

Welcome to the July/August 2014 issue of *C&RL News*. The purposeful use of social media can be a powerful tool in engaging your library and campus communities. Natalie Burclaff and Catherine Johnson provide tips for “Developing a social media strategy” to increase the usefulness of your presences in this month’s ACRL TechConnect article.

Sharing and building on resources created by our peers is a long-standing tradition. Katie Fortney, Cody Hennesy, and Deborah Murphy discuss a project to create recommendations for uniform application of Creative Commons licenses to library learning objects in their article “Share the wealth.”

Interlibrary loan (ILL) services have undergone a great amount of change over the past several years. While the services continue to be essential to students and researchers, they no longer resemble the traditional picture of acquiring books and photocopies of articles from other institutions. In this issue’s Scholarly Communication column, Beth Posner of the CUNY Graduate Center looks at “The view from interlibrary loan services” from a research and scholarly communication perspective.

In her article “It’s all about the relationships,” Laura Graveline discusses the importance of ILL as a service in launching library services for a residency-based PhD program for studio artists. In another view from the frontlines of ILL, Andrew Shuping compares the skills needed for success as an ILL staffer as a combination of Sherlock Holmes, MacGyver, and Neo in his essay “The modern interlibrary loan office.”

Successful outreach programs can increase the view of the library as a center for campus activity. Catherine M. Brown looks at the past and present of cultural performances in the rotunda of the UCLA College Library in her article “Concerts and dances in a library?”

Make sure to check out the other features and departments this month, including the final installment in 2013-14 ACRL President Trevor A. Dawes’ series on financial literacy education and libraries, a The Way I See It essay by Dale Larsen on reaching business students through “The Friday E-Mail List,” and Internet Resources on biographical resources by Susie Skarl.

Enjoy your summer and we’ll see you back in the *News* in September.

—David Free, editor-in-chief, [dfree@ala.org](mailto:dfree@ala.org)

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