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Eau Claire State Normal School's first students in front of Schofield Hall, 1916-1917

McIntyre Library Introduces New University of Wisconsin- Eau Claire Digital Collections

By Julie Hatfield, hatfiejm@uwec.edu

McIntyre Library has created a new digital collections website to make select university archival collections available online. Items featured in this online archive are digitized from items located in Special Collections and Archives. This online resource was made possible thanks to the open source tool ResCarta and ongoing support from the McIntyre Library Systems department.

Visitors to the new digital collections can browse through all, or one, of the collections and perform text and subject searches for a certain year, student, faculty member, or organiza-

tion. These collections show the changing history of the university from when it opened in 1916 as Eau Claire State Normal School through the present. Thus far, two collections have been created: Periscope, the university's yearbook ranging from 1917-1995; and photographs selected from the University Archives Photograph Collection: campus buildings and scenes, students, organizations, athletics and activities, chancellors, and important campus dignitaries, such as L.E. Phillips. Altogether, this digital collections archive shares thousands of historic campus images.

(continued on page 6)

Library Search Update

By Jill Markgraf, markgrjs@uwec.edu

A history student approached the library reference desk, not with a question, but wanting to share a discovery. He had used the library's new Library Search tool to search on his history topic and found the perfect article...in a nursing journal! He never would have found that article before Library Search, he said.

Library Search, aptly referred to as a *discovery tool*, searches most library databases and catalogs in the UW System via a single Google-like search box. Searchers can refine their results based on desired criteria, such as online availability, format, publication date, subtopic, etc. Library Search makes borrowing among UW libraries quick and easy. This student's experience reflects exactly what Library Search was designed to do: encourage integrated learning by enabling researchers to draw from, and thus make connections among, multiple disciplines.

Implemented in summer 2013, Library Search has its first full semester of use under its belt. As researchers become more accustomed to this new way of searching and as implementation wrinkles continue to be ironed out, its popularity grows. The implementation of Library Search has been a complicated and sometimes frustrating process, requiring the tireless efforts of librarians from all 26 UW System campuses to coordinate, negotiate, navigate, and regulate data from thousands of resources, including library catalogs, databases, and digital collections. The process continues, and every day the system becomes more robust.

Though Library Search is intended to be intuitive and simple to search, a few search tips may be helpful:

- If searching for a specific title or phrase, use quotation marks (e.g. "catcher in the rye").
- If searching for a book in McIntyre Library, limit search results from "Everything" to "Books, Media & More UW-Eau Claire" using the dropdown menu.
- To limit a book search to physical books or conversely to e-books, use the "Location" limit on the left side of the results screen and select "EC E-Books" or "EC Main Book Collection."

Designed to enhance discovery of valuable resources across disciplines, Library Search is not the answer to every research need. Advanced or very specialized research, especially research requiring non-bibliographic data such as statistics, financial data, chemical formulas, etc., may be better conducted using individual specialized databases. Individual databases can be accessed using the *Find a Database* link on the library homepage.

If you have questions about Library Search, or any library search tools, contact the McIntyre Library reference desk, at library.reference@uwec.edu or 715-836-3858. Try your next search in Library Search. Discovery awaits!

The screenshot displays the McIntyre Library Library Search interface. At the top, the header includes the library name, navigation links (New Search, Find a Database, Journal Titles, Ask Us, Help), and user options (Guest, e-Shelf, My Account, Sign in). The search bar contains the query "information literacy" and a dropdown menu set to "Everything". Below the search bar, the results are displayed in a list format. The first result is "Information Literacy" by Lyman, Peter, from Liberal Education, 2001, Vol.87(1), p.28-37. The second result is "Information Literacy" by Armstrong, Dr. Sara, 2008. The third result is "A model of student learning outcomes of information literacy instruction in a business school" by Serenko, Alexander; Detlor, Brian; Julien, Heidi; Booker, Lorne D., from the Journal of the American Society for Information Science and Technology, 2012, Vol.63, pp.671-686. The fourth result is "Information literacy and communication research: a case study on interdisciplinary assessment.(Brief Report)(Case study)(Author abstract)" by Natalie, Elizabeth J.; Crowe, Kathryn M., from Communication Education, Jan, 2013, Vol.62(1), p.97(8). Each result includes a document icon, a star, the title, author, publication details, and a "Full text available" indicator. Links for "View Online", "Details", "Recommendations", and "Find It" are provided for each result. On the left side, there are sections for "Expand My Results", "Show only", and "Refine My Results". The "Refine My Results" section includes filters for Resource Type (Articles, Newspaper Articles, Reviews, Books, Text Resources) and Topic (Literacy, Foreign Countries, Teaching Methods, Information Literacy, Higher Education).

Recent Acquisitions in Popular Fiction, Nonfiction, Poetry, and DVDs

Allegiant

Veronica Roth
(IMC) Fic R7428a 2013

American Sniper: The Autobiography of the Most Lethal Sniper in U.S. Military History

Chris Kyle
DS79.76 .K95 2013

The Astronaut Wives Club: A True Story

Lily Koppel
TL789.85.A1 K67 2013

Boxers

Gene Luen Yang
(IMC) 741.59 Y163b 2013

Bringing Up B    : One American Mother Discovers the Wisdom of French Parenting

Pamela Druckerman
HQ769 .D78 2012

Eighty Days: Nellie Bly and Elizabeth Bisland's History- Making Race around the World

Matthew Goodman
G440.B67136 G66 2013

Eleanor & Park

Rainbow Rowell
(IMC) Fic R7957e 2013

Empty Mansions: The Mysterious Life of Huguette Clark and the Spending of a Great American Fortune

Bill Dedman, Paul Clark Newell, Jr.
CT275.C6273 D33 2013

Fangirl

Rainbow Rowell
(IMC) Fic R7957f 2013

Five Days at Memorial: Life and Death in a Storm-Rav- aged Hospital

Sheri Fink
RA975.D57 F56 2013

The Goldfinch

Donna Tartt
PS3570.A657 G65 2013

Golem and the Jinni: A Novel

Helene Wecker
PS3623.E39775 G65 2013

I Am Malala: The Girl Who Stood Up for Education and Was Shot by the Taliban

Malala Yousafzai
LC2330 .Y69 2013

The Joy of Less, a Minimalist Living Guide: How to De- clutter, Organize, and Simply Your Life

Francine Jay
TX309 .J39 2010

Joyland

Stephen King
PS3561.I483 J69 2013

Killing Jesus: A History

Bill O'Reilly & Martin Dugard
BT450 .O74 2013

Life After Life: A Novel

Kate Atkinson
PR6051.T56 L54 2013

Me Before You: A Novel

Jojo Moyes
PR6113.O94 M4 2013c

NOS4A2

Joe Hill
PS3608.I4342 N67 2013

The Ocean at the End of the Lane

Neil Gaiman
PR6057.A319 O24 2013

One Summer: America, 1927

Bill Bryson
E791 .B79 2013

The Presidents Club: Inside the World's Most Exclu- sive Fraternity

Nancy Gibbs, Michael Duffy
JK511 .G53 2013

Quiet: The Power of Introverts in a World That Can't Stop Talking

Susan Cain
BF698.35.I59 C35 2013

Saints

Gene Luen Yang
(IMC) 741.59 Y163s 2013

The Signature of All Things

Elizabeth Gilbert
PS3557.I3415 S54 2013

Smarter Than You Think: How Technology Is Chang- ing Our Minds for the Better

Clive Thompson
T58.5 .T498 2013

The Smitten Kitchen Cookbook

Deb Perelman
TX714 .P443 2012

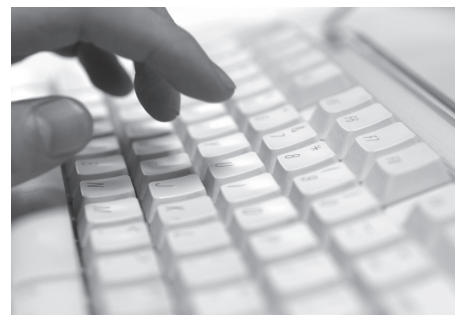
The Telling Room: A Tale of Love, Betrayal, Revenge, and the World's Greatest Piece of Cheese

Michael Paterniti
SF274.S7 P37 2013

We Are Water: A Novel

Wally Lamb
PS3562.A433 W43 2013

(Continued next page)

Spotlight on**Roper Explorer and
Simmons One View**

By Jill Markgraf, markgrjs@uwec.edu

We know what you're thinking...

And we know what kind of toothpaste you buy. We know what you are watching on TV and when you prefer to watch it. We know how you vote and if you have pets. No, we are not the NSA; we are the library. And by "you" we don't mean you personally, but more like "you all" who respond to surveys and polls. Data from thousands of opinion polls, surveys, and consumer behavior datasets are accessible through some fascinating library databases. Come, learn our secrets.

Relatively new on the McIntyre Library scene is the Roper Center for Public Opinion Research database. It provides access to questions and answers from almost 20,000 polls conducted by more than 70 organizations going back to 1935. Roper enables you to not only track public opinion on current affairs but also changes in opinion over time. Recent polls, for example, show that the vast majority of respondents consider premarital sex to be "morally acceptable"; however, in 1937, it was considered by the majority of respondents to be "wicked."

For those interested in looking at interrelations between polling questions, Roper offers RoperExplorer, a tool for easy online data analysis that lets users create cross tabulations on the fly. For example, you can select questions from a 2011 CBS News poll, merge them, and create a table that shows that respondents who approved of the job Obama was doing liked cats more than people who disapproved of the job Obama was doing.¹ Fascinating stuff, eh? This crosstab functionality is available for more than 3,000 studies from 1999 to present.

For advanced researchers, the library subscription to Roper includes RoperExpress, which enables researchers to download entire datasets from roughly 80 percent of the studies in the database. These datasets are in ASCII or SPSS portable formats.

It is easy to get caught up in Roper data and idle away an hour, or a day, but save some time for another database: Simmons OneView. Familiar to marketing and communication and journalism students, Simmons OneView has been available in McIntyre Library for years. Improvements to its interface and access in recent years have made it a much more useful tool for a wider range of researchers. Simmons OneView contains data from the National Consumer Study on consumer demographics, behaviors, attitudes, buying habits, media consumption, and

more. Like Roper, it allows the searcher to create crosstabs to look at interrelations between variables. For example, using Simmons, one can learn that those who identify as being politically liberal are slightly more likely to use dental floss than those who identify as conservative. Hmmm. Or, on an arguably more practical level, we can see that people who are married are less likely than unmarried people to smoke cigarettes.² It offers more sophisticated options for combining variables, so it requires a greater investment of time to learn, but fortunately, McIntyre Library has online tutorials to get you started. (<http://libguides.uwec.edu/simmons>)

To find these databases, visit *Find a Database* on the Library website. (<http://libguides.uwec.edu/databases>) If you are interested in learning more about Roper or Simmons for your own research or for your students, contact the library's reference desk at library.reference@uwec.edu or 715-836-3858. The things you can learn about the people around you are infinite!

¹ CBS News Poll, Mar. 2011. Retrieved Jan-10-2014 from the iPOLL Databank, The Roper Center for Public Opinion Research, University of Connecticut. http://www.ropercenter.uconn.edu/data_access/ipoll/ipoll.html

² Simmons Market Research Bureau. (2011). *Simmons OneView: 2010 data* [data set]. Retrieved from <http://oneview.experian.com>

Recent Acquisitions (continued)**The World's Strongest Librarian: A Memoir of
Tourette's, Faith, Strength, and the Power of Family**

Josh Hanagarne

Z720.H24 H36 2013

Yes, Chef: A Memoir

Marcus Samuelsson

TX649.S226 A3 2013

Zealot: The Life and Times of Jesus of Nazareth

Reza Aslan

BT301.3 .A85 2013

DVDs (located on the 2nd floor)

Despicable Me

PN1997.2 .D476 2010

Django Unchained

PN1997.2 .D583 2012

The Great Gatsby

PN1997.2 .G73 2013

The Hunger Games

PN1997.2 .H85 2012

Pacific Rim

PN1997.2 .P33 2013

What's in a Name?

By Dr. Erin Devlin,
devlinek@uwec.edu



As the University of Wisconsin-Eau Claire approaches its centennial anniversary, students, faculty, and administrators are taking stock of where we've been and what it might tell us about our future. From its 1916 founding as the Eau Claire State Normal School dedicated to the training of teachers, UW-Eau Claire has been through a number of changes.

This fall, students in my Museums in the US (HIST 380/580) course explored this history and shared their insights with the campus community by creating an exhibit titled "What's in a Name?" for McIntyre Library. This project provided the students with the opportunity to engage in the process of exhibit development: research and conceptualization, interpretation, object selection, design and display, and programming and outreach. The ability to work collaboratively and cooperatively on these kinds

of projects is one of the most sought-after skills in the 21st century job market.

Beyond helping them develop their own professional skill set, working on the exhibit also connected the students and our exhibit visitors with the history and traditions of this campus. As student Sara Schultz told *The Spectator* shortly after the exhibit opening, "It gives you a sense of worth...knowing you are part of this huge history that has really evolved."

At the foundation of the students' exhibit was their research into materials held in Special Collections and Archives. With the help of Special Collections and Archives staff, students rediscovered beanies worn by incoming freshmen in the early 20th century, training materials for the army aviation cadets on campus during World War II, photographs and scrapbooks capturing social life during the 1950s, literature and pamphlets documenting protests related to the Vietnam War, and the diversification of student organizations and curricular offerings at the close of the 20th century.

These materials highlighted the rich texture of daily life on our campus from its founding to the present day. The students' exhibit also captured the growth and expansion of the university from the Eau Claire State Normal School into an institution that offers four-year degrees, liberal arts education, and opportunities to pursue professional degrees in nursing and business. The "What's in a Name?" exhibit charted these changes through the evolution of the institution's name from normal school to college to university. It was enormously rewarding for my students and me to know that their work would resonate outside of the boundaries of our classroom. I hope to see many other student exhibits and projects in the library in the future!

Editor's Note: Special thanks to Dr. Devlin, assistant professor of history, and her class for creating the exhibit in McIntyre Library and writing about her experience.

You *Can* Judge a Book by its Cover

By Mary Hable, hableme@uwec.edu

You may have noticed that new books in the library have a fresh look. Even though we hate to admit it, many of us do judge a book by its cover. To make books more visually pleasing, bar code labels are now on the back, and plastic covers have been added to popular paperbacks and to hardcovers with book jackets. To cover these books, we are now using the CoLibri system, which trims and welds a perfect cover in three or fewer cuts. There is no taping involved, so the original book cover is not damaged. It is our goal to extend the life of many of our books with this extra protection.



CoLibri cover system.

Introducing New UW-Eau Claire Digital Collections

(Continued from the front page)

New collections will continue to be added. These digital collections allow UW-Eau Claire students, staff, alumni, and the community to learn more about and celebrate UW-Eau Claire's history. A corresponding panel exhibit is located outside the Special Collections and Archives Department in McIntyre Library, which features photographs, yearbooks, and information about the digital collections.

To learn more, visit Special Collections and Archives or contact library.archives@uwec.edu or 715-836-2739. A link to the digital collections is located on the McIntyre Library Special Collections and Archives Department's homepage, under the Digital Collections tab. Follow @mcintyrelibrary, #uwecarchives on Twitter, and "like" McIntyre Library and Eau Claire Special Collections and Archives on Facebook for weekly updates and exhibit photos.

Purchase Course Texts Available on Reserve

By Vince Mussehl, mussehvd@uwec.edu

Purchase course text readings are available for students on reserve at McIntyre Library. They can be checked out for up to three days with a valid Blugold card and are located behind the circulation desk. This is beneficial if a student forgot their textbook at home, if it is being held up in the mail, if the bookstore temporarily runs out, or if the student simply cannot afford the material.

Required reading textbooks are automatically ordered by the Collection Development department if the library does not already own a copy. Questions about this can be directed to Vince Mussehl at mussehvd@uwec.edu or 715-836-5383. More information, including information on placing additional items on Course Reserve, is available online by selecting the "Reserve" tab on the library home page.



Scan here for more info on the library's reserve materials.

From the Director's Desk

By John Pollitz, pollitjh@uwec.edu



The fall semester was very active around McIntyre Library. It started off with another successful “After Dark” welcome back game night. I always enjoy welcoming students to the event; they really have a great time, and as they leave, they often make a point of letting me know of their appreciation. I continue to be amazed at how quickly our space fills up in the fall with students researching, studying, and meeting together. This year we have embarked on an assessment project which will investigate if there is a correlation between library use and student performance and retention. The project is a collaboration between McIntyre Library, Learning and Technology Services (LTS) and the Office of Institutional Research. We will be collecting data for the next year and hope to report on this project in upcoming issues.

We also embarked on an exciting collaborative project during the fall 2013 semester with LTS and the Student Government Information Technology Commission (ITC). With the help of these groups, the library temporarily housed three collaboration pods similar to those found in campus active learning classrooms. These pods, which all have a big screen TV, allow students to connect their computers or mobile devices to the TV, even allowing the screen to be shared by up to four different devices at the same time. Students

quickly realized how easy it was to connect their laptops to the TV, and statistics showed a steady rise in use throughout the semester. This is not surprising since the annual ITC student technology use survey has shown that ownership of laptop computers has been over 90 percent for the last four years. Thus, the chair of the ITC, Christian Paese, asked his commission to provide the funds to purchase permanent collaboration pods for the library, which I am happy to write have been installed on the first floor behind the reference desk.

The ITC student technology survey drew our attention to another issue for students using their own laptops. Many students responded that we needed more outlets to keep their laptops and other devices charged. I have been working closely with Mike Traynor in Facilities Planning and Management to secure state funding for a project to strategically place new electrical outlets on every floor of the library. This work will occur during spring semester.

UW-Eau Claire’s new building, Centennial Hall is the new home for many student services, including the Center for Writing Excellence (CWE). When we built the Collaborative Learning Center on the second floor a few years ago, we knew that it would be a temporary home for our CWE friends. In order to continue this association, both the CWE and the library

have permanent offices in the Collaborative Learning Center and will share the teaching space. Members of the Research and Instruction department will be equipping the space with technology that will allow us to provide library instruction in the mornings as a secondary classroom. The CWE will have the space during the afternoon and evening hours as a satellite writing center. Although we are sad to see them move from this area to their permanent home in Centennial Hall, we expect that sharing office space in the afternoon will continue to provide a synergy that will allow us to develop new and innovative collaborations.

Library Statistics for 2013

Patron count: 498,784
Book charges: 38,152
Mac laptop check outs: 1,011
Windows laptop check outs: 3,770
iPad check outs: 1,139
DSLR Camera check outs: 626

McIntyre Library, Giving Back



McIntyre Library faculty and staff volunteer at the Community Table.

By Kelsey Patterson, patterka@uwec.edu

Over the years, McIntyre Library has participated in a number of fundraising and volunteering opportunities. Two of the more recent are the Library Staff Association Hmong Mutual Assistance Association (HMAA) fundraiser as well as library staff volunteering at the Community Table.

Each December the University of Wisconsin-Eau Claire McIntyre Library Staff Association, a volunteer organization comprised of faculty and staff, ac-

cepts donations for its annual fundraiser to benefit the Hmong Mutual Assistance Association. The HMAA is a social service agency that serves the local Hmong community by operating a food pantry and assisting in housing, employment, and translating services. The agency also works with other area services to assist the local Hmong community.

Donated funds are used to purchase rice for the organization's rice pantry. In 2012 the HMAA fundraiser raised enough donations to purchase 4,826 pounds

of rice. This year's fundraiser raised \$888.52, which will buy an estimated 6,219 pounds of rice. This was a 32 percent increase over last year's efforts!

Besides fundraising for community groups, McIntyre Library tries to help the community in more hands-on ways. In January McIntyre Library faculty, staff, and family members helped to prepare, serve, and clean up after a meal at the Community Table, a non-profit organization that serves healthy meals to low income individuals.

Banned Books Week Display

Display created by Olivia Sitter.



Fall 2013 Library Events



Library staff at Phase II Orientation dressed as Clue characters



Halloween 2013



Finals Week dog therapy



Halloween 2013, staff dressed as Anchorman news team



WELCOME

McIntyre Library is happy to have a new program associate, **Trista Anderson**. You will find Trista in McIntyre Library's administrative office (L3002). Contact her with questions or concerns at tomantr@uwec.edu or 715-836-3715.

Trista is a University of Wisconsin-Eau Claire alumna, who graduated with a bachelor's degree in 2009. She majored in photography with an art history minor. Trista also completed the Certificate in Fine Arts Administration.

When not at work, Trista and her husband Matt keep busy making improvements to their 93-year-old home in Eau Claire. They don't have any children, but they do have a mini-dachshund named Bowser who provides them with daily entertainment. Trista is excited to be working with the excellent students, faculty, and staff at UW-Eau Claire, and the staff at McIntyre Library is happy to have her on board! **Welcome Trista!**



CONDOLENCES

Former staff member **Phyllis Hambleton** passed away on November 2, 2013, at her home in Eau Claire surrounded by her husband Duane, her daughter, and close personal friends. Phyllis retired from the university in 2002 after 24 years of service. Phyllis held a variety of classified staff positions over the years and was the program assistant at McIntyre Library from 1988 until her retirement. During her tenure, Phyllis helped to improve the ambiance of the library through her selection of new furniture and the addition of artwork. Phyllis also served as the first chairperson of the library's Exhibits Committee. We offer our condolences to Phyllis' family.

Staff News

Recent Publications from Around the Library

- Janice Bogstad wrote the entries, "Kim Stanley Robinson and Global Warming," and "The Fiction of Climate Change" for *Climate Change: An Encyclopedia of Science and History*, edited by Gary J. Weisel, et. al and was published in 2013.
- Janice Bogstad wrote short (750 word) biographies of notable women (seven Chinese and one Israeli). "Shu-Chu Chen," "Wu Qing," "Gao Yaojie," "Hou Wenzhuo," "LillyYeh," "Ada Yonaath," and "Zhan Huizhen" for inclusion in *Sage Multimedia Encyclopedia of Women in the Modern World*. (Volume 5, in press), 2013.

Support McIntyre Library

Your gift to McIntyre Library will enhance student learning experiences and provide valuable library resources. There are several ways that you can support the library's outstanding learning environment.

- The McIntyre Library Associates Fund (0210) provides funding for print, multimedia and electronic collections; leisure reading; listening and viewing collections (gifts of any amount).
- The Library Advancement Fund (1182) provides funding for cultural programming and art exhibits, technology, furnishings, artwork and purchases that enhance the library building and its services (gifts of any amount).
- The McIntyre Library Special Collections Fund (1882) supports our work in preserving the history and traditions of the university (gifts of any amount).
- Other funding opportunities support various collections, provide furnishings, ensure preservation and digitization of collections, and replace and upgrade the equipment in our teaching lab. For complete details, see: www.uwec.edu/fndn/programs/library.htm

Thank you for considering a gift to UW-Eau Claire's McIntyre Library. For more information about McIntyre Library or our specific needs, visit the McIntyre Library website, e-mail Library.Director@uwec.edu or call 715-836-3715.



NSDC

I wish to support McIntyre Library through my tax-deductible gift.

Name _____

Address _____

City _____

State _____ Zip _____

E-mail _____

Enclosed is my check for \$_____ Foundation Code _____

(Please make check payable to UW-Eau Claire Foundation, Inc.)

☐ I wish to make a pledge to be fulfilled over a period of up to five years. Please have a member of the Foundation staff contact me.

☐ I wish to make my gift using electronic funds transfer on a monthly or quarterly basis. Please have a member of the Foundation staff contact me.

☐ My employer (or my spouse's) will match this gift. Employer _____

There are several options for designating your gift. See the information above or online at www.uwec.edu/fndn/programs/library.htm

Undesignated funds will be credited to the Library Advancement Fund (1182).

Submit donations to:

UW-Eau Claire Foundation, Inc.
Schofield Hall 214, 105 Garfield Ave.
Eau Claire, WI 54702-4004.

Give online at: www.uwec.edu/fndn/giving.htm

Questions?

- Visit the McIntyre Library website
- e-mail Library.Director@uwec.edu
- call 715-836-3715

Thank you to our donors

Support McIntyre Library

The following donors contributed to the UW-Eau Claire Foundation McIntyre Library Funds from September 2013 until February 2014.

Nancy F. Akers
Bethany J. Andreasen
Mark and Kathleen Attermeier
Janice M. Bogstad
Cheryl L. Cutsforth
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John and Aracely Pollitz
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John H. Schneider
Rita K. Sorkness
Sally A. Webb
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Off the Shelf

A newsletter from McIntyre Library
University of Wisconsin-Eau Claire
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Comments and suggestions about Off the Shelf are appreciated. Print copies are distributed midway through each semester to faculty and academic staff, with online copies available to all at www.uwec.edu/Library/aboutus/offtheshelf/.

Kelsey Patterson, editor