



# NOCALL *News*

Northern California Association of Law Libraries  
A Chapter of the American Association of Law Libraries

November-December 2012

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## President's Message

Hello Again!

Fall is here and the clocks have been put back an hour; the autumn chill is back in the air. The San Francisco Giants, with a four game sweep, take the World Series to usher in November. And NOCALL is playing big league ball with our fantastic educational programs and active membership.

In September the Networking and Education committees started the season with a brown bag lunch session with Bob Berring, "Reminiscences from a Librarian Who Saw It All." Bob talked about his distinguished career and the golden age of academic law librarianship. Thanks go to Julie Horst and Lori Ruth for collaborating on this wonderful program. Do you have a great idea for a program or networking event? Let us know. Get in touch with [me](#), [Julie](#) or [Lori](#)!

NOCALL had a great turnout for our September business meeting at the Ten22 restaurant in Sacramento. We were given a timely presentation from Evan Halper of the *Los Angeles Times* on the upcoming California Ballot Initiatives—who's backing them, how they got on the ballot and how they were polling. Thanks go to our Vice President Jean Willis and her crew for organizing and hosting our meeting.

In October, the Fall Workshop was held at Preservation Park in Oakland. The theme was "Keeping our Edge, Communicating our Strengths." The workshop featured an in-depth discussion on Knowledge Management from Ayelette Robinson, a primer on how to keep yourself competitive in the job market through social media from Jill Klees of SJSU, and a special coffee talk with Colleen Cable and Past President Holly Riccio. Thanks to Bobby Clements of CEB for sponsoring the workshop breakfast. And thanks to Lori Ruth, Donna Purvis and the Education Committee for an awesome program.

Coming up in December, the holiday cheer is just around the corner. We will have the NOCALL 4 Corners celebrations on December 6th. Stay tuned to the [NOCALL website](#) for more details. In January we will have our Business Meeting in the South Bay with the location to be announced.

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Just as the Giants are getting out of spring training, NOCALL will have the Spring Institute - "Fruitful Endeavors: Meeting and Exceeding the Challenges of the New Normal" on April 12-13, 2013. The Institute will be held at the [Sacramento Holiday Inn](#) near historic [Old Sacramento](#).

In addition to all our activities, NOCALL is taking the field in other ways. NOCALL members published in the monthly [Beyond the Shelves](#) column in the *SF Recorder*-- "Five Things Librarians Wish You Knew" by Judy Heier, 11/12; "Let Your Law Librarian Brag for You" by Grace Feldman, 10/12; and "Law Librarianship in the New Economic Climate" by Heather Heen 09/12. We're always looking for new writers for our column. Contact Judy Heier if you want to write for "Beyond the Shelves."

The past few months, NOCALL members have published articles in a variety of sources as well- "Embedded Librarianship: The Library As a Service, Not a Space" by Holly Riccio and "Generational Divides: Paper and Electronic

Resources" by Joceyln Stillwell-Tong in [The New Librarian an AALL/ ITLA Digital White Paper](#), 10/2012; "The Rural Reality: Rural Libraries Deserve and Need your Attention" by Vanessa Christman and "State Attorneys General and Their Law Librarians" by Mark Mackler in [AALL Spectrum](#), 10/2012; and "Librarians Help Firms Find Their Way Through the Information Revolution" by Mark Newman in [National Law Journal](#), 10/2012.

NOCALL members are an amazing group. If you are a new member, a student member, or just a curious member, take a look at our committees on the NOCALL website, come to an educational program, or show up at a networking event. Or contact me to share your ideas and opinions. It would be great to work with you!

Chuck Marcus  
President

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### NOCALL News

The NOCALL News is published five times a year by the Northern California Association of Law Libraries, a chapter of the American Association of Law Libraries, and is a benefit of membership.

The Northern California Association of Law Libraries assumes no responsibility for the statements and opinions advanced by the contributors to the association's publications.

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## MUSINGS FROM MARK

Mark Mackler  
California Department of Justice  
San Francisco

**A LOOK AT OUR FUTURE?...** Something in the current issue of *SCCLL News* (vol. 38, issue 3, Fall 2012) caught my eye. Christine Napoleon, formerly with Florida Coastal School of Law, wrote "Going Beyond Stereotypes" in which she took a lighthearted look at the stereotypes surrounding our profession. An example she cites:

"In the public psyche, a librarian is a woman of indeterminate age, who wears spectacles; a person with either a timorous disposition or an austere disposition, wearing a long sleeved blouse buttoned to the neck; someone who loves silence, likes books, and suffers people. Librarians don't laugh. They are covered with a thin film of dust. They have pale skins which when touched (as if one ever could) might flake and prove to be reptilian scales." –From "Between the Stacks," by Barry Bowes (London, 1979)

Later on, she referred to a *Forbes* story declaring "the MLIS degree as the worst degree for jobs right now." I had missed the *Forbes* article and just *had* to dig it up. Ah, there it was, June 8, 2012. The low pay rank and slow estimated growth (just 8.5% more of us by 2020) combined to convince the *Forbes* staff to make their severe decree. In the *Forbes* article, Katie Bardaro, Payscale.com's lead economist, remarked that "you need to consider overall happiness. If obtaining a master's degree causes an imbalance due to time devoted to education and potentially more stress at work, then one will need to decide if these costs are worth it. Evaluating the benefits of a master's degree is not just about the potential for higher pay, but also about the opportunities it will bring, the skills and knowledge it can provide, and overall satisfaction."

**LOOKING BACK...**Speaking of salaries, this might be a good time to share the results of the Annual Salary Survey, as reported in Volume 65 of *Law Library Journal* (1972). Head librarian, large law school library, 10+ years experience : \$13,750. Librarian, law firm library, 6 years experience: \$9,300. Head librarian, state government library, 10+ years experience: \$13,750. Head librarian, Federal Government library, 10+ years experience: \$14,500. Incidentally, it was during 1972 that a AALL committee recommended that the Association hire a part-time executive director for a 1 or 2-year term.

**LISTSERV MADNESS...**Okay, here's the scenario: Librarians post requests on our listservs (it could be NOCALL, MSFLG, AALLNET, SLA) and say something like "I need volume two of *Witkin on Aardvarks*. Please contact me if you have it." Within a few minutes, the librarians post: "Thanks to Jerry Brown. I now have what I need." The librarians never indicate what efforts (if any) they made to locate the needed material on their own. Essentially, the requesters expect that other librarians will do their work for them. And, sadly enough, there are always librarians who comply. So, *cui bono?* (Who Benefits?)

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## PROFESSIONAL READING IN REVIEW

By Elisabeth McKechnie and Susan Llano  
U.C. Davis Law Library

**"As Librarians Go Digital, Sharing of Data is at Odds With Tradition of Privacy,"** by Marc Parry, *Chronicle of Higher Education*, November 5, 2012, available at <http://chronicle.com/article/As-Libraries-Go-Digital/135514/>

This article discusses emerging privacy issues as libraries embrace digital services. Libraries have usually been very conscious of protecting a patron's privacy, but new technology is making that more difficult. The author discusses the ramifications of libraries using services like Twitter to publicize popular titles, or Amazon to lend books. He also describes different tools that have been developed to try to utilize digital data in a useful way. One example he gives is of a company called "LibraryThing," which is a megarepository of book and catalog data with members discussing, reviewing and cataloging books. The company has 400 library customers who pay to have their catalogs enhanced with Amazon-like suggestions and tags.

**"New LJ Report Closely Examines What Makes Academic Library Patrons Tick,"** by Matt Enis, *Library Journal*, November 5, 2012, available at <http://lj.libraryjournal.com/2012/11/academic-libraries/new-lj-report-closely-examines-what-makes-academic-library-patrons-tick/>

In surveying 2500 undergraduates and graduates and 751 faculty members from different universities and colleges, this report found that college students view their libraries favorably as freshman, but that this declines as they move forward in their academic career. Overall, the majority of students and faculty are pleased with library services, but many expressed an interest in staying connected with the library via social media. One of the conclusions of the report is that, "students require richer engagement with librarians beyond the first year."



**“Family Feud: Tense Thanksgiving for Facebook and George Takei,”** by Ryan Tate, *Wired*, November 8, 2012, available at

<http://www.wired.com/business/2012/11/george-takei-facebook/>

Celebrity Facebook user George Takei has a forthcoming book, *Oh Myyy*, which will include a chapter detailing his frustration with filtering on Facebook. Edgerank is an algorithm used by Facebook to filter out page posts. By paying a fee, page owners can reduce this filtering and make their pages more likely to appear in fans’ newsfeeds. Takei, as well as other Facebook users, have long been complaining about a system which, they say, purposely filters aggressively as a means to force page owners to pay for less filtering.

**“Sandy and Libraries: Photos of Libraries in the Storm’s Aftermath,”** *School Library Journal*,

ExtraHelping enewsletter, October 31, 2012, available at <http://www.slj.com/2012/10/featured/sandy-libraries-photos-of-libraries-in-the-storms-aftermath/>

**“Libraries Weather the Superstorm,”** by George M. Eberhart, *American Libraries*, November 4, 2012, available at

<http://americanlibrariesmagazine.org/features/11042012/libraries-weather-superstorm>

As the photos and article show, when the library is the only place with heat, light and power, the patrons will be there in droves to take shelter. While some libraries were damaged by the storm, many were able to reopen quickly, providing such services as help filling out FEMA forms, providing a boost to morale, as well as a place to recharge your laptop and phone. For those libraries so damaged that they’ll need to replace materials, Georgia author Renea Winchester is mobilizing authors in the South to send copies of their books to any library affected by the storm that needs new materials. Children’s author Kate Messner, has set up an online talent auction to benefit the American Red Cross’ relief efforts. We often forget that our libraries aren’t just research collections, but also a warm and welcoming place for our users.

## TECH TALK

David Holt  
Heafey Law Library  
Santa Clara Law

### Librarian as Tech-Support

As law librarians, we recognize that technology continues to transform our profession and the services we provide to patrons. This is true regardless of the patron groups we serve, whether in a law firm, law school, court, or public law library. As legal materials are increasingly available, and used, in electronic formats, librarians have discovered that providing our patrons the tools needed to successfully meet their information needs involves training in the use of technology. This includes not only teaching traditional lessons in how to evaluate the reliability, authenticity, and influence of an information source, but also how to effectively use electronic interfaces and the dizzying array of information technology tools.

In this pursuit, I think many of us in this profession have assumed that younger patrons coming into our libraries already have an impressive set of technology skills. Many librarian conferences, and LIS literature, continue to speak about “Digital Natives” and the “online generation” with an assumption that these newer library users are technically proficient. What many of us have discovered, however, is that many law students (and newer attorneys) often lack the technical expertise needed to use electronic sources effectively. Those of us providing reference services to law students are often shocked at how poorly students use “simple” tools such as Google Search.

This overly confident assessment of the technical skills of our patrons is being demonstrated in the experiences law firms have with their first-year associates. A survey done by Patrick Meyer ([http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1953437](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1953437)), the library director at the University of Detroit Mercy School of Law, indicates that many law firms are unsatisfied with the research skills of recent law school graduates. These law firms have discovered that recent graduates are not only “deficient in print research” but also have a tendency to “rely too much on Google or other internet search engines.” These reports should give us pause and allow us to reassess whether our students are truly the “Digital Natives” some in our profession assume them to be.

Furthermore, results from this, and other surveys, also demonstrate that our role as librarians needs to accommodate the actual technical and research skills of the patrons we serve. Assuming technical expertise of a patron may be detrimental to teaching them the necessary research skills to make them successful.



## WHAT ARE YOU READING?

Nora Levine

I'm reading **IN THE GARDEN OF THE BEASTS: LOVE, TERROR AND AN AMERICAN FAMILY IN HITLER'S BERLIN** by Erik Larson. (Actually, I read it over a year ago and liked it enough to convince my book group to read it, and we're discussing it tonight. This is a book group that has met every second Thursday evening for almost 60 years, so there's a certain pressure to recommend really good books.) It is a well-researched book that reads like a novel about the American Ambassador to Germany in 1932-34. The ambassador was a university history professor way out of his league who got the job because no one with any political sense wanted it. His daughter was a 20-something wild child who had affairs with everyone from Carl Sandberg to a French diplomat, a Russian spy, a German war hero, and the head of the Gestapo, all while married.

If you ever wondered how people could let something as pernicious as the Nazi regime come to power, this book provides a point of reference. Even with its huge cast of characters and a well-known ending, the story was compelling reading. The political machinations are interesting, if repellent, the personalities are vibrant, and the story moves swiftly along.

*Nancy Adams*

*Pillsbury Winthrop Shaw Pittman LLP*

Having just returned from Italy, I'm reading a book I bought there called **ROME: PAST AND PRESENT**. It has fascinating looks at the Roman ruins and descriptions of what took place there during the Roman Empire. The great things about this book are the color drawings of what the buildings looked like back then on cellophane pages which, when pulled away, reveal what remains there today, kind of like a greeting card. It is a great coffee table book or gift to someone who has been to Rome, or who wants to go.

*Dan Cunningham*

*Reed Smith LLP*

**A Room with a View**, by E.M. Forster

Judi Dench & Maggie Smith! Together again, in "The Best Exotic Marigold Hotel." How could I have missed it? But I did -- so I made do by seeing them in the 1986 Merchant Ivory production of "A Room with a View," which led me to want to read the 1908 book it was based on. George and Lucy meet in Florence; after they return to England, Lucy must decide whether to pursue a relationship with a more "appropriate" gentleman she meets. If you like Jane Austen, try this.

*Tom Eyres*

I just finished **THE GEOGRAPHER'S LIBRARY** by Jon Fasman. I liked it, but wouldn't give it a "must read right now" rating. It was an enjoyable way to pass the time while I sewed (I listened to the audiobook). Paul is a newspaper reporter who lands in the middle of a plot/plan to keep the world safe from the bad behavior of greedy people. He has an interesting run, meets some interesting people and explores his feelings about love, courage and luck. It is in the same style as "A Rule of Four" and "The DaVinci Code." I like the history aspect, but not so much the brutality of some parts of the book. I thought the author tied up the loose ends well.

I also recently finished **MY LIFE IN FRANCE** by Julia Child, which I really enjoyed. I would love to read other things by her. It really made me want to cook. I also think that Julia was a librarian at heart, not only because of her work with the OSS in World War II, but also because of the systematic way she went about writing her books.

*Jaye Lapachet*

*Coblentz, Patch, Duffy & Bass LLP*

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## NOCALL BUSINESS MEETING MINUTES

Thursday, September 27, 2012

Ten22 Restaurant

Sacramento, CA

Jean Willis, Vice President/President-Elect, introduced Evan Halper of *Los Angeles Times*. Mr. Halper gave an engaging and informative talk on the California ballot initiatives for the 2012 General Election.

President Chuck Marcus called the meeting to order at 12:38 p.m.

### PRELIMINARY BUSINESS

#### **Sponsorship**

Thanks were given to Carolina Rose from Legislative Research & Intent, LLC for her sponsorship contribution to the meeting.

#### **New Treasurer Introduction**

Sean Kaneshiro was introduced as the newest member of the Board in the office of Treasurer.

#### **Moment of Silence**

A moment of silence was observed in memory of Jenny Kanji.



**OLD BUSINESS**

**Approval of Minutes**

The minutes from the Crossover Meeting held on August 23, 2012 were approved.

**NEW BUSINESS**

**Treasurer's Report**

Sean Kaneshiro reports that this quarter NOCALL received \$4,740.30 and spend \$5,837.53, for a new balance of \$11,985.74 in checking. Other assets include \$6,379.71 in the CD and \$596.30 in PayPal; total assets are \$18,961.75.

**NOCALL Calendar | Upcoming Events**

**NOCALL Recognitions**

- Thanks go to Michele Finerty, Judy Janes and the Government Relations Committee for their incredible advocacy of ULEMA, which passed in California.
- Rachel Samberg's digitization of the NOCALL Archives will be tremendously helpful, especially with the organization's budget policies and practices.
- Thank you to Tina Dumas and the Membership Committee for implementing Memberclicks, the new online membership directory.
- Be sure to read Holly Riccio's interview with Jason Wilson, blogger at rethinc.k.

**NOCALL President Goals**

1. The Audit and Budget committee has been reformed and is moving forward, with help from Sean Kaneshiro and chair Debbie Maglione. The board is still considering an audit, but things are continuing to improve so it may not be necessary this year.
2. Thanks to Jaye Lapachet, a wiki is in the works that will offer a repository for committee-chair and officer documents. Chuck, Jaye, and the Technology Committee are currently working on this project.
3. Chuck will be working with the Public Relations Committee and the Academic Relations Committee to increase student involvement in NOCALL.

**Committee Cluster Reports**

**Nominations**

Shannon Burchard requests that members contact the committee if they would like to suggest potential candidates for next year's open Board positions.

**Newsletter**

Mary Pinard Johnson reminded everyone that NOCALL News always welcomes articles.

**Education**

Lori Ruth spoke about the Fall Workshop, "Keeping Our Edge, Communicating Our Strengths!" held at Preservation Park, Nile Hall, in Oakland on Oct. 25th.

**Spring Institute**

Jean Willis reported that planning for the Spring Institute 2013 is going well; the hotel has been booked and the event will take place April 12-13th. The Programs Committee is investigating potential speakers and topics, which may include some investigative sessions about EBooks, updates on RDA and/or Linked Data, and new uses for social networking tools at work.

**Academic Relations**

Suzanne Mawhinney and her committee are still discussing the direction they'd like to take this year, but will update when they have ideas in place.

**Membership**

Tina Dumas discussed the new online membership directory and asked for some patience while the committee worked out a few bugs. She also reminded everyone who had not yet renewed their membership to visit the new online renewal web page.

**Placement**

Mary Staats reports that the committee is doing well and adds that Robyn Moltzen has been posting jobs on the SJSU listserv.

**Government Relations**

Michele Finerty continues to forward reports, but adds that currently there is nothing substantive that NOCALL needs to consider.

**Community Service**

Jessica Brasch reports that there are no events currently planned but the committee is open to suggestions from members.

**Public Relations**

Judy Heier and the Public Relations Committee report that they have enough writers for this year, but are now looking for next year's articles. In addition, the Public Relations Committee and the Academic Relations Committee are collaborating to increase outreach to library students.

The meeting was adjourned by Chuck Marcus at 1:03 p.m.

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## UPCOMING EVENTS

For more details, see <http://www.nocall.org/calendar.html>