

Create Change on Your Campus

Many ARL libraries have distributed the *CREATE CHANGE* brochure on their campuses. ARL, the Association of College and Research Libraries (ACRL), and SPARC have partnered to further expand the project. In June, all academic library directors will receive a letter outlining the initiative and referring them to a content- and resource-rich website. This website--<<http://www.createchange.org/>>-- is directed toward faculty, administrators, and librarians. Its online advocacy kit and other resources provide libraries with the tools they need to launch a local campaign to "take back" scholarly communications.

CREATE CHANGE aims to:

- educate faculty on the serials issue in all its complexity by providing the appropriate content, tools, and skills;
- instruct faculty on ways they can advocate for and undertake change in scholarly communications;
- nurture would-be faculty leaders in this arena; and
- support library directors and staff, on whom the burden of educating faculty has fallen.

Please consult the website and work with your librarians, faculty, and administrators to *CREATE CHANGE* on a local level.

For more information about the *CREATE CHANGE* campaign, contact [Mary Case](#), Director, ARL Office of Scholarly Communication.

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