

Cartouche

THE NEWSLETTER OF THE WAIDNER-SPAHR LIBRARY, DICKINSON COLLEGE

SPRING 2008

RESHAPING REFERENCE SERVICES FOR TODAY'S STUDENTS

CHANGES in student research strategies have prompted Dickinson College's librarians to rethink how the library provides reference services. Students are increasingly "self-serve" learners who use online tools before asking for help. Many of the questions librarians answered in the past are now answered satisfactorily through Web-based tools. In the last two years, the library has improved both the availability and usability of online resources and subject guides to promote and improve this self-guided research. Students still need instruction and help navigating a

complex array of information resources, but the methods of delivering that help are evolving.

Instead of simply waiting for questions at a reference desk, the library has moved toward more targeted, proactive reference and research support for students. The new approach still provides on-demand assistance by having a librarian available during weekdays and five evenings per week. Students can request to immediately meet with the on-call librarian at any of the library service desks. In addition, students can e-mail, instant message or telephone a librarian during on-call hours. These services are

featured prominently on a new campus Gateway channel, putting them at students' fingertips when online.

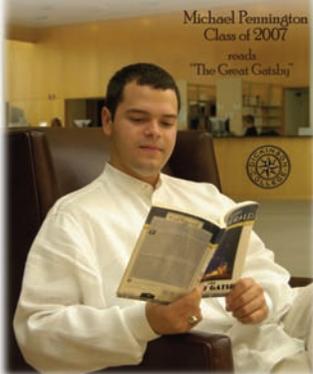
To help students become independent learners and researchers, the library provides curriculum-integrated information-literacy instruction. This program teaches students how to effectively find, evaluate and use information in today's digital world. Faculty members also are encouraged to refer students to a librarian for help with library research, finding and evaluating information sources, and citing sources correctly. Promotion of this service has resulted in a 64-



percent increase in students seeking out individual consultations with a librarian.

The library staff will conduct an awareness campaign and assess reference and research services throughout the year. The goal is that every student will know what a librarian can do for them and how they can get help with their research.

READ



Dickinson READs Poster Campaign

ANYONE who has entered a public or school library is probably familiar with the celebrity READ posters created by the American Library Association (ALA). These posters depict actors, sports stars and other celebrities posing with a favorite book. In fall 2007, the Dickinson College Library launched its own READ campaign, displaying posters of celebrity Dickinsonians enjoying their favorite books.

The library staff chose the initial subjects for the READ posters, which have included our founder, Benjamin Rush (along with President Durden) and Clarke Forum guest, author and activist Sister Helen Prejean. The library is now inviting nominations from the campus community for future poster ideas. Dickinson students, faculty, administrators, staff members, alumni and special visitors are eligible to be photographed for a READ poster.

Nominations can be made by sending an

e-mail to Christine Bombaro at <bombaroc@dickinson.edu> with the following information:

- your name and contact information
- the name of the person you are nominating and his or her contact information
- your reason for nominating this person
- an idea for the photograph's setting or background (optional).

Current posters are displayed in various locations around the library and on the library's Web site. To see them, visit the building or go to <<http://lis.dickinson.edu/library>> and click on the "READ" icon at the bottom of the page.

This is an opportunity to celebrate the college's community of readers (and enhance the walls of the library) through your suggestions.



HANDS-ON HISTORY IN DICKINSON'S ARCHIVES

DICKINSONIANS had the opportunity to share memories and experience the college's rich history through two programs sponsored by the Archives & Special Collections in 2007.

For Alumni Weekend, the archives staff hosted "Dickinson's Most Wanted," inviting alumni to help place names with the faces in unidentified images from the college's sizeable photo collection. Classmates gathered around snapshots of campus events, athletics events, student groups and day-to-day life while sharing memories and poring over yearbooks. In an atmosphere of laughter and reminiscence, roughly 150 alumni identified more than 550 individuals in photos dating from the 1940s to the 2000s. Those who found pictures that held special meaning were able to request digital copies as keepsakes. The library thanks everyone who participated in this event for their assistance in identifying these "mystery" images.

Approximately 50 individuals visited the archives during Homecoming & Family Weekend to experience "Hands-on History," an interactive exhibit of Dickinson documents and memorabilia from the 18th century to the present. Alumni, current students and parents had the opportunity to hold a football from a 1904 game, snoop in a student diary from the 1850s and browse through scrapbooks and campus photos. During this event the archives department was honored with a visit from John Dickinson (in the form of a historical interpreter), who had been invited to campus in recognition of the 275th anniversary of his birth.



The Dickinson College Archives & Special Collections preserves the college's history with a rich and varied collection of documents, images and artifacts, including materials from student organizations, campus events and administrative departments. The department's staff welcomes visits from alumni, students, faculty and community mem-

bers to pursue research, prepare for class reunions or anniversary events, or simply share and enjoy memories. For more information, e-mail <archives@dickinson.edu> or visit <<http://lis.dickinson.edu/library/archives>>.

DICKINSON'S MOST WANTED



WILLIAM DURDEN



**SOME PHOTOS ARE
EASY TO IDENTIFY.**

**SOME ARE NOT
SO EASY.**

**HELP THE ARCHIVES STAFF MATCH NAMES WITH THE
UNKNOWN FACES IN THE COLLEGE'S PHOTO COLLECTION.**

**SATURDAY, JUNE 9, 2007
9 A.M. TO 5 P.M.**

WIDNER-SPAHR LIBRARY, LOWER LEVEL



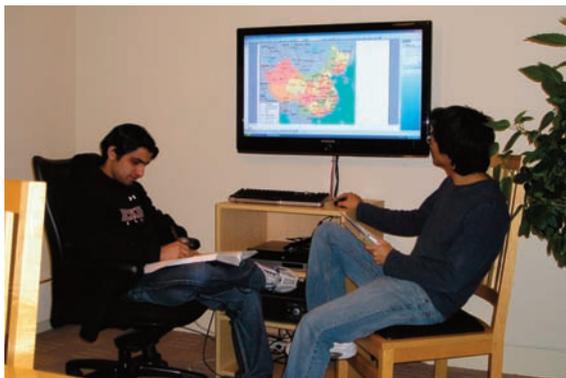
Alumni, parents and friends dig through hundreds of photos during Homecoming & Family Weekend's "Hands-on History."



Group-Study Rooms Upgraded

AS STUDENTS returned to campus this fall, they found that two of the library's group-study rooms had been outfitted with new technology. The upgrades in each of these study rooms included the addition of a computer with a wall-mounted flat panel monitor, a new VHS/region-free DVD player, a campus cable-TV connection and comfortable seating. The large monitors are intended to support collaborative work. While students can still check out laptops to use anywhere in the li-

brary, these two rooms will allow larger groups to create and view their own online work and screen films or watch television programs together without disturbing students nearby. Members of the faculty also have taken advantage of the new technology, booking the rooms to show reserved films to their students. Reservations for these study rooms (which can be made online) have more than tripled since these improvements were made.



This Just In

A common phrase used for “breaking news” is also now the name of the new books display section of Waidner-Spahr Library. Each week, every newly added title to the library collection is temporarily placed in our “This Just In” display units conveniently located near both the library entrance and the circulation desk. These appealing display shelves promote easy browsing

of all the newest acquisitions, tempting the reader to sample titles across the disciplines. All materials on the display shelves are available for immediate checkout, so don't wait. Come in often to make sure you see all the amazing resources being added to the collection.

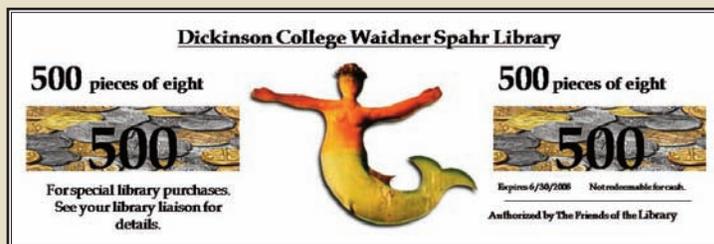


With a Lot of Help from Our Friends

THE GENEROUS donations to the Friends of the Library fund every year support numerous purchases and programs. This year the fund has helped the library acquire a new digital image library, bolster our Special Collections, establish a student internship and provide faculty with more resources for their scholarship.

Thanks to the Friends of the Library, the library purchased access to ARTstor, “a digital library of approximately 550,000 images in the areas of art, architecture, the humanities and social sciences with a set of tools to view, present and manage images for research and pedagogical purposes.” In addition to ARTstor, the Friends of the Library helped the library purchase several items to augment our Special Collections, including three letters from notable alumnus James Buchanan, one letter from early faculty member Thomas Cooper and several 19th-century books and pamphlets.

Dozens of undergraduates work in the Waidner-Spahr Library each semester, and many students have expressed interest in careers in librarianship or other information professions. The Friends of the Library Internship has been established to help prepare those with the greatest interest. This program will support the hiring of a recently graduated student for a one-year, full-time, paid library internship, which will be tailored to best match the intern's career goals. Candidates will be selected based on a competitive application process.



Each year new faculty members arrive with research interests in subjects that are relatively new to the college. To allow them to help shape the library's collections in their research areas, we have created Mermoney. Supported by the Friends of the Library, Mermoney allows new tenure-track faculty to purchase additional library materials for their own areas of scholarship. The Mermoney name pays homage to the mermaid that has graced the Dickinson campus for more than two centuries, the original of which has been housed in the library for 40 years.

A new space has been named to honor the Friends of the Library. The open area near the May Morris Room on the lower level of the Waidner Building is now the Friends of the Library Reading Area. This popular spot for undergraduate study is also the location of numerous receptions and regular exhibits highlighting student work and Special Collections resources. With the addition of bookshelves and other furnishings, the Friends of the Library Reading Area should become an even more inviting place to enjoy the resources of the Dickinson College Library.



WHERE DO OLD BOOKS GO TO LIVE AGAIN?

What does a library do with old books that are outdated, in disrepair or no longer in use? What does it do with donated books that are duplicates of items already in the collection? In the past, libraries would donate to other libraries, hold book sales or simply discard and recycle old books. Now, thanks to Better World Books, there is a better option.

Better World Books grew from a one-time local book drive at the University of Notre Dame into a nationwide, sustainable effort to support literacy through the collection and redistribution of unwanted books. With the mission to “capitalize on the value of the book to fund and support literacy initiatives locally, nationally and around the world,” they have collected more than 10 million books, raised more than \$2.3 million for literacy and educational nonprofit organizations, and saved 5,250

tons of books from landfills. They also have reclaimed more than 680,000 pounds of metal shelving from libraries across the United States and report 775 tons of carbon offset on Betterworld.com sales.

The Waidner-Spahr Library has had an agreement with Better World Books for more than a year. The library sends them any unneeded books, either weeded from the collection or donated. They provide all the boxes and free shipping (which is often more costly than the value of the books themselves). Better World Books either sells these on the used-book market to fund their socially responsible initiatives or donates them to charitable literacy programs. This worthwhile venture has proven to be a time-saving, efficient operation and a way to give our old books new life.

The High Cost of Keeping Up

ANYONE who has spent hours following Web links knows there is an enormous amount of information available online. Recent estimates guess that there are more than 29 billion pages on the Web and that roughly 120,000 blogs are created each day. With all of this information freely available on the Web, why do libraries pay what seems like a publisher's ransom to maintain subscriptions to increasingly expensive scholarly journals?

One reason is that not all information is freely available online. Some scholarly journals (a rapidly decreasing number) are still only available in print. Other journals are available electronically but have features or uses that make the printed versions preferable. Some journals deliver content through the Internet but are not free. A search in Google Scholar, for example, will return many citations for articles with price tags for non-subscribers. While the breadth of content on the Web is stunning, libraries still must subscribe to costly journals to meet scholarly requirements for depth, subject specificity and authority.

Libraries pay increasing amounts for scholarly journals, particularly in the sciences, where prices increased by 33 percent from 2002 to 2006. As colleges reach out into new curricular areas, the diminishing purchasing power of static budgets challenges libraries to keep pace with expanding disciplines.

Hope for libraries—and for library users—is being offered by the potentially transformative open-access movement. Because open access removes subscription, licensing, pay-per-view, and copyright fees and restrictions, it could make the work of scholars and researchers freely available online. In a new model of scholarly publishing, costs would not be borne by libraries, subscribers and readers, but rather by a variety of sources, from the government agencies or private industries that fund the research to the authors themselves. Communication among scholars and researchers would improve, and costly barriers to information would crumble. But until open access is the norm, libraries will continue to struggle with costs and look for innovative ways to provide access to scholarly content while keeping budgets under control.