

The Fine Print

Murphy Library

University of Wisconsin-La Crosse

Number 33, Spring 2004

2004 Murphy Recognition Award



In 1986, Murphy Library, in cooperation with the University of Wisconsin-La Crosse Foundation, established an annual award in recognition of notable contributions to the library's mission and program.

Murphy Library is pleased to announce that Professor Gregory P. Wegner is the recipient of the 2004

Murphy Library Recognition Award. Dr. Wegner is a professor in the School of Education and has been a long-time active user and supporter of the library.

Dr. Wegner is a recognized international authority in the field of educational history, particularly the educational system in Nazi Germany. Dr. Wegner has written several books as well as numerous articles. In the process of doing research for these publications, he has used the collections and services of Murphy Library extensively. He has been very appreciative of the Interlibrary

Loan staff, who have received acknowledgement in his most recent book, *Anti-Semitism and Schooling under the Third Reich*.

Dr. Wegner is a great promoter of primary source materials housed in the Special Collections and Area Research

Center (ARC). He consistently schedules time in the ARC for his undergraduate and graduate classes to introduce them to these materials. In addition, he has been the Regional Coordinator for National History Day since 1994. He has also worked to promote use of Murphy Library and Special Collections to students from area middle and high schools, increasing their exposure to primary materials in academic library collections.

Dr. Wegner, while serving on the Faculty Senate Library Committee, launched a survey on library use during January and May terms. The results helped the library determine hours and services for these two periods and led to funding for increased staffing and additional hours during those terms. He has supported Murphy Library Endowment efforts, donated materials for the collection, and has been an enthusiastic advocate for the library on campus.

The public is invited to a program and reception to honor Dr. Wegner on Tuesday, May 4th at 7 p.m. in the ARC/Special Collections area of Murphy Library.

By Michele Strange, Access Services Librarian

Dr. Wegner is a recognized international authority in the field of educational history

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Talk Back to Your Library



Prompted by our efforts to better understand your perceptions of Murphy Library and to act on your opinions of quality service, we will be conducting a survey from April 5 through 23. Invitations asking for your help will be sent via e-mail in early April.

Named LibQUAL+, this survey was developed and extensively tested by the Association of Research Libraries (ARL); the survey instrument has been used by over 700 libraries since 2000.

Please contact Galadriel Chilton (chilton.gala@uwlax.edu or 785-8738) if you have questions or comments.

Student Artwork in the Library

Murphy Library is one of the beneficiaries of the university's Art Across Campus program. Under the advisement of Art professor Jennifer Williams Terpstra and others, the university Art Club selects works to be displayed in three campus locations, including the library.

The program displays two- and three-dimensional pieces done by students working toward majors or minors in art, art education, or photography.

This semester, the library has three works on display, as shown below. These works are currently hanging in the southeast corner of the 1st floor reference area, atlas collection near the lecture.



Kenneth Frazier to Speak

Kenneth Frazier, Director, General Library System, UW Madison is a nationally recognized authority on the crisis in scholarly publishing, which dramatically impacts faculty and student access to research materials.

Ken offers an alternative framework to stem the increasing commercialization of academic publishing. How can the academic community reclaim the intellectual content it produces?

Join Ken and your colleagues in a thought-provoking discussion on Friday, April 2 from 2- 4 p.m. in the Ward Room of Cartwright Center.

Watch for forthcoming information on this program sponsored by the Faculty Senate Library Committee, the Provost's Office and Murphy Library.

Cris Prucha Receives the WAAL Information Literacy Award

In her article, *Information Literacy and the Engaged Campus*, Patricia Senn Breivik (2000) emphasizes that to help students acquire competencies such as those identified in the Association of College & Research Libraries (ACRL) *Information Literacy Competency Standards for Higher Education*, partnerships must exist between “faculty, who are subject experts, and librarians, who are information experts.” As Information Literacy Librarian, Cris Prucha has fostered these collaborations over the years to insure that students, during their college experience and as lifelong learners, know how to find information, critically evaluate and integrate it, and understand the social, legal, and ethical implications related to its use. This April, Cris will be honored at the Wisconsin Association of Academic Librarians Conference as the first recipient of the annual WAAL Information Literacy Award.

This award was established to recognize an academic librarian “who has made innovative or significant contributions over the past year to advance information literacy.” Cris collaborated with Emily Johnson, Director of the General Education Program and Petra Roter, Dean of Students, in planning UW-L 100 sessions where students are presented with problem based learning library assignments that are provocative, timely, and relevant. Students grapple with challenging issues, such as “Free Speech” and “Islam and Terrorism.” Their exploratory journey requires them to use key article databases, identify and evaluate web sites, and find facts to support viewpoints. Using problem based learning strategies, students are tuned in to the process of finding, validating, and using information, and they see how powerful information can be.

The active learning in these classes falls within the context of an overarching vision of how information literacy outcomes can be built into the curriculum. Cris, in concert with library colleagues, sketched out a plan identifying the stages at which students need to

acquire key information literacy skills. Consulting with the Faculty Senate Library Committee, Cris refined the document, *Recommendations Regarding the Integration of Information Literacy into the*

General Education Curriculum, which she and the Chair of the Faculty Senate Library Committee presented to the General Education Committee. The document serves as a foundational guidepost for planning and implementing Murphy Library’s Information Literacy program.

Cris’s recent efforts have stemmed from a long history of working on information literacy initiatives. She was a member of the WAAL committee that drafted the *Information Literacy Competencies and Criteria for Academic Libraries in Wisconsin* (1998); this document served as a model for the ACRL *Information Literacy Competency Standards for Higher Education*. In 2000, the American Association of Higher Education (AAHE) Board voted to endorse the ACRL standards. This is emblematic of an ever-growing recognition of how central and essential information literacy instruction is to insuring that students graduate with the skills they need to be civically-engaged citizens. Cris’s instructional efforts, along with those of her faculty collaborators and her colleagues in the library, represent a significant contribution toward that end.



By Anita Evans, Library Director

Steamboats a' Coming: Special Collections Welcomes Grand Excursion

The Grand Excursion 2004 will be coming to La Crosse in June, and Murphy Library-Special Collections is preparing to meet it. The Grand Excursion 2004 is a re-creation of an 1854 expedition from Chicago to Rock Island, Illinois by train and then by steamboat up the Mississippi to St. Paul. The original Grand Excursion focused national and international attention on the upper Mississippi River by showcasing development and immigration opportunities. The Grand Excursion 2004 celebrates the renaissance of the upper Mississippi River region; communities all along the route from Rock Island to St. Paul will host celebrations and recreational, educational, and cultural events.



In addition to the Pump House exhibit, Special Collections will have a booth at Riverside Park on June 30 for Grand Excursion participants to visit. The booth will feature another display of steamboat photos. Staff from Special Collections will give short presentations on steamboat history several times during the day. The staff will also

be on hand to answer questions and talk about the steamboat collection in Special Collections.

Get ready for the Grand Excursion and get some steamboatin' in your blood with assistance from Special Collections. Come down to the Pump House exhibit starting June 19 and be sure to visit Riverside Park on June 30 for all the excitement. Mark your calendars!

For more information, visit the Grand Excursion web site at www.grandexcursion.com or look at the calendar of all Grand Excursion events scheduled at La Crosse at www.grandexcursionlacrosse.com/index.html.

By Paul Beck, Special Collections Librarian

The Grand Excursion will consist of a flotilla of seven steamboats, including the Delta Queen and Mississippi Queen. In addition, a chartered train drawn by a steam locomotive will parallel the route up the Mississippi. Up to 1,000 registered bicycle riders will also make the trek, riding 400 miles along the banks of the Mississippi. All of these travelers will converge on La Crosse on June 29-30. The train, with 600 passengers, is due to arrive at the La Crosse Amtrak Depot in the afternoon on Tuesday, June 29. The steamboats will arrive at staggered intervals during the day of Wednesday, June 30. The bicycle contingent will descend upon the UW-La Crosse campus the afternoon of June 30. Riverside Park in La Crosse will be the site for these participants to congregate as the annual La Crosse Riverfest celebration will open on June 30 to welcome the Grand Excursion.

To do its part in welcoming these visitors and to introduce them to our internationally significant collection of steamboat photographs, Special Collections will host a photograph exhibit at the Pump House Regional Art Center, 119 King St, from June 19 through July 9. The exhibit will be culled from Special Collections' extensive collection of vintage steamboat and river-related photographs focusing on the upper Mississippi River in the 19th century.

THE FINE PRINT is published fall and spring terms for UW - La Crosse faculty, staff, students, and friends of Murphy Library.

- Stefan Smith and Jenifer Holman, Editors
- Cristine Prucha, Department Chair
- Anita Evans, Library Director

Murphy Library
University of Wisconsin—La Crosse
1631 Pine Street
La Crosse, WI 54601

<http://www.uwlax.edu/murphylibrary/>



Finding International Business Statistics

Murphy Library has long had the good fortune of possessing a wealth of statistical data pertaining to economic activity across the world. The number of titles and breadth of coverage has grown over time. Many of these old standbys remain available in the Reference Collection and in Government Documents and are still used with some regularity.

The two titles described below, *Global Market Share Planner*, and *World Marketing Data and Statistics* will not replace the old standbys, but they do offer one-stop shopping to many researchers, and in some cases, access to previously unobtainable data.

Global Market Share Planner

The recently acquired *Global Market Share Planner* is published by Euromonitor International. This expensive title was a much-appreciated gift to the library from Pat Brunet, Library Director, Western Wisconsin Technical College. Pat, who is a frequent reviewer of business titles, has on more than one occasion given us his review copy when the title was not a good fit for his library's collection.

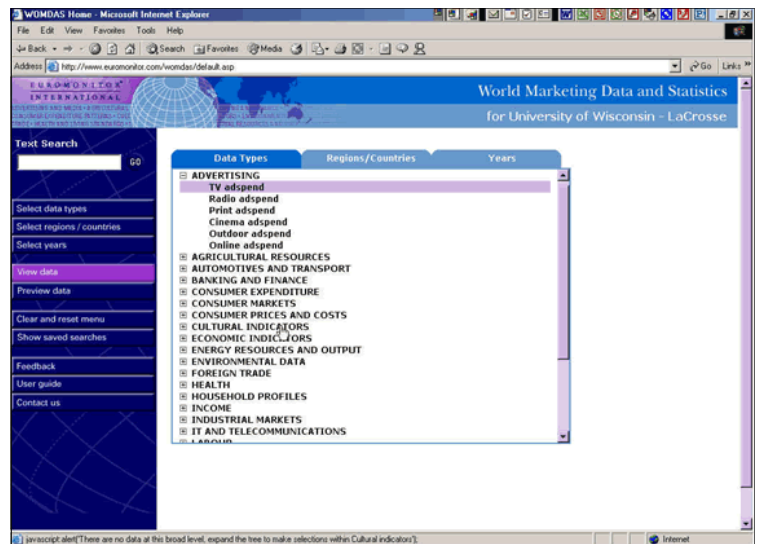
Global Market Share Planner is a 7-volume book set. The titles are:

- Major Market Share Tracker (vol 1)
- Major Performance Rankings (vol 2)
- World Leading Global Brand Owners (vol 3)
- Major Market Share Companies: Americas (vol 4)
- Major Market Share Companies: Western Europe (vol 5)
- Major Market Share Companies: Asia-Pacific (vol 6)
- Major Market Share Companies: Eastern Europe, Middle East and Africa (vol 7)

These volumes focus very specifically on their subject areas. The first two volumes identify the 1,800 international companies that dominate 16 different consumer markets. They report on the types of consumables found at the local supermarket: foods, beverages, cleaning products, and disposable paper products. One can determine market share of companies globally, regionally, and specifically for 52 country data sets. The remaining volumes give a great deal of information on the parent companies, their subsidiaries, and brands.

World Marketing Data and Statistics

The relatively recent acquisition of *World Marketing Data and Statistics* has made it easier for people to quickly access needed data by pulling much of that information into one resource. Users will find this time-saving resource listed on our title list of databases and also via the subject web pages for business-related disciplines, such as Marketing.



As the publisher, Euromonitor International, states on their web site, you can “save yourself valuable research time by accessing key macro data for 205 countries from a central, standardized source. Over one million data types are covered, ranging from GDP trends to media expenditure across 25 years, giving you a useful framework to understand market conditions in any country or region.”

Some of the data-rich content areas include tables on: Advertising and Media, Agricultural Resources, Automotives, Banking and Finance, Communications, Consumer Expenditure, Consumer Market Sizes, Consumer Prices and Costs, Cultural Indicators, Economic Indicators, Energy Resources and Output, Environmental Data, External Trade, Health and Living Standards, Household Characteristics, Income and Earnings, Industrial Resources

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What's New in Library Collections

Librarians are constantly evaluating library resources, looking at relevancy, use statistics, duplication, ease of use, and more. The following represent some recent changes to a variety of library resources.

New Article Databases

- Academic Search Premier (EBSCOhost)
- American Humanities Index (EBSCOhost)
- Art Abstracts (Wilson- change in access and upgraded to include abstracts)
- Burger's Medical Chemistry & Drug Discovery (Wiley InterScience)
- Clase/Periodica
- Communication & Mass Media Complete (EBSCOhost)
- Education Abstracts (Wilson- change in access and upgraded to include abstracts)
- Eighteenth Century Collections Online (Gale)
- Kirk-Othmer Encyclopedia of Chemical Technology (Wiley InterScience)
- LISA: Library & Information Science Abstracts (Cambridge)
- Newspaper Source (EBSCOhost)
- Professional Development Collection (EBSCOhost)

New Journals

- Journal of Social & Personal Relationships (electronic & print)
- Human Communication Research (electronic)
- International Labor and Working-Class History (electronic)
- American Journal of Recreation Therapy (print)
- Gatopardo (print)
- Hedgehog Review (print)
- Historia Mexicana (print)
- International Journal of Sport Management (print)
- Mexican Studies (print)
- Orff Echo (print)
- Genetics (a gift to the library) (print)



Alice Hagar Curriculum Center Collection

Murphy Library is home to a collection of approximately 10,000 items supporting the School of Education's instructional programs and the methods courses in the subject disciplines. The collection, consisting primarily of resources for use in Pre-K-12 classrooms, is divided into four areas: current textbook series from major publishers, professional books with related curriculum materials, and children's/young adult literature in both fiction and nonfiction. Ongoing collection development will be done in collaboration with faculty in the School of Education.

By John Jax, Galadriel Chilton, and Jen Holman

Tracking Federal Legislation

Tracking legislation through the Federal government requires a basic familiarity with the legislative process.

First, a bill is introduced into either the House of Representatives or the Senate. The pending legislation is then normally sent to at least one committee or subcommittee for study, hearings, revisions, and possible approval. It then returns to the floor of the chamber for a vote. If approved, the bill is reintroduced in the other chamber of Congress to be considered there.

All published versions of bills are published in *Congressional Bills*; those published since 1993 are available at <http://www.gpoaccess.gov/bills>. All Congressional floor debates and proceedings are recorded in the *Congressional Record*, available electronically since 1994 at <http://www.gpoaccess.gov/crecord> and available in print form in Murphy Library from 1787-1987. The history and current status of any given bill introduced since 1983 can be determined using the *History of Bills*, <http://www.gpoaccess.gov/hob>.

If a bill passes both houses of Congress, it is known as an “enrolled bill,” one of two categories of Public Laws. Next, the bill would be signed by the President. Public Laws that have been signed by the President are known as “slip laws.” Public Laws enacted since 1995 are available at <http://www.gpoaccess.gov/plaws>.

Each year all Public Laws are compiled together into a new volume in the series, *Statutes at Large*. Murphy Library holds print volumes of *Statutes at Large* back to 1965, and on microfiche going all the way back to 1789

Finally, for each “slip law” the Office of the Law Revision Counsel of the House of Representatives makes necessary revisions to the *United States Code*. The *US Code* is the codification of all Federal laws in force, arranged by subject. The current, official version of the *US Code* is available at <http://www.gpoaccess.gov/uscode>. Murphy Library provides a commercial, annotated version called the *United States Code Service* as a component of the *LexisNexis Academic* reference database.

By Michael Current, Government Information Public Services Librarian

(Continued from page 5)

and Output, Labour Force Indicators, Literacy and Education, Population, Retail Distribution, Transport, Travel and Tourism.

As you can infer from the above list, this product could be of much value to many in the social sciences, not just those doing business research.

World Marketing Data and Statistics provides several other value-added features. One especially useful option allows the user to change how data is displayed. Users can sometimes change the default units of measurement, specifying whether currencies display in euros, dollars, or other regional currencies when available. Users can also control the way the measurements change over time; for example, changing from the actual base numbers to year-to-year growth rates. The tables of data are exportable to Excel for further manipulation.

We encourage you to use this product and contact us if you have questions.

By Randy Hoelzen, Reference and Interlibrary Loan/Document Delivery Librarian

Library Hours

Regular Academic Year Hours

Monday - Thursday	7:40 a.m.– Midnight
Friday	7:40 a.m.– 6:00 p.m.
Saturday	11:00 a.m. - 6:00 p.m.
Sunday	Noon - Midnight

Reference Desk (Regular Academic Year)

Monday-Thursday	9:00 a.m.– 5:00 6:00 p.m.—9:00 p.m.
Friday	10:00 a.m. - 3:00 p.m.
Saturday	1:00 p.m. - 4:00 p.m.
Sunday	1:00 p.m. - 4:00 p.m. 6:00 p.m. - 9:00 p.m.

Area Research Center (Regular Academic Year)

Monday - Friday	10:00 a.m. - 5:00 p.m.
Wednesday	7:00 p.m. - 9:00 p.m.
Saturday	1:00 p.m. - 4:00 p.m.
Sunday	Closed

Interession hours as posted

Finals Weeks and Holidays

Spring Recess: The library will close at 5:30 on Friday, May 12, and remain closed until 1:00 p.m. on Monday, May 15. Monday - Friday, May 15 - 19, the library will be open from 1:00 p.m. to 4:00 p.m. The library will be closed on Saturday, May 20, and will reopen on Sunday, May 21 for normal hours of noon to midnight.

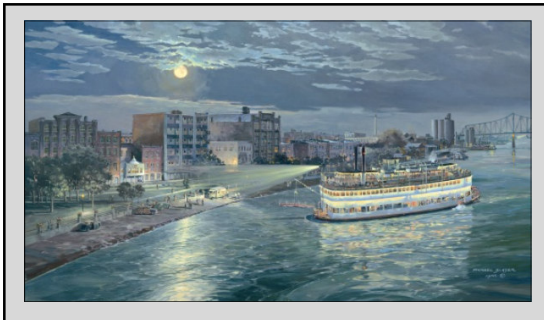
Finals Week: Special Hours are in effect. Visit the Hours link on the library home page for more details.

Finals Week: Reference Service will be available 10:00 – 3:00 p.m. Interession hours as posted at the Hours link.

Finals Week: The Extended Hours Study Room will be open until 2:00 a.m. during the days posted at the Hours link.

August Moon by Michael Blaser

This magnificent oil painting, commissioned for Murphy Library, hangs in the library’s Special Collections area. Limited edition prints are available for sale. More information is available



through Murphy Library, (608)785-8511, and at <http://www.uwlax.edu/murphylibrary/blaser/>.

Murphy Library Telephone Contacts

Acquisitions	785-8395	Hours	785-8808
Administrative Office	785-8520	Gov. Documents	785-8513
Automation	785-8399	Interlibrary Loan	785-8636
Cataloging	785-8638	Instruction	785-8637
Circulation/Reserves	785-8507	Outreach	785-8396
Collection & Res. Dev.	785-8567	Periodicals	785-8510
Curriculum Center	785-8651	Reference Desk	785-8508
Electronic Resources	785-8738	Special Collections	785-8511

SUPPORT MURPHY LIBRARY

La Crosse in Light & Shadow

Edited by Ed Hill and Doug Connell

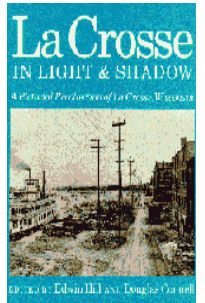
Available for \$40, plus \$3/book shipping and handling. Please send ___ copies for a total of \$_____ to:

Name: _____

Address: _____

Please make checks payable to **UW-L Foundation—Murphy Library** and mail with this form to: La Crosse History Book, Murphy Library Resource Center, University of Wisconsin-La Crosse, 1631 Pine Street, La Crosse, WI 54601-3792

Proceeds from the sale of the book go to the Murphy Library Endowment Fund.



Fredricks Memorial Endowment Fund in Oral History

The Fredricks Memorial Endowment Fund in Oral History now exceeds \$20,000, according to our last report. This fund, established in 1994 in honor of history professor and oral historian Howard Fredricks, supports the university’s oral history program, which is an active and useful primary resource for the region. Contributions are always welcome and may be sent to:

UW-L Foundation-Fredricks Fund
Murphy Library Resource Center
University of Wisconsin-La Crosse
1631 Pine Street
La Crosse, WI 54601-3792

Thank You!

If we wish to contribute to the Endowment Fund and the Excellence of Murphy Library:

Please accept this donation of \$_____.

Make checks payable to **UW-L Foundation—Murphy Library**

Gifts are tax deductible to the fullest extent of the law as applied to the circumstances of each donor.

Name: _____

Address: _____

Phone: _____



Send to: Chair, Murphy Library Resource Center, University of Wisconsin-La Crosse, 1631 Pine Street, La Crosse, WI 54601-3792