or contact Book Series Editor Justin Travis at bookeditor@atla.com. Members are invited to share this information with any scholars at their institution whose research might align with the mission of ATLA.

The Future of Libraries in Theological Education: A Conversation with Chief Academic Officers, Information Technology Officers, and Library Directors

ATLA and the Association of Theological Schools in the United States and Canada (ATS) are planning to convene a conversation of academic leaders, information technology officers, and librarians to be held as a one-day pre-conference event on Tuesday, June 24, 2014, ahead of the 2014 ATS/COA Biennial Meeting in Pittsburgh, PA.

This conversation will be a first step toward understanding the roles of libraries and librarians in theological education as perceived by diverse constituents, including academic leaders, information technology officers, and librarians. Participants will share their perceptions and create a shared vision for the future theological library - including its contribution to curriculum and to scholarly research - in the changing world of theological education. The results of the conversation will be reported out to a broader audience in a session held the following day during the COA Biennial Meeting as well as through official ATLA publication channels.

The conversation will seek to engage up to ten participating institutions, each contributing a team of three administration members - a library director, an information technology officer, and a chief academic officer. Based on the success of this initial conversation, ATLA and ATS may convene future conversations.

Additional information, including an application form, is available at the [initiative's web page](#). ATLA will cover travel expenses for librarians and other participants who would not otherwise be planning to attend the ATS/COA Biennial Meeting in Pittsburgh.

ATLA ALUM Product Offerings Web Page

All links to the website www.atlasalum.com now redirect to a web page on the ATLA website, featuring the three ATLA ALUM product offerings, *ATLASerials® for ALUM*, *ATLA RDB® for ALUM*, and *ATLA CPLI® for ALUM*. The page includes links to lists providing contact information for each school or institution so alumni/ae can apply for access. The ATLAALUM Product Offerings web page is available at: https://www.atla.com/products/Pages/ATLA_ALUM_Product_Offerings.aspx. If your school subscribes, please check the contact information in the corresponding List of Participating Schools for accuracy.

You can provide your alumni/ae access to these ATLA databases by subscribing through your EBSCO sales representative. For more information, send us an e-mail at products@atla.com, or call Rick Rybak, ATLA Senior Business Development Representative, directly at 312.775.9435 or toll free at 1.888.665.2852 ext. 4435.

Creating the Leaders of Tomorrow Program

The American Theological Library Association is pleased to announce the second offering of the [Creating the Leaders of Tomorrow Program](#), a leadership development program for mid-career theological and religious studies librarians interested in becoming library directors and/or leaders in the theological library community.

This second iteration will build on the first program offered in 2012. The Program is conducted in a collegial and confidential atmosphere, with most sessions occurring virtually and with in-person gatherings at the ATLA Annual Conference. Participants will attend up to two web meetings per month for instruction and group discussion; engage in monthly conversations with an assigned mentor from the theological library community; participate in group projects; and attend two in-person meetings at the 2014 and 2015 ATLA Annual Conferences. The program will launch at the 2014 ATLA Annual Conference in New Orleans and will conclude at the 2015 ATLA Annual Conference in Denver.

Instruction will focus on:

- How to Lead
- How to Manage Financial Resources
- How to Manage People Resources
- How to Plan
- How to Communicate
- How to Manage Politics

Application materials will be available at the [program's web page](#) in January with a deadline of February 28. Special thanks to the ATLA Professional Development Committee for their development of the program. The Professional Development Committee will review applications and make selections by March 31.

Call for Research/Publication Grant

The ATLA Publications Committee will award up to \$4,000 in grants to support one or more recipients in the development of a scholarly work that advances some aspect of theological librarianship. The deadline for submissions is February 1, 2014. Please visit the [Publication Grant web page](#) for more information.

The purpose of the Research/Publication Grant is to facilitate the creation and/or organization of scholarly resources and primary source materials in areas related to theological librarianship. The committee encourages new research projects, especially those that would otherwise lack adequate support.



Call for Posters: 2014 ATLA Annual Conference

ATLA aims to offer many avenues for members to share interesting and creative projects. Therefore, ATLA invites proposals for poster sessions at the 2014 Annual Conference, June 18-21, New Orleans, Louisiana.

Scheduled in a 60-minute time slot, poster sessions are informal. The presenter(s) develops a poster and handouts which deliver useful information to the theological library community.

At the conference, ATLA will provide each poster presenter with a three-panel poster board, double-sided tape, push pins, and glue for their presentation.

Posters may address a potentially wide range of topics of interest to theological librarians, such as:

- Outreach initiatives
- Building digital collections
- Assessment
- Information literacy
- New library services
- Creative marketing
- New collaborative models
- Cooperative collection development
- Redesigned library space
- Professional development

This is an opportunity to try out new ideas and receive instant feedback from your ATLA colleagues. We sincerely hope you will consider [submitting a poster proposal](#) by Friday, January 31, 2014.

ATLA Opens Call for Exhibitors at 2014 Annual Conference

ATLA has opened a call for exhibitors at the 2014 ATLA Annual Conference.

The exhibit hall is an important part of the ATLA Annual Conference, providing opportunities for attendees to learn about the new products and services available to theological libraries.

Members are invited to share the [Exhibitor Prospectus](#) with vendors and partners that may be interested in attending the 2014 ATLA Annual Conference. Interested exhibitors can also contact memberrep@atla.com to receive additional information.

ATLA Calendar

January

- 20 - ATLA Offices Closed in Observance of Martin Luther King, Jr. Day
- 24-27 - American Library Association (ALA) Midwinter Meeting, Philadelphia, PA, Brenda Bailey-Hainer and Margot Lyon attending
- 30-31 - Digital Project Management: The A-Z of Digital Projects Webinar

February

- 3 - Routine Maintenance Performed on ATLA Systems
- 4 - Virtual Conversation: How the Role of Media in Religion has Impacted the Theological Library
- 20-22 - ATLA Board of Directors Meeting, Chicago
- 23-25 - NFAIS 2014 Annual Conference, Philadelphia, PA, Brenda Bailey-Hainer and Margot Lyon attending

March

- 3 - Routine Maintenance Performed on ATLA Systems

ATLA Offers Two Online Preservation Workshops

ATLA is pleased to provide a recording of its recently completed workshop, "Funding Your Preservation Program." There is still time to sign up for the second webinar, "Digital Project Management: The A-Z of Digital Projects," January 30-31, 2014.

ATLA has worked with preservation consultants Liz Bishoff (The Bishoff Group) and Tom Claeson (LYRASIS) to develop the following webinars.

FUNDING YOUR PRESERVATION PROGRAM

This two-part webinar explores various options for funding a preservation program, including local funding, state and federal grants, and foundation support. The sessions discuss the component parts of a grant, the grant review process, and grant management activities. By the end of the program, participants will be familiar with a variety of sources of funding for preservation projects, and know the components many funders are looking for in a preservation grant proposal.

To access the recordings, please visit [ATLA's Preservation initiative page](#). Recordings will be available for 60 days after the completion of the workshop - through February 17, 2014.

DIGITAL PROJECT MANAGEMENT: THE A-Z OF DIGITAL PROJECTS

This two-part webinar will address the basics of digital collection development, metadata and digital content creation, options for providing access to digital collections, promotion of digital collections, and program evaluation. Staff from organizations that are new to building digital collections, as well as those interested in the latest standards and best practices, should attend this session. By the end of the program, participants will understand the various aspects of a digital project.

Part One: Thursday, January 30, 1:00 p.m. - 2:30 p.m. Central
Part Two: Friday, January 31, 11:00 a.m. - 12:30 p.m. Central

Please RSVP for this webinar by sending your name and e-mail address to memberrep@atla.com. Instructions for accessing the live webinar will be sent at least one week in advance.

To sign up for a reminder notification of the webinar with instructions for accessing the session, please contact memberrep@atla.com. ATLA staff will send a reminder message before the session for all members who have submitted their request.

2014 ATLA Board of Directors Election

The 2014 ATLA Board of Directors Election will open on January 15. The election will be performed via electronic ballot by Survey & Ballot Systems.

Ballots and candidates' biographical statements will be posted on a customized website hosted by Survey & Ballot Systems. Personalized access codes to the voting site will be sent via e-mail to eligible voting members (Institutional Member Representatives, Individual Members, and Lifetime Members) in good standing as of January 1, 2014. The e-mail will come from ATLA Election Coordinator and the displayed e-mail address will be noreply@directvote.net. You may wish to add this address to your address book or alert your IT staff to allow it through your institution's firewall. The election will close on Friday, March 1, 2014.

A reminder to individual members who also serve as an Institutional Member representative, you will receive two distinct ballots with different access codes in order to fulfill your voting opportunities as articulated in the ATLA Bylaws. For questions on voting procedures, please contact Brenda Bailey-Hainer, Executive Director, at bbailey-hainer@atla.com. For questions about your membership status, please contact a membership representative, at memberrep@atla.com.

Member News

ATLA Members Retire

Congratulations to Floyd Votaw on his retirement as the Library Director at Corban University. Corban University is an Institutional Member of ATLA.

Congratulations to Neil Gerdes on his retirement as the Library Director for Chicago Theological Seminary and the Meadville Lombard Theological School. As a long-time member of ATLA, the association is pleased to offer a Lifetime Membership to Rev. Dr. Gerdes.

Abilene Christian University Re-Makes Higher Education with New Project

Institutional Member Abilene Christian University created an innovative university-community partnership called Maker Lab. According to Dr. John B. Weaver, Dean of Library Services and Educational Technology, "This project seeks to expand the borders of student learning, and to break down boundaries to student creativity and engagement with the world." Read more about how this new project is re-making libraries and librarians and their role in providing a holistic approach to information. [Full article here.](#)

Routine Maintenance Reminder

Routine maintenance will be performed on ATLA systems on Monday, February 3, Monday, and March 3. You may encounter a brief interruption of service between 5:00 and 6:00 p.m. (CST). Services that will be affected include ASE, listservs, the ATLA website, and member community sections. We apologize for any inconvenience and thank you for your patience.

Job Openings

Are you in the market for a new position? Be sure to check the ATLA [web listings](#) to see who is hiring now.

Positions posted this month:

- Milligan College, Johnson City, TN, is looking for a [Information Resources Librarian and College Archivist](#).
- Milligan College, Johnson City, TN, is looking for a [Digital Resources and Web Development Librarian](#).
- Wesley Biblical Seminary, Jackson, MS, is looking for a [Half-time Library and Half-time Teaching Faculty](#).
- Lancaster Theological Seminary, Lancaster, PA, is looking for a [Seminary Librarian](#).
- The Burke Library at Union Theological Seminary, Columbia University Libraries/Information Services, New York, NY, is looking for a [Public Services Librarian](#).
- Association of Theological Schools, Pittsburgh, PA, is looking for a Director, [Accreditation Services](#).

Contact Information

We welcome your submission of news, photos, and other items of interest for the ATLA *Newsletter*. All submissions are due on the first business day of the month preceding publication.

Contact newsletter@atla.com with any questions or concerns or if you are interested in sponsoring an issue of the newsletter.

Stay Connected



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From the Executive Director Media: Influencing the Study of Religion

I recently had the opportunity to attend a conference, [Media and Religion: The Global View](#). This event was organized by the Center for Media, Religion, and Culture at the University of Colorado at Boulder. Founded in

2006, the Center is located in the School of Journalism and Mass Communication and was designed to bring together scholars, professionals, and the larger public to explore the variety of ways media and religion influence one another. It is multidisciplinary in its approach, and the faculty from the University's Department of Religious Studies are active in it.

This was truly an international event with an interdisciplinary community of scholars who came from 23 countries as far as Ghana, Australia, Brazil, Germany, and Korea. Since the focus was on emerging issues in the role of media in religion, it was not surprising that many of the presentations focused on analysis of websites, blogs, advertisements, videos and both online and print publications.

Dr. Kwabena Asamoah-Gyadu, Director of Graduate Study at Trinity Theological Seminary in Ghana gave a plenary address, *In Spirit, In Truth, and For Media: African Perspectives on Media, Religion, and Globalization*. He talked about how African Pentecostals have embraced media as part of their globalization strategy, and showed a number of video clips of meetings held around the world by African Bishop Charles Agyin-Asare, such as this one in the [Philippines](#). Televised or streamed worship services, [Facebook pages](#), and the sale of DVDs are all part of this strategy to expand far beyond a local geographic base.

Kristen Peterson (University of Colorado at Boulder) gave a presentation on *Fashion Tips from the Hijabi: The Hybrid Styles of Islamic Lifestyle Videos*, which illustrated how Islamic women are finding a voice through YouTube channels. One example is [Amenakin](#), who also has a presence on Facebook and Twitter. Another presentation by Gavin Feller (University of Iowa) examined the ["I'm a Mormon"](#) media campaign's use of billboards and online presence as a new missionary technique. Steven Hu (University of California, Santa Barbara) described how a 1978 film, *Jesus*, has been repurposed into a "missionary toolkit in your pocket" available in over 1,100 languages through [Jesus Film Media's app](#).

One of the most interesting sessions was a panel discussion on *Religion & Digital Media: Scholarship, Journalism, and The Spaces in Between* which was sponsored by the Henry Luce Foundation and the Social Science Research Council (SSRC). It featured Jason Alexander, Senior Editor at Time Inc.; Nathan Schneider, Writer on Religion, Culture and Politics; Kathryn Reklis, Assistant Professor of Theology at Fordham University; and Angilee Shah, Writer on International Politics and Culture for Public Radio International. After offering fascinating tidbits on everything from early religion-related gaming to an online religion magazine, [Killing the Buddha](#), the panel engaged in answering questions from Jonathan VanAntwerpen from SSRC. In particular, they discussed the different roles they assume when writing for the public via blogs and Twitter versus an academic audience. Audience members debated whether or not there has been a shift within tenure committees on which types of publications are acceptable for tenure. Reklis, who has been part of the [New Media Project](#), noted that one of the reasons she was hired at Fordham University was specifically because of her active blogging. She has since been selectively adding references to her blogging activity to her academic CV.

[Media and Religion: The Global View](#) aptly illustrated that media is playing an increasing role in both religious practice and in academic and popular discourse about religion. Given this trend, how are theological libraries and librarians supporting faculty research in this area? Is it the role of the library to provide a space for technology production in the same way that public libraries are providing a maker space which includes 3-D printer technology? How can libraries provide continued access to video resources that are needed by faculty for research purposes? How can librarians help them find out about religion related websites and blogs? Have the tenure committees at many institutions accepted blogging or more formal digital publications as acceptable academic endeavors?

Please join me for a [virtual conversation on how the role of media in religion has impacted the theological library](#). This conversation will be held Tuesday, February 4 at 1:00 p.m. - 2:00 p.m. CST. This is the first in a series of online conversations I will be conducting on different aspects of scholarly communications in religion and theology. To reserve a space and receive information on how to participate, send a message to memberrep@atla.com. I hope you'll join me.

Brenda Bailey-Hainer
Executive Director