Social Science Division
BULLETIN

Winter 2007

In this issue:

The Social Science Division is published three times per year.

Deadline for articles for the Spring issue is April 15. Send articles to Heidi Yacker at hyacker@crs.loc.gov

From the Chair
Greta Ober-Beauchesne

Greetings from the Chair:

For the past year and a half I've served as Chair-elect and Membership Chair for the Division. Beginning this year (January 2007), our Division transitioned to SLA's governance reflecting a calendar year cycle of leadership. It is with great excitement that I greet you now as Chair of the Social Science Division, and look forward to leading our Division through the end of this year.

I would first like to acknowledge and thank our Board members who have worked so hard to support the Division; many through their strong dedication and interest continue on to serve this Division in other leadership roles (some while also active in other Divisions or even their local Chapters). It is the encouragement and support of the Board that has given me this opportunity to contribute within this Division (first as webmaster, then Chair-elect/Membership Chair, and now as Chair). With great pleasure, I also thank all members of the Social Science Division, for it is not without the entire Division that we continue to grow.

This was the first time our leadership transition occurred in January, with **Linda Richer** (now Past Division-Chair) passing the Social Science Division gavel to me. Only a small fraction of our members attend the Leadership Summit in January as opposed to the June Annual Conference, so it was odd to conduct this transition without all of the Board present. I was pleased to see those who were able to attend and witness my transition to this leadership role: **Linda Richer, Heidi Yacker, Nancy Minter, Jim Gillispie, Tara Murray, and Lyle Minter**.

As I carefully observed **Linda Richer** this past year and a half, I realized that there are many unexpected issues that arise and need to be managed. So even though one enters this leadership role with ideas and plans, they may need to be set aside to handle more immediate needs. However, I do have strong interests in **outreach**, and **communications**. I am happy to see that we are already building some strong **partnerships** with other Divisions by co-sponsoring conference programs. We have also developed ongoing partnerships with some vendors who continue to sponsor our events. I have previously managed Chapter/Division websites and started/initiated Discussion Lists. I would like to expand on these ways of communicating by using a blog or wiki as a means of sharing information.

When we start off the new year, we always think of new beginnings and of what changes might take place. So attending the Leadership Summit is certainly a good way to start off the year as Division Chair. The 2-day program is filled with sessions designed to focus on developing leadership skills. Chip Heath, author of "Made to Stick: Why some Ideas Survive and Others Die," provided concrete ideas of how to make your ideas stick. I received a pre-publication copy of his book and took the opportunity to meet him and have him sign it. I urge you to take a look at this website: http://www.madetostick.com/theauthors/ and also be sure to read the November 2006 issue of SLA's Information Outlook which contains an interview with Chip ("How to Make Your Idea Stick") that covers many of the ideas he mentioned in his keynote address. A Communications Skills session followed which focused on developing an elevator speech to communicate who we are and what we do. An afternoon session entitled "Running Effective Meetings" ended the day leaving us with many tips for conducting/leading team meetings. The second day began with another keynote speaker covering leadership skills which was followed by the Division and Chapter Cabinet meetings, as well as other SLA business meetings later in the day. These sessions deal with very specific SLA business matters which really emphasize the importance of your leadership role not only with in the Division, but within the entire Association. Not only did I learn a lot, but I realized how much more I will be exposed to in leading this Division of SLA. A great benefit to participating in the Leadership Summit is the networking opportunities. With the attendance made up of mainly Chapter and Division board members, I was able to meet and mingle with other leaders, and even met other Social Science Division members who were attending on behalf of being on the Board of other Divisions or their Chapters.

I look forward to meeting and seeing many more of our members at the 2007 Annual Conference in Denver. **Jim Gillispie** (Conference Program Planning Chair) and **Tara Murray** (Program Planning Chair-Elect) have done an exceptional job. We have a full slate of interesting and exciting programs, and of course the ever popular annual International Reception, organized and moderated by **Ann Sweeney**. Registration is now open for the 2007 SLA Conference, to be held in Denver. Early bird registration continues until May 1, 2007, and Conference Housing is now also open. See details at the SLA Conference website.

It is my privilege to work with all Board and Division members throughout this year. I appreciate and encourage any ideas or suggestions you may have. Please do not hesitate to contact me. I look forward to hearing from those I know as well as others interested in becoming more involved.

Greta D. Ober
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REGISTRATION IS NOW OPEN for the 2007 SLA Conference in Denver, CO, June 3-6. For more information, go to: http://www.sla.org/content/Events/conference/ac2007/index.cfm

SLA Leadership Summit
Reno, Nevada
January 24 – 27, 2007

Heidi Yacker
Chair-Elect

It was cold up in those mountains, but the atmosphere inside John Ascuaga's Nugget Resort was warm and friendly. There might have been some gambling going on at the multitude of slot machines and gaming tables, but at least during the daytime hours, the officers from SLA Chapters and Divisions were busy exchanging news and best practices and making plans for the coming year. The representatives from the Social Science Division were Chair Greta Ober-Beauchesne, Past Chair Linda Richer, Chair-Elect Heidi Yacker, Program Planners Jim Gillespie (Denver) and Tara Murray (Seattle), and Past Chairs Nancy and Lyle Minter.

Linda Richer passes gavel to new Chair Greta Ober Beauchesne

Beginning with this year, all SLA Chapters and Divisions change officers in January rather than June. On Thursday evening, after all the meetings were over, our group got together and watched as Linda Richer formally passed the Division gavel to Greta Ober-Beauchesne, who now begins her term as Chair. We then proceeded to a delightful reception hosted by SLA and the Sierra Nevada Chapter which included wine and hors d'oeuvres tastings from three different countries.

Jim Gillespie and Tara Murray

Heidi Yacker

Here are brief summaries of some of the interesting programs we attended.

On Thursday morning we heard the **opening keynote address** by the very engaging Chip Heath, author of the interesting book *Made to Stick: Why Some Ideas Die and Others Survive*. When, he asked, was the last time it was important for you to get your message across and have it stick in people's minds? The message must *persist* (people must remember it) and it must *cross boundaries* (inside and outside the organization, across different levels of employees, etc.). An example of such a "sticky" idea was in JFK's "man on the moon" speech. The idea captivated and inspired scientists who were then motivated to make it happen. There are other ideas out there that are completely untrue, yet they stick – such as the idea that we use only 10% of our brains. To create "sticky ideas", Heath provided six "hooks" which he illustrated with examples. They can be found in his book, but here's a brief rundown:

The idea must be **Simple**. Avoid information overload and avoid providing too many options which leads your audience into "decision paralysis."

The idea should be **Unexpected**. Heath illustrated this point with stories about Nordstrom. They want their customers to think of the store as one with a strong customer service ethos, so they have stories with unexpected punchlines. For example, one Nordstrom sales representative went out and warmed up a customer's car while the customer was finalizing a transaction; another ironed a shirt for a customer who needed to wear it right away; a third refunded a customer for an item that Nordstrom didn't even sell. These stories make "uncommon sense" but make a definite impression on listeners.

The idea must be **Concrete** – it should call up a profound image that resonates. Truth is abstract, *not* concrete. "Business speak" is *not* concrete. Hewlitt-Packard, needing to take intangible, complex IT issues and make them concrete, hired a consultant who produced an exhibit that consisted of a fictitious family planning a trip to Disneyworld. Through tangible demonstrations, Disney executives learned how HP technology could help the family before, during, and after their visit with things like ticket purchases, dinner reservations, and even photos of the family enjoying themselves. These were tangible "hooks" in a presentation of intangible services.

The idea must be **Credible**. For example, a small shipping company in India was bidding for a large Bollywood studio contract to distribute the studio's films without the slip-ups that can allow piraters access to the film. The company had to demonstrate that they would be capable of handling the job. Their example was the fact that they had handled the Indian distribution of one of the Harry Potter releases – getting the books to every bookstore in the country at exactly 8:00 AM on the date of release.

The idea should be **Emotional** – it should have a gut appeal to the audience. Here it is important to *know* the audience. You need to weigh the *consequences* of the idea against the *identity* of the idea. For example, for an anti-littering campaign in Texas, the developers determined that most of the litterers were 18-30 year old male truck drivers. Threats of tickets and fines wouldn't work in this instance, but appealing to their pride (Don't Mess with Texas) did.

Stories can illustrate the idea. For example, Subway told the story of Jared, a grossly overweight student who lost hundreds of pounds by eating Subway sandwiches. In another example, Stephen Denning, when he was with the World Bank, was charged with creating an information management program for the organization. In order to convince people of the need for such a system, he used the story of how a World Bank health worker in the field, relying on the internet for health information, was forced to get his information from the Centers for Disease Control. The World Bank, Denning said, could be in that picture.

So what you need is a **S**imple, **U**nexpected, **C**oncrete, **C**redible, **E**motional **S**tory. Its acronym would be **SUCCESs**.

Dialog's Betty Jo Hibbard led an interactive session on communicating your message – marketing yourself or your organization. You must determine who your customers are and what their needs are. It's also important to see how well you're providing for those needs and this requires frequent customer satisfaction surveys. We all participated in an exercise to develop a message for marketing to a specific audience that we each determined for ourselves – they could be our clients, our bosses, our staff, etc. We went through the steps:

- The Message. Once we determined our target customers, we thought about what their difficulties are and what motivates them. (Again, know your audience.) What do they need? What is the message we're trying to convey to them? To develop the message, we closely looked at:
- The Deliverables. What do we offer? What are our strengths, our limitations?
- The Benefits. What problem is solved by the services we offer? Which solutions have worked and which have failed? What is the goal of the marketing – are we trying to create a market for the services? To educate? Are we trying to expand our customer base? Are we trying to counter threats from outside or inside?
- Desired Customer Action. Do we want customers to call or visit, to recommend us to others? Other results?

Using these elements, we then practiced writing and delivering our "elevator speeches" – short, precise statements that we have on hand when we come into contact with a customer or potential customer. Here is the formula: **FOR** (target customer) **WHO** (needs something – motivation). **THE** (product or service) **IS A** (product category) **UNLIKE** (primary competition) **OUR PRODUCT** (primary difference). One speech might go like this: **For** the sales force **who** needs easy access to competitive intelligence information, **the** ABC InfoLink **is a** desktop solution. **Unlike** the Web, **our product** contains only authoritative info.

SLA Past President Donna Scheeder and Factiva's Anne Caputo gave an interesting talk on how to run an effective meeting. There are three guiding principles:
<u>Time is valuable</u> – you can never get it back. You must use time wisely. People will choose to participate based on how their time is used. "Formality can be your friend" – an agenda (might be a timed agenda) that is followed and a decision that is reached.
<u>Suit the meeting to the purpose</u>. Depending on what you want to accomplish, determine who will be invited, pre-preparation needs for participants, how the room is set up, your role.
<u>Good meetings require good planning</u>.

Planning.

- What type of meeting will it be (informational, institutional (e.g., Board meeting), brainstorming, decision-making), and where will it be (virtual, telephone conference, face-to-face)?
- Who should be there (stakeholders, those with influence, those who are there as a matter of right – e.g., elected officials)? A broad-based group is usually best to get everyone on board. What do they need to know before they get there?
- What role will you play – this depends on the type of meeting, if there is a contentious issue to discuss, or how much influence you want to wield – should you be a facilitator (if you have no strong opinion on the outcome) or a "driver"? Conveners set the time and place, decide on and invite participants, and distribute any materials. The Chair runs the meeting, creating and distributing the agenda, calling the meeting to order, maintaining focus, and guiding participants toward the desired outcome.
- Decide on the room configuration (U-shaped table, square, round, classroom, etc.)
- Decide where you should sit (at the head to lead, to the side to collaborate). If there is someone you want to persuade, sit across from him/her and establish eye contact to gauge reactions. Sit next to your ally.
- Start on time, respect everyone's talking and engage those who do not, give out all handouts at once. If supplies are needed (pens, etc.), have them there.
- Refreshments are nice.

Should the meeting be formal or informal? This depends on the desired outcome (is a decision needed?), the group dynamic (friendly, contentious?), the contentiousness of the agenda, and any organizational requirements (e.g., bylaws). If a meeting is going to be contentious, the meeting should be formal and well-laid-out. The item that is most divisive or requires the most discussion should be at the top of the agenda. Recurring or informational items can be last or handled with an email or other communication after the meeting. Items that do not need discussion can be addressed with a written report.

There are two basic types of meetings:

- Informational meetings. Know the messages to be disseminated. Have written information to distribute. Provide context for information items. Have time for questions. In a timely manner, deal with issues that are raised at the meeting.
- Action meetings. These meetings need to accomplish a goal, such as making a decision, solving a problem, accomplishing a task. Do your homework before the meeting so you can be prepared – talk with stakeholders to get their views; you might be able to amend the action items ahead of time. Decide on your role. Make sure all stakeholders are present. Have ground rules.

Meeting Execution.
Start on time; Welcome everyone and thank them for coming; Introduce everyone, if necessary; Have everyone approve the agenda (formal meetings); Establish and enforce ground rules (formal); Stick to the agenda; Keep order; Ensure that everyone is heard from; Vote on decisions End on time or early. Recap any decisions or assignments that were made. Set a date for the next meeting.

Some useful tactics include: the "parking lot" to table secondary, though related, issues which are distracting the meeting from its purpose; "off-line conversations" for side issues raised by subgroups that are not of interest to the whole group; recess when the meeting is stalled; creation of a committee or working group to address issues that can't be resolved without further work.

The **final keynote address**, Developing Leaders, was given by the very dynamic Ken Haycock of the School of Library and Information Science at San Jose Sate University. He began by saying, "Managers do things right; leaders do the right thing." Great leaders rally people to a better future. Citing Brooke Sheldon's *Leaders in Libraries*, Haycock described the four competencies of leaders: managing attention (focusing attention on the goals of the organization and getting people to sign on); managing meaning (managing the culture of the organization); managing trust (remaining constant so people know where you stand); and managing yourself (e.g., extroverts need to think and then talk). It's important, he said, to know the difference between consultation (getting input before *you* make the decision) and collaboration (putting the problem on the table and trying to reach consensus).

Leadership Tasks include envisioning goals; motivating people; managing; achieving "workable unity" which is different from harmony – realizing that we have to work together as a unit; serving as a symbol; representing the group; and priming people to move up.

Leadership Skills include agreement building; networking; institution-building; politics; and communication (both up and down in the organization). Remember the importance of ROTI – return on *time* investment – and prioritize.

Citing John Gardner's *On Leadership*, Haycock listed many attributes of a leader, including understanding constituents and their needs; people skills; achievement orientation; and the capacity to motivate – a combination of support and pressure. Support alone leads to resource squandering; pressure alone leads to alienation.

Leaders realize that all people need security, community, authority, respect, and clarity. This last involves knowing our "core score" – the key success factors: how are they measured – outcomes (impact on the organization) vs outputs (statistics).

In rallying people to a better future, leaders should hire for success. Develop a profile – what do you expect the person to achieve; what competencies are needed; what are the barriers to success; how will you determine in five years if the achievements are accomplished? What are the reliable predictors of success? The lowest in reliability are age, academic qualifications, and academic achievements; medium ones are experience, the interview, the reference check; the highest are the achievement record of the person, the ability to learn, and the opportunities for practice (e.g., internships). Hire for attitude and train for aptitude.

Our Division representatives also met to discuss business items and our program for Denver, all of which you'll be hearing about! All in all, it was a very useful although labor-intensive summit.

SECTION NEWS

Geography and Map Section

Vanette Schwartz

DENVER Conference

The Geography and Map Section invites everyone to join us at the annual conference in Denver. We will feature two programs and a meeting of the G & M section. The Denver conference promises to be a great learning experience and a lot of fun, so please join your colleagues from the Geography and Map section for the conference.

On Monday, June 4 at 1:30 pm the Geography and Map Section's Mary Murphy Papers session will focus on the theme of Mapping Business. Angela Lee from ESRI will speak on the use of Geographic Information Systems in business applications. The program will explore the use and mapping of Consumer Expenditure Survey data and business location information.

On Wednesday, June 6 at 1:00 pm the Geography and Map section will join with the Government Information Division and Transportation Division to sponsor the Government Mapping and Information Update. This session will cover digital systems, plans and programs including the U.S. Government Printing Office Future Digital Systems (FDsys), the U.S. Census Bureau's "On The Map" and the U.S. Department of Agriculture's animal health tracking system. Speakers from these agencies will discuss their systems and the application they may have in your library.

On Wednesday, June 6 at 3:00 pm the Social Science Division sections will each have time for a meeting and roundtable discussion of plans for the coming year. The Geography and Map section will discuss topics for section programs at the 2008 annual conference in Seattle. In addition section members will discuss Geography and Map representation on the Cartographic Users Advisory Council (CUAC) and on the Geography and Map Libraries Section of the International Federation of Library Associations (IFLA). Recent efforts to recruit new section representatives for these groups have been unsuccessful and section members will need to discuss the future of representation for these groups.

We look forward to seeing everyone at the Geography & Map Section programs in the Mile High City.

Nonprofit Section

Melanie Sciochetti

Westward Ho!

The Nonprofit Section is gearing up for the SLA conference in Denver, Colorado and is hoping to draw another packed crowd to its popular session “Meet the Nonprofit Sector”. This year’s program will showcase three information professionals from a variety of nonprofit organizations, including:

- Susan Hornung, Director, Severson National Information Center, Alliance for Children and Families
- Elizabeth Quinlan, Librarian, The John D. and Catherine T. MacArthur Foundation
- Janice Rosenberg, Senior Librarian, The Foundation Center

To moderate the session we have enlisted Marcia Schmitz, Special Projects & Initiatives Officer, The Annenberg Foundation. You may remember Marcia as a panelist from last year’s Nonprofit Section program. Marcia has a wealth of experience both from her role at the Annenberg Foundation and from her prior position as director of information services at the Center for Nonprofit Management in Los Angeles.

Interested in playing a role at the conference but a little stage shy? The Nonprofit Section is looking for volunteers to handle a variety of small but important tasks during its session (from hospitality to taking pictures). If you have time to spare and are interested in a non-speaking, volunteer opportunity during the conference please contact Melanie Sciochetti at msciochetti@pewtrusts.org or 215-575-4920.

CALL FOR NOMINATIONS
Thomson Gale Murray Wortzel Award

The Social Science Division will award the Thomson Gale Murray Wortzel Award for the fourth time at the Special Libraries Association's annual conference in Denver in June 2007. The Thomson Gale Murray Wortzel Award was established by the Social Science Division in cooperation with Thomson Gale to honor the memory of Murray Wortzel, a long-time member of the Division whose dedication and commitment to both the Division and the Association exemplify the consummate information professional. The winner is presented with a check for $1,000 and a citation. **Roger Haley**, librarian emeritus for the U.S. Senate, **Michael Kolakowski**, librarian in the Government and Finance Division at the Congressional Research Service of the Library of Congress, and **Terry Dean**, past librarian at the Institute for Governmental Studies Library at University of California Berkeley, were the first three recipients in 2001, 2003, and 2005.

Either specific achievements and/or sustained excellence may be recognized. Nominees should demonstrate achievements in one or more of the following areas:
• Notable service to the Division through distinguished continued service or participation in a special project.
• Notable service to the Association or the information profession through activities related to the member's standing in the Social Science Division.
• Distinction in facilitating communication and cooperation among Division members within the Association, or throughout the profession.
• Achievement in mentoring activities.
• History of contributions to the profession through research, publications, or other activities displaying active participation in the advancement of the information profession.
• Exceptional innovations at the worksite.

This is an open invitation to recognize deserving members for this biennial award. Any member of the Social Science Division or the Special Libraries Association may make nominations. Nominations should take the form of a letter directed to the chair of the Murray Wortzel Award Committee, which should include a description of the nominee's outstanding contribution(s), pertinent biographical data on the nominee, and the nominator's name, address, telephone number, and email address. Optional documentation might include supporting letters from persons knowledgeable about the nominee's qualifications for the award and/or examples of the nominee's work. Members of the Division Executive Board and members of the Award Committee are not eligible to be nominated. The Award Committee will make a recommendation concerning a recipient to the Division's Executive Board who will make a final decision.

Letters of nomination, either in hard copy or by email, should be sent to:

Beth Hansen, Chair
Murray Wortzel Award Committee
Lilly Endowment Inc.
2801 N. Meridian Street
Indianapolis, IN 46208
hansenb@lei.org

Nominations must be received by April 1, 2007. Members of the Award Committee, in addition to the chair, are Laura Bender, University of Arizona, and Iris Anderson, International Monetary Fund.

Thomson Gale is a long-time and generous sponsor of the Social Science Division and the Association.

CALL FOR APPLICATIONS
by the

SPECIAL LIBRARIES ASSOCIATION
SOCIAL SCIENCE DIVISION

CONTINUING EDUCATION GRANT 2007

to attend a pre-conference continuing education course in Denver, June 2-3, 2007

The Social Science Division seeks to promote continued learning and growth among its members. This grant will assist a librarian who is able to attend the SLA Annual Conference but may not be able to afford the cost of continuing education workshops. The Social Science Division will provide up to $300 support for a Social Science Division member to attend a pre-conference workshop at the SLA annual conference. The stipend will be applied to the cost of the course registration.

CRITERIA: Applicant must be a full member of the Social Science Division of SLA for at least 1 year.

DEADLINE: March 31, 2007

APPLICATION GUIDELINES:

1) Complete application form.

2) Send letter of application to Continuing Education Grant Committee and include:
   - -- Brief description of your current position
   - -- Selected pre-conference course and its relevance to you and your institution

3) Submit materials by e-mail attachment, FAX, or mail by March 31, 2006 to:

Beth Hansen, Chair, DSOC Awards Committee
2801 N. Meridian Street
Indianapolis, IN 46208, USA
Business phone: 317/916-7316
Business fax: 317/926-4431
Email: hansenb@lei.org

TIMETABLE:
Awards will be announced by April 15, 2007. All applicants will be notified at that time.