



The chapel at Gordon-Conwell Theological Seminary, Charlotte, North Carolina.

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**Claim Your Rewards by January 31, 2010**  
**Member Loyalty Program Introduced - DEADLINE EXTENDED**

Sixty-six ATLA Institutional members have already registered for this new benefit - have you?

The American Theological Library Association is proud to introduce a Member Loyalty Program. We developed this program to thank our current Institutional, International Institutional, and Affiliate members for your involvement in ATLA and to welcome our new members.

During these challenging economic times, we hope this program will allow you to become an Individual member again (if you haven't been for three or more years), register a new person on your staff who hasn't been an Individual member before, or attend the upcoming 2010 Annual Conference, if cost has been holding you back.

Loyalty benefits are based on your library's ATLA product subscription level and include:

- Individual membership
- Conference registration
- Gifts to the Scholarships and Grants Annual Fund

We encourage you to register for and redeem your benefits of the Member Loyalty Program by January 31 - all you need to do is complete the form available at <http://www.surveymonkey.com/s/P7FSGWS>.

As always, we appreciate your feedback. If you have any questions or comments, please contact Barbara Kemmis at 888/665-2852 or [bkemmis@atla.com](mailto:bkemmis@atla.com). Thank you for your dedication to ATLA as a member and as a subscriber. We are pleased to be able to provide you with a range of products and services.

**From the President**



**Tales of the Unexpected**

**Q:** Has any sociologist or anthropologist attempted to fathom the subculture of sports-radio?

I recently heard an ESPN "analyst" commend a football coach for his ability to "do the unexpected when people weren't expecting it." It's hard to make this stuff up.

There was a time when people looked to librarianship (of all things!) as a vocation which did better than most at keeping the unexpected at bay, and promised a high degree of stability and continuity: the security of a desk to sit behind, row upon row of carefully arranged volumes, and (best of all) the "power of SHHH!!!" to maintain or restore order when such drastic measures proved necessary.

If asked, I'd certainly advise any aspirant now to direct her search for vocational serenity elsewhere: change is all around us, and it's not enough to be able to cope with it, or adapt to it. The capacity to thrive on, even to be invigorated by elements of change and chaos is not a prerequisite for librarianship, but it really does help.

Timely counsel for myself, at least, at the beginning of a New Year and of an exciting new vocational challenge of my own.

Cheers, and Godspeed in 2010.

David R. Stewart

## From the Executive Director



### **RDB and ATLAS as Avatars for Theological Librarians**

I've been thinking lately about the relationship between ATLA's products and its members and services. The appearance of the new movie Avatar made me think about this connection in a new way. I think that the Association's products, especially the ATLA Religion Database (RDB) and the ATLAS database, really function as avatars for theological librarians. An avatar, as defined in Webster's

Third New International Dictionary is "a remarkably complete manifestation or embodiment, usually in a person, of a concept, philosophy, or tradition."

I don't mean to stretch the metaphor too far, but if you think about it, I think you'll see some important connections. What services do theological librarians provide for their patrons? We acquire authoritative and useful materials; we organize them in ways that make them easily accessible to their patrons; we preserve them so that they can be used by future generations; we provide guidance in selecting the most appropriate and useful materials; and we respond to patron's inquiries and try to assist them in pursuing their research goals.

Recently I had yet another conversation with a scholar - a German theologian specializing in the 18th century origins of biblical criticism. He expressed his deep appreciation for RDB and said that it is always the first place he goes to begin his research inquiries. His description of RDB was almost anthropomorphic - viewing it as his best guide and friend in his research.

That's when I began to think of our databases as an avatar for theological librarians, something created by theological librarians for enhancing and extending their services for their patrons. Many of the characteristics are the same:

- **Acquisitions.** At the beginning ATLA members and, more recently, ATLA staff (many of them both scholars and librarians) have developed an acquisitions process for selecting journals and multi-author works to index, a process that insures the quality of the materials that are indexed in the database;
- **Organizing.** Indexing materials is not the same as cataloging books, but there are important similarities. RDB allows scholars to search at the article level in journals and at the essay level in multi-author works, applying a carefully controlled vocabulary over multiple fields that allows researchers to search in many different ways;
- **Preservation.** ATLA has, from its beginning, sought to preserve both monographs and serials in microform (now being digitized), and also to create robust full-text records of ATLASerials titles that are preserved for the foreseeable future;
- **Guidance.** The ATLA Religion Database includes more than index records for articles in journals and essays in books; it also includes thousands of valuable book reviews; it includes web sites that are certified by ATLA's members as worthy and reliable; it includes links to digital collections, like the Association's Cooperative Digital Resources Initiative (CDRI);
- **Responsiveness.** The ATLA Religion Database provides online help and assistance that is useful to patrons in framing, refining, and directing their searches.

In all of those ways, the ATLA Religion Database and ATLASerials perform in a virtual way many of the same functions that ATLA's member librarians provide for their patrons.

I often claim that ATLA is the only professional association of librarians that has created the premiere bibliographic database for its discipline. When one views the close relationship between the mission and work of ATLA's member librarians and the design and use of our databases, I think it is permissible and, perhaps, helpful, to view these tools as avatars for theological librarians.

-Dennis A. Norlin

To register to receive regular Friday updates of my blog, go to [http://edblog.atla.com/?page\\_id=62](http://edblog.atla.com/?page_id=62).

## ATLA Consortia Webinars

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ATLA is proud to partner with OCLC and EBSCO Publishing to coordinate two member consortia offering ATLA members the best prices possible for a variety of ATLA and other databases.

ATLA staff has scheduled webinars conducted by OCLC and EBSCO representatives. These webinars will highlight new platform improvements and administrative tools and facilitate discussion of any questions you might have to get the most out of your subscriptions. The webinars are free and open to all members, but some content will be designed specifically for ATLA consortia participants.

### OCLC Webinars

ATLA members are invited to attend a webinar focusing on OCLC platform improvements. This valued member benefit currently provides access to the *ATLA Religion Database*® and *ATLASerials*®, the ATLA Group Catalog, OCLC Collection, Wilson Select Plus full text, as well as more than 70 other electronic databases. In FY2010-2011, these databases will continue to be available on both the FirstSearch and the new WorldCat.org platforms. OCLC is planning to migrate all customers to the WorldCat.org platform in the near future.

This webinar will explore resources available through the consortium, use of WorldCat Local "quick start" or WorldCat Local as the discovery interface to these resources, additional smart delivery options, and new meta-searching capabilities. Members also will be able to ask questions about the transition process and other OCLC changes.

**To participate in the webinar, contact [memberrep@atla.com](mailto:memberrep@atla.com) with the date and time you prefer. You must register by Wednesday, January 27, 2010.**

OCLC Webinar Dates:

January 27: 1 - 2pm CST

January 29: 11am - 12pm CST

February 3: 3 - 4pm CST

### EBSCO Webinars

ATLA members are invited to attend a webinar that will provide an update on the EBSCO administrative tools, new Scripture Search, and other platform improvements. This valued member benefit currently provides access to the *ATLA Religion Database*® and *ATLASerials*®, New Testament Abstracts, Old Testament Abstracts and The Catholic Periodical and Literature Index. Join Lisa Lombardo and her colleagues for an informative discussion.

**To participate in the webinar, contact [memberrep@atla.com](mailto:memberrep@atla.com) with the date and time you prefer. You must register by Wednesday, January 27, 2010.**

EBSCO Webinar Dates:

January 29: 3 - 4pm CST

February 3: 11am - 12pm CST

Please send any questions you might have to [bkemmis@atla.com](mailto:bkemmis@atla.com). Your input will help shape the webinar content.

For more information about the consortia:

- ATLA/OCLC Consortium - [http://www.atla.com/member/ATLA\\_OCLC\\_FirstSearch\\_consortium.html](http://www.atla.com/member/ATLA_OCLC_FirstSearch_consortium.html)
- The ATLA Group Catalog is a database that allows your library users to search for materials cataloged in OCLC WorldCat that are owned by ATLA libraries - [http://www.atla.com/member/collaborative\\_projects/group\\_catalog.html](http://www.atla.com/member/collaborative_projects/group_catalog.html)
- ATLA/EBSCO Publishing Consortium - [http://www.atla.com/member/ATLA\\_EBSCO\\_consortium.html](http://www.atla.com/member/ATLA_EBSCO_consortium.html)

### **Member Software Upgrade**

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ATLA will conduct a significant upgrade to several software programs that will affect member access to benefits.

**Please note that the ATLA SharePoint Communities and web portal will be inaccessible from Sunday, January 31 - Tuesday, February 9 while we conduct this upgrade.**

If you need to renew a membership, join ATLA, or access a member publication or benefit available via SharePoint during this time, please contact [memberrep@atla.com](mailto:memberrep@atla.com) or call 888/665-2852.

We appreciate your patience.

## Member News

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### Publication Grants Deadline Approaching

The Publications Committee will award up to \$4,000 in grants to support the development of works with a bibliographic focus or scholarly works that advance some aspect of theological librarianship. The deadline for submissions is January 22, 2010. Visit [http://www.atla.com/pub\\_com/grant.html](http://www.atla.com/pub_com/grant.html) for more information. ATLA reserves the first right of refusal of publication for all projects receiving grants.

### Poster Session Submissions

Try out new ideas and receive instant feedback from your ATLA colleagues - they'll want to hear about your interesting, creative projects! Share your plans by presenting a poster session at the 2010 Annual Conference, June 16-19, 2010, in Louisville, Kentucky. Posters may address a potentially wide range of topics of interest to theological librarians. Go to [http://www.atla.com/member/conference/conf\\_2010/posters\\_call.html](http://www.atla.com/member/conference/conf_2010/posters_call.html) to find out how to submit a proposal by the January 31 due date.

### Travel Grants for 2010 Conference

Generous gifts to ATLA from corporate and member donors make it possible for us to offer grants of up to \$500 each to support attendance at the conference. Just as we did last year, we have expanded the program to provide additional grants for any ATLA student and individual member who receives no financial assistance from their institutions to attend the conference.

You may apply for a travel grant until April 16, 2010. Simply contact Barbara Kemmis by email ([bkemmis@atla.com](mailto:bkemmis@atla.com)) to express your interest. Grants will be awarded on a first come, first served basis and winners will be notified on or before April 23, 2010. Applicants not selected to receive a grant will be placed on a waiting list and will be contacted if a selected recipient cancels. If you are chosen to receive a grant, Barbara will contact you by email and you must be prepared to register for the conference shortly thereafter. In the interest of privacy, we will not announce the names of the recipients; however, we will announce that grants have been made.

ATLA values all our members. We hope that this support will allow those of you who might not otherwise be able to attend the conference to join your colleagues in Louisville.

### 2009 Summary of Proceedings

The *Summary of Proceedings* of the Sixty-third Annual Conference of the American Theological Library Association has been printed and mailed

out. If you do not receive your copy by the end of January, please contact [memberrep@atla.com](mailto:memberrep@atla.com).

### Carisse Berryhill Wins Award



For the second time since she began teaching the LEEP course in theological librarianship offered through the University of Illinois, Carisse Mickey Berryhill was selected to receive a Web-based Information Science Education (WISE) Faculty of the Year Award (<http://www.wiseeducation.org/hotnews.aspx?id=94>) for Excellence in Online Education in 2009. Carisse will be honored along with the other awardees at a ceremony at the WISE Best Practices for Online Pedagogy Workshop at the Association for Library and Information Science Education on Tuesday, January 12 in Boston, where she'll receive a crystal WISE globe. ATLA congratulates Carisse and thanks her for her continued fine work.

### Saint Paul University Celebrates Milestone

Saint Paul University Jean-Léon Allie Library announced that it now has more than 500,000 volumes. To see some of the rare book collection you can view a gallery of photos published in the Ottawa Citizen, the National Capital Region newspaper, go to <http://www.ottawacitizen.com/life/faith-ethics/Gallery+Saint+Paul+University+rare+books/2331528/story.html>.

### New Media Site for Concordia Theological Seminary

Concordia Theological Seminary in Fort Wayne, Indiana recently unveiled <http://media.ctsfw.edu/>. "With media.ctsfw.edu we have a single location where someone can come and search through the full text of the entire publication history for Concordia Theological Quarterly, the CUenet DELTO video collection and even the daily chapel sermons from Kramer Chapel," said Rev. Bill Johnson, Theological Education Technology Specialist at CTS. "As we continue to add material, we look to include past and future Symposia Series lectures, full courses from some of the biggest names in the history of The Lutheran Church-Missouri Synod and more. Basically if we can get rights to it and it's helpful to the Church, we want to make that available and searchable through this tool." For additional information on the new media site, please contact Rev. Johnson at [William.Johnson@ctsfw.edu](mailto:William.Johnson@ctsfw.edu) or 260-452-3202.

In other news from the seminary, you can view a video update of Concordia's impressive

Walther Library expansion, narrated by Professor Robert Roethemeyer, Director of Library and Information Services, at <http://www.youtube.com/watch?v=025WGmfDgSM>.

### **New Orleans Baptist Theological Seminary Prison Program Featured in National News Story**

A recent USA Today article ([http://www.usatoday.com/news/nation/2010-01-06-louisiana-prison-ministry\\_N.htm?csp=usat.me](http://www.usatoday.com/news/nation/2010-01-06-louisiana-prison-ministry_N.htm?csp=usat.me)) details the New Orleans Baptist Theological Seminary (NOBTS) full-time, college-accredited program for ministers offered at Angola, Louisiana and other prisons in Mississippi and Georgia. The paper reports that so far about 150 men at Angola have earned their B.A.s from NOBTS, with another 100 in the midst of the process.

### **Routine Maintenance Reminder**

Routine maintenance will be performed on ATLA systems on Monday, February 1st, 2009. You may encounter a brief interruption of service between 5:00 and 6:00 p.m. (CST). Services that will be affected include ASE, ListServe and the ATLA Websites. Also note that the ATLA SharePoint Communities and web portal will be inaccessible from Sunday, January 31 - Tuesday February 9 while we conduct an upgrade to that software. We apologize for any inconvenience and thank you for your patience.

## **ATLA Staff News**

### **New ATLA Employee**



On November 24, Jason Uzzardo started work as ATLA's new part-time Information Services Assistant. Jason is currently working on his degree in Engineering, Computer Science at the University of Illinois - Chicago. While working in two different departments at UIC, Jason gained valuable skills that

will be utilized here at ATLA. Jason will work with Systems Manager Jim Butler in the Information Systems department to help support ATLA staff. Please join us in welcoming him to ATLA.

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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 Sara Corkery ([scorkery@atla.com](mailto:scorkery@atla.com)) with any questions or concerns or if you are interested in sponsoring an issue of the newsletter.

## **From the Professional Development Committee**

### **Our Profession: Not Just Like Riding a Bicycle**



I recently visited the Minneapolis/St. Paul area, where I grew up in the 1960s. That was a long time ago, before Garrison Keillor and the Cohen brothers made being from Minnesota kind of cool. In the suburb in which I was raised, I used to ride my bike to the public library and the grocery store. Nowadays, a bicyclist couldn't do that. Because of new highways, St. Louis Park is cut into little pieces that make biking a challenge. It is possible to drive across the town not even know that you have been there. Things have changed.

Fast forward to fall 1990, in Boston at the School of Library and Information Science of Simmons College. We were all buzzing about the opportunity to take a cutting edge course called Online and Optical Information Services. A key skill was devising your search strategy offline, then logging on to Dialog via a modem and running your search as efficiently as possible, because you were being billed by the minute. The Internet was the domain of Unix users only. Nowadays we renew our library books online and, while we are at it, send the latest digital pictures of our children to their grandparents. Things have changed.

As the profession of theological librarianship continues to change, the need for professional development is constant. Recently, I've read Andrew White and Eric Djiva Kamal's *E-Metrics for Library and Information Professionals* (New York: Neal-Schuman) and Sue Roberts and Jennifer Rowley's *Leadership: The Challenge for Information Professionals* (London: Facet). Back in my Simmons days, there were no e-metrics to worry about. But no theological librarian in the twenty-first century should ignore the impact that electronic information sources and changing user preferences is making on our profession.

ATLA provides many opportunities for professional development, from lurking on ATLANTIS to grant money. Make a new year's resolution to learn something new. Theological librarianship is not just like riding a bicycle.

- Timothy Lincoln, Chair  
Professional Development Committee

# ATLAS for ALUM

erials



Over the last several months, we've signed many of our members up for the newly expanded ATLAS for ALUM program. ATLAS for ALUM provides a way for institutions to offer lifelong research tools to their alumni/ae, by providing them with a subscription to *ATLASerials*® (*ATLAS*®), our online collection of more than one hundred and forty major religion and theology journals selected by leading religion scholars, theologians, and clergy.

The ATLAS for ALUM program is supported by a generous grant from Lilly Endowment Inc., and is now offered on the aggregator platforms. Through this initiative, institutional members of ATLA who are also accredited by the Association of Theological Schools (ATS) qualify for a three-year grant to offer *ATLASerials* subscriptions to their alumni/ae for free.

If you haven't had a chance to sign up for the ATLAS for ALUM program, now is the time to get started. In order to participate in the full three-year grant period, you must submit your ATLAS for ALUM Inquiry Form to Laura Wrzesinski by January 31st, 2010.

For more information about ATLAS for ALUM, please visit <http://www.atlasalum.com/>, or contact Laura at [atlasalum@atla.com](mailto:atlasalum@atla.com) or by phone at 312-775-9435.

## **Submit Your ATLAS for ALUM Success Story Now for a Chance to Win A Prize**

We officially launched our enhanced ATLAS for ALUM program last June at the ATLA Conference, and today more than 100 schools are participating in the program. If you are one of these participating schools, we would love to hear about the success that you've had in sharing ATLAS for ALUM with your alumni/ae.

We are currently accepting submissions for ATLAS for ALUM Success Stories. To show appreciation, we will be awarding two randomly selected submitters with a \$50 gift card to Amazon.com. In order to participate and enter the drawing for the gift, please submit your Success Story to us by January 31st, 2010.

To submit your Success Story, visit the ATLAS for ALUM Website Success Story page and follow the instructions. Alternatively, you may submit your Success Story by sending it in an email to [atlasalum@atla.com](mailto:atlasalum@atla.com), and we will post it to the ATLAS for ALUM site for you.

## **A Career on Campus: Considering Academic Librarianship**



### **ATLA Sponsors AAR Roundtable**

Christopher Anderson (left), Methodist Librarian and Coordinator of Special Collections at Drew University, led an ATLA-sponsored roundtable discussion for Ph.D. students at the American Academy of Religion in Montreal, Canada. The talk, titled "A Career on Campus: Considering Academic Librarianship," explored academic librarianship as a vocation and highlighted various job opportunities available at college, seminary, or university library settings. Additional conversations discussed graduate degrees expected for employment in academic libraries, the importance of connecting with professional library associations (including ATLA), and a brief analysis of job descriptions posted for positions in academic librarianship.

The session explored the challenges one might face in librarianship such as building relationships with and the earning respect of teaching faculty along with the politics of tenure/non-tenure track positions. The session concluded with discussion regarding professional opportunities available for academic librarians such as personal research and scholarly writing. Attendees were also told they could take advantage of their interest in teaching since many schools offer librarians opportunities as lecturers in bibliographic instruction, information literacy, and courses in their particular academic specialty. A time of questions and answers closed the session and attendees were given information about ATLA and its services.

## Have You Heard?

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### **2011 IFLA/OCLC Early Career Development Program Deadline Approaches**

February 28, 2010 is the deadline for submitting an application and supporting materials for the 2011 Jay Jordan IFLA/OCLC Early Career Development Fellowship Program. This program provides early career development and continuing education for library and information science professionals, including theological librarians, from countries with developing economies. It is jointly sponsored by the International Federation of Library Associations and Institutions (IFLA), the Online Computer Library Center (OCLC), and ATLA. Applicants are not required to be ATLA members. Please forward notice of this opportunity to colleagues. Complete applications, which include a cover sheet, a resume, an essay of 1,000 words or fewer, and three letters of recommendation, must be submitted by February 28, 2010.

Only complete applications will be considered. All application information is available at <http://www.oclc.org/community/careerdevelopment/fellows/>.

### **Midwest Moodle Conference**

Eileen Saner, Library Director at Associated Mennonite Biblical Seminary, is planning a roundtable discussion for librarians during the second annual Midwest Moodle Moot at Goshen College in Goshen, Indiana, July 26-28. She writes that "last summer's highly successful conference attracted over a hundred academic Moodle users from across the United States." More information about the event is available on the conference website (<http://www.goshen.edu/moodle/index.html>).

### **IMLS Brief on Service Trends in Public Libraries**

The Institute of Museum and Library Services (IMLS) has released a new research brief, Service Trends in U.S. Public

Libraries, 1997-2007. According to the institute's press release, "The brief identifies important changes public libraries have made to address patron needs in an increasingly Internet-centric environment and explores service differences in urban and rural communities." Findings from the eleven years of survey data include information on the rise of internet terminals in public libraries, per capita visits to public libraries, and per capita circulation even as people increasingly turned to the internet to meet other information needs.

IMLS is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. The Institute's mission is to create strong libraries and museums that connect people to information and ideas. More information about the brief is available on the agency's Web site at [http://www.imls.gov/pdf/Brief2010\\_01.pdf](http://www.imls.gov/pdf/Brief2010_01.pdf).

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## ATLA Calendar

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### **January**

- 15-17 ATLA Board of Directors Meets at ATLA Office
- 18 ATLA Office closed for Martin Luther King holiday

### **February**

- 1 Submissions for inclusion in March ATLA Newsletter due on first business day of this month
- 11-12 Publications Committee meets via teleconference
- 26 Special Committee of the Association for Diversity meets at ATLA Office
- 27-28 Dennis Norlin and Margot Lyon at NFAIS Conference in Philadelphia

### **March**

- 1 Submissions for inclusion in April ATLA Newsletter due on first business day of this month
- 1-2 Dennis Norlin and Margot Lyon at NFAIS Conference in Philadelphia