News in Brief:

LibQUAL—The library will be conducting an important survey in October that measures our services. Members of the KU community will be receiving more information and an invitation to participate in the online survey in their e-mails in the near future. Please see pages 2 and 3 for more information. Questions should be directed to Professor Bob Flatley at 610-683-4168 or flatley@kutztown.edu

New Databases—The library has added the following three new databases to its resources. For more information on them, see page 5.

- The Chicago Manual of Style Online
- Encyclopedia of Information Technology Curriculum Integration
- Oxford Reference Online

Children’s Literature Changes—In an effort to provide a more cohesive children’s literature collection for our patrons, we will be moving and flipping parts of the collection over the next few months. For more information, please see page 8.

Student Opinion Group Forming—New this fall at the Rohrbach Library is a Student Opinion Group. The purpose of this group is to gather information from students across the campus on their questions, concerns, and recommendations regarding a variety of library services. This information will be extremely beneficial as we continue to provide enhanced library services for all students at the University. To find out more information or to sign up to participate, contact Dr. Linda Matthews at lmatthew@kutztown.edu.

Library Hours:
Sunday..............2pm - Midnight
Mon-Thurs...7:45am– Midnight
Friday................7:45am - 5pm
Saturday...............9am - 5pm

Exceptions can be found on the bulletin board outside the library, on the library Web site, or can be obtained by calling 610-683-4481.
The Dean’s Corner — Highlights
By Barbara Darden, Ph.D.—Dean of Library Services

I hope everyone had a beautiful and very enjoyable summer.

First and foremost, I want to welcome Dr. Linda Matthews, who joined the library staff as the Associate Dean of Library Services! Dr. Matthews comes to the library with a wealth of Kutztown University experiences for she has been employed at Kutztown for approximately 10 years. I also welcome Maryann Kruglinski, who joins us as a temporary faculty librarian while Professor Krista Prock is on leave.

This is an exciting time as we are planning and implementing a 21st century academic library. In response to library users’ suggestions and the library’s strategic plan, many good and exciting changes are taking place in the library. The library has noted the following as major priorities:

- Continue to implement the Information Commons model
- Update the library’s Website
- Expedite materials for patron usage, e.g. have ordered books received ready to be shelved, used, and checked out
- Implement library outreach activities/effectively and efficiently market library services and functions to users

One very exciting event that will take place during the fall semester is that the library will again survey its users with a LibQUAL survey. The LibQUAL survey is a nationwide survey that employs a suite of services that libraries use to solicit, understand, and act upon users’ opinions of services. All of the PASSHE libraries will participate with the LibQUAL survey. Our library has the distinction of having the most responses of all fourteen state institutions when the LibQUAL Survey was given three years ago. We need your support and help to maintain the number-one position. Our users are very important to us, so please let us hear your thoughts by completing the LibQUAL survey. See page 3 of this newsletter for more information.

For an update on some of the many things that are happening in the library, please visit the library’s home page: http://www.kutztown.edu/library/ or follow us online at the library’s Facebook pages: “Rohrbach Library” and “Kutztown University Rohrbach Library” and the library’s blog: http://rohrbachlibrary.wordpress.com/.

HAVE A GREAT SEMESTER!
LibQUAL

Help us help you by taking a quick LibQUAL survey.

LibQUAL is an internationally known survey that measures the quality of our library services. This survey is only conducted once every 3 years.

By taking the time to complete a survey, you are letting us know if our services meet your needs. Don’t miss out on your chance to give us your input so we can improve our services to you.

Look for an email announcing the survey, or go to the link on the library home page. Survey runs 10/1-10/21.

KUTZTOWN UNIVERSITY
Information Commons Update
By Professor Sue Czerny—Access Services Librarian

New Books Section
Want a quick and easy way to see what new books the library is adding to the Main Collection? The library is pleased to announce a “New Books” section in the Information Commons on the first floor. You can find it by walking past the Research Help Desk and turning left. The books will be placed on the shelves directly behind the Information Commons Counter. Come take a look next time you are in the library!

Library Links on Blackboard
The Rohrbach Library now has two links on Blackboard so you can get to library resources without having to leave the Blackboard interface! There is a link to the library home page in the upper right corner of the banner.

The second, more detailed, menu is available through the MY INSTITUTION page. Click on the gray MODIFY CONTENT button at the top of the screen and select “Rohrbach Library” from the list. Now you will have links to the library’s home page, the Library Catalog, the Articles and Database page, and the E-reserve interface. Next time you are in Blackboard, give us a try!

Technology and Tech Support
The Rohrbach Library provides a variety of technology for students to use as they work on their research and projects. We have PCs, MACs, scanners, LCD projectors for use in study rooms, laptops, and iPods loaded with a library tour. We even provide patrons with a great team of tech support people right in the Commons area to assist with technology issues or problems. Come in and check out all of the great resources we have to help you succeed!
Library Adds Three New Databases
By Christina Steffy—Graduate Assistant

The library added three new databases to its list of nearly 100 electronic resources. These databases are the Chicago Manual of Style Online, the Encyclopedia of Information Technology Curriculum Integration, and Oxford Reference Online.

**The Chicago Manual of Style Online:**
Anyone writing a paper now has access to styles guides for all three citation styles — MLA, APA and the Chicago style. KU students, faculty, and staff can look through the complete, fully searchable *Chicago Manual of Style Online*, which includes in-depth information on manuscript preparation and editing, punctuation and grammar, and the two basic ways to cite sources using Chicago style. There’s also a quick reference guide for anyone who wants a condensed version. The databases’ Q&A gives answers to some frequently, and not so frequently, asked questions.

**Encyclopedia of Information Technology Curriculum Integration:**
This database is actually an e-book. You can find almost anything you need to know about integrating technology into the classroom at any grade level. In fact, according to their Website, this e-book contains 154 articles from 125 “of the world’s leading experts on information technology.” Finding information is as simple as doing a general topic search. You can also search the table of contents and find articles on topics such as active learning online, applying critical thinking skills to the World Wide Web, and assistive technology for people with disabilities.

**Oxford Reference Online:**
According to their Website, *Oxford Reference Online* includes “198 reference titles,” giving the user “a total of over 1.4 million entries, including longer, in-depth, signed entries with bibliographies.” This database provides access to English and bilingual dictionaries, quotations, maps and illustrations, and timelines. There’s even a fact of the day. You can either enter a topic and search the *Oxford Encyclopedia*, or choose a topic from the subject list. After entering or choosing your topic, you are directed to a list of searchable Oxford books that contain information on your topic.

For more information about these or any of our other databases, contact Professor Bob Flatley, Electronic Resources and Periodicals Librarian, at 610-683-4165, or visit http://www.kutztown.edu/library/er.
Rohrbach Welcomes Associate Dean
By Christina Steffy—Graduate Assistant

This summer, Dr. Linda Matthews joined the Rohrbach Library family as our first Associate Dean of Library Services. In this position, Dr. Matthews is revamping the student focus group program started by Dr. Darden and is working with Professor Bruce Jensen to coordinate the Voices and Choices programs.

Dr. Matthews revived the student focus group program with library student employees that lapsed last semester. A self-proclaimed “very student-focused” person, she also created and is heading the new student opinion groups, which will be open to all students across campus who are not library employees.

Dr. Matthews has been at KU for approximately ten years. Prior to working in the library, she served as Dean of the College of Graduate Studies. Before that, she was the Director of Lifelong Learning.

In addition to being at KU for ten years, Dr. Matthews has been in the Reading area for 16 years. After moving around Pennsylvania and settling in the area in 1994, she took a job at Reading Area Community College as Director of Counseling.

Dr. Matthews earned her bachelor’s degree in psychology from Lincoln University and her master’s degree in social work from Bryn Mawr College. She earned her doctorate in education from Wilmington [College] University while working at KU; for five and a half years she made a weekly trek to Delaware one evening a week after work.

In 1999, Dr. Matthews began researching student attitudes toward diversity requirements at their institutions. She surveyed students at Alvernia University to determine their opinions on classes they were required to take to learn about diversity. She continued this research at KU. Because KU did not have specific diversity requirements at the time, she adjusted her research and surveyed students who took classes that focused on diversity. Dr. Matthews believes her work with the Voices and Choices center is a “good fit” for her because of her past research on the whole spectrum of diversity and multiculturalism; she hopes to do more research on this topic.

Although her work keeps her busy, Dr. Matthews enjoys spending her free time with her husband and her four children. She also enjoys listening to jazz, cooking, and making gift baskets. In fact she has become known on campus for making gift baskets, and she even created the baskets given away at KU’s graduation festivals. Finally, Dr. Matthews loves meeting new people; she says she is “intrigued by people,” and welcomes visits from students.

Dr. Matthews is looking forward to working with students, staff, and faculty in the library, which she refers to as “the hub of the university.” Welcome, Dr. Matthews!
Tech Tips 101: Converting Files
By David Reimer—Rohrbach Library Technical Support

If you haven’t seen it yet, check out http://www.media-convert.com. Media-Convert is the best place on the web to convert movie, sound, ringtone, image, document, presentation, and spreadsheet files to any other format. Media-Convert is 100% free; there’s no software to download, and you don't even have to register with the site. All you need is your favorite Internet browser and a file to convert.

To convert a file located on your computer, click “Browse” and choose the file. Media-Convert should automatically detect the input format type; however, if auto detection fails, select your input format type. Then select the output format type, and click “OK.” In less than a minute, your file is ready to open and download. How cool is that?

So the next time you need to convert a document you created in OpenOffice to Microsoft Word, be sure to check out Media-Convert. It’s simple, easy, and fast!

Library Reaches Out at Fall Involvement Fair
By Professor Karen Wanamaker—Education Librarian

The Rohrbach Library attended its first Fall Involvement Fair on September 3, 2009. The campus-wide event was held on the Schaeffer Quad from 10a.m.-2p.m., with many campus organizations hosting a table to share information.

The Library, represented by Shari Bromfield (Library Technician) and Christina Steffy (CMC Graduate Assistant), presented information on how students could get involved with the library through our blog and Facebook pages as well as through new student opinion groups. The student opinion groups will be organized and run by the library’s new Associate Dean, Dr. Linda Matthews. Over 20 students signed up to participate in opinion groups at this event.

In addition to finding information, students stopping at the library’s table could register to win a gift basket filled with a library water bottle, some goodies, and other library merchandise. Congratulations goes to our winner, Hollei Keifer.
It’s hard to find good help, and it’s even harder to lose it. So I was worried at first when Meg Arnette Massey, my graduate assistant for two years, was set to graduate in May 2009. Luckily, I have found another great student to fill the role, and she has been at KU and working in the library for several years.

Christina Steffy earned a B.A. in Speech Communication in 2006 and a B.A. English/Professional Writing in 2009. This fall, she returned to KU as a graduate student in a student affairs in higher education master’s program. With a background in both writing and public relations as well as years of experience as a student worker in the Periodicals Department of the library, Christina is already working on several assignments. Besides helping out in the Curriculum Materials Center, she will work on print publications for the library, including newsletters and a book about the library; she will be a member of the library’s Public Relations Committee and work with the library’s social networking sites; and she will work on a project involving outreach to school districts.

Besides her graduate assistant job, Christina is also working several hours as a library student assistant in the Interlibrary Loan Office. Ultimately, Christina would like to earn a master’s degree in library science and become a librarian. When she is not keeping up with the demands of school and work, Christina enjoys reading poetry and Shakespeare, walking, and spending time with her family.

Children’s Literature Collection to See Big Changes
By Professor Karen Wanamaker—Education Librarian

In the near future, you will see some major physical changes in the children’s literature (“Library Science”) collection. After years of having the collection split with non-fiction and biography books on one side of the wall and easy and adolescent fiction books on the other, we will soon undertake a major shift to bring the non-fiction to some higher shelves at the end of the fiction short shelves. In addition, the fiction books will be flipped so that as you enter the collection, you will first encounter the easy fiction A to Z then adolescent fiction A to Z.

We feel that these changes will bring a lot more logic and unification into that collection and be a great benefit to our College of Education students and faculty as well as the many other patrons who use the children’s literature collection. We are still working on ideas about how to bring the biographies over with the rest of the collection. Although our original plans accounted for all of the Library Science children’s literature, we are not able to follow that original plan at this point in time. However, we are aware of the benefits of having the collection unified and will continue to work towards a solution. Let us know what you think! We love hearing feedback from our users!
Maryann Kruglinski Returns to Rohrbach
By Professor Karen Wanamaker—Education Librarian

While Professor Krista Prock, Reference and Instruction Librarian, is out on family leave following the birth of her second daughter, we have the pleasure of welcoming back Maryann Kruglinski to teach Information Literacy and work at the Research Help Desk during the Fall 2009 semester. Maryann was also with us following the birth of Krista’s first child in 2006.

Maryann holds a BA in economics and an MBA in finance in addition to her master’s degree in library and information science. Besides her work at the Rohrbach Library, Maryann also works as an adjunct librarian for the Reading Area Community College.

She and her husband, who is an accounting professor, have two lovely daughters. When she is not at work, Maryann loves to travel, go to the beach, hike, ride her bicycle, swim, read, and garden. She also enjoys spending time with family and friends. When she gets some spare time, she likes to watch movies, especially adventure films and comedies.

Stop by the library soon and welcome back Maryann in person.

Maryann Kruglinski

Eye halve a spelling checker
It came with my pea sea
It plainly marques for my revue
Miss steaks eye kin knot sea.

Eye strike a key and type a word
And weight four it to say
Weather eye am wrong oar write
It shows me strait a weigh.

As soon as a mist ache is maid
It nose bee fore two long
And eye can put the error rite
It's rare lea ever wrong.

Eye have run this poem threw it
Eye am shore your pleased two no
It's letter perfect awl the weigh
My checker tolled me sew.

—By Margo Roark

For more fun with spelling and English go to:
http://www.spellingsociety.org/news/media/poems.php
The Floyd W. Boyer Memorial Fund
By Professor Stephanie Steely—Technical Services & Collection Development Librarian

The Floyd W. Boyer Memorial Fund is a legacy of an outstanding educator. Floyd Wagner Boyer, a 1928 and 1931 alumnus of the university’s teacher education program, began his teaching career in a one-room school in Lewistown Valley, Pennsylvania. From there he went to the Abington School District where he was a junior high mathematics and social studies teacher. He moved into the ranks of administration, ending his career at Abington as the assistant superintendent of the school system. He then became the chief administrator of the Upper Perkiomen Joint Schools. In 1967 he left Upper Perkiomen to return to his alma mater as an assistant professor of education. He died in September 1970.

Shortly after Mr. Boyer’s death, The Floyd W. Boyer Memorial Fund was established. The endowment funds both an annual graduation award to an outstanding senior in the field of education and the purchase of books and other materials in the field of education for the Rohrbach Library. The departments in the College of Education select the titles. Currently, there are close to 500 titles in the library collection purchased with money from the Boyer Fund. Although more than 500 titles were purchased during the past forty years, heavy use has taken its toll, and some Boyer Fund titles had to be withdrawn due to deteriorated physical condition.

As long as she was able, Mrs. Floyd Boyer faithfully attended annual meetings to review the activity of the Boyer Fund. Now, her daughters, Mrs. Harriet Oler and Mrs. Louise Held, have assumed this responsibility. It is a responsibility they take very seriously. The Rohrbach Library is deeply grateful to the Boyer family for the benefits it receives from the fund. The titles purchased through the fund have enhanced the library’s collections in the field of education. Every title that bears the Floyd W. Boyer Memorial Fund gift plate is a lasting tribute to a man who dedicated his professional life to the education of others.

To view the titles purchased through the Floyd W. Boyer Memorial Fund, do a keyword ranked search in the library catalog on the phrase “Boyer Memorial Fund” (quotation marks included).
Library Welcomes Student Tech Team Members
By Christina Steffy—Library Graduate Assistant

This fall, three students joined the library Tech Team.

**Samantha Miller**: Samantha is a history major with a Pennsylvania German studies minor. This Oley, Pa., native transferred to KU after attending the University of the Arts and the Art Institute in Philadelphia where she focused on painting. Upon graduating from KU, Samantha hopes to do historic or art restoration. In her free time, Samantha likes to sew and knit. She also plays the violin, viola, trombone and mandolin.

Samantha is knowledgeable with dual platforms, so she can help you with your PC or MAC questions. She can also answer questions about the Microsoft Office Suite and many other programs. In addition to knowing a variety of programs, Samantha’s previous technical experience came from her work in the nature lab at the University of the Arts, where she checked out film equipment and updated a barcode database.

**Rob McLaughlin**: Rob is in his second year at KU. Originally from Bethlehem, Pa., Rob transferred into KU’s electronic media program after attending Mansfield University. After he graduates from KU, Rob wants to create television advertisements. Rob’s hobbies include playing frisbee behind the library and climbing at the rock wall. He is also the vice president of the KU Outdoors Club.

Rob’s technical expertise includes knowledge of audio and video production software. He also brings technical experience to the job—he spent last summer doing data entry for a company that provides data synchronization for AT&T.

**Shane Walsh**: Shane hails from New Jersey, and is a senior communication design (CD) major. Upon completing his CD degree, Shane wants to work in advertising.

In his busy life as a CD major, Shane has become an expert with Adobe programs. His previous work experience hasn’t specifically dealt with technology and computer programs, but has dealt mostly with design. Of course his experience with technology in the classroom and knowing a multitude of computer programs has given him the background he needs to be the Tech Team’s resident Adobe expert.

Be sure to stop by the Tech Support desk in the Information Commons and welcome Samantha, Rob, and Shane into the Rohrbach Library family.
KU Digital Collections
By Professor Michael Weber — Technical Services Librarian

The Rohrbach Library has a number of outstanding digital collections available on the Keystone Library Network Digital Collections website: http://klndigital.passhe.edu/ and through the “Digital Collections” link on the KU Library Home page: http://www.kutztown.edu/library.

These high-quality images have been digitized to archival standards. In addition, they have been cataloged using the most current metadata standards, so they are easily retrievable using the keyword search engine provided through the software’s search menus. Currently we have five collections:

1. **The ASARO (Assembly of Revolutionary Artists of Oaxaca) Collection** features 23 block prints created by young artists in response to the violence and political turmoil which occurred in the Mexican state of Oaxaca in 2006. The collection was launched through a collaborative effort with Prof. Kevin McCloskey, Dept. of Communication and Design.

2. **The KU Digital Book Collection**, our newest collection, provides full-text access to digitized books from our holdings. This collection, which is separate from e-books, is keyword searchable, and the books can be read online or downloaded as PDFs. Currently, the collection contains one book: *The Pennsylvania Germans* by Jesse Rosenberger. Later this year, however, we will be publishing the *Beacon on the Hill*, a monograph recounting the history of Kutztown University.

3. **The Historic Kutztown University Postcard Collection** contains 114 color and black and white postcards depicting scenes from KU events in the early 1900s (1900-1940). The collection provides a wonderful visual record of ordinary campus life during this era.

4. **The PA German Collection** is the result of an ongoing collaborative effort with the KU Pennsylvania German Cultural Heritage Center (PGCHC). The collection features a variety of digital images of historic artifacts including photos of barns and barn stars; paintings by Gladys Lutz; and images of household items, documents, and other artifacts used in the early 1900s.

5. **The Keystone Student Newspaper Archive** currently spans from 2003 to present, but we are rapidly adding back issues. This version of the student newspaper is fully searchable by keyword across all issues in the collection. This KLN Collection affords easy access to information on events that happened on campus making it a great source for research.
LibGuides Save You Time
By Professor Bruce Jensen — Information Commons & Multicultural Support Librarian

Some guys were in a bar the other night having a conversation about the Internet. One was saying, “In a perfect world, the Web would have a guide for everything.” His pal asked what he meant.

“Sometimes you want to know the optimal moment to leave your seat for a popcorn-and-soda run during the new Matt Damon movie. There ought to be a site you where you could find that out.”

His friend said, “Or how about witty ripostes you can use when a telemarketer calls to interrupt your evening? We’re all looking for those. What a convenience it would be to get withering ironic cleverness straight from the Web.”

A younger fellow added, “A reliable site that suggests a dozen ways to eliminate zits would be pretty good, too.”

When I told them the Internet already has all those things, the younger man wasn’t satisfied. “Okay. So what about a site made specifically to help me with my English Comp class. Like, with links to appropriate sources, the library catalog, databases, all of that, with instructions on how to use them. And maybe some help with the citation style that our teacher wants us to have in our papers. You know—a guide to the library, made just for our class. Why can’t the Internet do that?”

“At Kutztown University it does do that,” I told him.

Rohrbach Library is rolling out LibGuides—agile, flexible new tools for students, librarians, and instructors that make it possible to show which library resources are ideal for particular projects, courses, and subject areas. KU LibGuides do this with a degree of granularity unheard of in previous library Web guides. A LibGuide can easily be changed throughout the semester to reflect different assignments or other evolutions of course content. They can be tailored for library instruction sessions to include links to databases, as well as other resources and key points that the professor feels are important.

Continued on next page...
“LibGuides Save You Time” continued...

Our LibGuides include video and diagrams and useful links. They also have a feedback mechanism so you can write your comments or suggestions, which are sent to the librarian who made the LibGuide via email.

Several courses already have guides. We also have general subject guides on topics like geography and advertising and LibGuides made especially for specific audiences.

Look for these handy, easy-to-use timesavers at http://libguides.kutztown.edu. If you don’t see one for your own course or discipline, let us know what you want and we’ll try to help.

1. There is: http://runpee.com/
2. Complete with audio: http://howtoplankatelemarketer.ytmnd.com/
3. Don’t touch your face, nor wash it too much; ten more at http://health.howstuffworks.com/skin-care/problems/treating/12-ways-to-get-rid-of-acne.htm

New BETA Texting Service—OMG! d Lib iz txtn?!
By Professor Bruce Jensen — Information Commons & Multicultural Support Librarian

In the Rohrbach Library, we're all about tools and facts—stuff that you need, when you need it. For a long time now we've had librarians on call, 24-7, to help with your research via live Internet chat. But what about when you're nowhere near a computer, and you’ve got a burning question? Take out your phone, because library information is now just a text away. Rohrbach Library is one of about 60 academic and public libraries nationwide that are texting answers most of the day (M-F 9:00a.m.—11:00p.m. Saturdays 10:00a.m.—6:00p.m.) in the InfoQuest cooperative, serving people who like to ask with their phones and fingers.

We see you using the new “Text Me the Call Number” feature in our library catalog. It’s way better than scribbling those numbers on scraps of paper and a lot less messy than writing them on your hand. So we thought we’d try texting you some answers to your questions, too, while we’re at it. It’s another step toward being a 21st century library.

This service is so new that it’s still in beta; this is a pilot program, and we are keeping a close eye on the results. If you do give it a try, let us know what you think. Remember that the InfoQuest cooperative is a nation-wide effort, so you won’t necessarily get a Rohrbach librarian, but one of the librarians on the team will help answer your question. NOTE: Although the service is free of charge, standard text messaging rates do apply.

If your phone is QRC enabled, you can point it at this handsome square to get the number into your contacts. If not, just punch in 309-222-7740, and remember to preface your questions with Rohrbach’s identifying shortcode, KRL. Your question will receive an answer that takes no more than two text messages. As we librarians have long said, throughout history, txtN iz v gud 4 U. Never has it been more true than it is today at Rohrbach Library.
Library Day at the R-Phils
By Christina Steffy — Graduate Assistant

The Reading Phillies hosted Library Day on Sunday, August 29, 2009. Local school, academic, and public library employees and their families had the chance to enjoy an R-Phils game, a two-and-a-half hour, all-you-can-eat buffet, and seating in the left field picnic bench seats or any general admission seats of their choice. They were also treated to a fireworks display at the end of what turned out to be a double-header game. All of this for only $12.

The R-Phils played the Bowie Baysox from Maryland. The Saturday night game against the Baysox got rained out in the middle of the second inning; thus Sunday’s game became a regulation double header, with each game lasting seven innings. So library employees had the chance to mingle for 14 innings.

Rohrbach’s own librarian, Bruce Jensen, organized the event. He got the idea when a friend of his, who is a librarian in Michigan, organized a Library Day with the local minor league baseball team, the Tigers. After asking if it was okay to borrow his friend’s idea, Jensen contacted Mike Robinson, director of group sales and internship coordinator for the R-Phils, and organized Library Day.

Jensen and others in attendance from Rohrbach Library were pleased with the event; however Jensen is already thinking about ways to make next year’s Library Day even better.

Fore more information about Library Day, contact Professor Bruce Jensen at 610-683-4766 or by e-mail at rjensen@kutztown.edu.
“There is fantastic information in books. Often when I do a search, what is in a book is miles ahead of what I find on a Web site.”

—Sergey Brin, Co-founder of Google, Inc.