



# LOEX QUARTERLY

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<http://commons.emich.edu/loexquarterly/>

LOEX has been around for almost 50 years and for much of that time, our official name was the “LOEX Clearinghouse for Library Instruction.” To make it simpler, a few years ago we officially changed it to what everyone typically call us—“LOEX” (though we will still respond if you call us by our old name!) and we also updated our official mission statement. A few years before that, LOEX created our logo, which graces the upper left hand corner of this page. So we’ve made some good progress on “branding.”

However, LOEX is still missing one common organization/corporate signifier: a motto. Obviously, all sorts of organizations (e.g., non-profits; multi-national corporations; universities) have them to help define and explain themselves to the world at large. So LOEX has decided it is time we have one. It won’t be easy (it’s hard to come up with something that’s ideally memorable, descriptive, appropriate, evocative and different for your organization—ideally in fewer than 10 words) but myself, the LOEX Board and the Advisory Council are going to try. If you have any ideas, please feel free to send them my way!

In this issue of the Quarterly, we have an article on being proactive, instead of reactive, when it comes to scheduling library instruction sessions & managing instructional relationships with non-library faculty. In TechMatters, we review an online tool to help instructors conduct formative assessments in your classroom. Our Book Review focuses on a tome giving you guidance on how to make your message more appealing and persuasive. Finally, we end with an interview of a librarian who has used her background, including in the military, to make sure she is best serving all different types of students.

Happy instructing,

Brad Sietz  
Director

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