



UNIVERSITY LIBRARIES

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# On My Mind... a message from the Dean

o google or not to google, that is not the question. In this age of the Internet, many of us already are reliant on the Google \*\*M\* search engine for dozens

of quick look-ups that previously would have involved traditional print sources such as encyclopedias, almanacs and directories. Like the Xerox and Kleenex trademarks before it, Google has entered the language. The latest Merriam-Webster dictionary includes "google" as a transitive verb, defined as "to use the Google search engine to obtain information about (as a person) on the World Wide Web." As the Cadillac of its kind, the Google search engine represents a transformative technology tool that has surpassed the retrieval functions of library catalogs and academic databases in making information accessible. Google claims to have indexed more than six billion pieces of information (Web pages, pictures and Usenet messages) as of June 2004.

Even this remarkable feat is dwarfed by the scope of the Google Books project, which applies this powerful search engine to the entire contents of digitized books. The power of e-books always has seemed to me to be less in providing the ability to read online and more in what I call the databasing of monographs, or making that content searchable and, therefore, findable in ways never before possible. The Google Books project, with the goal of digitizing millions of titles and rendering the contents searchable, is rapidly making this vision a reality. More than a million books already have been digitized, and records for millions of titles not yet digitized also have been indexed.

A recent search for "Treaty of Versailles" in Google Book Search retrieved 12,400 items in .06 seconds. Books with "Treaty of Versailles" in the title were retrieved, along with compilations such as the Cambridge modern histories, encyclopedias and journals, with entries, articles and references. A sampling of the first 20 items cited 1892 as the earliest imprint (yes, more than one treaty has been signed at Versailles) and 2006 as the most recent. Online access to the specific information depends upon whether or not the work has been digitized and any copyright restrictions that may apply. Nonetheless, Google Book Search is a powerful tool for identifying the existence of potentially relevant resources.

Many years ago, as a Slavic and East European area specialist, I helped a historian who was developing a course on the origins of World War I. He did not read Russian, and there were few secondary sources in English on the Russia-related topics he sought. My all-time longest reference question came to a successful conclusion when I read the prefatory material in a marginally relevant book and found a reference to a dissertation that directly addressed the subject of interest. In today's world, an online search of "Dissertation Abstracts" would bring this work to light. But imagine what can happen when that book with the passing reference is digitized, along with potentially many others that the browsing method didn't uncover, and every word is searchable. Now systematic searching replaces serendipity in locating potentially relevant paragraphs and/or references anywhere within a work. This capacity truly represents a disruptive innovation (as defined by Clayton Christensen) in locating information and a transformative tool for changing how we work.

Inevitably, coping with this abundance of resources only emphasizes the importance of evaluating resources for relevance, authority, authenticity and validity. These developments emphasize the key role of information fluency in this, the age of information, and the key role of librarians in information literacy instruction, which includes evaluating the information so readily retrieved. Using Google or the Internet is not automatically a research failure; using resources based only on ease or order of retrieval without evaluation is a research failure.

# THE ODD STATISTIC

In fiscal 2007, more than 500 inquiries were posted to UA's home page using the search string, "definition of a library," making it the most interesting and puzzling library-related query.

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# The Place To Be



Library faculty, staff and students tested a revolutionary audio technology, Vocera, that combines telephone, walkie-talkie, text messaging and public address technology all in one. The devices allow employees to roam freely to help customers and to get into immediate contact with each other while anywhere in the building or elsewhere on campus. Vocera audio technology enhances customer service, safety and security and eases administrative responsibilities.

UL displays visually interesting book jacke as part of its Book Jackets Are Art progra Publishers create works of art that get loss academic libraries when books are process The framed works of art hang in public spa and offices in both the Science and Technol and Bierce libraries.

### COLLABORATE AND SHARE

# Margaret Clark Morgan Foundation endowment

The University of Akron Foundation \$2.1 million to establish an endowed directorship of the Archives of the History of American Psychology. The majority of the endowment will help fund educating the public on issues affecting psychological science and practice, including those related to the promotion of mental health and the prevention of mental illness. Activities could include national conferences, colloquiums, exhibits and displays.

The archives, a department of University Libraries, is the premier resource for primary source material in the history of psychology. The archives extensive holdings of manuscripts, artifacts, film and photographs document the efforts of social scientists to define, study, treat and advocate for a complete understanding of the human condition. This gift will help keep this valuable resource at the forefront of the discipline.

#### THE ODD STATISTIC

There were 5,157 articles downloaded from the electronic journal Polymer in the 2006 calendar year, making it the most "downloaded from" periodical. That's more than 14 articles a day every day for a year

# Music scores for guitar grant

Julie Gammon, head, Acquisitions

n partnership with the Guitar Foundation of America, University Libraries received a \$10,000 grant from the National Endowment for the Arts. Peter Linberger is UL's project manager.

The overall goal of the project is to provide a three-phase project to begin the digitization of historically significant scores in the GFA Archives and to create an improved Web portal for the archives to interface with the newly designed GFA Web site. There will be improved online access to rare or unique scores in the GFA archive collection housed in University Libraries. At the end, there will be a Web site containing information on 100 of 305 unique or rare works.

PDF files of the works will be created for researchers to use.

Stephen Aron, professor of music, will play portions of each work, providing 30- to 60-second sound clips that researchers can listen to before making a final selection.





Bierce Library lobby is a popular place to catch up on the news, meet friends before heading off to class or work together on projects in the library.

The third floor of the Bierce building is officially designated as a quiet study floor where students can work alone or together to complete their academic assignments.

The Bierce I sells coffee an snacks, is popu morning stop, from:

## **COMMUNITY ALLIANCES**

# Marketing Mania in the Libraries

Roger Durbin, associate dean

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niversity Libraries collaborated with four graduate students in the College of Business Administration on two marketing studies related to library services. The first, conducted by students Andria Evan, Dunja Jovanovic and Lina Laurynaite, was a marketing communications study designed to help us publicize library services and better tell our story to the undergraduate students we serve. The study team came up with clever ways to help us let students know about our subject librarians, the rich array of resources available at their fingertips through our Web page, specific information tools (such as RefWorks, which helps students manage their citations in papers and other projects) and the computing resources at their disposal.

For the second study, students Lina Laurynaite and Courtney Stewart created a marketing plan for OhioLINK as a special visioning project. The students examined public relations materials used by OhioLINK, combed through the variety of formats (from traditional book lending to the digital media available online) and looked at OhioLINK's competition (Google). From there,

the students devised strategies for marketing OhioLINK's services to the faculty and students of Ohio's colleges and universities and to the legislature responsible for funding those services. The students worked under the

supervision of Dr. Deborah Owens, professor of marketing at UA. Her vast experience in the field aided the students and libraries immensely.

### CSC and the Innovation Alliance

he Innovation Alliance, a major joint initiative of The University of Akron and Lorain Community College, is designed to foster educational efficiency, knowledge creation and economic development within the area between the two campuses. A major commitment of the Innovation Alliance is to support successful growth of existing industries and development of new industries. With this role in mind, the two institutions have created a work team that will focus on accelerating the growth of small and medium-sized businesses. GLIDE (Great Lakes Innovation and Development Enterprise) at LCC and the Office of Technology Transfer at UA are representative of the shared strengths already in place.

Dean Cheryl Kern-Simirenko is serving on this work team to identify ways in which the Libraries' Corporate Services Center (CSC) could contribute to the work of the Innovation Alliance in fostering economic development through the provision of library resources and services to businesses.

#### THE ODD STATISTIC

piece together a snapshot of the bowling pin industry kings, manufacture and sales) for a customer, making it the longest face-to-face reference question for the year

# THE ODD STATISTIC

William Wise's "Albert Einstein: Citizen of the World" (1960) was borrowed in 1968 and returned in June 2007, making it the year's longest overdue book.



Uncommon Knowledge 3



ibrary Coffee Shop, which d tea, soups, sandwiches and lar with students as an early a lunch spot, and break zone tudies and research. The library provides over 2000 commercial and artistic feature films for students, faculty, and staff to borrow for their enjoyment. Students can check out any of 200 laptop computers to use anywhere in the Science and Technology Library or Bierce Library.

### ACADEMIC SPOTLIGHT

# Librarians receive tenure and promotion

o Ann Calzonetti has been promoted to professor, and Lori Fielding has been promoted to associate professor. Both were granted indefinite tenure.

Calzonetti, who is head of UL's Science and Technology Library, was lauded for her instructional efforts on behalf of UL and the profession. Besides the reference desk, she has participated regularly in virtual reference services and provided

Jo Ann Calzonetti, professor

numerous instructional sessions for classes in various subjects. She has taught the UL one-credit Information Tools course and the Science/Technology Information Sources and Services course for the School for Library and Information Science at

Kent State one of articles w practice in the Onli Center (Content on the Center of Fielding reference multiple of the Center of

Kent State University. In addition, one of Calzonetti's published articles was recognized as a "best practice in virtual reference" by the Online Computer Library Center (OCLC).

Fielding, who serves as a reference librarian and liaison to multiple academic departments, was acknowledged for her task force and committee work for the UL and beyond. She worked on the space, plagiarism

and Learning Communities task forces; Friends Professional Education Scholarship committee; instant messaging reference

group; and a search and selection committee. She served on several University committees, notably the University Well-Being Committee. Fielding had a direct role in the work that led to the Ohio Society of Association Executives presenting the Academic Library Association of Ohio with an achievement award for diversity education efforts.



UA faculty attend webinar on "Podcasting in Higher Education and Implications for Academic Libraries."



ori Fielding, associate professo

#### ACADEMIC SPOTLIGHT

Nadia Hasan (middle) was honored as UL's Outstanding Woman Student at a Women in Higher Education luncheon.

# Student Leader Nadia Hasan represents UA at National Conference

adia Hasan, a graduate student who works in the Archives of the History of American Psychology, was chosen as a UA representative to the National Conference for College Women Student Leaders.

At this conference, students have the opportunity to discover and enhance leadership skills, build relationships and a network for the future, and meet national experts and workplace leaders. Hasan is finishing her Ph.D. in counseling psychology and also is chair of the American Psychological Association of Graduate Students.



# Vic Fleischer named University Archivist and Head, Archival Services

S.Victor Fleischer (Vic) is joining University Libraries on Sept. 17 as head of the archival and special collections programs. Fleischer comes to UL from Youngstown State University, where he served in a similar position. He started the archival program at YSU, established the Rose Melnick Medical Museum and implemented the electronic institutional repository.

Fleischer formerly worked as special collections manager at Stan Hywet Hall and Gardens and had experience with various projects at the Akron Art Museum, the Hudson Library and Historical Society, the Canton Museum of Art and the Kent State University Museum.

Fleischer, who has master's degrees in library science and history, taught part-time in YSU's art department.

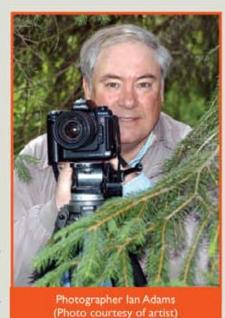


ae Schreiber, associate professor of bibliography and government documents specialist, has retired with emeritus status after providing 18 years of dedicated and diligent information service to library users in the government documents unit of the reference department.

#### We've Got Friends

t the 65th annual dinner of the Friends of University Libraries, environmental photographer lan Adams gave an engaging presentation on the beauties and importance of Ohio's nature preserves. Dean Cheryl Kern-Simirenko recognized James Switzer, outgoing president, for more than 25 years of service. Several long-term officers and board members also were acknowledged: Louise Forsch, former president and secretary-treasurer; Mark Auburn, former vice president; and Arthur Pollock, former board member.

Melanie Smith, interim head of circulation services, was awarded a Friends Scholarship of \$1,500 to help defray tuition costs at Kent State University's School of Library and Information Science.



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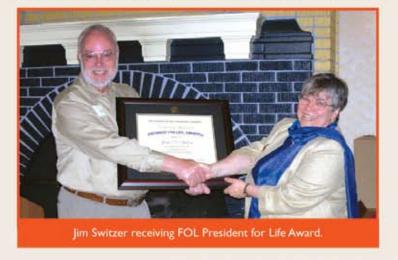
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We've Got Friends continued from Page 5

The group honored two Outstanding Student Employee award winners, Adam Miller and Ashley Presutto, by giving each a certificate and a check for \$1,000. Miller works for Bierce Library's Circulation Department. Presutto worked for the OhioLINK and Interlibrary Loan Units.

New officers were elected for 2007-08: Stephen Love, president; Barbara Heinzerling, vice president; and Phyllis O'Connor, secretary-treasurer. Board members are Mitchell Allen, Ronald Cable, Rose Kleidon and Andrea Klein.

FOL annual dues are \$45 for a single membership and \$75 for a family membership. Call 330-972-7498 or visit http://www.uakron.edu/libraries/libsFriends.php for further information.



#### THE ODD STATISTIC

About 72 percent of questions asked at the desk are not traditional reference queries; they are equipment and software-use related, making them the most frequent type of reference transaction for the year

#### THE ODD STATISTIC

William A. Lovett's "Inflation and Politics: Fiscal, Monetary, and Wage-price Discipline" has been the all-time favorite book, having been checked out a total of 7,123 times.

Other Contributors: Don Appleby, Marlene Glennon, Peg Goodman, Phyllis O'Connor, Reneé Wilson Dean's Office, The University of Akron, Akron, OH 44325-1701 • Phone: 330-972-7498 • Fax: 330-972-5106 • www.uakron.edu/libraries

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