News in Brief:

**Enhanced Interlibrary Loan Service for Books**—The Library is pleased to announce one-stop shopping for all interlibrary loan books using *WorldCat*, the Amazon.com of library books. Faculty can search *WorldCat*’s database of over 50 million items for research materials. They can then click on the items they want and generally get them within five days! Faculty can also track their requests, how many books they have checked out, what the due dates are, and make renewal requests all at their PC using ILLiad, their personal interlibrary loan database. Get started at: [http://kutztown.worldcat.org](http://kutztown.worldcat.org).

**A Tweeting Cow!**—Looking for a way to get library news in a short and sweet (or should we say “tweet”) format? Check out the cow’s Twitter page at: [http://twitter.com/elusiveseacow](http://twitter.com/elusiveseacow).

For those who are new to the Library or haven’t taken the time to get to know our cow, “The Elusive Sea Cow” was created by Abigail J. Krantz while she was a student at KU as part of the 2004 Cow Parade Harrisburg art exhibit. Each of the 14 Pennsylvania State System of Higher Education schools sponsored a cow. After the exhibit, the cows were used as fundraisers at the local universities. On November 6, 2004, our cow was sent to market as part of the annual President’s Ball. She was bought by Sovereign Bank, represented by KU alumnus Ramona Turpin, and then donated back to the library to graze in our lobby. “The Elusive Sea Cow” has become a popular fixture in the library, especially as a meeting spot.

**Librarian Assistance**—The Library provides several ways for students to get research assistance from professional librarians. These services help students with anything from providing quick answers to reference questions to working closely with a librarian to prepare for an upcoming research paper. For more information, please call 610-683-4165 or go to: [http://libguides.kutztown.edu/content.php?pid=97792&sid=750307](http://libguides.kutztown.edu/content.php?pid=97792&sid=750307).

Stay in touch with library news between newsletters. Add “The More You Know…” to your favorite blog reader or go to: [http://rohrbachlibrary.wordpress.com/](http://rohrbachlibrary.wordpress.com/)
HAPPY FALL 2010 SEMESTER!
Welcome to the new academic year and your Rohrbach Library! FY 2011 is going to be a very exciting and challenging year.

So many new library services and enhancements are taking place. I really appreciate the many comments I have received regarding library services and functions. As can be seen from the following list of recent enhancements and from the other articles included in this newsletter, your suggestions, ideas, and concerns were not only heard but also put into operation.

- Implemented Ebrary, an electronic book collection of over 52,000 multidisciplinary titles. This collection is valued at over $3,000,000 list price. Two major advantages for this electronic book collection are that the collection is constantly being updated, and that for many titles, multiple users may access the book simultaneously. Try it for yourself at: http://site.ebrary.com/lib/kutztown/home.action.

- Received an LSTA (Library Services and Technology Act) grant to digitize the Kutztown Patriot newspaper from 1888-1977.

- Instituted ILLiad, an enhanced interlibrary loan (ILL) service. ILLiad gives our users online, anytime access to their ILL accounts, including the ability to see the current status of their requests and to request renewals or cancel any requests.

- Improved the library liaison service to academic departments. Librarian liaisons reached out to the new faculty in the academic departments to share information about library services and functions that are tailored to their specific disciplines. More communication will take place throughout the school year.

- Continued to improve our Information Commons service model by piloting a “roving librarian” service, where a librarian goes to patrons in the library who need research/reference assistance instead of always having the patrons leave their “spot” or “computer” which may not be available when they return from the research/reference desk.
The library is pleased to announce our subscription to Films On Demand, a web-based video delivery system from the Films Media Group (FMG).

Films On Demand provides instant access to a growing collection of quality video titles suitable for both undergraduate and graduate level courses. Videos are available on-demand, 24 hours a day with no order forms, no wait times, and no shipping fees.

Videos are from the most trusted names in educational media, including Films for the Humanities and Sciences, Cambridge Educational, BBC, The Open University, CNBC, CBC, Bill Moyers Journal, News Hour with Jim Lehrer, PBS, Deutsche Welle, National Geographic, the Center for Investigative Reporting, and hundreds more.

Faculty and students have 24/7 instant access to over 6,500 full-length programs and 65,800 video segments grouped into prearranged subject-specific categories:

- Humanities & Social Sciences
- Business & Economics
- Science & Mathematics
- Health & Medicine
- Technical Education
- Family & Consumer Sciences
- Careers & Job Search
- Guidance & Counseling

Benefits include:

- Unlimited, concurrent, 24/7 access, in-class or off-site
- High-resolution Flash® playback for full-screen viewing and presentations
- Links for use with learning management systems and catalogs
- Closed-captioning on hundreds of titles
- Instructor’s Guides on many titles
- Citations in Chicago or MLA7 style

To learn more visit the Films on Demand library guide at: http://libguides.kutztown.edu/filmsondemand


For questions or additional information please contact your library liaison at the link below or contact Bob Flatley at: flatley@kutztown.edu or by phone at: 610-683-4168.
http://www.kutztown.edu/library/about/liaison.asp

Take the Library with You!
Our mobile site puts powerful resources in your pocket!
http://www.kutztown.edu/library/mobile

The library’s mobile website makes it easy for smartphone users to get useful info and to study on the go.

Need to text or chat with a librarian? Wondering which computer labs currently have open seats? No need to run across campus—just check your phone.
Last spring, the Rohrbach Library acquired more than 45,000 electronic books (e-books) from Ebrary. These titles, added to the electronic books the library already owned, form a significant core of books available online. Electronic books can benefit course assignments in three distinct ways.

⇒ As substitutes for course materials that students previously had to purchase, electronic books lower the amount of money that students pay for texts and supplementary readings each semester. While few formal textbooks are available from Ebrary or other commercial vendors, many books that serve as course “texts” are available in electronic form.

⇒ As substitutes for print books on course reserve in the library, electronic books are available to students 24/7. Many accommodate unlimited simultaneous users so there is never a need to wait in line while someone else uses the materials.

⇒ As resources for research, electronic books are ideal because course assignments often require groups of students or an entire class to seek information on the same subject. With print, the first students who get to the library can check out all the books the library owns on a subject, leaving other classmates to make do without these resources. The electronic versions of the same books would be available to the entire class.

The library encourages faculty to think about how electronic books could be used in the courses they teach. The library staff will happily check on the availability of titles in e-book format as well as the cost. While some titles are more expensive than their print counterparts, others cost exactly the same as the print. Contact your department’s library liaison for more information on e-books.

Dornish Art Collection—KU children’s literature fans are in for an added treat this fall when The Lively Art in Picture Books: Illustrations from the Collection of Robert Dornish opens in the Sharadin Art Gallery on October 21, 2010. This exhibit will feature over 70 pieces of art that were originally created to illustrate children’s books. Check out the great art, then come to the Library to check out our large circulating children’s literature collection as well as the non-circulating collection donated by Dr. Dornish and his wife, which includes many first editions and autographed children’s books.
The Rohrbach Library provides access to several collections of subject encyclopedias and ready reference e-books. These collections cover a wide range of disciplines and subjects, from science & technology to literature and history to art, music and sports. Users can find a quick overview of a topic before embarking on a research project, or read through a bibliography to guide further research. Facts, statistics, and quotations are all at your fingertips, provided by experts in the subject at hand. Our three e-reference collections are detailed below, but there are many individual titles as well. For a more in-depth guide to e-Reference at the Rohrbach Library, please visit: http://libguides.kutztown.edu/ereference

**Gale Virtual Reference Library**—includes hundreds of full-text encyclopedias and specialized reference sources. Subjects include:

- Business
- History
- Law
- Medicine
- Multicultural Studies
- Nation and World
- Religion
- Science
- Social Science
- Technology

**Oxford Reference Online (ORO)**—offers language dictionaries and other e-reference books. From the respected Oxford University Press, ORO has a unique cross-reference search that allows users to highlight a term in an article and search for articles about that term.

- Art & Architecture
- Biological Sciences
- Classics
- Computing
- Earth & Environmental Sciences
- Economics & Business
- Food & Drink
- History
- Law
- Literature
- Medicine
- Military History
- Mythology & Folklore
- Names & Places
- Natural History
- Performing Arts
- Physical Sciences & Mathematics
- Politics & Social Sciences
- Prehistory
- Religion & Philosophy
- Science

**Reference Center**—contains approximately 100 e-reference titles from publishers such as Elsevier, Sage, and Oxford. Subjects covered:

- Agriculture
- Arts
- Business, Economics and Management
- Computer Science
- Earth Sciences
- Education
- History
- Home Economics
- Language and Linguistics
- Law
- Library Science and Publishing
- Literature
- Medicine
- Networking and Telecommunications
- Philosophy
- Political Science
- Psychology
- Religion
- Science (Biology, Chemistry, Physics)
- Social Sciences
- Sociology and Anthropology
- Technology, Engineering and Manufacturing
- Travel and Geography
In the spring of 2009, Rohrbach Library’s David Reimer, an avid photographer outside of his work at KU, snapped a beautiful picture of the Library not knowing that his picture would one day grace the cover of a prominent library publication. Earlier this year, David learned that photographs of libraries could be submitted to Choice, a monthly collection development publication from the American Library Association, to be considered for their cover. This summer, he was notified that his photo was selected and that Rohrbach Library would be featured on the cover of the August 2010 issue. Congratulations on a job well done, David!

KU students followed clues and balloons to eight library locations during a travel-themed open house event on September 2, 2010. Students picked up a passport, clues, and directions at the main entrance of the Library, then maneuvered around the library to have their passports stamped at each of the locations. At each of the stops, a student or staff from the library shared information about that area.

The eight stops on their trip around the library included the Information Commons Desk, Research Help Desk, Tech Support Desk, Main Collection & coffee shop, Interlibrary Loan Office, Voices & Choices display, Map Collection, and the Curriculum Materials Center and children’s literature collections. The directions and clues can be viewed online at: http://tiny.cc/1w6313xjqj.

Several professors on campus offered students extra credit for participating in the event, and the feedback from both the students and the professors was positive. Students were asked to fill out their contact information and a short assessment on the back of the passport for a chance to win several prizes, including a $50 department store gift card.

For more information about our open house event or if you are interested in participating in a future event, please contact Professor Krista Prock at: prock@kutztown.edu or Professor Karen Wanamaker at: kwanamak@kutztown.edu. To see a list of winners, please visit the Library’s blog.
Two Graduate Students and an Intern Working to Enhance the Library
By Professor Sylvia Pham and Professor Karen Wanamaker

The Library is pleased to have three dynamic students serving the library this semester in special assignments.

The Reference department would like to introduce you to graduate student Chris Busch, who will be assisting the librarians at the Research Help Desk during this school year and will also be involved with a variety of library projects and activities.

Chris is earning his master’s in library science with a K-12 teacher certification. His undergraduate degree is from DeSales University, where he majored in biology and minored in chemistry. His undergraduate research topic, involving the extraction of capsaicin in hot peppers, was presented at the American Chemical Society’s 2009 national spring conference in Salt Lake City, Utah.

Before he came on board as part of the Reference team, he held a variety of interesting jobs, including one as a Surgical Recovery Specialist for the Northeast PA Lions Eyebank, where he harvested corneas! His future career plans include working as a high school librarian. Chris also loves to do research, so he hopes to continue his education and earn his Ph.D. in the future. Beyond classes, Chris likes to ski, travel, read, attend concerts, and learn how to play the bass.

Our second graduate student is serving as the Curriculum Materials Center graduate assistant for the Fall 2010 semester. Molly McLeod is also seeking her master’s degree in library science and hopes to follow in her mother’s footsteps to become a dynamic school librarian. As an undergraduate at Wagner College, Molly double-majored in French studies and arts administration. Prior to coming to KU to start her master’s degree, she worked as a publicity assistant with children’s books at Simon and Schuster. Molly has been busy this semester working on our bulletin boards, posting to the CMC’s blog, and working on several projects to help students explore the resources in the CMC and children’s literature collections. Outside of work and school, Molly enjoys reading, yoga, and spending time with her friends and family.

In addition to our graduate students, we have an undergraduate student who has joined us for the semester as our Public Relations Intern. Debby Eczko is a KU speech communications major with a minor in public relations. Debby’s favorite classes while at KU have been Desktop Publishing, Organizational Communications, and Listening. After her December 2010 graduation, Debby is hoping to write for a magazine or get a position in the public relations field.

Currently, Debby is working on several PR projects related to library exhibits and services. She is also writing blog posts for the library’s The More You Know... blog and doing displays on the bulletin boards in the Information Commons area of the first floor. For fun, Debby enjoys yoga, reading, writing, hanging out with friends, and camping.
“Knowing a great deal is not the same as being smart; intelligence is not information alone but also judgment, the manner in which information is collected and used.”

—Dr. Carl Sagan

ROHRBACH LIBRARY
How to Reach Us

Information Commons Desk 610-683-4480
Dean of Library Services 610-683-4484
Research Help Desk 610-683-4165
Curriculum Materials Center 610-683-4709
Electronic Databases 610-683-4168
Information Literacy Instruction 610-683-4173
Interlibrary Loan 610-683-4158
Technical Support 610-683-4167
Systems 610-683-4166
Technical Services 610-683-4161
Web Team Leader 610-683-4766

Other Departments Located in the Library:
Department of Library Science & Instructional Technology: 610-683-4300
Department of Learning Technologies: 610-683-4890
& Audiovisual Center: 610-683-4260

The Rohrbach Library Newsletter is published once each semester.
Contact Karen J. Wanamaker, editor, for more information. (610-683-4709)