

Welcome to the September 2010 issue of *C&RL News*. In the new economy, many academic and research libraries are increasingly looking to additional funding sources to augment their budgets. One area of focus is increasing fundraising through endowments and gifts. Librarians from the University of Florida discuss the use of “Virtual bookplates” to increase findability of donated and endowed materials (and increase development efforts in the process) in the library catalog in this month’s issue.

The open access movement continues to grow and move into new arenas. In this month’s scholarly communication column, Maria Bonn of the University of Michigan examines a variety of experiments with open access monographs in her article “Free exchange of ideas.”

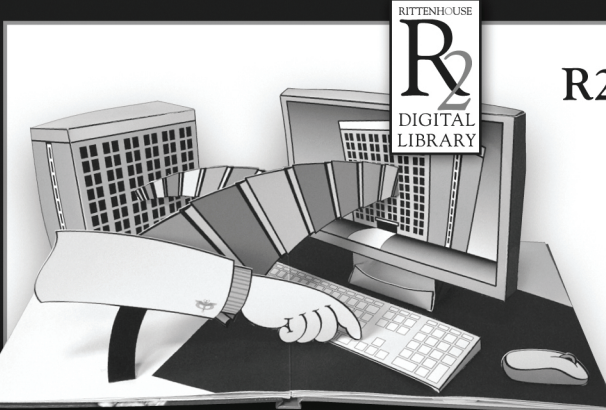
With the return of students to campus for fall term comes an increase in the number of instruction sessions, meaning that many

noninstruction librarians are being recruited to teach. In her article “Welcome to the classroom,” Erin Daniels gives ten helpful tips for teaching college freshmen.

This month we also take a look back at the 2010 ALA Annual Conference with reports from ACRL-sponsored programs and actions from the ACRL Board of Directors meetings. A big thank you to all of our volunteers who covered the sessions for us. We also take a look ahead with the first in a series of articles focusing on Philadelphia, the site of ACRL 2011. This month’s article introduces the city. Future articles look at many aspects of Philadelphia, including cultural attractions and the city’s restaurant scene.

Make sure to take a look at all of the other great articles and columns, including Internet Resources on Native Americans and information on the ACRL awards program.

—David Free, *editor-in-chief*  
dfree@ala.org



**R2: Converting Librarians to Cybrarians**

The R2 Digital Library makes it easy for librarians everywhere to offer more than 1,000 health sciences titles online.

**SAVE MONEY.**  
Avoid “all-or-nothing” prices. Add more titles immediately with the push of a button.

**SAVE TIME.**  
Easy-to-use interface. If you can surf the web, you can use R2.

**MANAGE SMARTLY.**  
Monitor usage statistic in real time, so you can make informed decisions.

**Rittenhouse**  
BOOK DISTRIBUTORS

511 Feheley Dr., King of Prussia, PA 19406 • 800-345-6425  
www.r2library.com • www.rittenhouse.com