

Newsletter

WIN A TRAVEL AWARD TO ATTEND THE ATLA CONFERENCE 2014 IN NEW ORLEANS

SAGE Publications are delighted to sponsor 3 travel awards for early career researchers to the ATLA Conference, 18th-21st June 2014 in the amounts of \$600, \$400 and \$200.

To enter the competition, please send us between 300 and 500 words answering this question:

What do you see as the most important issue for scholarly publishing in the next 5 years and why?

Please send all submissions to:
theology@sagepub.co.uk

Deadline for submissions: **March 7, 2014**



Pitts Theology Library at Emory University, Atlanta, Georgia

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From the President Wayfinding: A Simple, Inexpensive Assessment Technique

Sometimes assessment can feel like a mountain we cannot possibly climb, an ocean we cannot possibly cross. Instead, we should listen for cues from our users who will guide us in directing our assessment efforts. This month I would like to

describe a brief assessment activity that staff at the Burke Library recently completed. It was a small, manageable project that was undertaken with minimal cost.

Like many theological libraries, the Burke Library is an older building with a confusing layout due to reconfigurations and renovations over the years. We also have a block of bookshelves on five floors that do not correspond to the floors of the other library spaces. In addition, we shelve our current periodicals on a different floor than our bound periodicals. To make matters more complicated we have multiple classification systems and therefore multiple shelving schemes (LC, Union, and periodicals shelved by title). I was aware that some users were confused, lost, and unable to find materials and spaces. Some commented that they went to the wrong floor when trying to find my office. Because of this anecdotal evidence, I wanted to explore the points of frustration for our library users. In order to understand better the issues they faced, we undertook a wayfinding study a few months ago.

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Letter from the President Continued

Wayfinding is the art of using cues from one's environment in order to locate easily whatever one is seeking. In the case of our library this includes books, journals, service points, and library staff. Our study used direct observation to determine whether users could successfully navigate a variety of spaces to find materials, spaces, and people. We recruited six participants who were given a list of predefined tasks such as locating a specific book in the LC bookstacks, a specific book in the Union bookstacks, the writing center, and a staff member's office. Participants were instructed to rely only on our signage and maps. They could not ask a staff member for assistance. Rather we wanted to encourage unmediated self-service. A facilitator read the tasks and prompted the participant as needed while a recorder followed the facilitator and participant to observe, to take notes, and to record on a map any successes, prompts, and failure points. The recorder also tracked the time needed to complete each task. With this data, we were able to determine what tasks could be completed easily and which signage and maps participants used to find their way around the library.

We found that our multiple classification systems caused confusion. Several participants could not distinguish an LC call number from a Union call number. Another major failure point was finding a specific volume in our bound periodical collection. Overall, most participants were confused by having two different locations for journals - one for new, currently received titles and one for older, bound titles. On a positive note, all participants liked our revised location guide, which we had placed on every floor. Most commented on how helpful it was to completing the assigned tasks; however, the guide was not always placed where participants expected or needed it. Our staff photo directory was also well received and useful.

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.

Based on these findings, we will be making a number of recommendations to improve our signage and education efforts. For example, we can improve signage and maps by making them larger, less obstructed, and consistent with other signage in terminology. We will be talking to students in more detail about our various shelving schemes during future orientation sessions and workshops. We will also be doing more to help users understand the complexities of journal literature - print versus electronic formats, current subscriptions versus back issues, the variety of subscription models (individual title versus static and variable packages).

Overall, it was easy to conduct our wayfinding study, to analyze the results, and draw up actionable recommendations. Our study also shows that assessment activities can actually be enjoyable as well as educational. Our participants viewed our study as a scavenger hunt and were eager to "play the game." The staff enjoyed the process as well. We all, participants and staff, learned a great deal. It was a wonderful way to introduce staff to creating a culture of improvement in our library. I encourage you to think about similar activities that can be conducted in your libraries or institutions. Listen for areas of concern or confusion. Then, identify an appropriate tool or method for delving deeper into the issue. Finally, use that method or tool to create a list of recommendations that you can actually complete in order to improve the situation. Then, repeat the process to determine if your changes have improved the situation. Assessment can be simple and meaningful. You can climb the mountain or cross the ocean, not in a single bound, but in smaller, strategic stages.

Beth Bidlack
President

Call for Research/Publication Grant — Deadline Extended

The deadline for completed applications for the 2014 ATLA Research/Publication Grant is extended until March 1, 2013. 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. 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.

2014 Annual Conference News

Lanyrd.com

Browse the Conference Schedule

The 2014 ATLA Annual Conference is on Lanyrd. Lanyrd helps people get more out of conferences, meeting the right people while there and catching up on slides, notes, and video afterwards. [Feel free to browse the conference schedule and learn more about Lanyrd.](#)



New Orleans Dining Guide

The 2014 Annual Conference will be held in walking distance of many fabulous restaurants. With so many choices, the Local Host Committee, the New Orleans Baptist Theological Seminary, has helped to create a [New Orleans Dining Guide](#) for your convenience.



Conference FAQ

Questions about this year's conference? Be sure to check out the [FAQ page](#).



ATLA Member Product Loyalty Program

ATLA Members can be proud of the distinguished line of resources produced by the Association.

In turn, ATLA is proud to sponsor the [Member Product Loyalty Program](#). This member benefit is designed to recognize and reward our current Institutional, International Institutional, and Affiliate Members who demonstrate their loyalty to ATLA through subscription to both the *ATLA Religion Database® (ATLA RDB®)* and *ATLASerials® (ATLAS®)*.

ATLA reserves a portion of funds garnered from product sales for distribution to eligible member sites. This year a maximum of \$200 per eligible site is available to be re-invested into ATLA Member Programs. Redeemable loyalty benefits include:

- A total of \$200 toward ATLA conference registration (may be divided across a maximum of two registration fees)
- A \$200 gift to the Scholarships and Grants Annual Fund
- Institutional Member Representatives will receive a reminder message mid-February. We encourage members to redeem their Member Product Loyalty funds by Friday, March 14, 2014.

[The online Member Product Loyalty Form is available now at the ATLA web site.](#) Members will need their member log-in to complete the form.

For those who participate in this program, as a reminder please wait to receive your loyalty confirmation code via e-mail before registering for the ATLA Annual Conference.

If you have any questions, please feel free to contact memberrep@atla.com.

ATLA Travel Grants Available

ATLA is pleased to offer grants of up to \$600 each to support attendance at the 2014 ATLA Annual Conference in New Orleans, Louisiana, June 18-21. Any ATLA Student or Individual Member who receives no financial assistance from their institution to attend the conference is eligible to apply. You may apply for a travel grant until May 1, 2014.

[Fill out the Annual Conference Travel Grant Request form to apply.](#) Grants will be awarded on a first come, first served basis and approved recipients will be notified on or before Friday, May 9, 2014. There are a limited number of grants offered. Recipients must register for the conference before May 16, 2014, and will be required to stay at the conference hotel.

Recordings Available for ATLA Preservation Workshops

ATLA is pleased to provide recordings of its recently completed workshops, "Funding Your Preservation Program" and "Digital Project Management: The A-Z of Digital Projects."

ATLA worked with preservation consultants Liz Bishoff (The Bishoff Group) and Tom Clareson (LYRASIS) to develop these valuable learning programs.

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 addresses 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. By the end of the program, participants will understand the various aspects of a digital project.

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 March 18, 2014.

ATLA Summary of Proceedings Available

The Summary of Proceedings of the Sixty-Seventh Annual ATLA Conference in Charlotte, North Carolina, was shipped January 31st.

All 2012-2013 Individual, Student, and Lifetime Members and Institutional, International Institutional, and Affiliate Member Representatives will receive a printed copy of the *Proceedings*.

This year's *Proceedings* is also available in Kindle (.mobi) and e-Book (ePub) versions and [can be found here](#).

ATLA and Maney Publishing Partner for Discount for Member Libraries

ATLA Institutional and Affiliate members are eligible to receive 60% off the full price of the [Maney Publishing Philosophy, Religion and Theology Collection](#).

The collection includes:

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

ATLA members are also eligible for 10% discounts on individual journal subscriptions.

Subscription discounts are honored each year with a renewal.

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.

Each journal subscription includes complete access to archives from year of first publication to current year.

Offers are immediately available to new subscribers. Current subscribers should contact Allan R. Barnett, North American Journals Sales Manager, ata.barnett@maneypublishing.com, for more information.

To inquire about pricing, please contact Allan R. Barnett, North American Journals Sales Manager, at a.barnett@maneypublishing.com. Please indicate ATLA membership in your inquiry.

For information on this and other Consortia offers for ATLA Member Libraries, please visit the [Consortia Purchasing page](#).

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.

Deadline for applications is March 15, 2014.

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.

ATLA Calendar

February

- 11 - In Good Faith Advisory Committee Meeting, Chicago
- 20-22 - ATLA Board of Directors Meeting, Chicago
- 23-25 - NFAIS 2014 Annual Conference, Philadelphia, PA, Brenda Bailey-Hainer, Margot Lyon, Maria Stanton attending

March

- 3 - Routine Maintenance Performed on ATLA Systems
- 12 - Virtual Conversation Webinar: E-books - Have Theological Libraries Reached the Tipping Point?

Theological Librarianship Now Available

The new issue of *Theological Librarianship* (TL) was published Wednesday, January 15, 2014. TL, an online journal of ATLA, is an open access journal publishing essays, columns, critical reviews, bibliographic essays, and peer-reviewed articles on various aspects of theological librarianship and its contribution to theological education.



TL's Editorial Board includes: Managing Editor David R. Stewart, Peer-Reviewed Articles Editor Ronald W. Crown, Bibliographic Editor Daniel Kolb, Columns Editor Gary F. Daught, and Critical Reviews Editor Melody Layton McMahon.

The articles are available in both PDF and EPUB allowing readers to view on their mobile devices.

[The newest issue can be found here](#) .

Member News

In Memoriam - Robert "Bob" Markham

The American Theological Library Association (ATLA) remembers the life of Robert "Bob" Markham, retired Director of Preservation at the American Theological Library Association. Mr. Markham passed away on November 24, 2013.

Mr. Markham was an early leader in ATLA's preservation efforts, including finding office space, hiring staff and bibliographers, and establishing standards for the filming of materials. Markham also led the funding of the program, through grants from the National Endowment for the Humanities and work with libraries.

Mr. Markham received a BA and MLS from the University of Denver and a Bachelor of Divinity and PhD from Drew University. While serving in the Navy during World War II, he felt called to the ministry and was ordained in the New York Conference of the Methodist Church and served churches there and in Ohio, Wyoming, and Colorado. He was a reference librarian and micrographics specialist at the University of Northern Colorado.

Memorial gifts may be made to First United Methodist Church, 533 Grant Avenue, Loveland, CO 80537 or Pathways Hospice of Northern Colorado, 305 Carpenter Road, Fort Collins, CO 80525.

ATLA Member Published

Congratulations to Ernest Rubinstein, theological librarian at Drew University, an institutional member of ATLA, on the publication of "A Modern Day Scriptorium" in the Observer column of The Chronicle of Higher Education's The Chronicle Review (January 10, 2014 issue).

Routine Maintenance Reminder

Routine maintenance will be performed on ATLA systems on Monday, March 3, and Monday, April 7. 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.

Theological Librarianship Appoints New Critical Reviews Editor

The Editorial Board of *Theological Librarianship* is pleased to announce the appointment of Miranda Bennett (Head of Liaison Services for Collections & Research Support, University of Houston Libraries) to the position of Critical Reviews Editor, effective January 15, 2014.

Miranda has been an active participant in the ATLA community for many years, and brings to her new assignment significant experience in research and publishing. We are very thankful to have her join us.

We are also grateful to others who applied for the position — it's very encouraging to have such a diverse and intriguing pool of applicants.

As Miranda assumes the responsibilities of Critical Reviews Editor, we wish to express our deep gratitude to Melody Layton McMahon for her 6 ½ years of distinguished service in that position. At the time when the journal was getting started, one of the many questions we had to consider was "why would publishers provide review copies to an upstart journal which has no track record whatsoever?" Under Melody's guidance, TL has established a reputation for publishing reviews that are timely and intelligent. Our sincere thanks to Melody for the important part she has played in helping TL get to where it is today.

The Pitts Theology Library Hires New Reference Librarian and Outreach Coordinator

The Pitts Theology Library (Candler School of Theology, Emory University) is pleased to announce that Rebekah Bedard has accepted its offer to be Reference Librarian and Outreach Coordinator, beginning in March 2014.

Ms. Bedard brings to her new work a BA with high distinction in Christianity and Culture (U. of Toronto), an MA in Theology (Toronto School of Theology; thesis title, "The Function of Jeremiah's Laments in Jeremiah 11-20"), and a Master of Information (concentration in Library and Information Science, U. of Toronto). She has worked in the John W. Graham Library (Trinity College, U. of Toronto), completed a practicum at the Ontario Institute for Studies in Education Library (U. of Toronto), served as a workshop instructor for the Faculty of Information (U. of Toronto), an archival assistant at the United Church of Canada Archives, and volunteered at Hart House Library (U. of Toronto). In addition, she has significant experience supervising volunteers and teaching ethics and world religions, and she has received numerous academic awards.

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:

- American Theological Library Association, Chicago, IL, is looking for a [Part-Time Research Assistant](#).
- Drew University Library, Madison, NJ, is looking for a [Theological Librarian](#).
- Milligan College, Johnson City, TN, is looking for an [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](#).

Staff News

Maria Stanton Appointed ATLA Director of Production



The American Theological Library Association (ATLA) is pleased to announce the appointment of Maria Stanton as the Director of Production effective January 27, 2014.

Stanton brings 25 years of experience in digital content, index and database production, management and development, including editorial oversight and metadata standards definition, as well as expansion into new and

international markets. Most recently Stanton was employed as the Vice President, Digital Content Production at Alexander Street Press. In the past, she has worked as the Senior Director, Content Operations at Serials Solutions (a ProQuest business), Executive Editor at CCH (a Wolters Kluwer business), Senior Manager at Gale (a Cengage business) and Director of Product Development at COMTEX News Network.

"We are pleased to have Maria join the ATLA leadership team," said Brenda Bailey-Hainer, ATLA Executive Director. "She has wide-ranging technology and product development expertise that complements our in-depth staff knowledge of the field of religion and theology."

Stanton has served as a member of the University of Washington iSchool Advisory Board and on various NISO working groups. She has presented at numerous major conferences on electronic librarianship and digital content development and management.

Stanton holds a BA from Bellarmine University. Her MA coursework in Philosophy was completed at Saint Louis University. She also studied at Oxford University, Oxford, England.

[Read the full press release.](#)



From the Executive Director

E-books - Have Theological Libraries Reached the Tipping Point?

E-books have continued to be a hot topic at all types of libraries, but where do theological libraries stand on e-book acquisition and use?

Traffic on ATLANTIS and other ATLA supported listservs indicate significant interest in e-books among theological libraries. Libraries have participated in various regional consortia licensing agreements for e-books, such as one in Missouri for Ebrary. The librarian at this institution noted an enthusiastic response to e-books from international DMin students. Others reported that e-book usage now accounts for anywhere from 22% - 50% of overall circulation. One director remarked that he intended to spend 50% of the library collections book budget on e-books in the coming year.

In spring 2012, Timothy Lincoln and Christine Wenderoth conducted a survey of academic reading habits at theological schools. The results were published in an article by Lincoln in *Theological Librarianship*, "Reading and E-reading for Academic Work: Patterns and Preferences in Theological Studies and Religion" (v. 6, no. 2, pp. 34-52). At that time, one in five library patrons reported regularly reading or listening to e-books in their academic work.

Subject specific usage of e-books at academic libraries generally is also being examined. At the ALA Midwinter Conference in Philadelphia last month, I attended a presentation by Michael Levine-Clark (University of Denver), "Diving into E-book Usage." ProQuest supplied Levine-Clark with multi-year e-book usage statistics from all subscribers to Ebrary and EBL. He used this data to determine whether the quality of the content influenced usage. Focusing on university press publications by subject category defined by LC classification, he analyzed different types of usage by subject area. He concluded that

quality matters to users, and that university press books are used at a higher rate. I was intrigued by his characterization of usage of titles in the "B" classification in Ebrary as "narrow, but deep" and in EBL as "narrow and shallow." He is engaged in a much longer research project analyzing the data and will be publishing a white paper later this spring. His slides are available at: www.slideshare.net/MichaelLevineClark.

In order to support the growing interest of students and faculty in e-books, libraries are seeking creative ways to make them affordable. [The Knowledge Unlatched Project](#) is a collaborative initiative relying on libraries around the world to create sustainable access to specialist scholarly books. Libraries will share the cost of a single Title Fee paid to a publisher in exchange for open access to a book that will be made available through a [Creative Commons](#) license via [OAPEN](#) and [HathiTrust](#) as a fully downloadable PDF.

A group of ATLA member libraries has banded together to work on the [E-book Lending Project \(ELP\)](#). They hope to purchase (rather than license) e-books that are available to any member of the group and to host the content locally on a shared technology platform located at one of the libraries. A slightly different approach to allow multiple libraries to share content is being developed by several members of the [Greater Western Library Alliance \(GWLA\)](#) called the Occam's Reader Project. They recently announced a [partnership](#) with Springer e-books to pilot interlibrary loan software that creates a process for requesting, processing and delivering e-books when it is allowable under the [publisher's licensing terms](#).

Are you interested in learning more about e-book initiatives at theological libraries? Is your institution involved in a creative project to make them available? Do you have statistics on what the cost per title is for both acquisition and circulation of the material? Please join me on Wednesday, March 12, at 10 a.m. CST for a [virtual conversation about e-books and their deployment in theological libraries](#). Come prepared both to learn and to share.

Brenda Bailey-Hainer
Executive Director

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

