

OCULA Annual General Meeting Reports, 2012

The following reports will be delivered or referred to at the OCULA 2012 Annual General Meeting on January 31st, 2013.

President's Report and Welcome to the OCULA AGM

I'd like to begin by thanking the present board for their support and hard work over the past year. Working with this OCULA council has been a real pleasure and even though this year saw the birth of what feels like a million initiatives for OCULA, I never heard one complaint.

New initiatives included creating information briefs, of which you will see some examples at your tables. These are quick two-pagers that get you up-to-speed on hot topics in our field. We will be creating more throughout the year so watch your inbox for more information.

We have also created the OCULA Ambassador program where we invite a library staff member from each college and university library in Ontario to be a liaison with OCULA. They will serve as your voice in OCULA. If you are interested you can contact anyone on council for more information.

We are now in the 4th year of the OCULA Resident Librarian program, which gives a recent graduate a chance to obtain experience in an academic setting. This year the winning submission was from Seneca College for an exciting dual User Experience/eLearning librarian position. Lydia Tsai was the successful candidate and has been working on some very innovative projects with Seneca.

Last April we held our second annual spring conference (co-hosted by the WNY/O/ chapter of the ACRL) in beautiful Jordan Village. Our theme was "Bring it ON! Shaping the Future of Academic Libraries". We had a fantastic time delving into uncomfortable topics like "why does the world still need librarians?" Kristin will tell you about the "creative" spring conference we have lined up for this year.

Ryerson hosted the spring dinner in May with an inspiring talk from Valerie Fox, the executive director of their business incubator, the *Digital Media Zone*. In the Fall, Western hosted a mentoring themed event guided by the brilliant Jim Brett, Laurie Morrison and Tanis Fink. It was equally valuable for mentors and mentees alike!

InsideOCULA published their last three print issues and have now migrated to a more dynamic online version. Please do check it out and we happily welcome any contributions, text or video based!

We also spoke up this year. In August we sent a letter to the Confederation College President expressing our disappointment at their decision to eliminate the library director role and instead have the library report to someone with no formal library training or background. We also released a statement encouraging colleges and universities to consider alternate options to re-signing with Access Copyright. We were very pleased to hear from our members that they were hoping for a stronger opposition statement from us. Next time we will feel strengthened to speak up more firmly and definitively.

So we had a crazy busy year and I'd personally like to thank all of the staff at the OLA office for their support and hard work. We wouldn't be able to do our work without them.

I look forward to being past president. Kristin Hoffmann will be taking over as president in about 20 minutes and I know she will be amazing.

Being president was far more challenging than I expected but also far more rewarding than I could have hoped for and I would urge anyone to get involved in OCULA Council.

Thanks and enjoy the rest of the conference!
Respectfully submitted,
Jennifer Peters, OCULA President 2012

President-Elect Report

I am very excited about the year ahead for OCULA, especially because of the great team that will be leading our division! I am pleased to welcome Sophia Apostol to Council as our incoming Vice-President/President-Elect. Sophia's experience in academic libraries and vendors will bring a valuable perspective to Council, and I look forward to her ideas and enthusiasm.

I have really enjoyed working with Jenn Peters over the past year. She is a fount of OCULA-related knowledge and a thoughtful and passionate advocate for libraries and library workers. She has been a great example as President, and I am very glad that we will continue to benefit from her expertise during her past-presidency year.

I also want to take this opportunity to welcome our new Councillors, Peter Duerr and Sharon Munro, our new Super Conference planners, Patricia Buckley and Jane Schmidt, and our new InsideOCULA editorial team members, Deputy Editor Carey Toane, Jenaya Webb, and Elizabeth Yates.

Our editorial team, under the leadership of our new Editor-in-Chief Martha Attridge Bufton, has been working since the fall on our migration to an online newsletter. This is an exciting development for OCULA and a great opportunity for us to improve our collaboration and communication across the province.

I hope you will join us for the third annual OCULA Spring Conference in charming Jordan Station. The theme is "Forward-Facing Library: The Future of Reference and Instruction in Academic Libraries," and you can find more information at <http://oculaspring.wordpress.com>. Sarah Forbes and Jenn Peters have been working on a wonderfully interactive and engaging day, which promises to inspire us all!

This is just a sample of what we have planned so far for the year ahead! I hope to have many opportunities for the general OCULA membership to become involved, and I look forward to working with you all as your 2013 OCULA President.

Respectfully submitted,
Kristin Hoffmann, OCULA President-Elect 2012/President 2013

Past President's Report

OCULA Awards Report

The 2012 OCULA Award for Lifetime Achievement goes to Corinne Laverty, Head, Education Library and Teacher Resource Centre, Queens University. We recognize Cory for her contributions to academic librarianship in the areas of research, mentorship, information literacy, and to such organizations as CARL, OCUL, and OCULA. Congratulations, Cory.

There were no nominations for the Special Achievement Award this year.

OCULA Nominations Report

OCULA Council had openings for two councillors-at-large for the period 2013 to 2015. Our online election was held in December with eight OCULA members running on the ballot. We are pleased to announce that Sharon Munro of University of Windsor and Peter Duerr of York University have been elected councillors-at-large for 3 year terms. A special thanks to everyone who put their names forward for candidacy in the election. Sophia Apostol is the incoming Vice President-Elect (acclaimed).

New Librarian Resident Report from Librarian Resident for 2012/2013 Lydia Tsai

"I joined Seneca Libraries on August 27th as a User Experience and eLearning Librarian. I am working on two functional teams, UX and Information Literacy, to complete a variety of projects aimed at enhancing library services for both students and faculty. So far my major projects have included launching a SCVNGR, creating a Student FAQ database, developing instructional videos and eLearning modules, and designing an SMS reference pilot for AskON. I have also delivered presentations on copyright and library resources, assisted with video-making workshops, and helped to plan a college event."

Respectfully submitted,
Lydia Tsai, Librarian Resident 2012/2013

Respectfully submitted,
Janice Mutz, OCULA Past President and Chair, OCULA Nominations Committee

OCULA Treasurer's Report

The following budget is for year ending 2012. Please note that some 2012 invoices are yet to be booked and 2012 year-end numbers are preliminary and have not yet been audited.

EXPENSE	Budget	Actual	Difference (\$)	Difference (%)
Professional Development	\$ 50.00		\$ 50.00	100.0%
Professional Memberships			\$ -	
Space Rental			\$ -	
Telephone	\$ 100.00	\$ 319.00	\$ (219.00)	-219.0%
Catering	\$ 900.00	\$ 550.00	\$ 350.00	38.9%
Travel, etc.: OLA	\$ 4,750.00	\$ 3,211.00	\$ 1,539.00	32.4%
Travel, etc.: Non-OLA			\$ -	
Awards	\$ 400.00	\$ 684.00	\$ (284.00)	-71.0%
Equipment Rental			\$ -	
Printing	\$ 50.00	\$ 125.00	\$ (75.00)	-150.0%
Supplies	\$ 50.00		\$ 50.00	100.0%
Delivery		\$ 7.00	\$ (7.00)	
Support Services			\$ -	
Electronic License: Purchases			\$ -	
Electronic License: Maintenance			\$ -	
Special Projects	\$ 1,000.00		\$ 1,000.00	100.0%
Total Expenses	\$ 7,300.00	\$ 4,896.00	\$ 2,404.00	32.9%

Respectfully submitted,
Courtney Lundrigan, OCULA Treasurer

OCULA Education Report

There were three OCULA events in 2012. All events were well attended.

1. OCULA Spring Conference, Inn on the Twenty, Jordan, ON, April 27, 2012
 - Theme: Bring it On! Shaping the Future of Academic Librarianship
 - Keynote speaker: Michael Ridley, University of Guelph
 - 50 people in attendance
 - InsideOCULA story about the event
2. OCULA Spring Dinner, Ryerson University, Toronto, ON, May 10, 2012
 - Keynote speaker: Valerie Fox, Ryerson University
 - 45 people in attendance
 - InsideOCULA story about the event
3. OCULA Fall Conference, University of Western Ontario, London, ON, October 12, 2012
 - Theme: Apprehending the Mysteries: Building our Profession through Mentoring and Career Development
 - Keynote speakers: Tanis Fink, Seneca Libraries, in conversation with Jim Brett, University of Guelph, and Laurie Morrison, Brock University
 - 40 people in attendance
 - InsideOCULA story about the event

Planning is currently underway for the 2013 OCULA Spring Conference and Dinner.

Respectfully submitted,
Sarah Forbes,
OCULA Councillor – Education Portfolio

OCULA Mentoring Report

In an effort to recruit more members, developing mentoring initiatives became a focus for OCULA Council in 2012. Given that OLA already has a strong mentoring program, OCULA's mentoring programming would be an effort to collaborate with those in charge of the OLA mentoring program and to build on a well-established foundation.

OCULA Council felt that a stronger mentoring presence at the annual Super Conference would be a strategic effort to recruit new members, as the event is generally well-attended by both students and new graduates. Council members proposed a first-timers breakfast for OCULA members to take place on Thursday at the Super Conference to allow members to network with established OCULA members and conference delegates. The Super Conference Planning Committee expressed concern about asking vendors to sponsor another event, and suggested instead to use the OCULA Annual General Meeting (also to take place at the Super Conference) as an opportunity to focus on mentoring and networking.

Courtney Lundrigan and Janice Mutz are organizing a mentoring initiative at the 2013 OCULA AGM where first time conference attendees, students, and new graduates can identify themselves to a coordinator at the start of the AGM, so they can be directed to an established professional or experienced conference delegate who can guide them through the AGM and provide insight into the academic library career sector.

Other ideas for mentoring at the Super Conference include implementing a 'Conference Buddy' system, where an established professional/experienced conference delegate would allow a student or new professional to 'shadow' them at the conference and attend networking events to gain insight into how to make the most out of the OCULA experience at the Super Conference.

Outside of the Super Conference, there was a proposal to establish a mentoring program that could be done virtually or in-person. A new graduate or student would apply for a mentor and would be matched with a practicing professional from the OCULA membership based on their interests in various areas of librarianship. Instead of recreating programs, there was some desire to collaborate with the CLA Student Chapter at Western University where such a program already exists. The collaboration would see OCULA supply mentors, and the CLA group would provide students and new graduates, who would be matched together. The method and frequency of communication between the mentors and mentees would be left to each party, with no long-term commitments required, although frequent communication would be encouraged. The CLA group was contacted in Fall 2012 and are interested in forging a partnership with OCULA in their mentorship program.

The OCULA Fall event for 2012 (held in October in London, ON) had a mentoring focus, and was carried out in collaboration with Jim Brett and Laurie Morrison, on behalf of the OLA Mentoring program. The event was well-attended by both students/new graduates and practicing professionals.

With Janice's term as Past President ending at the end of 2012 and Courtney's focus shifting to the New Librarian Resident Funding Task Force, it is recommended that the Super Conference 'Buddy' system and CLA Student Chapter/OCULA collaboration should be taken up by one of the incoming Councillors-at-Large for 2013.

Respectfully submitted,
Courtney Lundrigan, OCULA Councillor/Treasurer – Mentoring Portfolio and Janice Mutz, OCULA Past President

OCULA Marketing Report

Marketing and Communications goals completed in 2012

1. Mapped marketing and communications goals to the OCULA strategic planning framework. This can be used to identify further goals for 2013.
 - Assigned an OCULA Council member to marketing portfolio.
2. Created Terms of Reference for development of Information Briefs (IBs) on the OCULA website
 - Contacted 10 writers to complete IBs. Have five ready to launch for online InsideOCULA.
3. Created Terms of Reference for Ambassadors Program (AP) to extend reach within individual institutions and to provide more opportunities for volunteering.

Recommendations for Marketing and Communications goals to be taken forward in 2013

1. Undertake market research every two years.
 - Collect feedback from library staff (members and non-members) bi-annually via a web form
 - Collect feedback via OCULA Ambassadors.
2. Expand education and research information on the OCULA website:
 - a. List Canadian research grants available.
 - b. Compile list of EI sessions and other free webinars of interest to OCULA members.
 - c. Create a Q & A on the website and generate conversation on listserv using similar format. Place request for mediators to facilitate Q & A. Need 52-week plan of topics that could also be rotated among council members.
 - d. Add tracking on OCULA webpages to monitor use.

3. Website development and social media outreach:
 - a. Collect testimonials of members who have benefited (e.g. new residency-award librarians).
 - b. Create LinkedIn and Facebook group.

4. Continue advocacy initiatives:
 - a. Travelling advocacy spokespeople to present to graduating classes at IS faculties and LT programs.
 - b. Follow up on coordination of Ambassador Program. How is their role acknowledged and what duties will it include? For example, could we ask for volunteers to run booth at SC?

Respectfully submitted,
Cory Laverty, OCULA Councillor, Marketing Portfolio

Publications Report

This year we published the final three issues of *InsideOCULA* in our traditional online pdf format. All past issues can be viewed here:

http://www.accessola.org/OLAWEB/OCULA/InsideOCULA_newsletter.aspx

Thank you to everyone who contributed articles as well as content to the People News and Around the Province columns, and to the blog.

Thank you to deputy editor Martha Attridge Bufton for her invaluable assistance and vision for the future. Under her guidance, the newsletter will migrate to a fully online and more user-friendly version this January and will be co-produced with editorial team members Carey Toane (deputy editor), Jenaya Webb (associate editor) and Elizabeth Yates (associate editor).

If you would like to submit content to *InsideOCULA*, the blog, or the website please contact Martha Attridge Bufton.

Respectfully submitted,
Brian Cameron, Editor-in-Chief, OCULA Publications

OCULA Super Conference Report

For the 2013 Super Conference, OCULA Council requested sessions on the following topics: metrics; discovery layers; copyright collaboration; university/college partnerships and suggested several ideas for a Spotlight Speaker. The Planners had 26 sessions to fill including the usual Lightning Strikes session and a session on the observations of the OCULA New Librarian Residents. There were over 62 sessions submitted, some in response to solicitation from the planners.

Alison J. Head, the Spotlight Speaker and founding director of the national study at Project Information Literacy (PIL), is presenting a session to show the results of this study on the research seeking habits of more than 11,000 students from over 41 US colleges and universities.

Respectfully submitted,
Cyndi Smith and Monica Rettig, OCULA Super Conference Planners, 2012