

Welcome to the September 2015 issue of *C&RL News*. The use of social media platforms such as Twitter, Facebook, and Instagram is old hat in the academic library world. But there is always room to improve the use of these tools to connect with library users. Katy Kelly and Hector Escobar write about taking the “Bird’s eye view” to engage with students through Twitter.

Data management continues to be a growing focus for many academic and research libraries. In this issue’s Scholarly Communication column, Amanda K. Rinehart of Ohio State University writes about the “soft side” of providing data management services in her article “Getting emotional about data.”

While summer break has ended, it is never too early to start planning future professional development events. Librarians at Aquinas College in Michigan created an in-house conference for their colleagues to share and learn from each other. Shellie Jeffries and Christina Radisuskas write about their experiences creating “A conference of our own.”

At Rutgers University, librarians took on the responsibility of “Planning an academic conference” reaching outside the library and even their university

community. Julie Still and Zara Wilkinson discuss their experiences and provide useful tips for planning events of all kinds.

This month we look back at the 2015 ALA Annual Conference in San Francisco with our annual round-up of ACRL programs and Board of Directors actions. We also conclude our decade-by-decade look back at the history of ACRL, as Sarah H. Northam takes a look at the 2000s in her article “Braving 21st-century challenges,” and Frances Maloy gives an overview of our more recent history, highlighting ways ACRL has been “Leading with creativity and innovation.”

With the start of a new academic year, many of you are starting your first job in an academic or research library or moving to a position in a new institution. In this month’s The Way I See It essay, “Reflections of an academic librarian,” Elise Silva discusses her recent experiences moving to the library world from a different academic department.

Make sure to check out the other features and departments this month, including the call for nominations for ACRL’s 2016 awards program.

Thanks as always for reading the *News*.

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

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