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UMass Amherst Friends of the Library Newsletter - Fall/Winter 2007 (no. 34)

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Here’s a twist on the traditional conversation. “Libraries aren’t just about coffee.” With the success of the Learning Commons and our emphasis on the “non-traditional” aspects of service at UMass Amherst Libraries, it is important to tell both sides of the story. Yes, in fiscal year 2007, we did sell over 75,000 cups of coffee at Procrastination Station in the Du Bois Library. Yes, this is the most coffee sold at any place on campus. Nearly 1.1 million people came to the Libraries in 2006-07, but not just for coffee. Inside the doors we offer a rich mix of services. They include “traditional” library reference and research assistance, campus information technology support, and myriad other offerings aimed at student success such as Academic Advising, Career Services, the Learning Resource Center, and the Writing Center.

In this 21st century world it is exciting and even sexy (in PR terminology) to talk about how we have broken the mold and stereotypes of “the traditional library” to become “relevant” to today’s students. The library as place – the social and intellectual center for collaborative study – is an important new focus for UMass Amherst Libraries.

But as we discuss the “21st Century Library” it is vital to honor the core values of the institution – to collect, organize, and preserve information resources for our campus constituents. I like to call it “the stuff” our users need to be successful as students and researchers. Others might think of books, journals, databases, digital images, manuscripts, documents, etc. but to me it is “the stuff” and it is important to have the “right stuff” for our users.

You will read in this newsletter about new “stuff” we have acquired – an extensive aerial photography collection, a vast collection of books and broadsides pertaining to theatre, and a unique collection of gay and lesbian materials are a few examples.

It is equally important to note that UMass Amherst Libraries was the top lender of “stuff” in our six state New England library cooperative of more than 600 libraries. Not only do we have the “right stuff” but we are willing to share it.

As a Friend, I hope you share the pride I have for the excellence found at UMass Amherst Libraries. Building this excellence depends on your continuing support.

Most appreciatively,

Jay Schafer
Director of Libraries
Learning Commons Sparks Jump in Library Stats

“It’s finals time, and it appears students at the University of Massachusetts Amherst, have given the library’s learning commons high marks. In data posted recently to the library web site, traffic in the library has roughly doubled over previous years. According to an array of data collected and posted on the W.E.B. Du Bois Library web site, total gate count for 2006 was up 53 percent to 928,522 from 606,186 in 2005, and more than double from 2004.”

Massachusetts Daily Collegian

Space Race at the Library:
Du Bois Packs Students into Study Areas

Ben Williams, Collegian Staff

“The library features ‘quiet study’ on the second and third floors. First-come, first-served carrels are available for use on the seventh and tenth floors. The fifth floor offers comfortable seating and current magazines and newspapers. Anne C. Moore, associate director of user services, mentioned that the science library in the Lederle Graduate Research Center is the ‘best kept secret’ for people looking for a quiet study spot. Moore said the library is ‘constantly looking at every operation to organize it for how people use it today.’”

Library Renovations Draw More Students

Peter Axtman, Collegian Correspondent

“According to library gate count figures, in fall 2006, 28 percent more students used the library compared to fall 2005. By December 2006, 111,826 users visited the library, up from 95,132 in December 2005 and 63,049 in December 2004, according to figures found on the library’s website, compiled from a study conducted by consultant Gordon Fretwell.”

Mapping Massachusetts

The Library acquired an extensive aerial photograph collection of Massachusetts and the Connecticut River Valley from the Department of Natural Resources Conservation, formerly the Department of Forestry and Wildlife Management, at UMass Amherst. The estimated 24,000 items in this collection include infrared transparencies and prints, and black and white prints from the 1950s through 2000 covering the entire Commonwealth and some areas in adjoining states. Also included are sets of land use and vegetation cover maps of Massachusetts and the Connecticut River Valley. The collection can be viewed in the Map Collection on Floor 2 of the Du Bois Library.

In the 1950s, Forestry Professor Emeritus William P. MacConnell ’43, and his photogrammetry students began using aerial photography to map forests, agricultural fields, wetlands, and other land cover in Massachusetts. Their work was eventually expanded to include the mapping of all land use for Massachusetts, making this state the first in the nation to be completely mapped in this fashion. The process was repeated at several intervals in order to measure the rate and type of land use change in the Commonwealth. Photogrammetry is the use of photography to make measurements.
Ninth Annual Fall Reception

Ken Gloss ’73, proprietor of the Brattle Book Shop in Boston, one of America’s oldest and best known antiquarian book shops, gave a talk “Treasures in Your Attic: Old and Rare Books” at the Library’s annual fall event on September 30. You can see and hear this fascinating talk at: http://www.umass.edu/aims/gloss.html. Ken Gloss is a book appraiser on PBS’ Antiques Roadshow, lectures widely throughout New England, and appears on numerous television and radio programs. Ken’s father, George Gloss, a well-known figure both in Boston and international antiquarian circles, bought the Brattle Book Shop in 1949 and Ken has worked there since childhood. George Gloss was known for such stunts as hiring a horse and wagon to drive through downtown Boston and throwing free books to pedestrians. Ken’s talk was punctuated with many wonderful anecdotes from his years in the book business. He brought along some fascinating examples of valuable and not-so-valuable items. Following his talk, he appraised every item that audience members brought with them.

As part of the program, the Library honored our good friends, Howard and Joy Gersten, proprietors of the Jeffery Amherst Bookshop with the 2007 Siegfried Feller Award for Outstanding Volunteer Service.
WE DID IT AGAIN

ANOTHER RECORD HIGH!

In fiscal year 2007 you gave 7,777 gifts to the UMass Amherst Libraries for a total of over $1.5 million. THANK YOU!

Meet the Friends of the Library Board

1st row from left: Dodie Gaudet ’73, Lewis Mainzer, Jay Schafer, Emily Silverman, Robert Pothash, Vanessa Cieslak ’76
2nd row from left: Ruth Levens ’48, G’50, Ruth Owen Jones ’64, G’86, Christopher Kellogg ’89, Ronald Archer, Donald Proule, George Cernada, Bruce Cernada ’80
Not shown: Elaine Barker ’63, G’69, Joseph Black, Julie Brigham-Grette, Arthur Kinney, Anne Lundberg

We’ve Made Giving Easier than Ever -
See for yourself: www.library.umass.edu/giving

Memorial Gifts 2007

The Library received gifts in memory of the following individuals from July 1, 2006 - June 30, 2007:
- Dorothy Berger
- Edward C. Bradley, Jr.
- Louise Casa
- Helen Curtis Cole
- James P. Cormack, Jr. ’50
- Norman G. Cournoyer G ’62, G ’70
- Ruth Fifield
- Stella Gardner
- Anthony J. Guglielmi G ’89
- Thelma Hamm
- Priscilla G. Hicks
- Joseph S. Hopkins
- Nina Iardi
- John W. Lederle LLD ’70
- George W. Long
- John M. Maki
- Theresa Maravales
- Robert E. McIntosh
- Kenneth R. Mokovowski ’69
- Carl P. Swanson ’37, DSC ’57
- Oswald Tippo ’32, DSC ’54
- Helen V. Walsh ’71

Honor Gifts 2007

The Library received gifts in honor of the following individuals from July 1, 2006 - June 30, 2007:
- Elaine C. Barker ’63, G’69
- Loretta ’69 and Kathy Bianchi
- Alvin P. Cohen
- Alexa Colly
- Olivia Colly
- Vincent Iardi
- James R. Kelly
- John J. Koninski ’59
- John V. Lombardi
- Anna M. Nutter ’07

UMass Amherst Library Staff

Close to 400 alumni and their guests returned to campus on June 8–10 for Reunion Weekend 2007.

The Alumni Association, along with the ‘57 Planning Committee, organized a great series of events. A highlight was the Class of 1957 Library Promenade ribbon cutting and dedication. The Class of 1957 has raised over $180,000 for this special project.

As part of the activities, Danielle Kovacs of Special Collections & University Archives gave a talk “UMass Amherst Then and Now.”

Gittings – Lahusen Gay Book Collection

The Department of Special Collections and University Archives held a reception to celebrate the gift of an extraordinary collection of over 1,000 books collected by gay rights pioneers Barbara Gittings and her life partner, Kay Tobin Lahusen. Both broad and deep, the collection documents the history and culture of homosexuality in America and includes historically important materials ranging from a long run of the early lesbian periodical, The Ladder, to works on the psychology of homosexuality, novels by gay authors, and examples of the pulp fiction of the 1950s and 1960s.
events and exhibits

Third Annual Colloquium on Social Change

Political activist Tom Hayden gave a fascinating talk “Fifty Years of Radical Activism: An Evening with Tom Hayden” on October 30, 2007, as part of the Third Annual Colloquium on Social Change sponsored by the UMass Amherst Libraries’ Department of Special Collections and University Archives. One of the most important figures in the antivar movement of the 1960s, Tom Hayden was a founding member of the Students for a Democratic Society (SDS).

The colloquium included a lively panel discussion, “The Sixties: The Way We Really Were,” with readings from a new book, Time it Was: American Stories from the Sixties, a set of short memoirs written by people who participated in a wide variety of Sixties-era movements and events. The panelists included Johnny Flynn (a member of the American Indian Movement), Sheila Lennon (Woodstock), Tim Koster (draft lottery “winner” and conscientious objector), Leah O’Leary (Red Cross volunteer, Vietnam) and Karen Manners Smith (a member of a religious cult).

You can view the video of the colloquium at our website: http://www.library.umass.edu/news/.

Robert Charles was appointed to the 3rd shift position of Learning Commons and Technical Support Desk Supervisor.

Erskine Friedman was appointed to the half-time position of Library Office Assistant.

Robert Stevens was appointed to the grant funded position of Web Database Developer in the Center for Hierarchical Manufacturing.

Kimberly Wells was appointed to the half-time position of Reserves/Media Assistant.

“Miraculous Coincidences: From Russia to Hampshire County with Love”

The Library hosted an exhibit and reception featuring photos, papers, and books from the collection of Zilma Mayants, author of Miraculous Coincidences, a memoir. Mayants, a professor of Comparative Literature, Aesthetics and Fine Arts, who published extensively on Chekhov and Hemingway, survived the World War II invasion of the Soviet Union, the country’s oppressive regime, and an assassination attempt. Her husband, Lazar (Larik) Mayants, a physicist and lecturer worked with INEOS, a chemical manufacturing, distribution, sales, and marketing company. They immigrated to the United States in 1980, where Zilma taught at Amherst and Smith Colleges, and her husband became a researcher in the Physics Department at UMass Amherst.

“Astrid Recker, a library science intern from Germany, worked with Collection Development, Catalog Management, Acquisitions, and Reference and Instruction Services. She has a Staatsexamen (equivalent to our MA) in English/American Literature, Philosophy, and Education, and completed work on a Ph.D in American literature, both from the University of Cologne.”

“Naturally Beautiful: Photographs by Suzanne Bell,” in the Integrated Sciences and Engineering Library consists of photographs inspired by the artist’s surroundings when traveling or spending quiet days at home. The exhibit runs through December, and features Suzanne Bell’s observations of the natural world reflected in images of backyard birds, mountains, beaches, and national parks. Suzanne is the supervisor of the Music Reserve Lab in the UMass Amherst Libraries.

Louise Casa’s bench

Library staff members donated a bench in memory of our colleague Louise Casa. The bench is adjacent to the Old Chapel and faces the Du Bois Library.
SAVE THE DATE
Sixth Annual Dinner with Friends
Saturday, April 5, 2008
6:30 p.m.
W.E.B. Du Bois Library
Featuring guest speakers:
Carole O’Malley Gaunt ’67
Edward Klekowski
Jane Yolen, LHD ’06

GOT LIBRARY CARD?
All alumni and adult residents of Massachusetts are eligible for a community member library card.
Jim Ricci ’72