

# The Fine Print

Murphy Library

University of Wisconsin-La Crosse

Number 29, Spring 2002

## The Information Literacy Imperative

by Cristine Prucha, Information Literacy Librarian

Recently, an asthma study at Johns Hopkins University was the focus of criticism when one participant died during the experiment after inhaling the chemical hexamethonium. Articles in Baltimore's *The Sun* on June 19, July 20, and September 1, 2001, reported that one of the issues was the quality of the literature review conducted by the supervising physician. Among the corrective actions recommended was the provision of better training for researchers and more librarian assistance in searching medical databases.

There is real danger in the deceptive simplicity of the process of retrieving electronic information and in our expectations as we live and work in the age of instantly available online information. Researchers must consider not only the quality of informa-

tion retrieved, but also the structure and limitations of the database and the effectiveness of the research strategy. In the case of the Johns Hopkins literature review, key information about hexamethonium had been overlooked. An article by Eva Perkins, in the September 2001 issue of *Information Today*, reported that

classroom teachers help students make these decisions every day. All of these decisions, if they are to be made effectively, require information literacy skills.

On December 18, 2000, the UWL Library Committee voted to endorse *Information Literacy Competencies*

*and Criteria for Academic Libraries in Wisconsin* and to support library efforts to incorporate information literacy into classes across the curriculum. The library has adopted key elements of this



the researcher's reliance on *PubMed*, a database searchable back to 1966, was problematic because key reports were published in the 1950's. Perkins suggested that had the researcher followed up on references cited, or explored another database such as *Toxline*, the death could have been prevented.

There were a number of critical decision points in the Johns Hopkins literature review - choosing the right database, considering the need to search multiple databases, examining each resource for its scope, and analyzing references cited to determine which should be consulted for further research. Librarians and

document as learning outcomes.

The Wisconsin document was developed after consultation with school librarians who developed *Wisconsin's Model Academic Standards for Information and Technology Literacy*, published by the Wisconsin Department of Public Instruction in 1998. Recently, *Information Literacy Competency Standards for Higher Education* were developed by the Association of College and Research Libraries and endorsed by the American Association of Higher Education. Our Wisconsin standards, in fact, were consulted as one of several models in developing the

(Continued on page 2)

### Inside this issue:

Looking to the Future .....	3
Murphy Award .....	4
Universal Borrowing .....	5
Library House Calls.....	5
CINAHL Database .....	6
Maritime History .....	7
Reference Resources.....	8
Catalog Features .....	9
Staff news .....	10
Nature Journals.....	10
Blaser Painting .....	11
Hours, Contacts, Etc.....	12

(Continued from page 1)

national information literacy document.

The establishment of state and national standards for information literacy is in response to a clear need to prepare students for lifelong learning in the information age by teaching critical thinking skills and the research process.

Teaching information literacy skills is not limited to library instruction sessions. A number of information literacy skills such as interpreting citations, citing sources properly, and avoiding plagiarism have long been a traditional part of classroom instruction. In addition, the information literacy standards place new emphasis on the importance of introducing students to the unique aspects of scholarly communication and information exchange within a discipline, a topic best addressed by faculty experts in each field.

The new emphasis on information literacy requires the transformation of academic library instruction programs. Traditionally, library instruction sessions have focused on an introduction to the best library resources for the needs of the class. Information literacy goes beyond library instruction. It requires critical thinking and problem solving skills, as well as knowledge of the nature of scholarly communication and the value of types of information resources within a specific discipline.

Nearly every library instruction session now explains the difference between the internet and the subscription databases made available to students through the library web site, and many students have commented that they were not aware of the disparity between the two. Librarians briefly introduce information on

internet site evaluation in ENG110 classes, and in CST110 classes we now stress the difference between freely available web sites for quotations and the library's collection. We have much more work to do.

There are already some excellent examples of information literacy instruction taking place at UWL. Freshmen in UWL100 are introduced briefly to the concept of primary and secondary sources, as well as web site evaluation and the ethics of citing sources, all elements of information literacy and all focal points suggested by UWL100 instructors as the course continues to evolve.

A Microbiology 100 lab assignment requires students to compare a newspaper article on a scientific topic with a scholarly article on that same topic. Students are introduced to the differences between the two sources and also the complex process of locating scholarly articles. Sue Anglehart, Microbiology, was part of the initial design of this component of the class and continues to work to refine this library experience.

Students in Jim Batesky's 400-level ESS class recently completed a project in which they examined the information seeking process they employed to research a topic. Students worked in groups to create an information literacy portfolio, in which they analyzed their research process within the framework of information literacy competencies and criteria.

All of these efforts represent a worthy beginning, and do not tell the full story of information literacy instruction in UWL classrooms. The library can help to facilitate information literacy efforts by collaborating with classroom teachers in the design of research experiences that require students to think critically about their

results. We encourage you to contact our instruction department at 785-8637.

### Information Literacy Competencies

1. Identify and articulate needs which require information solutions.
2. Identify and select appropriate information sources.
3. Formulate and efficiently execute search queries appropriate for the information resource.
4. Interpret and analyze search results and select relevant sources.
5. Locate and retrieve relevant sources in a variety of formats from the global information environment.
6. Critically evaluate the information retrieved.
7. Organize, synthesize, integrate and apply the information.
8. Self-assess the information-seeking processes used.
9. Understand the structure of the information environment and process by which both scholarly and popular information is produced, organized, and disseminated.
10. Understand public policy and the ethical issues affecting the access and use of information.

Endorsed by the Wisconsin Association of Academic Librarians in 1998. <http://www.wla.lib.wi.us/waal/infolit/ilcc.html>

**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/>



# Looking to the Future: UW Libraries Strategic Directions

By Anita Evans, Library Director

## Vision:

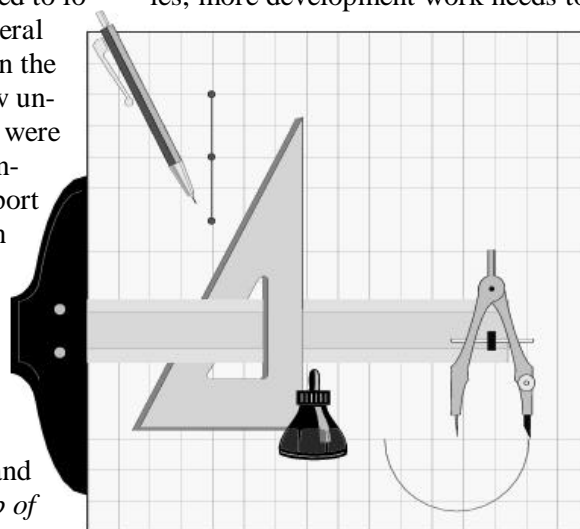
The UW System libraries, fostering the "one system, one library" concept by working together as a coordinated university library system, will provide students, faculty, staff and Wisconsin citizens with access to a truly great public university library collection and to a global network of electronic information resources.

Within the framework of the vision statement above, UW Libraries have charted a course for the current biennium. *The University of Wisconsin Libraries Strategic Directions for 2001-2003*, approved by the Council of University of Wisconsin Libraries (CUWL) last October, calls for decisive actions that will position UW libraries for a future where information in any format is delivered to local and distant learners. Several major initiatives identified in the *Strategic Directions* are now underway—a number of these were launched during the last biennium with the financial support provided by the \$7.4 million legislative funding increase for UW Libraries.

The central fund for shared electronic products has been a great success in expanding the wealth of databases available to students and faculty at all campuses. *Web of Science*, *MathSciNet*, and *America: History & Life* are a few among the some three-dozen titles provided centrally after joint review and selection by campus representatives. (These and other titles subscribed to locally can be found at <http://www.uwlax.edu/murphylibrary/research/titles.html>.) The goal to share resources across campuses in a more seamless fashion has been advanced by the implementation of the En-

deavor System Universal Borrower (UB) module. UWL participated as one of three beta test institutions last year and now other campuses are coming on board: by next fall all campuses should be operational.

While UB and the "red box" delivery service allow for the quick transfer of physical pieces among System libraries, more development work needs to



be done to provide for the delivery of journal articles to the desktop. To that end a System-wide committee has been formed, the Enhanced Resources Sharing Group, to explore software and infrastructure options.

Another initiative underway is the creation of a System-wide digital library, UW Digital Collections (UWDC). The oversight committee is

developing a long-range production plan, adopting metadata standards, designing the web interface, and formulating criteria that will be used to judge and select new projects such as those that highlight Wisconsin's cultural heritage and clearly relate to academic programs. Pilot projects include digitizing the Belgian-American Collection from UW-Green Bay and a project to illustrate the "Pioneer Experience."

*The University of Wisconsin Libraries Strategic Directions for 2001-2003* also highlights the importance of adopting campus information literacy standards as defined in "Information Literacy Competencies and Criteria for Academic Libraries in Wisconsin." These competencies for students include the ability "to locate and retrieve relevant sources in a variety of formats from the global information environment" and the ability to critically evaluate information resources. There are numerous web landmines which threaten to derail unsophisticated and indiscriminating audiences: one telling example is a seemingly credible internet community resource page, <http://lacrosse.areaguides.net/>, which lists under library resources, "Library The" (608) 784-8020, 123 3rd St S." The Faculty Senate Library Committee has endorsed the information literacy docu-

(Continued on page 11)



## 2002 Murphy Award Winners

By Anita Evans, *Library Director*

Murphy Library has given the Eugene W. Murphy Library Special Recognition Award annually since 1986 to an individual or organization that has made major contributions to the missions, programs, and purposes of Murphy Library. This year Murphy Library is pleased to acknowledge the significant contributions of Dr. William J. and Yvonne M. Hyde. Dr. Hyde was a member of the English Department faculty from 1956–1992, and Mrs. Hyde's career in the library also spanned several decades, beginning in 1957. She worked in the library's Cataloging Department at the time of her retirement in January 1995.

In 1994/95, the University was undergoing a cycle of budget cuts, and Mrs. Hyde's position was eliminated.

The year posed many challenges for all the library staff as it was a time when the library building was being remodeled, and there was a significant additional load on staff who were involved with planning several moves of offices during that phase. To help with the transition, Mrs. Hyde volunteered in the library for about a year working a couple of hours a day, continuing her cataloging of serials and books for the library collection.

The Hydies' contributions to the library go back several decades. When the English Department established the Billie J. Batchelor Trust Fund as a memorial 30 years ago to buy literary works for the library, Dr. Hyde was centrally involved in getting the effort off the ground. For years, he selected

titles for the library's collection. Professor and Mrs. Hyde have contributed not only their time and expertise generously, but have also supported the library through various gifts. Noting that the Reference collection lacked an expensive volume of the *MLA International Bibliography* set produced by the Modern Language Association, Dr. Hyde donated the volume to the library. Other donations include works on Shakespeare, Defoe, and Boswell.

The Hyde's exceptional largesse has extended to the Murphy Library Endowment Fund. They have been strong and regular supporters. The Library Endowment Fund has had a significant impact on library services, collections and operations, funding numerous projects and purchases (<http://www.uwlax.edu/murphylibrary/endowment/projects.htm>).

The Hydies remain actively engaged in the life of Murphy Library and the university. They are regular attendees at many university and library events. Dr. Hyde, a Hardy scholar, continues his research activities in the library and has been a recent presenter in the English Department lecture series. Not in the least, they are both consummate bibliophiles.

Dr. William and Yvonne Hyde will be honored at a program held in Murphy Library Special Collections on May 8 at 7 p.m. Please join us in recognizing Dr. William and Yvonne Hyde.

More information about the Murphy Award and award recipients may be found at: <http://www.uwlax.edu/murphylibrary/about/murphyawards.html>.



by Michele Strange, *Circulation Librarian*

Universal Borrowing, or UB, brings the Council of University of Wisconsin Libraries (CUWL) vision of a single collection closer to fruition. This new service enables faculty, staff, and students to borrow materials directly from other UW System campus libraries. In essence, it puts millions of titles closer to the fingertips of UWL students and researchers.

Eligible items include all materials that normally circulate. Types of items excluded are journals, reference books, course reserves, and archival material. The circulation period for books is 28 days for all patrons. Media such as videotapes, CDs, and curriculum material have a circulation period of 14 days. At this point in time, renewals are not possible.

A UB request normally begins with a search of the Murphy Library catalog. If you search for a title that is not found or is currently unavailable in the Murphy Library collection, click on "Other Libraries." Connect to all UB libraries and search for the title. If the title is listed as "available" at another campus, click on the "Request" button, log in, and fill out the UB request form. Please note that if you have any blocks on your local record, you will be blocked from doing a UB request.

The request should be processed at the holding library

within 24 hours. The statewide delivery service operates Monday through Friday, so most titles will be in your hands in 2 to 4 days. You will be notified as soon as the material reaches our Circulation Desk. You can track the status of your request through the catalog by clicking on "Your Record." (See related article on p. 9)

Another convenient feature of UB is the "walk in" service. You may go to any UB library and check out their material with your UW-La Crosse ID. No further registration is required. This means that you can return UW materials to any other campus as well.

UB was quietly introduced on the UW-La Crosse campus during the last few months while bugs were worked out and other campuses came on board. We are currently connected to 8 other campuses for borrowing—Eau Claire, Green Bay, Oshkosh, Parkside, Stevens Point, Stout, Superior, and Whitewater. We expect the larger libraries at Milwaukee and Madison to be on board later this year. At this time you may search their catalogs, but will be unable to do a UB request.

You will need to continue to use Interlibrary Loan for access to journal articles as well as book and media titles from Milwaukee, Madison, and outside the UW System. For more information on Universal Borrowing see the UB Frequently Asked Questions page at <http://www.uwlax.edu/murphylibrary/ub.html>.

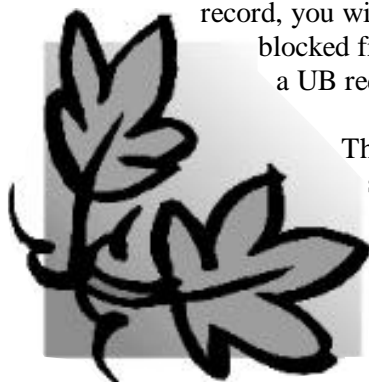
## Library House Calls

Have you ever wanted your own personal librarian for a few minutes to help figure out a tricky database detail or to discuss a difficult information search? Murphy librarians are now making "house calls" to faculty and staff campus offices to help with these and other library, research, or information-related concerns.

Librarians welcome any and all questions related to information needs, with the exception of technical computer or software questions best handled by Information Technology Services. Appointments will typically last for 15 – 30 minutes and can be set up using a web form.

Your request will be matched to a librarian familiar with your subject, or you may request a specific librarian.

To schedule your librarian house call, visit the library's *Online Forms* or *Faculty Resources* web pages and complete the online form. Or simply email Stefan Smith at [smith.stef@uwlax.edu](mailto:smith.stef@uwlax.edu) (or call 5-8396).



# The CINAHL Database Described

by **Brian Finnegan**, *Electronic Resources Librarian*

CINAHL (Cumulative Index to Nursing & Allied Health) is one of the most valuable databases available for locating information in health-related fields. CINAHL provides coverage back to 1982, and includes citations from 1,599 journals that cover nursing, allied health professions, biomedicine, alternative/complementary medicine, and consumer health topics. As of 2002, there are more than 2.5 million citations to literature in these fields.

## Searching CINAHL

At UWL, CINAHL is accessed through the familiar ProQuest interface, which offers a variety of search levels. Using CINAHL's *Basic Search* (the default) you can search everything at once or limit your search to abstracts, authors, journal titles, subjects, or article titles. A click on the *Peer Reviewed* checkbox restricts search results to just those citations that are from peer-reviewed sources.

For help focusing a search, try the *Guided Search*, which provides three search boxes in which specific fields can be searched. This is particularly useful if you already have some information to narrow your search, such as an author's name or a specific journal title. The *Guided Search* screen also allows you to limit searching in the following ways:

- ✎ *Language* limits to either English or non-English documents;
- ✎ *Document Types* limits to an extensive list of document types, such as book chapters, case studies, letters to editors, and journal articles;
- ✎ *Journal Subset* is unique to CINAHL and limits to specific subject areas, specific geographic locations, and specific document types;
- ✎ *Publication Year* limits to items published within the selected time frame.

Limit to:	
Language	None ▼
Document Type	None
Publication Type	None ▼
Journal Subset	None
Publication Year	From: None ▼ To: None ▼





The *Advanced Search* includes all the options available with the *Guided Search* plus an index, a thesaurus, a field browser, and a search history option. You can also find and manipulate your recent searches or save a search strategy online to rerun at periodic intervals.

A major strength of the CINAHL database is its use of subject headings, which reflect the terminology used by nursing and allied health professionals. The eleven thousand subject headings can be used in a number of ways to focus searches to effectively retrieve information on a specific topic.

## Viewing Search Results

All citations within CINAHL contain abstracts, subject headings, and a list of the article's cited references. In addition to citations, the full text of more than 250 journals is available in one or more of these formats:

-  *Full Text and Graphics*, which displays a basic text version of the article including images;
-  *Page Image*, which displays a scanned, exact reproduction of the original article using the freely-available Adobe Acrobat Reader software.

The 250+ full text journals can either be accessed within the CINAHL database or separately via the ProQuest Nursing Journals database, which is a separate full-text-only subset of CINAHL journals and uses the same ProQuest interface.

We recommend using the entire CINAHL database for thorough, in-depth research, and ProQuest Nursing Journals for more limited research or when the information must be available electronically. The librarians at Murphy Library are pleased to offer these products for those seeking information related to nursing and allied health professions.



Photo: Murphy Library Special Collections

# Great Lakes Maritime History

by Paul Beck, *Special Collections Librarian*

Public Instruction, the Milwaukee Public Library, and the Wisconsin Historical Society. While Great Lakes shipping was the initial thrust of the project, the scope grew with the addition of historical newspaper clippings from the Wisconsin Historical Society and steamboat photographs from Special Collections,

Special Collections has been a partner in a unique digital history project since the autumn of 2000. The Great Lakes Maritime History Project is a collaborative project to establish a digital resource focusing on the shipping and maritime history of Wisconsin. Institutional partners in the project include the Division for Libraries, Technology, and Community Learning of the Wisconsin Department of Public Instruction; the Micro-Imaging Laboratory at Memorial Library, University of Wisconsin—Madison; the Wisconsin Historical Society; the Milwaukee Public Library; the University of Wisconsin-Superior; and Special Collections, Murphy Library, UW-La Crosse. The Division for Libraries at the Department of Public Instruction coordinates the project using Library Services and Technology (LSTA) federal grant funds. More than \$88,000 in funds was set-aside in 2000-2001 for this project.

The goals of the project were to:

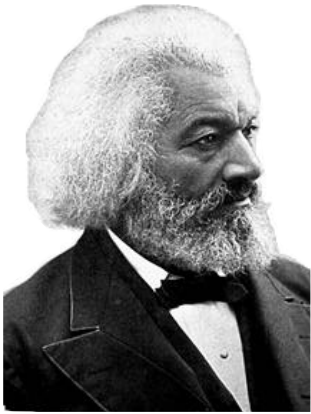
1. Select Great Lake Marine History materials from collections of the participating libraries;
2. Digitize materials in a variety of formats (text, photographs, video, maps, etc.);
3. Create metadata for each item;
4. Design and create a web site that will bring digitized information together in one place for the user;
5. Document, process, and publish informational materials for library staff in Wisconsin.

Original partners in the project were the Department of

Murphy Library. With thousands of possible images to digitize from the various collections of the participating institutions, the partners needed to reach a common understanding as to what images to choose. After several meetings and teleconferences the following selection criteria were established:

1. Amount of material – identify ships for which a volume of material is available in one or more participating institutions that collectively would make an interesting web site display;
2. Variety of formats – selection should include materials in a variety of formats such as books, photos, newspaper clippings, maps, video, and sound;
3. Popularity or amount of use in collections;
4. Copyright clearance/Public domain – the materials should be in the public domain or the library should have copyright permission to use the materials for this purpose;
5. Special circumstances/notoriety/local angle;
6. Ability to process or display materials;
7. Audience – popular or scholarly use;
8. Ability to travel from library to UW micro-imaging lab;
9. Ability to digitize without harm to the materials (unless digitization is being done primarily as a preservation method, which would be rare for this project);
10. Availability of records for creation of metadata – consider use of OCLC records, use of card file data,

*(Continued on page 10)*



# Reference Resources: Biographical Information

by **Randy Hoelzen**, *Reference Librarian*

**There is properly no history; only biography.** —*Ralph Waldo Emerson*

**...all biography is ultimately fiction.** —*Bernard Malamud*

One can certainly debate the instructional value of incorporating biographical studies into coursework. Undoubtedly the study of “Great Men,” is now seen as incomplete and the lives of “common” people are under the microscope as well. What is certain is that readers still crave to know more about the lives of others, and publishers continue to strive to meet that need.

Murphy Library has many excellent paper and electronic indexing tools to identify biographical articles and books. Recently some of the standard paper indexes have become available electronically. Although online, these indexes often lead researchers back to print resources such as biographical encyclopedias and dictionaries, many located in our reference collection.

One such index is *Biography & Genealogy Master Index* (BGMI). This electronic database, available via Murphy Library’s website, is by far the most inclusive of the indexes, with entries for more than 4 million people. BGMI is a citation database, with many of the biographies cited available in Murphy Library. Some other electronic indexes include *Biography Index* and *Literary Index*, both available via the library website.

Recently purchased reference resources are a mix of print and electronic formats. An example is *The*

*Complete Marquis Who’s Who on CD-ROM*, which replaces a number of print sets including *Who’s Who in America*, *Who’s Who in the World*, *Who’s Who in American Education*, and 17 other Who’s Who sets. The



double CD covers both current and past editions back to 1992.

*Dictionary of American Biography*, which contains profiles of thousands of people, is still considered a standard but is becoming increasingly dated. A searchable CD version is also available on a library workstation. Another similar resource—a preferred resource because of its currency and outstanding quality—is the *American National Biography* (Reference CT213 .A68 1999). This title, 24 volumes in length with planned supplements, has received excellent reviews.

*Women in World History* (Reference HQ1115 .W6 1999) took a decade to complete, but reviewers have unanimously agreed the wait was worth it. Over 300 contributors from 20 countries explore the lives of 10,000 women. Murphy Library recently received the last volume, volume 16. This set is by far the most comprehensive source for historical, international coverage of women.



Many other smaller print sets of biographical encyclopedias have been purchased recently. Some are devoted to providing information on the most noteworthy scholars in a specific discipline or profession (*Encyclopedia of Archaeology: the Great Archaeologists*), or award winners (*Nobel Prize Winners*), or devoted entirely to one famous individual (*William Faulkner A to Z: the Essential Reference to his Life and Work*), while others focus on personages from a specific place and time (*African American Frontiers: Slave Narratives and Oral Histories*).

These are just a few biographical resources available at the library. Many others are available in the Reference collection and in the stacks.



# Catalog Features

by Michele Strange, *Circulation Librarian*

Have you ever noticed the **Your Record** button near the top of the Murphy Library catalog? By clicking on this button you are able to log into your personalized circulation record. Why would this feature be important to you? Maybe you had not realized that through **Your Record** you are now able to:

- ✂ View a listing of materials you have checked out;
- ✂ Check the status of any fines/fees you owe;
- ✂ Renew materials (if renewals are permitted for a particular type of item).

In addition, while viewing individual records, you can:

- ✂ Place holds on Murphy Library materials;
- ✂ Request books from other UW System libraries (UB).

## Logging In

After you click on **Your Record**, a login screen will appear. To access your personal information, you must type in your patron barcode and last name. For faculty and staff the UWL barcode consists of your 9-digit Social Security number, which may or may not be followed by a "0" or "1". If you have difficulty logging in, please call us at 785-8507 for assistance.

## Fines and Fees

We do not charge fines to faculty and staff. However, once an item passes the 60-day overdue point, its status automatically changes to missing. Replacement and processing fees are also applied and a bill is sent. Once items are reported as missing we request that the patron promptly return them to the library for bill reconciliation.

## Renewing Items

All circulating items, except reserves, may be renewed

once. You may do this from **Your Record** by placing a check in the box next to each title you have charged out. After you click the **Renew Items** button, the screen should give you the new due date. The renewal option will not appear if fees for lost books block your record. In addition, you will get a "Not Renewed" message if you have already renewed once. If you are unable to use this renewal feature, please call the Circulation Department at 785-8507 or use the e-mail renewal form available from the "Online Forms" page on the Murphy Library website.

## Placing Holds

You may place a hold on an item that is currently charged to another patron. To place the hold, click on the **Request** button at the top of the screen. You will be notified when the item is returned. However, if you have fees for lost books, you will not be able to place holds.

## Universal Borrowing (UB)

If you are beginning to request materials from other UW libraries using Universal Borrowing, you will find that accessing your circulation record online is more essential than ever. **Your Record** is the only place that you will find a complete listing of, and status information on, all your UB requests and charges. It is especially important to regularly check here for the status of your request. If a UB request cannot be filled, the holding library does not notify you of this fact. You need to check on what is happening to your requests and take action if an item cannot be sent. (For more information on UB see the article on p.5)



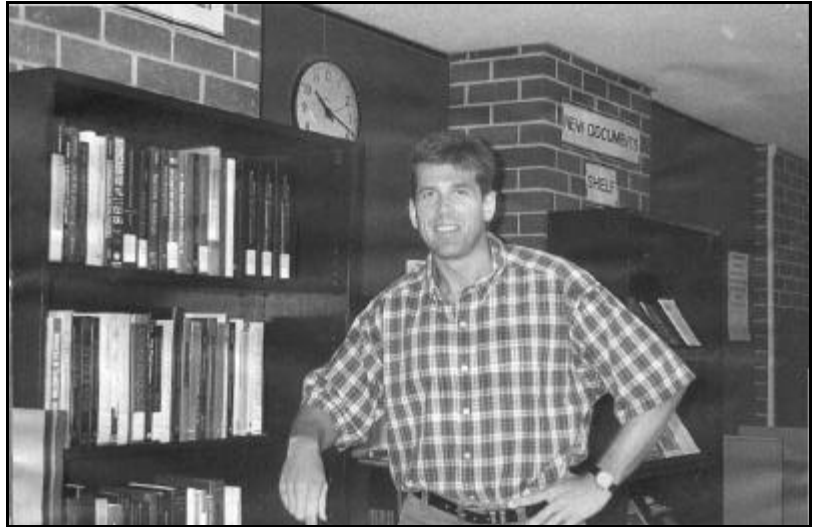
Always remember to log off of **Your Record** when you are finished with your catalog session. Logging off ensures that only you have access to your personal data; this is especially critical if you are at a public computer.

So, try out **Your Record**. You may find that it saves you time as well as enhances your research projects.

## Staff News

by Jen Holman, *Acquisitions Librarian*

We are pleased to welcome John Jax as Murphy Library's new Collection & Resource Development Librarian. John comes to us from UW-Green Bay, where he served as Access Services Coordinator at the Cofrin Library. John has held previous library positions at the Linscheid Library at East Central University and at the Law and Social Work Libraries at the University of Wisconsin-Madison. He holds an MA in Library and Information Studies from UW-Madison and a BA in History (with minors in Art History and Latin American Studies) from the University of Minnesota-Minneapolis.



John is an avid traveler; several years ago he visited and researched libraries in Zurich, Bern, and Geneva. He also enjoys wakeboarding, ice hockey, and listening to live music.

As Collection & Resource Development Librarian, John will be working directly with all campus constituencies to develop, evaluate, and maintain library collections (print and electronic, monographs and serials).

John can be reached by phone (785-8567), email (jax.john@uwlax.edu), or in his office at 113 Murphy Library.

### Nature Journals Available Online

Murphy Library now offers full-text access to the scientific journal *Nature* as well as seven other publications from the Nature Publishing Group. These titles are available both on and off-campus:

*Nature*, v. 387(1997: June)-  
*Nature Biotechnology*, v. 14(1996: Sept.)-  
*Nature Cell Biology*, v. 1(1999)-  
*Nature Genetics*, v. 19(1998)-  
*Nature Immunology*, v. 1(2000: Nov.)-  
*Nature Medicine*, v. 4(1998: Sept.)-  
*Nature Neuroscience*, v. 1(1998: Sept.)-  
*Nature Structural Biology*, v. 5(1998: July)-

You may access these titles via the library catalog or the periodicals database.

(Continued from page 7)

- or metadata already created;
- 11. Diversity of materials from each participating institution;
- 12. Good documentation on the item (dates, original owners, acquisition circumstances, etc.);
- 13. Revenue – It will not be the intent to charge users for access to the web site created nor substantially impact a library's revenue stream from reprints from their collections. Screen images would generally be low resolution so that they would not be suitable for commercial or collectible use.

The project is close to completion. Approximately 1,300 historical images and documents related to Wisconsin's maritime history have been selected and digitized. Murphy Library's contribution to the project included 225 images of steamboats that once plied Wisconsin rivers and lakes including the Mississippi, Fox, and Chippewa Rivers. Sample images are available for viewing at: <http://www.library.wisc.edu/libraries/dpf/samples/Marine/>. A website is being tested and developed at <http://ztest.library.wisc.edu:3109/>.

# August Moon Update

by **Stefan Smith**, *Outreach librarian*

Michael Blaser's *August Moon* painting, a work commissioned to benefit the Murphy Library Endowment Fund, is now in its permanent home in the library's Special Collections area. Approximately 100 limited edition prints have been sold and now hang in homes, libraries, businesses, and organizations throughout the area and beyond.

During the past year, *August Moon: The Steamer Avalon Arrives at La Crosse, 1950* has been the focus of many activities. Librarians worked with the artist to commission the painting, work out contracts and marketing plans, research content and historical accuracy, and put on a gala unveiling event. The project brought together for a common goal a diverse group of people including Michael Blaser, Ed Hill (Emeritus Special Collections Librarian), Anita Evans (Library Director), a committee of librarians and staff, the UWL Foundation, and UWL University Relations. By all measures, the commissioning of this magnificent painting has been a resounding success. More information is available through Murphy Library, (608)785-8511, and at <http://www.uwlax.edu/murphylibrary/blaser/>.



Photo: Michael Blaser



(Continued from page 3)

ment, and members have met with the General Education Committee and its director, Emily Johnson, to begin to discuss how to further the teaching of these competencies and assess student learning.

With the looming static or minimal funding increases for collections and access, careful stewardship of these library resources becomes an even greater imperative. In recent years the topic of scholarly communication and developing alternative models to those that rely exclusively on commercial publishers has been at the forefront of issues facing academic libraries. A document prepared under the auspices of the Association of Research Libraries and the Online Computer Library Center (OCLC), *The Keystone Principles*, codifies a number of these principles and identifies the need for libraries to embrace those principles that recognize that "Scholarly and government information is a 'public good' and must be available free of marketing bias, commercial motives, and cost to the individual user." The *Principles* are enacted by "a. establishing true collaborative resource development and programs; b. establishing buying consortia; and c. partnering with other libraries, publishers, societies, faculty groups, etc., to create a more competitive information environment thereby reducing the cost of commercial information." Among actions taken, UW Libraries are taking a

hard look at very expensive, low-use periodical titles and, in consultation with faculty, identifying the feasibility of document delivery as a viable substitute. This allows for carefully considered journal cancellations: with many titles having subscriptions costs of several thousand dollars each year and double-digit annual increases, the cost savings are enormous.

The expansion of the UW distant learner community calls for new modes of library services including reference services. To serve these users UW Libraries need to provide ways for those learners to have meaningful interactions with reference librarians. Libraries can accomplish this by providing a real-time service that connects students to a librarian via technologies such as text-chat and voice over IP (VoIP) to help students navigate the web or explore other library resources. Pilots are underway at Madison and other campuses.

*The University of Wisconsin Libraries Strategic Directions for 2001-2003* sets forth an ambitious agenda. Certainly some budget hurdles on the horizon will add to the challenge of implementing these goals, but UW Libraries nonetheless will be moving forward aggressively to improve services, to facilitate access to information, and to expand the information resources provided.

## Library Hours 2001/2002

### Regular Academic Year Hours

Monday - Thursday	7:40 a.m. - Midnight
Friday	7:40 a.m. - 7:00 p.m.
Saturday	10:00 a.m. - 7:00 p.m.
Sunday	Noon - Midnight

### Reference Desk (Regular Academic Year)

Monday-Thursday	9:00 a.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

Intersession hours as posted

### Curriculum Resource Center

Open during library hours. Staffed as posted

### Finals Weeks

Special hours are in effect. The library will be open until midnight except on Friday, May 17, when it is open until 7:00 p.m.

During Finals Week Reference Service will be available 10:00 - 3:00 p.m. Intersession hours as posted.

During finals weeks, the Extended Hours Study Room has expanded hours.

### Summer Intersession

#### May 18—June 16

Monday-Thursday	10:00 a.m. - 6:00 p.m.
Friday	10:00 a.m. - 5:00 p.m.
Saturday	Closed
Sunday	1:00 p.m. - 5:00 p.m.

May 18—19 (Sat.—Sun.)	Closed
May 25—27 (Sat.—Sun.)	Closed
June 18—16 (Sat.—Sun.)	Closed

LIBRARY HOURS  
ARE SUBJECT TO CHANGE

Call 785-8808 for current hours

Hours on the web:

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

## Murphy Library Telephone Contacts

Acquisitions	785-8509	Gov. Documents	785-8513
Administrative Office	785-8520	Interlibrary Loan	785-8636
Automation	785-8399	Library Instruction	785-8637
Cataloging	785-8638	Outreach	785-8396
Circulation/Reserves	785-8507	Periodicals	785-8510
Curriculum Center	785-8651	Reference Desk	785-8508
Electronic Resources	785-8738	Special Collections	785-8511
Hours	785-8808		

## SUPPORT MURPHY LIBRARY

### La Crosse in Light & Shadow

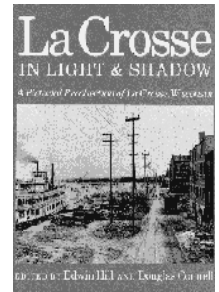
Edited by Ed Hill and Doug Connell

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!*

I/We wish to contribute to the Endowment Fund and the Excellence of Murphy Library:

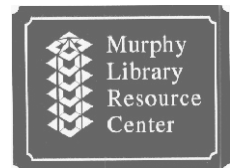
Please accept this donation of \$\_\_\_\_\_  
Make checks payable to **UW-L Foundation—Murphy Library**

*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