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In this issue:

A chronology of facts and events from ACC's history...p. 3

ARAPAHOE COMMUNITY COLLEGE

**Library and Media Center
NEWSLETTER**

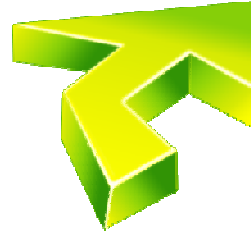
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This publication is available in alternate formats

Surviving, thriving means keeping up with trends: Information resources for trend analysis

by *Ed Sadowski,*
Reference and Instruction Librarian

It's become cliché, but it is a truism that information equals success, and information is power. Simply put, individuals and organizations require information to move forward and progress. This is part of the practical need to survive and thrive amidst a world that is unforgiving if adequate information is lacking for even the simplest of life's operations.



The ACC Library's resources and services (including the library research classes) contribute to winning the information battle.

A key component of survival information is having a handle on trends. Society is not static, but in constant flux and change. Changing patterns and tendencies in the societal and natural world over a significant period of time that can be gauged and predicted are what we call trends. Databases and other resources are

(Continued on page 2)

Get financially literate with library Money Matters presentations

The economy got you down? Want to learn how to better handle your financial matters? Then come to our Money Matters series. A panel of experts will address key issues that will help you get on track financially.



The ACC Library and Littleton's Bemis Public Library are hosting four Tuesday evening presentations at 7 p.m., April 21-May 12, covering a wide range of financial topics, includ-

ing banking, budgeting, college financing, credit cards, investing, and real estate.

The first two presentations will be at Bemis Library. ACC will present College Funding on May 5, with ACC's own Thad Spaulding.

On May 12, the topic at the ACC Library will be Consumer Finances for Tough Times. More details on these presentations will be available soon.

Math Saturday postponed to October—national authority on math anxiety featured

by *Malcolm Brantz,*
Learning Resource Center Director

The Library-sponsored Math Saturday has been rescheduled to October 17, 2009.

Dr. Cynthia Arem, author of *Conquering Math Anxiety* (now in its third edition), will be this year's keynote speaker. Dr. Arem has been at Pima Community College for many years in various roles, from department chair to student counselor.

Math Saturday starts at 9:30 a.m. and will be free to all and open the public. Please RSVP by calling 303-797-5728.

The purpose of Math Saturday is to increase the community's awareness to the fact that anxiety can be conquered.

Additional barriers to being successful with math will be examined by Dr. Arem. These barriers range from the myth of not having a "math mind" to gender stereotyping of people with math skills.

Following the keynote speaker, breakout sessions will be held to explain resources available at Arapahoe Community College for math students. Several ACC math faculty will

(Continued on page 4)

Keeping up with trends *(Continued from page 1)*

used to gather data which are analyzed and synthesized into reports that suggest specific strategic action.

Social, technological, economic and other trends impact individuals and organizations. Those who are unprepared and caught off guard by changes and don't latch onto vital trends can be left in the dust. Career choices are optimized when trends are taken into account. Companies' competitiveness lives and dies by trends. Organizations maximize their effectiveness and usefulness by keeping a pulse on trends.

The ACC strategic planning process—a formal approach to assessing one's organizational direction—takes into account trends such as population, demographics, employment, occupations, etc. Some questions asked in this strategic planning effort include the following: What are the research tools available to ACC to determine the most significant changes that will impact ACC programming and services? Who are the consistently dependable higher education resources that will be able to determine changing social conditions and global issues that will affect students and strategic planning? What technology changes will be necessary to continue to produce and deliver trustworthy programming and services?

Some resources that help answer these questions are specialized and specifically relate to ACC and community colleges. Other resources have wider scope of coverage, are generic, and can provide valuable information to both ACC and all users in general.

the ACC strategic planning process takes into account trends

Librarians, as information specialists, can be key agents for providing useful tools for researching and gathering pertinent information for personal and organizational advancement. These resources are ones that can be used directly by users to access information, or can be in the form of consultants and services that will assist the user. These tools and resources can be electronic and print, free and fee-based. This article focuses on trends resources that can be accessed through these various ways.

The most powerful tools are found in Web-based databases that provide data and reports on any number of subjects, although there are also venerable print resources with various types of information. These subjects include business, demographics, science, medicine, and law. Databases can be very subject-specific as well as broad in coverage.

These databases are mostly commercial and fee-based, although there are some very useful free government and commercial online resources.

Depending on the type of information and complexity and extensiveness of information required, there are varying levels of skills and experience needed to utilize these databases. One of the main functions of the ACC Library is to assist users who are trying to research information on their own, whether these users are students, staff, or members of the community. In many cases, users are expected to do the work themselves, as in the case of students. In other cases, users have the option to use the assistance of consultants and information brokers to do the research for them, and in these situations the Library

(Continued on page 4)



Weber Center for Learning Resources

The Library and Media Center Newsletter

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The mission of the Weber Center for Learning Resources is to provide innovative technology, unrestricted access to information and the instructional resources necessary to enlighten and empower Arapahoe Community College's students, staff and community to achieve their educational, professional and personal goals.

Hours of Operation—Spring Semester Library, Media Center and Open Computer Lab

Library

Mon.–Thu.: 7:30 a.m.–9:00 p.m...Fri: 7:30 a.m.–5:00 p.m. Sat.: 9:00 a.m.–2:00 p.m...Sun.: 1:00–5:00 p.m.

Media Center

Mon.–Thu.: 8:00 a.m.–9:00 p.m...Fri.: 8:00 a.m.–5:00 p.m. Sat.: 9:00 a.m.–2:00 p.m.

Open Computer Lab

Mon–Thu: 8:00 a.m.–9:00 p.m...Fri: 8:00 a.m.–5:00 p.m. Sat.: 9:00 a.m.–2:00 p.m...Sun.: 1:00–5:00 p.m.

Arapahoe Community College chronology —some facts and events from ACC's history

Compiled from the Learning Resource Center archives by Ann Priestman, Reference and Archives Librarian

- 5.5.1959** A.A. Brown and other educators pushed for a junior college but the plan was voted down—13 to 1.
- 5.4.1965** Littleton area voters endorsed the first junior college in Denver metropolitan area with a narrow margin of 241 votes favoring the school—1,690 to 1449.
- 6.29.1965** Governing Board of College elected. 52 acres plot picked for location. \$1.8 million from HUD paid for clearing of land and relocation of homes.
- 1.3.1966** First president, Dr. Allan P. Crawford opened office.
- Sept. 1966** First classes with 550 full and part time students, 23 faculty, 90 classes.
- 1968** 30 new faculty join campus and enrollment increases to 952 full and part time students.
- 1969** AJC joins state system of community colleges. *Provocateur* is school paper.
- 1970** College is accepted o North Central Association of Colleges and Secondary Schools. College renamed in May to Arapahoe Community College. ACC Foundation begun.
- 1971** School paper renamed *Who Knows*.
- June 1972** Dr. Crawford resigns replaced by Dr. Emery Jennings until Feb. 1973. Ground broken for new building, enduring many labels, from “Sternberg’s Slab” to “the Prison on the Platte.”
- Feb. 1973** Dr. Joe Bailey became second president of ACC. Women’s Resource Center opens.
- 1974** Move to new building in summer with 197,000 square feet. “Grey Monster Nearing Finish” says the school paper.
- 1975** Littleton named one of the 15 Best Suburbs by *Ladies Home Journal*.
- 1976** Bi-centennial year. Construction of Annex begins.
- Aug. 1977** Annex opens with 84,000 square feet.
- 1979** Fire on second floor lunge. ACC Gallery opens in February. Stokely Carmichael, activist with the Black Panthers, speaks on campus; protesters outside.
- 1981** Dr. Bailey resigns and Norm Lloyd becomes acting president.
- 1982** ACC leases Grant School. Dr. Nancy Goodwin becomes President and switches school to semesters from quarters.
- 1983** Childcare Center expands to the North Building. House Warning Theater dedicated. Low enrollment, staff reductions. Campus ministry opens.
- 1984** Dr. Goodwin resigns and Dr. Jim Weber accepts 2 year contract.
- 1986** 20th Anniversary of College. Books are 31 percent of student costs. Fitness Center opens in the fall. Bridey Murphy speaks on campus.
- 1987** Half Moon replaces the Labyrinth. First London Semester begins with 22 students.
- 1988** One-stop Admissions Center opens. Physical Therapy Program debuts. Famous Amos speaks to students and gives out great cookies.
- 1989** West Alamo facilities open. Ben Nighthorse Campbell comes to campus.
- 1990** 25th Anniversary of the College. ACC is Littleton’s largest employer with 1300 full and part time employees, 60 instructional. 160,000 students educated up until now. Bo Diddley plays on campus programs. Teleconferencing comes to ACC.
- 1991** Smoking banned in state building. Fire Academy begins.
- 1992** Property Management graduates first student. Dotsero plays on campus.
- 1993** Summer program to Aix-En-Provence. Condom included in school paper October 13 to much controversy. ACC instructor, Penn Pfiffner, elected to Colorado House of Representatives.
- 1994** Health Center closes. Satellite campuses in Parker and Castle Rock opened.
- 1995** 30th Anniversary of the College Mortuary Science program begins. ACC hosts Sci-Fi convention with Jennifer Hetrick.
- 1996** Centralization of the computer services. Nacho Men on campus.
- 1997** College goes online: www.arapahoe.edu. Wheel of Fortune comes to campus.
- 1998** President Weber retires.
- 1999** Dr. James Williams becomes new president.
- 2000** Logo redesigned. Chapparral Campus open on April 5th. Learning Resource Center construction completed in May

Keeping up with trends *(Continued from page 2)*

can suggest appropriate services for this purpose. In this article we will give a brief overview and guidelines for using both types of resources for information on trends—for self-directed research as well as services that provide research.

Self-directed research

Libraries and the Internet contain trends resources in the form of subscription periodical databases and fee-based and free Web sites.

The Library is beginning a trial online subscription to *The Trends Journal*, a trends resource published by Gerald Celente, a pioneer trend strategist, author, and founder of the Trends Research Institute.

Library subscription databases such as ProQuest and EBSCOhost are good resources for article searches. “Trends” is a subject heading used by databases such as ProQuest and EBSCOhost, with the subject broken down with narrower terms and related terms, such as economic trends, forecasting, popular culture. Searching can also be focused by combining the keyword *trends* with other terms such as curricula, college students, public policy.

Not all articles on our Library databases are full-text; in that case articles can be obtained through interlibrary loan or locating in area libraries by using the Prospector database prospector.coalliance.org. One can expand one’s search by using databases from other libraries, which are listed in the OJ24/7 directory at oj24x7.quipugroup.com.

A number of free Web sites offer data that can be useful for trends analysis. A good listing of such sites can be found in a bibliography at littleton.com/bia/docs/LowCostResources.pdf. Additional sites for consideration are silobreaker.com (trends in business, science, and technology) and shadowstats.com (alternate economic data not provided by the government).

Research services

Information brokers research trends data and prepare reports for a fee. The Web directories below provide a national listing of information brokers. A prominent Colorado broker is Bates Information Services batesinfo.com, which also provides training and coaching for entrepreneurs.

>google.com/Top/Business/Information_Services/Information_Brokers

>dir.yahoo.com/Business_and_Economy/Business_to_Business/Information/Information_Brokers

Free research services and low-cost workshops and seminars for entrepreneurs wishing to stay on top of trends and other indicators are provided by some agencies, such as the Small Business Development Center at the South Metro Chamber

of Commerce in Littleton bestchamber.com. Also worth noting is the free service available for city of Littleton businesses is the Business/Industries Affairs department of the City of Littleton littletongov.org/bia. A listing of other Denver-area free or low-cost assistance resources are at cosmallbiz.net/Counseling.html.

Business librarians are also a valuable source of free assistance (see cosmallbiz.net/Libraries.html). Community education resources such as ACC also teach entrepreneurs to help themselves. A listing for local community education is at cosmallbiz.net/TrainingEducation.html.

Speaking of trends...

A 1965 view of community college libraries

Below, a few snippets from a 1965 issue of *Library Trends*, a journal whose October issue was devoted to “Junior College Libraries.” How prophetic were these pronouncements?

Junior college libraries are beginning to receive the recognition and emphasis that they should have received over the first half of this century. Now, dynamic changes are underway! In relation to growth, junior college community libraries are blazing a path of resources across the length and breadth of the United States.

A significant trend is the emerging image of providing housing for all types of educational material and equipment. A new concept is beginning to appear in which the library will be organized as an instructional resources center. Not only book resources, but records, tapes, microfilms, television media, etc., will be available.

Electronic equipment will make it possible to transmit sounds and images any distance to the classroom, the laboratory, and to a student’s residence by dialing and electronically receiving the research material needed.

Math Saturday *(Continued from page 1)*

be on hand to answer questions of attendees.

ACC’s library has been strengthening its collection in math-related materials. These materials, ranging from study guides for high school equivalency exams to DVD college-level courses can be used in the Library and many of the items circulate to both ACC students and the public. The Library will be distributing on its Web site a list of recommended math sites.

Attendees for the Math Saturday will be better educated about the issues of not doing well in math and will be given a number of choices for further exploring and resolving math.

In her preface Dr. Arem states, “Math avoiders are finding themselves shut out of today’s most rewarding and profitable careers.”

We hope you or someone you know will be able to attend this valuable session.