News in Brief

♦ **Reference Art Wall** - The Reference Department is proud to announce that the first exhibition on its Art Wall will be in March. The Art Wall is adjacent to the Reference Desk and will feature art by KU students and professors. The work of Andy Januszak, a senior majoring in English and Art who works as a student assistant in the Access Service Department of the library, will be installed after Spring Break. Tentatively, the grand opening will be held March 18.

♦ **Liaison Budget Deadline** - The deadline for departments to submit orders for library materials is April 2, 2004. Please see your department or librarian liaison for more information.

♦ **Information Literacy Instruction** - Faculty members who are interested in bringing their class to the library for Information Literacy instruction should contact the Reference Department or go to their Web page at: http://www.kutztown.edu/library/reference/IL_index.htm for more information.

♦ **New Spaces for Chambliss and Browsing Collections** - The library recently did some shifting of collections. The Browsing Collection, which consists of popular literature received through a rental contract, was formally housed to the right of the main library entrance. It is now located in the main collection on the first floor across from Jazzman’s (where the Chambliss Collection of foreign money used to be). The Chambliss Collection has been moved to the second floor next to the Voices and Choices Center.

♦ **New Reference Department Web Site** - The Reference Department recently unveiled a new Web site. The completely updated and expanded site includes information about the many services offered by Reference including personalized research assistance, Dialog searching, library instruction, map services, and government documents. You can visit our new site at http://www.kutztown.edu/library/reference.

**National Library Week—April 18 - 24, 2004**

By Karen Krug

Rohrbach Library will celebrate National Library Week from April 18-24, 2004. Stop by the library to see the decorations and join in the celebration. Sponsored by the American Library Association, the weeklong celebration was first observed in 1958 with a theme “Wake up and Read.” Current themes make use of the abundance of technologies at libraries with the @ your library logo.
Information Literacy Committee Formed
By Bob Flatley

The Rohrbach Library is excited to announce the formation of an Information Literacy Committee. This committee, composed of librarians and teaching faculty, is charged with implementing the library’s information literacy plan. In its most recent edition Characteristics of Excellence: Standards for Accreditation, the Middle States Commission on Higher Education mandates that colleges and universities make information literacy a priority. Specifically, the accrediting agency is requiring that information literacy be integrated in a college’s general education program and across the curriculum. Middle States defines information literacy as “an intellectual framework for identifying, finding, understanding and using information...information literacy is vital to all disciplines and to effective teaching and learning in any institution.” The committee will be encouraging the integration of these skills into the curriculum through education and support. Bob Flatley, Information Literacy Librarian, will be serving as Chair. He can be reached at 3-4173 or flatley@kutztown.edu.

Library Services for Graduate Students
By Bob Flatley

The library offers many important services for KU graduate students including:

Library Cards
Circulation Desk, Main Floor, 610-683-4480
If you don’t have time to get a KU ID card right away but need off-campus access to library resources, the library will give you a Gold Courtesy Card and activate it. You must come to the Circulation Desk and present a photo ID.

Reference Assistance
Reference Desk, Main Floor, 610-683-4165
Professional Reference Librarians are available to assist you 7-days a week. If you are having problems finding resources contact a reference librarian. They will be able to guide you to the most appropriate resource.

Individualized Research Assistance
Contact: Bob Flatley, flatley@kutztown.edu, 610-683-4173
If you need more in-depth assistance, Reference Librarians are available to provide individual research help by appointment.

Email Reference Assistance
E-mail: refquest@kutztown.edu
Have a quick question? Email it to Reference, and we’ll get back to you within 24 hours.

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Instruction Sessions
The instruction program is designed to introduce graduate students to the resources and research strategies available. Sessions are individually designed to meet class needs or an assignment. Typical sessions cover searching the catalog and pertinent electronic databases for books and scholarly articles; interlibrary loan and document delivery; and off-campus access to services and resources. Ask your Instructor to request a session.

Interlibrary loan (Books)
Contact: Miguel Nieves, nnieves@kutztown.edu, 610-683-1385
Students can request books that we do not own from other libraries. Two patron-initiated services include UBorrow and EZ Borrow (you will need your library card to access). In addition, the library will order books that are not available using the above services. For more complete information and an online request form visit http://www.kutztown.edu/library/interlibrary_loan.shtml

Document Delivery (Articles)
Contact: Joanne Bucks, bucks@kutztown.edu, 610-683-4158
If the Library does not own a specific journal title or full-text electronic access, you may request that the Periodicals Department staff retrieve a specific article for you. For more complete information and an online request form visit http://www.kutztown.edu/library/periodicals/index.shtml

Photocopying
Photocopiers are located on every floor of the library. Copies are $.10/page.

Computer Workstations
The library has over 100 computer workstations for students including PCs, Macs, and laptops. A PC computer lab is located on the 2nd Floor. Students may checkout laptops for in-library use at the Circulation Desk, Periodicals Desk, or AV Center Desk.

Group Study Rooms
The library has 6 private group study rooms that will accommodate up to 8 students

FAQ’s—Accessing Databases Off Campus
Q. Why are some electronic resources available only on campus or to KU students and employees?
A. Individual vendor contracts determine the access available for databases. Some vendors authenticate access through computer ID’s rather than individual ID’s. We can only authenticate the computers on campus. Therefore, some databases are not available elsewhere. For databases that are available off campus, the restriction that they be used only by KU students and employees is also due to the language within the contracts.
William Jefferson Leads Learning Technology Center  
By Bob Flatley

The library welcomes Will Jefferson to Kutztown University. Will joined the library team in November as the temporary Learning Technologies Center (LTC) Coordinator. His primary responsibility is to assist faculty in using technology to enhance teaching and learning.

Will has an extensive background in technology and teaching. He earned two undergraduate degrees (Technical Management and Computer Information Systems) while serving in the Air Force. After his service, he worked as a Multimedia Software Developer in Colorado before relocating back to the Lehigh Valley area (his home) in 1996 for an Instructional Designer/Software Developer job. Will completed a master’s degree in educational technology at Lehigh University in 2000, and he was Director of Instructional Technology at Northampton Community College until accepting the LTC Coordinator position at Kutztown.

One of the reasons that the KU position attracted Will was that it was in a library setting. He has always appreciated the service orientation of librarians and likes the idea of combining technology and teaching. He feels librarians and educational technologists are natural partners who share a very similar vision. In fact, Will is currently working on a second master’s degree in library science.

In his spare time, Will enjoys golf, antique cars, woodworking, and learning about alternative and green energy sources. Will is celebrating his 14th year of marriage to Jeanette, a computer programmer who loves horses. You can reach Will at 610-683-4757, wjeffers@kutztown.edu

New Technician Joins LTC  
By Will Jefferson

Jace Cavacini is the newest addition to the Learning Technologies Center team. He brings a wealth of computer maintenance and graphics art experience to Kutztown. Jace has over 8 years of computer maintenance/support experience and is well-versed in both the PC and Mac platforms. He is also an accomplished photographer and digital artist.

Prior to joining Kutztown University, Jace worked for Day-Timers in Allentown, PA where he designed artwork for multimedia training, websites, and product packaging.

When he is not at work Jace enjoys musical composition with a special focus on designing sounds using a combination of synthesis and traditional instruments. Additionally, Jace is an active writer and hopes to publish books one day--he currently has three novels and two technology books in progress!

Jace is truly service oriented and is willing to share his computer and technology knowledge with the faculty and staff at Kutztown. You can reach Jace by calling 610-683-4890, sending him email at cavacini@kutztown.edu, or by stopping by the Learning Technologies Center at the Rohrbach library.
Library Introduces Shari Bromfield
By Sylvia Pham

Please welcome Rohrbach Library’s newest member of the Access Services Department—Shari Kay Bromfield! Ms. Bromfield is a full-time library technician who is currently working with Reserves, Archives, and Circulation. In the interim Shari is also working with student workers and stack maintenance.

This wide variety of jobs is no problem for a library veteran like Shari. Shari has previously worked at four libraries, including Whitehall Public Library and Northampton Community College Library. Shari also has the educational credentials to match. She has an Associates degree in General Studies with a Library Science Certification from Northampton Community College. Possible future plans in education include getting a Bachelor’s Degree here at Kutztown and a Master’s Degree in Library Science.

Outside of the library, Shari enjoys reading, letter writing, genealogy and travel. Shari was born and raised in Bethlehem and currently resides in Danielsville. Come on over and say hello to Shari today!

Lisa Allen Joins Library Faculty
By Michael Weber

The Rohrbach Library takes great pleasure in announcing the addition of Lisa Allen to the staff as a temporary, full-time faculty member.

Lisa’s work will include both reference and cataloging assignments. Half of her time will be spent in the reference department, where she will help staff the reference desk and be involved with the teaching of library instruction sessions. The other half of her time will be spent cataloging materials for the Curriculum Materials Center (CMC). In this aspect of her position, Lisa will be covering for Stephanie Steely, who is on sabbatical leave this semester.

Lisa is a recent graduate of Drexel University, and she is both a KU alumna and a native of Berks County. She earned her B.S. in Education from KU in 1994 and her M.S. in Library and Information Science in June 2003. As a new employee, Lisa brings with her a wealth of energy and new ideas. Her professional interests include information literacy, the social sciences, library research, and web design. She hopes to pursue a doctorate in the near future.

Lisa’s personal interests are many and varied. She enjoys yoga, organic cooking, and tennis. Lisa is also interested in environmental issues and hopes to get involved with the local Sierra Club. She participates in various online communities, and enjoys movies, the arts, and reading (of course!).
Electronic Resources Update
By Meg Tulloch

New Electronic Resources, Spring 2004
http://www.kutztown.edu/library/books_articles_alpha.htm


WorldCat (OCLC-FirstSearch) Coverage 1000 BC - present. The most comprehensive and up-to-date bibliographic resource available. Union catalog of materials held by OCLC libraries. 49,000,000+ bibliographic records for audio-visual materials, books, maps, musical scores, newspapers, periodicals and more. Updated daily.

Electronic Resources for School Librarians / Teachers
Recently Added to the Alphabetically List of Electronic Resources:
EBSCO Animals
Funk & Wagnalls New World Encyclopedia
MAS Ultra—School Edition
Primary Search

Subscription Trials through December 2004
American Humanities Index (EBSCOhost) Coverage 1975 to the present. Provides bibliographic references to more than 700 literary, scholarly and creative journals published in the United States and Canada. Includes citation information for articles, essays and reviews, as well as original creative works like poems and fiction. Photographs, paintings and illustrations are also referenced. Updated regularly.

Communication & Mass Media Complete (EBSCOhost) Coverage 1920 to the present. Provides indexing for some 400 periodicals, including full text for over 200 titles, in areas related to communication and mass media. It incorporates CommSearch (formerly produced by the National Communication Association (NCA)), and Mass Media Articles Index (formerly produced by Pennsylvania State University). Updated regularly.
Library Continues Specialized Training for Faculty
By Bob Flatley

The Rohrbach Library, in conjunction with the Learning Technologies Center (LTC) and Center for the Enhancement of Teaching (CET), continues to offer specialized training sessions for faculty. These sessions provide faculty with the opportunity to receive hands-on training on many of the library’s electronic resources. The resources range from large multidisciplinary databases such as Academic Search Premier to specialized databases such as Ethnic NewsWatch. Each session focuses on a theme such as business research, biography research, multicultural research, etc. Most of the sessions are held in the LTC lab (RL23) and last about 1-hour. Refreshments are provided. For a complete schedule visit our faculty training web site at http://www.kutztown.edu/library/reference/faculty_training.htm or contact Bob Flatley at 3-4173, flatley@kutztown.edu

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A QUOTE TO CONSIDER:
“Throughout most of history librarians have been members of other professions (the clergy and scholars of various disciplines) who took on the additional duty of maintaining the library collection of their institutions.”

KU Librarian Reports from Glasgow, Scotland
By Stephanie Steely

I am currently spending a semester on sabbatical as an academic visitor at the University of Strathclyde in Glasgow, Scotland. The University of Strathclyde is the United Kingdom’s third largest university and has approximately 20,000 students enrolled in its undergraduate and graduate (masters and doctoral) programs. A further 30,000 students are enrolled in the university’s distance education, professional development, and evening programs, making Strathclyde the U.K.’s largest provider of postgraduate and professional education.

The university has three libraries: a main library, a law library, and an education library. My sabbatical project is to analyze how the libraries at Strathclyde operate and to share with their staffs how the Rohrbach Library accomplishes the same tasks. The hope is that this exchange of information will benefit both universities. While many of the library operations that I examine will hold little interest for non-librarians, some patrons may be interested to know how the University of Strathclyde libraries provides basic services to students and faculty.

The main library is open for 102 hours each week the university is in session. For 18 of those hours no library services are available and some portions of the collection, primarily special collections and the reserve collection, are closed off. Patrons, however, do have access to the bulk of the circulating collection and computers and can avail themselves of the quiet study environment in the library. University security staff assigned full time to the library make it possible to extend library hours beyond what current staffing levels would otherwise allow. The law and education libraries are open fewer hours each week.

All Strathclyde students and faculty have access to the libraries of the University of Glasgow, Glasgow Caledonian University, and the University of Paisley. While undergraduates do not have borrowing privileges at these other Glasgow university libraries, some graduate students and all faculty may borrow library materials. Graduate students and faculty also have access to university libraries throughout the United Kingdom through a variety of cooperative agreements. In addition to the resources provided by university libraries, all students and faculty have access to the Mitchell Library in Glasgow, one of the largest public reference libraries in Europe. Graduate students and faculty may also use the National Library of Scotland in Edinburgh.

Interlibrary loan services are strictly regulated at Strathclyde. Academic departments receive an annual allocation of funds to cover the cost of interlibrary loan and are charged a flat fee of £5.50 (approximately $10.20) for each transaction. An authorized individual must approve all loan requests originating from a department before the library staff will take action. Faculty, graduate students, and final year undergraduates (the time during which most undergraduate research is undertaken in Scottish higher education) are eligible to request materials through interlibrary loan.

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The number of interlibrary loan requests the libraries process has decreased dramatically in recent years. From an average high of 18,000 requests per year, the libraries now only processes around 6,000. This decline is largely attributed to the libraries’ growing investment in electronic databases which have provided access to a larger number of journals than the library was able to subscribe to in print.

I am truly enjoying my time in Glasgow. It is fascinating to see how libraries operate within an educational environment that is significantly different from higher education in the United States. I know that I will return to the Rohrbach Library with a more holistic perspective on library services than I had before I arrived here.

Did you know that you can renew your library materials online? Go to http://www.kutztown.edu/library/renew_policy.shtml for instructions and more information

Information Literacy vs. Information Technology
By Bob Flatley

Librarians frequently find that people confuse the concepts of information literacy and information technology. Information literacy is a broad intellectual ability like reading or writing, it’s a fundamental skill that initiates and sustains lifelong learning. On the other hand, information technology (IT) fluency refers to a set of abilities or skills focused on learning how to use technology to retrieve information (e.g. learning how to use a web browser or a database to gather information).

Information literacy (IL) is a set of abilities or skills requiring individuals to “recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.” The overwhelming amount of information on the Internet has made being information literate a critical life skill. A person often becomes IT fluent (by using various modes of technology to find information) on the road to achieving information literacy. However, IL is a fundamental cognitive aptitude that uses many different skills and abilities (technology being one of them) but is ultimately independent from any of them. Librarians have long been unhappy with the term information literacy as it so closely resembles information technology and naturally creates confusion.

Three graduate assistants currently serve Rohrbach Library departments: Benjamin Kettlewell, Alexis Thompson, and Becky Wanamaker. These assistants work on a variety of assignments from technology applications and public service to data entry and displays. They work 20 hours each week and earn a stipend as well as a tuition waiver at the university. They are very knowledgeable, so stop by the library and say hello.

Benjamin Kettlewell – Audiovisual Center (AVC)

Ben is in a Secondary Education master’s program concentrating in Math & Physics. Among his many roles in the AVC, he maintains the center’s New Acquisitions Web page and the faculty reserve items, and he helps to maintain the microcomputer software listing. Ben has had to learn how to operate all sorts of technology to provide assistance to AV users (faculty and staff). He even develops basic instructional handouts on new technologies (such as scanners) for patrons. On Fridays and Saturdays, Ben serves as a supervisor to the student workers in the AVC. The skills that Ben learns in the AV will certainly serve him well in his career as an educator.

Alexis Thompson – Curriculum Materials Center (CMC)

Alexis is working on her Master of Library Science degree at Kutztown. In the CMC, Alexis gains a variety of library skills that will assist her in any library job she finds in the future. As part of her assigned tasks, she helps display information and materials on the three CMC bulletin boards and is working on plans for National Library Week and Children’s Book Week. In addition, Alexis assists with the supervision of the CMC student workers, helps maintain order in the collection, and works with the CMC technician on ordering and receiving as needed. Along with a variety of smaller assignments, her next major project will be working on outreach to school districts.

Becky Wanamaker – Learning Technologies Center (LTC)

Becky is a graduate student in the Library Science program. She plans to graduate in December 2004 and hopes to work in a public or specialized library. Becky earned her undergraduate degree in English Literature from Eastern University. Becky assists with many training and support activities in the Learning Technologies Center (LTC), including PC and Mac software installation, Microsoft Office training, web page development, and instructional materials design. Becky’s focus on customer service and her ability to rapidly learn new technology skills make her an invaluable member of the team.
What Do You Look for in a Librarian?
An Editorial by Karen Krug

In July 1906, Louise Connolly, Superintendent of Public Schools in Summit N.J., wrote the article “Remarks on the Art of Using a Library” which appeared in The Library Journal. In this article, Ms. Connolly states, “Whatever my library, the chief art which I exert is in my choice of the librarian who is to serve me. I look about for the person combining four qualities: wisdom, gumption, sincerity and good humor.” She goes on to describe each of these qualities and why she feels that they are important qualities for a librarian who is to serve her information needs.

Jumping forward almost a millennium, I have to agree with Ms. Connolly’s choices. I too look for help from those who are wise, who know when to jump in and help and what to say, who are sincere in their efforts, and who have a good sense of humor, knowing when to follow rules and when to bend them.

In Rohrbach Library, I find many librarians and staff members who have these four qualities. Maintaining such qualities, however, is a balancing act. I have many times served students who enter the Curriculum Materials Center complaining that there are no resources on their topic only to leave with an armful of books and materials on that same topic. As I hand them one item after another, I carefully watch for that information-overload stare and send them to a table to review the information or to the desk to check them out. I always try to do this with a smile or a laugh, and I make myself available to continue the search once the first shock has worn off.

Similar situations can be found in each of the other library departments as well. We see students arrive daily who are stressed and ready to change topics, physically hurt a computer, or break down crying. These same students leave with a sign of relief after a helpful hand guides them through the tangled web of print and electronic information. Note that the information is not thrown at them with a “listen up because I’m only going to tell you once” attitude. Instead, the librarians walk them through the steps to using the online catalog, the databases, and yes, even the Internet. (It will never cease to amaze me how surprised patrons are when we find in one search the very thing that they have been trying to find for over an hour. When I encounter this, I usually remind them with a smile that I am a trained professional. Librarians truly are the best search engines.)

As for having a good sense of humor, how can we not? Many of us love our jobs. We actually enjoy the challenge of finding the perfect information for a topic, and it’s in our blood to serve the information needs of our patrons. We see patrons clip out pictures from the books; we see them abuse the materials; and we give them the “look” when they bring a load of books back at the end of the semester twelve weeks late. Then, with “wisdom, gumption, sincerity and good humor,” we turn around and help them find a new set of materials to take with them.

In March 2004, Ms. Connolly would have had no problem finding librarians in Rohrbach Library that fit her criteria. Stop by the library soon to visit and see if we are your kind of librarians as well. I also hope that you will come join us from April 18-24, 2004 to help us celebrate National Library Week.
“We conclude that in the field of public education the doctrine of "separate but equal" has no place. Separate educational facilities are inherently unequal.”
— Chief Justice Earl Warren
Brown v. Board of Education

The Rohrbach Library Newsletter is published once per semester. Contact Karen J. Krug, Editor, for more information. (610-683-4709)