

Newsletter



Institutional Member Drew University hosted John Oliver of the Last Week Tonight with John Oliver fame at the 2014 Drew Forum. Photo from drew.edu.

Want to be showcased in the next newsletter? Post a photo of your library with #ATLALibrary.

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From the President Ithaka S&R’s “Driving with Data” Briefing Paper

Deanna Marcum and Roger Schonfeld of Ithaka S&R write reports that are helpful in understanding the landscape of libraries and librarianship. One of their latest works is a [briefing](#)

[paper entitled](#) “Driving with Data: A Roadmap for Evidence-based Decision Making in Academic Libraries” in which they argue that “[e]vidence-based decision-making allows libraries to take new strategic directions more decisively and develop innovative service offerings more effectively than would otherwise be possible.” (I also recommend Ithaka S&R’s research support services reports, including studies of the research habits of historians, chemists, and art historians.)

In “Driving with Data” the authors discuss some of the various data points that are used by librarians in day-to-day analysis, reporting and decision-making. While many of us use data in our decisions at the operational level, not to mention our self-study reports for accrediting bodies, how many of us use data to answer “big questions” such as the following from Marcum and Schonfeld:

- “Will a shift in emphasis away from general collections and towards special collections allow the library to find a source of sustained value?”
- “Is there a sustainable role for the library to play in supporting the university’s instructional programs and appropriate learning outcomes for its students, both in traditional and in online and other non-traditional settings, not only for undergraduates but also for graduate students?”
- “[C]an libraries move away from collections-centric to engagement-centered models that allow them to provide sophisticated research support services that ‘promotes academic productivity’?”

The authors suggest a three-phased approach to answering these big questions. First, we need to understand the nature of the problem being addressed and determine whether and how evidence can contribute to the decision. Second, we should weigh the benefits, costs, and risks of an evidence-based approach to decision in order to determine what resources may be needed. Third, we should model data-driven decision-making at all levels, ensuring

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Summary of the October 2014 Board Meeting

On Thursday, 16 October, the Board met again with consultant Paul D. Meyer, of Tecker International, to continue the strategic thinking and direction-setting work begun in February and June, and to outline a draft of a strategic plan. The day concluded with a follow-up discussion on conflict of interest.

On Friday the Board reviewed the work facilitated by Mr. Meyer on Thursday and handed off certain elements of the draft of the strategic plan to some task forces for further revision. It also identified a suite of mega issues, selecting “identity and diversity” for exploration during (and in the months leading up to) the February meeting. It took in a report from the Executive Director, and, in executive session, finalized its response to her September monitoring report, as well as drafting a process for reviewing these reports more expeditiously in the future. The Board discussed member responses to the proposed increase in individual and student dues, and voted to place the proposal on the ballot as formulated in the letter to members dated 2 May 2014. The Board accepted two applications for institutional membership: one from the Robert E. Webber Institute for Worship Studies and another from Southern California Seminary. And finally, it reviewed the board candidate nomination process and appointed a task force to further revise a draft of a Board job description.

On Saturday the Board created a list of potential revisions to the Bylaws suggested by recent work and reconstituted the Bylaws Committee. In addition, it formulated an agenda for its February meeting and considered how it might solicit additional feedback from the membership at the Annual Conference in June.

-Submitted by Steve Perisho, ATLA Secretary

Letter from the President Continued

that objective evidence is part of the decision-making process throughout our organizations.

In a way, Marcum and Schonfeld’s advice is reminiscent of the ways we help students learn the research process. First, we help students define a manageable research question. Then, we help them determine what types of resources are needed in order to answer their questions. Finally, we help students appropriately use and cite those resources, all while helping them find their own voices in the research process. ([See the ACRL information literacy standards to draw further parallels.](#))

Finally, Marcum and Schonfeld mention six building blocks for creating and sustaining a data-driving decision-making environment: (1) “Environmental scans are conducted at regular intervals by knowledgeable experts,” (2) The library “has a clear statement about the types of data that are useful for making decisions,” (3) Organizational structures, technical skills and systems are in place to assemble, manage, and analyze the data, (4) “A culture of transparent decision-making is personally modeled,” (5) “External data that are necessary for decision-making are identified, gathered to the extent possible, and analyzed for integration into the library’s decision-making processes,” and (6) “Processes and purposes of data collection [are] reviewed periodically to ensure that they are still relevant and useful.”

While the briefing paper is valuable for our individual libraries and institutions, it is also valuable for our association. As I have mentioned in other contexts, the ATLA Board is working with Paul Meyer, a consultant with Tecker International, to think strategically about ATLA’s future. In our decision-making process we often discuss what we need to know in order to make a decision. We have completed some environmental scans and done some background reading. We have created lists of the pros and cons of possible decisions. We have gathered input from our stakeholders, including you, our members. Your board values your feedback, and we look forward to continuing our conversation soon via a town hall style meeting at annual conference and via a virtual town hall meeting like the one we had in September. We appreciate [hearing from you](#) at any point regarding the future of ATLA. Meanwhile, we will continue to reflect on the briefing paper and how we might incorporate it into our work on behalf of the Association. How might you incorporate it into your work?

Beth Bidlack
President

2015-2016 Board of Directors Candidates



The Nominating Committee has named the following candidates for the four director positions to be filled on the Board for the term of 2015-2016.

The election will be conducted via electronic ballot from January 15 through March 1, 2015. Please meet your candidates.

Chris Benda

Current Position: Theological Librarian, Divinity Library, Vanderbilt University

Other Positions:

- Library Associate, Peabody Library, Vanderbilt University
- Network Technician I, Library Technology Team, Vanderbilt University
- Library Assistant III, Order Services Team, Vanderbilt University
- Library Assistant II, Science and Engineering Library, Vanderbilt University

Leadership Positions:

- Secretary, World Religions Interest Group, American Theological Library Association
- President-Elect and President, Tennessee Theological Library Association

Craig Churchill

Current Position: Head of Collection Services, Brown Library, Abilene Christian University (2013-present)

Other Position:

Theological Librarian, Brown Library (1992-present).

Leadership Positions:

- American Theological Library Association (1995-present)
- ATLA, Colleges and Universities Interest Group, Steering Committee (2002-2005)
- ATLA Publications Committee (2002-2005)
- Christian College Librarians, President (2004-2006; member, 1992-current)
- Restoration Serials Index, Board (1993-2004)
- Restoration Quarterly Board, Secretary (2000-current)
- Abilene Christian University, Faculty Senate, Chair (2007)
- Lubbock Christian University, Library Advisory Committee, Chair (2006)
- Minter Lane Church of Christ, Youth Committee, Chair (2008-2011).

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Ellen Frost

Current Position

Acquisitions Librarian, 1995- present, Bridwell Library, Perkins School of Theology, Southern Methodist University

Leadership Positions:

- Nominating Committee - 2009-2011 (chair 2011)
- Professional Development Committee - 2009-2012 (co-chair 2011/2012)
- World Religions Steering Committee - 2009- current (vice chair 2012/13, chair 2013/14)
- Collection Evaluation and Development Steering Committee - 2014- present
- ATLA Singers - Director 2012-present
- Bethany Lutheran Church, Dallas, Choir Director - 1985-1992, 2003-
- Bethany Lutheran Church, Dallas, Worship & Music Team - 1994-2002
- Girl Scouts of Northeast Texas Council troop leader - 2000/2001-2013/2014

Timothy Lincoln

Current Position: Library Director, David L. and Jane Stitt Library, Austin Presbyterian Theological Seminary (1994 to present).

Other Positions:

- Periodicals Librarian, Maryknoll School of Theology (1992-1994)
- Pastor of Lutheran congregations in Minnesota (1982-1989)

Leadership Positions:

- ATLA: Board of Directors
- Professional Development Committee
- Conference Local Host Committee
- Council of Southwestern Theological Schools: Treasurer

Tracy Powell Iwaskow

Current Position: Head of Public Services and Periodicals Librarian at Pitts Theology Library, Candler School of Theology, Emory University, 2009.

Other Positions:

- Reference and Periodicals Librarian at Pitts Theology Library, August 2007.
- Intern and then a temporary reference librarian at the Duke Divinity School Library (Fall 2006-Summer 2007)
- Graduate Assistant Reference Intern at Duke's Perkins Library (Fall 2006-Spring 2007)
- Graduate Assistant in the Collection Management Department of North Carolina State University Libraries (January-August 2006).

Leadership Positions:

- Conference Committee (formerly the Education Committee) 2012-2014
- Public Services Interest Group (Chair 2013-14, Web Coordinator 2012-13)
- World Christianity Interest Group (Chair in 2012-13, Vice-Chair 2011-12, Secretary 2010-11)
- College and University Libraries Interest Group
- Chaired other positions at Pitts Library, including our Client Care, Digital Projects, and Web Task Forces, and working on cross-libraries working groups at Emory, including chairing the Emory Libraries Usability Team (2008-09).

Dennis Swanson

Current Position: Vice President for Library, Accreditation, and Operations for The Master's Seminary

Other Positions: My 21 year career in library work has been at the same institution. I began as librarian, promoted to director, now vice president.

Leadership Positions: I have been a member of ATLA for 21 years. Nationally I was a member of the Collection Development group and chairman for two years. For the last three years I have been a member of the Endowment Committee and the last year have served as chairman. Regionally I was the president of the Southern California group (SCATLA) for three years and was on the leadership team that revised the by-laws in 1996. A brief bio can be found here: <http://www.tms.edu/FacultyIntroduction.aspx?FacultyID=21>

Additionally, I am the book review editor for *The Master's Seminary Journal* and annually created specialized bibliographies for subject studies for the journal. I also am the curator for the seminary's rare Bible collection. I handle the Facebook page for the seminary library.

ATLA Reciprocal Borrowing Program Being Formed

Are you serving online or distance students based in another city or state? Do your faculty travel to other locations to conduct research? Do your users still need access to print materials because everything they need is not yet available in electronic form? If you answered yes to any of these questions, you may be interested in the ATLA Reciprocal Borrowing Program.

This fledgling group has 27 participating institutions so far, located in places as far-flung as California, Minnesota, Kansas, Illinois, Indiana, Massachusetts and Virginia to name just a few. The group is in the process of drafting guidelines and a formal agreement

that will set up arrangements between participating institutions to grant check-out privileges to each other's patrons. With the rise of distance and online programs in theological education, the issue of access to print library collections at a distance is becoming increasingly important. Participation in this program can help your library better serve your offsite students.

If you are interested in participating, please contact Brenda Bailey-Hainer at bbailey-hainer@atla.com.

ATLA Members Eligible for 60% Off Selected Maney Publishing Titles

Maney Publishing offers a diverse collection of 19 philosophy, theology and religious studies journals, spanning a wide range of fields including theological education, pastoral theology, spirituality, sexuality, social and political theology, Reformation, and Levant studies. These journals are of particular interest to theological libraries and specialist institutions of all denominations across North America.

ATLA institutional and affiliate members are eligible to receive 60% off the full price of the Maney Publishing Philosophy, Religion & Theology bespoke collection.

New journals added for 2015:

Journal of Pastoral Theology

The Journal aims to further the understanding of pastoral theology as a theological discipline and promote multi-disciplinary and multi-cultural research in the field.

Baptist Quarterly

Baptist Quarterly reflects the interests of the Baptist Historical Society whose purpose is to help British Baptists understand their heritage and history.

Journal of the European Pentecostal Theological Association

A peer-reviewed international journal which aims to promote and report research and scholarship in Pentecostal and Charismatic studies.

The Collection for 2015 now includes the following 19 titles:

- *Baptist Quarterly*
- *Black Theology*
- *Comparative and Continental Philosophy*
- *Journal of Adult Theological Education*
- *Journal of Chinese Religions*
- *Journal of the European Pentecostal Theological Association*
- *Journal of Pastoral Theology*
- *Journal for the Study of Spirituality*
- *Levant*
- *The Linacre Quarterly*
- *Medieval Mystical Theology*
- *Medieval Sermon Studies*
- *Palestine Exploration Quarterly*
- *Political Theology*
- *Practical Theology*
- *Reformation*
- *Reformation & Renaissance Review*
- *Rural Theology*
- *Theology & Sexuality*

View our subject resources page at www.maneyonline.com/philrelig.

In addition, all of these journals will be moving to our online platform, Maney Online, from early 2015. Maney Publishing offers unlimited searching and downloads with no limits on number of end users and no extra charges. Maney Publishing works with LOCKSS, CLOCKSS and PORTICO.

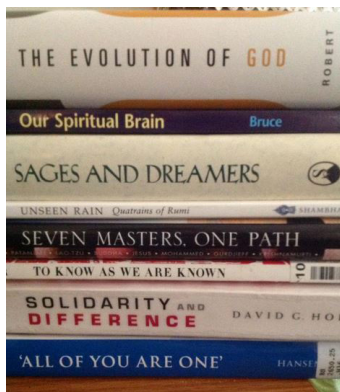
For more information on this offer, please contact Shelly Turner, s.turner@maneypublishing.com.

Theological Libraries Month, a Great Success

Theological Libraries Month was celebrated by the ATLA community with the Book Spine Poetry Contest. Several institutions submitted their poetry and while it was a tough decision, we have selected the three winners who will receive a \$25 gift card.

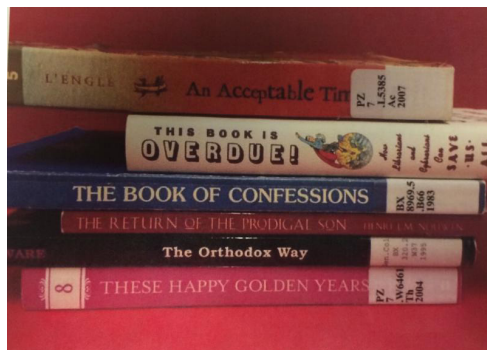
We recommend [searching #TLM2014](#) for more poems by the ATLA community.

Continue the celebration by applying for an [ATLA Advocacy Innovation Grant](#).



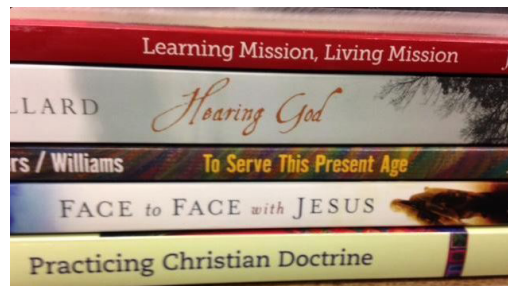
Lancaster Theological Seminary, Philip Schaff Library - Karen Neely

The Evolution of God
 Our Spiritual Brain
 Sages and Dreamers
 Unseen Rain
 Seven Masters, One Path
 To Know as We Are Known
 Solidarity and Difference
 All of you are One



The Seattle School of Theology & Psychology - Erin Quarterman

An Acceptable Time
 The Book is Overdue!
 The Book of Confessions
 The Return of the Prodigal Son
 The Orthodox Way
 These Happy Golden Years



Southwestern Baptist Theological Seminary - Craig Kubic

Learning Mission, Living Mission
 Hearing God
 To Serve This Present Age
 Face to Face with Jesus
 Practicing Christian Doctrine

ATLA Calendar

November

- 13-15 - Conference Committee Meeting, Denver, CO - Denise McFarlin and Brenda Bailey-Hainer attending
- 14 - Webinar: Collection Care in Small Religious Studies Collections: the Survey Results from the "In Good Faith" Project. Join consultants Liz Bishoff and Tom Claerson for a free webinar reporting on the survey results from the "In Good Faith" Project. Send a message to MemberRep@ATLA.com to register. Webinar is from 11 - noon central time.
- 19-21 - Evangelical Theological Society Meetings, San Diego, CA - Gregg Taylor attending
- 22-25 - AAR & SBL Annual Meetings 2014, San Diego, CA - ATLA staff attending
- 27-28 - ATLA offices closed in observance of Thanksgiving Holiday

December

- 1 - Routine Maintenance performed on ATLA systems
- 24-26 - ATLA offices closed in observance of Christmas Holiday

January

- 1 - ATLA offices closed in observance of New Year Holiday
- 5 - Routine Maintenance performed on ATLA systems
- 19 - ATLA offices closed in observance of Martin Luther King, Jr. Day

Maurits Sabbe Library Celebrates 40th Anniversary

The Maurits Sabbe Library of the Faculty of Theology and Religious Studies at the KU Leuven in Belgium celebrated its 40th anniversary on October 16th. Named after the biblical scholar who was a driving force behind its development, it is one of the largest and richest theological libraries in the world, containing more than 1.3 million volumes.

Gregg Taylor, Licensing Manager, represented ATLA at the celebration, alongside others from local libraries and foreign library associations. An international event, attendees hailed from France, The Netherlands, United Kingdom and Germany. The afternoon included a panel discussion on the library's role, mission, problems and possibilities, and focused on finding a balance between serving as a research library and a cultural heritage library.

After a tour of the edifice and collections, an evening solemn session featured remarks from KU faculty members and talks by the academic librarian Prof. Dr. Leo Kenis and librarian Veronique Verspeurt, who themselves have attended ATLA annual conference. Afterwards, the book *Quadraginta margaritae* highlighting the library collections was presented to the university rector. A festive reception followed, highlighted by the opening of the anniversary exposition in the library.

ATLA congratulates the Maurits Sabbe Library on its anniversary and sends wishes for many more successful years.



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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.

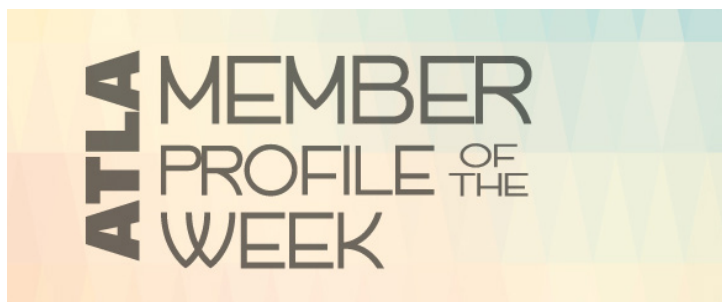
Contact newsletter@atla.com with any questions or concerns or if you are interested in sponsoring an issue of the newsletter.

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ISSN 1946-1518

ATLA Member of the Week



Each week ATLA is spotlighting our members through [Member Profile of the Week](#). We want to give a face and personality to what makes ATLA unique -- you!

Meet October's Members of the Week!

[Meet Steve Perisho](#)

[Meet Steven Blackburn](#)

[Meet Jennifer Woodruff Tait](#)

Learn more about the people that make up your community, and share your own story by [filling out this form](#) and sending your photo to newsletter@atla.com. Your profile will be [featured on our website](#) and linked on our [Facebook](#) and [Twitter](#).

Collection Care in Small Religious Studies Collections: the Survey Results from the "In Good" Faith Project Webinar

Consultants Liz Bishoff and Tom Claeson will offer a free webinar reporting on the survey results from this project, this Friday, November 14 from 11 a.m. to noon central time.

Send a message to memberrep@atla.com to RSVP.

[Learn more about the "In Good Faith" project.](#)

ATLA Receptions at AAR & SBL Annual Meetings in San Diego



ATLA will host two receptions during the Concurrent Annual Meetings 2014 of the American Academy of Religion (AAR) and Society of Biblical Literature (SBL) in San Diego. You are invited to join us and bring a colleague or two. Ideally, RSVP to rybak@atla.com by November 13 with your name, the name of your guest(s), and the event(s) you will attend; however, feel free to contact us after that date if you decide to attend.

Both venues are a short walk from the Convention Center. More information and a map are [available here](#).

Evening Reception

Saturday, November 22, 2014

6:00 - 8:00 p.m.

Hard Rock Hotel

207 5th Avenue, San Diego

Revolution Rm. 1

Morning Reception

Monday, November 24, 2014

7:00 - 9:00 a.m.

Buster's Beach House and Longboard Bar

807 W. Harbor Drive, San Diego

Also, please stop by the ATLA exhibit booth #945. Exhibit hall hours are November 22-24 (Saturday-Monday), 8:30 a.m. - 5:30 p.m.; November 25 (Tuesday), 8:30 a.m. - 12:00 noon. We look forward to seeing you there.

Member News

Theological Librarianship Editorial Board Meet



The *Theological Librarianship* Editorial Board met in Chicago, October 29-30, 2014.

The Editorial Board met to discuss, train, and plan for 2015.

Members of the Editorial Board are:

- David Stewart, Managing Editor
- Daniel Kolb, Bibliographic Essays Editor
- Ronald Crown, Peer-Reviewed Articles Editor
- Miranda Bennett, Critical Reviews Editor
- Gary Daught, Columns Editor
- Tawny Burgess, Staff Liaison

Read past issues of [Theological Librarianship](#).

Staff News

Adam Paradis Joins ATLA

Adam Paradis joined the ATLA staff this November as the new Digitization Specialist. Adam has an MLIS from the University of Illinois at Urbana-Champaign and an MA from the University of Chicago Divinity School in Religious Studies. As co-founder and volunteer at the Fr. Pfleger Archives, he has used both of these backgrounds in his work and is looking forward to working at ATLA.



His experience in digitization, metadata, and other archival work, and his strong interests in digital preservation, cataloging, and optimizing digitization processes to further scholarly research will be a great addition to the ATLA community.

Please welcome Adam to the team.

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:

- Eastern Mennonite University, Sadie A. Hartzler Library, Harrisonburg, VA, is looking for [Director of the Hartzler Library](#).
- Memphis Theological Seminary, Memphis, TN, is looking for [Library Director](#).
- Moody Bible Institute, Chicago, IL, is looking for a [Technical Services Head Librarian](#).
- Moravian Theological Seminary Library, Bethlehem, PA, is looking for a [Research Instruction Librarian and Seminary Liaison](#).
- The Office of the General Assembly of the Presbyterian Church (U.S.A.), Philadelphia, PA, is looking for an [Executive Director](#).
- Pitts Theology Library, Emory University, Atlanta, GA, is looking for a [Curator of Archives and Manuscripts](#).
- Southwestern Baptist Theological Seminary, Fort Worth, TX, is looking for an [Archivist and Special Collections Librarians](#).
- Southwestern Baptist Theological Seminary, Fort Worth, TX, is looking for an [Acquisitions Librarian](#).
- Trinity International University, Deerfield, IL, is looking for an [Electronic Resources Librarian](#).
- Yale University Library, New Haven, CT, is looking for a [Director](#).



From the Executive Director Delivering “Wow”

Last week I attended the [34th Annual Charleston Conference](#) in South Carolina. Although it humbly claims to be about “Issues in Book and Serial Acquisition,” in reality it is much broader than that. A gathering place for the entire information industry realm, the conference covered such diverse topics as the library as publisher, sustainable strategies for digital projects, utilizing streaming video, making materials discoverable, usage statistics, engaging faculty in discussions about scholarly communications, preserving datasets for researchers, new open access ILS options, and e-book big deals. Like any library conference, not all of the sessions were relevant to theological librarianship. I found two plenary sessions to be particularly intriguing.

Anthea Stratigos, CEO at Outsell, Inc., provided the opening keynote address. Stratigos talked about a few trends in the information industry. Library budgets across the board are fairly stable, and are growing at about 3.5%, while price increases from vendors appear to be coming in at around 3%. Libraries’ needs are changing at the same time that vendors are struggling with finding growth opportunities to keep their margins around 6-10%. This is leading to some consolidation in the information industry. Other vendors are staying competitive by offering better customer service and support, simplifying licenses, providing better usage metrics, and becoming more flexible about licensing.

Libraries face similar challenges in that they are competing with other options for research that their users have discovered. The continued success of libraries lies in the ability to do strategic thinking and marketing, and looking through the eyes of stakeholders and users. There is a constant need to innovate but no one can innovate on all issues all of the time. In order to cope, the library world needs to be better at strategic marketing.

Stratigos noted that libraries aren’t usually good strategic marketers and listed six things they need to do.

1. Have a strategy and a mission
2. Build a target market map
3. Complete a needs assessment
4. Weed and feed the portfolio of services
5. Brand and market services, deliver “wow”
6. Measure ROI and value

Based on your institution’s mission, it is important to determine who constitutes the target market for your library’s services and find out what they need and how to better serve them. Discontinue services that are not fulfilling your mission or serving your target population. Shift resources to those that do and make them “wow” services. Measuring

a service’s ROI and value is not about usage statistics; it’s about outcomes. Activity does not equal results. Instead, the measure should be things such as: Did you save time? Did you save money? Did it help you get published?

The relevance of Stratigos’ words was brought home by a panel later in the week called “What Faculty Want Librarians to Know.” Dr. C. Christine Fair, Assistant Professor of Security Studies at Georgetown University, was one of the speakers. Fair had some particularly harsh words for libraries that have such restrictive policies that it becomes difficult for researchers to access materials. One example she used related to material she needed that was in special collections at her home institution. Very few institutions hold the book she needed, but special collections had limited hours, would not let her photocopy the book or take photos of it with her digital camera, and it had not been digitized by library staff. Basically, it was impossible for her to make use of the material even though it was on her own campus. She concluded that “special collections” is really just “a private petting zoo” for the librarians. In another case, material she needed was in a library two blocks away from where she was staying, but because she was not affiliated with the institution she was not allowed to enter the building and use it. As the result of these types of experiences, Fair has resorted to purchasing materials herself and creating her own private library at home. This is not something she has done willingly, but instead out of desperation.

Let’s all engage in more strategic marketing. Who is it that our libraries really serve? Are we truly addressing their needs and are we using our resources for the right services? Are there any services we offer that deliver “wow”? What can we do collectively to open our resources up to researchers?

“Wow” is often easier than we think. It might be as simple as entering into a reciprocal borrowing arrangement with other libraries or digitizing a manuscript and making it freely accessible online. I’d love to learn about the “wow” service your library offers.

Brenda Bailey-Hainer
Executive Director