



# MARS Section Review, 2002-2007

## I. Introduction

7

7 .7

7 7

7 7 7 7







2002

7

7 7

7

6

7 7 7 7 7  
7 7 7 7 7  
7 7 7 7 7  
, 7 7 7 7 7  
, .  
7 7C 7 7 7 7 7 7 7 7 7  
, 7 7 7 7 7 7 7 7 7 7  
( , 7 7 7 7 ) , 7 7 7 7 7 7 7 7  
7 . C











# APPENDIX B MARS PROGRAMS, 2002- THROUGH ANNUAL 2007 BY SPONSORING COMMITTEE

## Program Planning Committee

C	7	7							
2007.	7	7			7		7	7	
2007,		7		7	2007				7 7
2006.W L R R Q+ L U					7	7 7		R	
2005. -	7					7			
2004 C	7		7	-7	7	C7	--		
2003.	7 C		C7			7	7		B
2002. B	7							7	7
2001.	7		7		/	C	7 7		7

## Preconference Planning Committee

2007.	7		3:						
22, 2007.				7	7 7 7 7	7	7	7	
<u>://</u>		7 7.	<u>/2007/06/22/</u>			-	- -	-	
2006.	7		2:				7	7 7	7 7
2002.	7	B	23. 2006.				7	7	

07. T2547Q 1 0 3300 Tm 46 TL ( . )Tj ET QBT /F 6 46 Tf ET q 1 0 0 1 375 - 1598 cm BT22 0 0 1 0 3300 Tm 46 TL ( . )Ti ET

.	2004.	7	C			--	7	13
		7	7					
.	2004.			7	7	7		
.	2003.		-	7	7	7	7	
.	2003.	7:				7	7	.7
.	2002.	7		7	7			
.	2002.	,	,	7	7	7	7	7 7 7
.	2001.	7	B	7		(7	,	)
								7 7

**Virtual Reference Discussion Group**

.	2007. C -	7		C		7			7
.	2007.	7				7			7
.	2007.							7 7 7	
.	2006.	7						7 7 7	
.	2006.								
.	2005.	7C	C						7
.	2005. C -							C 7	7
.		7							
.	2004.	7							7
.	2004. C					7	7	7	7
.	2003.	7				7	7	7	7 7
.		7							
.	2003.			□		7	7		



## Appendix D SECTION REVIEW SURVEY QUESTIONS COMPLETED BY MARS COMMITTEES

[Responses most relevant to the report are addressed in the Section Review content questions were based on the suggested template from RUSA]

1. , 7 7 7 7 7
2. 7 7 7 7 7 7 2002-2007 7
3. What other ALA,



**Appendix E FULL TEXT OF INDIVIDUAL COMMITTEE  
RESPONSE**

-To maintain the Washington State Virtual Reference Tutorial, given over



- RSS Cooperative Reference Service Committee ("study, promote, and support cooperative reference service")
- LAMA Measurement, Assessment, and Evaluation Section especially our current project on evaluation of VR ("matters pertaining to needs for and uses of measurement of library resources, services, and facilities,")
- LAMA Human Resources Section, ("general personnel administration information, education, techniques, theories, practices, guidance materials, and research")
- LAMA Planning & Evaluation of Library Services Committee, which is in their Library Organization and Management Section ("both the theoretical and practical aspects of planning and evaluation of library services ")
- LAMA Systems and Services Section ("study and evaluate the application of new technology in services, and the management thereof, ")
- One would expect overlap with LITA but we don't see anything obvious.

**Planning:** This is an administrative group with no duplication with other ALA units.

**Products & Services:** We have collaborated in recent years with RUSA/MARS Hot Topics this has resulted in better programming than we could have provided by ourselves. It also resulted in better attendance of discussion forums and overall visibility of the committee.

**Public Libraries:** MARS Education, Training & Support Committee and Management of Electronic Reference Services Committee. It seems that Public Libraries Committee duplicates or overlaps both of the MARS committees listed - public library audience being the exception.

**Publication:** Many ALA units have publications committees including RUSA as well as the various RUSA sections, all of which have similar interests. Because the chair or co-chair of MARS Publications also serves on the RUSA Publications committee, there is an opportunity for considerable collaboration. Currently, the representative from MARS Publications to RUSA publications (CL) is actively working on the subcommittee on the RUSA blog, which in the last year has become a primary focus of RUSA Pubs.

Within MARS, the Publications Committee works with everyone from the MARS Executive Committee members to the various MARS committees. The shift in the committee's focus to the MARS web site has increased the need for the committee to maintain regular ongoing contact with committee chairs to ensure currency, which it has endeavored to do through developing guidelines and by appointing liaisons to the MARS committees.

Appointments to the positions of MARS web coordinator and Messages from MARS/MARS-L Moderator are handled by the Committee and the appointees serve as ex-officio members of the committee. One area of likely future collaboration is with the MARS CE and Publications Task Force, which is looking at ways for MARS to provide web-based training or tutorials to the membership

**User Access to Services:** The MARS UASC actively shares many of the concerns of RUSA's Reference Services Section (RSS). We recently co-sponsored a program with RSS's Catalog Use Committee, whose purpose is to focus on the use of catalogs in reference service and in co-sponsored a program with this committee.

**Virtual Reference:** Our committee is composed of half MARS and half RSS membership. This really has strengthened communication and programming.

#### 4. How would you gauge the interest level and productivity of your committee in the last

**Local Systems and Services:** Committee members who attend the meetings are engaged

Committee members encourage MARS membership and participation among librarians in their own libraries and professional networks, which has been an ongoing goal of MARS. **MERS:** Virtual Poster Session on the Evaluation of Reference Will add useful content to MARS website (05/06 goal 1.A. and 03/04 goal 7, etc.) Will use the RUSA blog (05/06 goal 1.C.) for discussion.

We have one virtual member.

Guidelines for the Introduction of Electronic Information Resources to Users: Provides guidance / best practice (05/06 goal 5.C)

Sponsored discussion The Specialist Model for Reference Services in the Virtual Reference Environment, ALA Midwinter 2005 (Boston) (03/04 goal 2)

Sponsored program Management Tools and Issues in Digital Reference Program, ALA Annual 2004 (Orlando) (03/04 goal 2)

**Planning:** The Planning Committee has been involved directly with the MARS Goals and Objectives, working with the Vice Chair as he or she has developed them. We've kept the Handbook up to date and made Bylaws changes as needed. This is a direct correlation to the MARS Goals, including the 2001-2002 Goal #5 "Continue to enhance the MARS Handbook, and continue to update the MARS Bylaws". We have assisted the Vice-Chair in developing goals for his or her term as Chair, annually. The Planning Committee oversaw the review of the structure of Discussion Groups and the charge of every Committee and DG, as well as the revision of the MERS charge, and a review of concerns from the last strategic plan. The Committee developed a document on "How to deal with an unresponsive Committee member" at the behest of the MARS Executive Committee. As an outgrowth of the MARS Handbook revisions, Planning has incorporated the Martian to Martian transmissions which offered suggestions for those planning programs.

**Products & Services:** The committee's discussion forums have certainly contributed to Goal 5 in the strategic plans of 2004-2005 and 2005-2006 by highlighting current issues in technology.

**Public Libraries:** 2003 Program "The Fading Line Between Academic & Public Libraries? Are Electronic Reference Services Supporting Academic Communities?" - MARS objective of focusing on provision of electronic reference 2005 An

oan

Goal 6: Begin work to develop a 3-5 year plan of continuing education and publication activities to help reference personnel keep up with emerging issues and changing technologies and to provide opportunities for members to gather information that can be used in their daily work lives. This plan will provide a mix of activities to benefit those who come to national conferences and those who are not able to attend.

MARS Co-Chair, Carolyn Larson is a member the Continuing Education & Publications Task Force, which just completed a survey that it will be sending out to RUSA/MARS members about their continuing education needs and preferences, which may lead to additional involvement of MARS Publications with this activity in the next few years.

**User Access to Services:** MARS UASC's in-press article supports MARS 2005-2006 goal #2, which is to "identify at

**MERS:** Most members think the all-committee meeting is an improvement in general for planning our time and could make cooperation





With the speed of past developments, it's difficult to judge what could develop over the next five years.

Main trends are federated searching Google Scholar digital collections shifting archives/holdings in database sets

More material will be published electronically, and quite possibly not in simultaneous print versions.

More databases (catalogues, article indexes, etc.) will provide better and "more human" access to their contents: will include input from users (e.g., "tagging") will be able to offer suggestions based on previous searches or similar searches by other users (akin to Amazon's abilities) will to offer suggestions when spelling/typing errors are encountered or when.

The general public will be less aware of what's not online, less aw

anyone out there have advice for a library considering chat reference? – which is still, in 2007, being asked on libref-l & such)

**Planning:** We could offer Hot Topics discussions, conference or preconference programs as webcasts and/or podcasts, or have virtual programs where all participants are involved remotely.

**Products & Services:** We need to continue to highlight dominant trends and keep our colleagues informed of them, while keeping our eyes open for new ones.

**Public Libraries:** Provide the tools that librarians can use to do their jobs better.

RUSA scheduling supports the potential for cooperative work between MARS and RSS, rather than mitigating against it. The artificial divide between these two sections need not hinder close, productive cooperation between them.

**Virtu**

**Public Libraries:** I think that MARS should have a publication plan that is coordinated with continuing education classes – make use of 2.0 theme.

**Publication:** I believe this is an area where the MARS CE - Task Force (and/or whatever group might succeed it) and the Publications Committee will need to work together closely – with the Continuing Education group focusing on the subject matter/content of the training [eg “e-reference”] and the means of delivering the training [e.g. webcast, webliography, etc.] and the Publications Committee responsible for providing assistance, advice on “publishing” the resources created, just as we do for other committee products.

(c)

**User Access to**

