Summer 2007

UMass Amherst Friends of the Library Newsletter - Spring/Summer 2007 (no. 33)

Jay Schafer
University of Massachusetts Amherst

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Telling our story – the story of UMass Amherst Libraries – is essential to building a community of support among students, parents, alumni, and corporate sponsors. The story is a simple one. UMass Amherst Libraries exist to support students and faculty; teaching and research. Funding from the Commonwealth provides baseline support for the library. Excellence is possible only with contributions from those of you who share our vision of providing outstanding library and information resources, facilities, and services to outstanding students and faculty.

How do we tell the story of UMass Amherst Libraries? Sometimes friends like Governor Deval Patrick, UMass President Jack Wilson, and UMass Amherst Provost Charlena Seymour drop by to help. More usually, this newsletter, the annual report, press releases, and the library website are our primary venues. Over the past several years, the quality of these “products” has gained the attention of you, our readers, the campus community and even the national library community.

This month, the Massachusetts Library Association (MLA), as part of its 18th Biennial Public Relations Awards, acknowledged the excellence of UMass Amherst Libraries’ publications by awarding us with First Place in the category Annual Reports, and Second Place in the Newsletter category.

It is too easy for the library director to say “us.” Usually, when I say “us” I mean the more than 125 library staff and more than 200 students who provide the excellent level of performance that results in the many services you expect and appreciate from UMass Amherst Libraries.

In this case, the award-winning “us” is Emily Silverman (Director of Library Development and Communication), Leslie Schaler (Communications Assistant), and Susan McBride (Administrative Support). These are the three individuals who are most responsible for “telling our story.” In this Newsletter, you will see their magic at work yet again. But ask them and they will say the “magic” is “students and faculty” and the tremendous support received from each and every one of you.

Most appreciatively,

Jay Schafer
Director of Libraries
Governor Deval Patrick Was Here

Lights, Camera, Action!

On April 6th, Governor Deval Patrick and UMass President Jack Wilson visited the Du Bois Library to shoot footage for a commercial about UMass. The film crew set up their cameras and filmed right in the Learning Commons. Over 50 students participated in the commercial.

Assessing the Library

The Library conducted a survey of all faculty members, graduate students, and a random sample of 2,000 undergraduates this spring. The results of the LibQUAL+™ survey will be used to help assess and improve the Library’s services, collections, and facilities. The results will also indicate how our library services compare to other institutions of similar size and mission. The survey will allow the Library to benchmark results against those of other colleges and universities to determine best practices and help us concentrate improvements where they are most needed for UMass Amherst users. UMass Amherst was one of over 200 libraries participating in this year’s survey.

In 2004, the Library conducted our first LibQUAL+™ survey, which helped identify areas for improvement, particularly in the Du Bois Library. The recent transformation of the Library began here and the 2004 survey helped guide our thinking about the Learning Commons.

Self-Study

The Library is conducting a self-study in preparation for the campus reaccreditation review by the New England Association of Schools and Colleges in 2008. The self-study will address the question of how university libraries are evolving, and what the characteristics of efficient, responsive libraries will be in the future. It will sketch out the Library’s vision for organizing itself to support the campus’s mission.

Following the model of Academic Quality Assessment and Development (AQAD), the Library’s study process includes creating two self-study teams (Focusing on Undergraduates and Serving the Graduate and Research Mission), soliciting input from library users and staff through meetings and focus groups, a review by an external team who will provide a report to the Provost, and ultimately an action plan based on the internal and external analyses.

ScholarWorks

Debuts at Spring Colloquium

“Showcasing Research & Teaching in the 21st Century: A Digital Approach,” the second annual colloquium sponsored by the Library, Office for Research, Center for Teaching, and the Graduate School marked the official debut of ScholarWorks@UMass Amherst. ScholarWorks is a digital repository for the research and scholarly output of members of UMass Amherst community and is administered by the UMass Amherst Libraries.

David Shulenberger, Vice President for Academic Affairs of the National Association for State Universities and Land Grant Colleges (NASULGC), gave the keynote talk “If It Cannot Be Found on the Net, It Does Not Exist: Increasing Impact for UMass Scholarship.” Chancellor John V. Lombardi gave the welcoming remarks and Provost Charlena Seymour introduced Dr. Shulenberger.

Digital repositories like ScholarWorks capture, preserve, and disseminate the intellectual capital of academia, and serve as a meaningful indicator of an institution’s academic quality. The scholarly products of higher education are often invisible to the public, other scholars, and funding sources. Digital repositories are an archive and dissemination tool for delivering scholarly materials to students, academicians, and citizens via the Internet. To see ScholarWorks@UMass Amherst, go to scholarworks.umass.edu.

Director of Libraries Jay Schafer, keynote speaker David Shulenberger, Chancellor John V. Lombardi, Provost Charlena Seymour.

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Dinner with Friends Raises over $20,000

The Library’s Fifth Annual “Dinner with Friends” on Saturday, March 31, 2007, was another delightful and successful event. This year’s dinner featured authors Arthur F. Kinney, Charles C. Mann, and Lesléa Newman, in addition to music provided by the Kurian/Nix Duo, a champagne and hors d’oeuvres reception, and a gourmet dinner. The evening was kicked off by welcoming remarks by Chancellor John V. Lombardi and President of Friends of the Library Lewis Mainzer. Director of Libraries Jay Schafer introduced George Ditomassi and Rickie Moriarty of the Class of ’57 who spoke about the Class of 1957 50th reunion gift to the Library for the promenade beautification endowment; and Lorrey Bianchi ’69, co-chair of the Director’s Council and the initiator of the 21st Century Library Technology Fund, who described the progress of the Director’s Council. Emily Silverman introduced the three authors who entertained the audience with remarks about their work and their thoughts about the Library. The evening concluded with inspiring comments by Chancellor John V. Lombardi.

“I don’t have a library card, so I’m incredibly grateful that you guys let me in at all. On top of that, you have open stacks, which are a huge boon to people like me, because it lets serendipity operate. I often find books that I didn’t know about on the same shelf or shelves as the book I was looking for. Often the surprises are more useful than the books I was originally looking for.”

- Charles C. Mann

“Language, like the lute, is an endlessly flexible instrument; writers are to a degree free agents….but our hundreds of tests show us that writers tend to remain within a defined band of style….and our statistics tell us we are right about 97% of the time….if we redefine the Shakespeare canon, as we are doing, this will not change your lives…but it will change that book you buy called The Complete Works of Shakespeare.”

- Arthur F. Kinney

“Because of this library’s excellent collection, I was able to write a better book than I would have without using materials found in this very building. Many, many students, writers, scholars and academics use the resources found here and we are all extremely grateful to have access to this wealth of knowledge.”

- Lesléa Newman

THANK YOU to this year’s sponsors:
We were thrilled to have Class of ’57 members George Ditomassi and Rickie Moriarty join us at our “Dinner with Friends” this year. They updated us on the Class of 1957’s success in raising their 50th reunion gift to the Library for the promenade beautification endowment. Their goal was to reach $125,000 and, as we go to press, they have raised over $160,000, with more to come.

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<tr>
<th>YOUR GIFTS MAKE A DIFFERENCE</th>
<th>CLASS OF 1957 RAISES OVER $160,000</th>
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<tr>
<td>$100 access to full-text databases like Lexis-Nexis and Academic Search Premier for one day</td>
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<td>$150 books like International Corporate Governance or Nanomaterials for Cancer Therapy</td>
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<td>$350 a scanner to digitize unique materials</td>
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<td>$400 annual subscription to the International Review of Education</td>
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<tr>
<td>$1,100 online access to Web of Science for three days</td>
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<tr>
<td>$1,600 a laptop computer for loan to students</td>
<td></td>
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<tr>
<td>$2,000 table and chair for quiet study area</td>
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<td>$2,500 renovated study carrel for individual use</td>
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<td>“The reference librarians really want to help the students. It’s great! They know their resources well.”</td>
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<td>“I just love the library, ever since my first year at UMass Amherst I fell in love with the library. I like the fact that it’s open 24 hours… keep up the good work!”</td>
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<td>“I really enjoyed the updated learning commons area. I attended UMass Amherst as an undergrad, and now as a returning PhD student, I am very pleased with the new lower level and new quiet study on 2 and 3. I am also very pleased with the number of computers, laptop stations, and wireless access throughout the library.”</td>
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<td>“I really like the second floor study area. It is very quiet, extremely comfortable and I get a lot of work done there.”</td>
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**Thanks to you**, the Library recently acquired these outstanding scholarly resources, among many others. These resources are available to all Library visitors and remotely to OIT account holders.

- **American National Biography Online Biographies**: Posthumous biographies of about 17,500 notable American men and women from earliest history to the current day.
- **Bibliography of Native North Americans**: Citations to books, essays, journal articles, and government documents on all aspects of native North American culture, history, and life from pre-history to the present.
- **Black Women Writers**: A growing collection of literary works of fiction, nonfiction, and poetry by women from North America, Africa, and the Caribbean.
- **Digital Sanborn Maps**: Extremely detailed maps of New England towns and cities from the nineteenth and early twentieth century.
- **Eighteenth Century Collections Online**: A comprehensive collection of every significant title printed in the United Kingdom, along with thousands of important works from the Americas, between 1701 and 1800.
A Celebration of the Life of John “Jack” Maki

The Library hosted a celebration of the life of professor emeritus of political science John “Jack” Maki on April 19, 2007, in Special Collections & University Archives. Professor Maki died on April 8, 2007, in Special Collections & University Archives. Guests were invited to share stories and memories. An exhibit of photographs, manuscripts, maps, and reports that Professor Maki donated to the Library accompanied the event.

Professor Maki played many administrative roles: chair of the Program of Asian Studies, vice dean of the College of Arts and Sciences (1967-70); presiding officer of the Faculty Senate (1973-76); a leader of the American Association of University Professors; and president of Phi Beta Kappa. Dr. Maki retired in 1980 and was a “founding father” of the Retired Faculty Association. He helped forge a sister-state agreement between Massachusetts and Hokkaido (1987). In 1986, he was awarded the Chancellor’s Medal.

13th Annual Du Bois Lecture


“Water Is Life”

UMass Amherst students from Engineers Without Borders exhibited photographs taken in Kenya on an assessment trip dedicated to understanding the specific needs of Namawanga Village. The students collected information about the people, their lives, and their problems with water.

Events and Exhibits

13th Annual Du Bois Lecture


“Spies and Lies: Maps from the World War II Era,” The Allied and Axis maps in this exhibit showed the results of pre-war information gathering, aerial surveillance over occupied country, an examination of a potential invasion beach head, clandestine routes through the Sahara, an atlas with secrets, and the site of the only proven case of biological warfare in 20th century Europe.

“Water Is Life”

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Staff Appointments

Gerald Byman was appointed to the part-time position of Circulation Assistant.

Paulina Borrego was appointed to the position of Science and Engineering Reference Services Librarian in the Integrated Sciences and Engineering Library. Paulina has an MLS degree from Simmons College and an MS degree from Rensselaer Polytechnic Institute.

Zoe Jarocki was appointed to the position of Reserves/Media Assistant.

Brian Sheilkerse was appointed to the position of Head of the Image Collection Library. Brian has a BA in Classics & Anthropology from the University of Rhode Island and an MA in Classical & Near Eastern Archaeology from Bryn Mawr.

Renee Rennig-Zeilen was appointed to the position of Science Librarian for the Center for Hierarchical Manufacturing (CHM). The CHM is an initiative established by UMass Amherst and made possible by a grant from the National Science Foundation. Renee is a former member of the Library’s Circulation staff. She holds an MLS degree from Simmons as well as an MA degree in Philosophy from Katholische Universiteit Leuven, in Leuven, Belgium.

Numbers

53% increase in number of visitors to Du Bois Library from FY 2005 to FY 2006

94% of students visit the Learning Commons once a week

432% increase in Procrastination Station Café sales in 2006, over 2005 — and the Library receives half the proceeds!

Library News for Friends of the UMass Amherst Libraries

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News for Friends of the UMass Amherst Libraries

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Save The Date

NINTH ANNUAL DONOR APPRECIATION RECEPTION

SUNDAY, SEPTEMBER 30, 2007

2:00 PM — 4:00 PM

MEMORIAL HALL

FREE AND OPEN TO THE PUBLIC

Featuring Kenneth Gloss, proprietor of the Brattle Book Shop, one of America’s oldest and best known antiquarian book shops. Ken is an appraiser on PBS’ “Antiques Roadshow,” and a UMass Amherst alum.

Ken is a past President of the Antiquarian Booksellers Association of America’s New England Chapter. He appraises books and libraries for Harvard, Boston University, Boston College, Northeastern, Simmons, Suffolk, Tufts, Babson, Fletcher School of Law and Diplomacy, and the FBI and others. He lectures on the antiquarian book field to library groups, historical societies and other book-interested groups throughout the New England area. Ken has appeared on numerous local and national television and radio programs talking about books and their values. He also has written many articles on appraising books, book collecting and book selling.

As part of his presentation, “Treasures in Your Attic: Old and Rare Books,” Ken will take audience questions and appraise books that audience members bring for evaluation. You never know what treasures might be in your own attic!

Bring your books!