Happy Spring!

What a busy semester we’ve had!

We’ve held some of our regular events, like the Multicultural Children’s Literature event and the STEM Teacher Resources Day event with science books for PK-12 students. We’ve also hosted other programs, like the Risking Everything: Freedom Summer exhibit and lecture, the exhibit on the great flood of 1965, and a library panel with international students.

A totally different program was also inaugurated. Seniors from eight area high schools came to spend the day, learning about information literacy, research skills, undergraduate research and college-level composition. You’ll learn more about Gaining Ground in these pages. You’ll also read about the publication of a history book on La Crosse by our Special Collections personnel, Laura Godden and Paul Beck, a real feather in their cap. You can even order your own copy!

It’s also a period of intense collaboration with our fellow UW libraries across the System. The libraries are working together in the attempt to bring more resources, shared among the System. We’re also in the final weeks of the implementation of the new UW System-wide library services platform called Alma. The search interface, called Search@UW, has been running since last year but it’s this spring that the full system will come into play as a cloud-based program. The possibilities this presents are exciting, and many of the features you know and love (finding resources, borrowing from another library, etc.) will be even better.

Through it all, and despite some challenges ahead, we remain committed to supporting research and teaching and to being engaged with our users. Please stop by and say hi!

Catherine Lavallée-Welch, Library Director
Special Collections has mounted an exhibit of photographs and documents commemorating the historic April 1965 flood in La Crosse. Due to heavy spring rains, the Mississippi river began rising rapidly in early April of that year. On April 8, Wisconsin Governor Warren Knowles declared a state of emergency for the La Crosse area. Original forecasts by the weather bureau were for the river to crest around 12 feet on April 21. The river passed that prediction on April 10, however, and continued rising. City and county crews began to build nearly five miles of dikes along Highway 53, the north side, on French Island, and elsewhere. Volunteers came from throughout the community and across the state to help. The National Guard was called out to assist the dike-building efforts and later to patrol the dikes with armed guards against threats of vandalism. On April 16 the city tied its previous high water mark of 15.3 feet set in 1953. The Clinton Street bridge was closed, businesses on the causeway were flooded, and Lang Drive and Gillette Street were closed. On April 19 a dike on the north side broke and flooded 25 homes. The river finally crested at 17.7 feet on April 20 and stayed there for four days.

The city of La Crosse spent nearly $1.2 million fighting the flood. More than 59,000 cubic yards of sand were hauled to dikes and sandbagging sites, filling almost 400,000 sandbags. Revised calculations put the final record setting mark at 17.96 feet on April 22, nearly six feet above the flood stage of 12 feet.

The exhibit includes materials from Special Collections and includes original full-page photo layouts from the La Crosse Tribune newspaper, photographs taken by both Tribune and amateur photographers, and the April 30, 1965, issue of Life Magazine which featured a story about the flooding along the upper Mississippi with a color photo essay. The exhibit is in three display cases located near the entrance to Murphy’s Mug. It will run from April 20 to May 15.

Paul Beck, Special Collections Librarian
This semester, Murphy Library hosted “Gaining Ground: Building College Information Literacy Skills” for local college-bound high school seniors. The pilot program took place from February through the end of April, and nine high schools from the area participated.

Created and designed by librarians Teri Holford-Talpe and Liz Humrickhouse-Lee, the idea was funded in full by the Provost’s Office as one of the strategic initiatives on campus this spring. Gaining Ground was in part inspired by research from Project Information Literacy and the 2015 Association of College & Research Libraries’ (ACRL) Framework for Information Literacy for Higher Education.

After introductions and overviews, students rotated between learning stations where they participated in small group activities that included rapid keyword brainstorming, web site evaluation, exploration of search tools, using filter bubbles to personalize web results, deconstructing the cycle of research, and engaging in a mock research exercise. These were hands on activities for students with the goal of making them relevant, educational, and fun.

Next, the high school students were given a campus tour by UW-L Vanguard guides. Although several students had already visited campus, the Vanguards gave each tour a personal touch, adapting their presentation for each group.

In the afternoon, a UW-L student panel made up of McNair Scholars gave the students a chance to interact with current upperclass students, all advanced researchers themselves. They listened to honest and candid answers to their questions about college life, transitions, and understanding what faculty expect.

The final activity was an informal conversation with Darci Thoune, first year writing coordinator and English rhetoric professor, about the students’ own thoughts, expectations, and fears of college writing.
Student feedback was almost uniformly very positive and included comments such as:

“I learned a lot about UW-L and also learned that college writing isn’t as stressful as it seems.”

“I learned how to use a college level library.”

“I really enjoyed when Dr. Thoune talked to us. I thought she gave us an interesting perspective on writing and college level courses...”

Results and data based on pre- and post-assessment exercises will be analyzed and shared in May and will be used to shape the information literacy program at Murphy Library. Post-visit surveys will help determine how the future of an outreach program such as Gaining Ground can be continued.

Teri Holford-Talpe,
Academic Engagement & Curriculum Librarian

Liz Humrickhouse-Lee,
Instructional Design and Integration Librarian
E-books @Murphy Library

Murphy Library makes e-books available in a number of ways including through large, multidisciplinary collections, smaller specialized collections, and through integration in other search tools such as Search@UW and library guides. One of the largest collections is EBL (EBooks Library). EBL does not have a separate search interface, but instead is integrated with Search@UW, which includes all the library’s book holdings, both print and electronic.

Below are EBL book titles and subject areas that were most popular during the last year.

Top 5 Most Used Titles

<table>
<thead>
<tr>
<th>Title</th>
<th>Uses</th>
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</thead>
<tbody>
<tr>
<td>Diagnostic and Statistical Manual of Mental Disorders (DSM-5®)</td>
<td>153</td>
</tr>
<tr>
<td>Sustainable Healthcare</td>
<td>106</td>
</tr>
<tr>
<td>Basic Concepts of Intercultural Communication: Paradigms, Principles, &amp; Practices</td>
<td>85</td>
</tr>
<tr>
<td>Adolphe Appia: Artist and Visionary of the Modern Theatre</td>
<td>79</td>
</tr>
<tr>
<td>Social Class on Campus: Theories and Manifestations</td>
<td>69</td>
</tr>
</tbody>
</table>

Top 5 Most Used Subjects

<table>
<thead>
<tr>
<th>Subject</th>
<th>Uses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medicine</td>
<td>800</td>
</tr>
<tr>
<td>Business / Management</td>
<td>761</td>
</tr>
<tr>
<td>Education</td>
<td>686</td>
</tr>
<tr>
<td>Social Science</td>
<td>647</td>
</tr>
<tr>
<td>Literature</td>
<td>498</td>
</tr>
</tbody>
</table>

John Jax,
Collection and Resource Development Librarian

Financial Investment Research

Morningstar® and Value Line®

Murphy Library provides access to many professional resources related to business disciplines. These include databases and search tools that encompass market and industry data and analysis, demographic information, financial and investment data, company directories, and more. These resources can be found in various subject guides as well as on the primary Business Subject Guide at http://libguides.uwlax.edu/business.

Two of these resources provide information of interest to individual investors, and through Murphy Library’s subscriptions, users gain access to otherwise locked content.

Morningstar Investment Center is an online research and evaluation service that provides comprehensive financial information on publicly-traded stocks; mutual funds, including the Morningstar star rating; exchange-traded funds with up-to-date information on returns, reports and Morningstar ratings; and various investment indexes and groups, with the ability to drill down to view the underlying companies and funds. Users can create portfolio analyses of two or more stocks, mutual funds or exchange traded funds.

Value Line Research Center provides access to 3,500 large and small & mid-cap company reports; reports and rankings for more than 20,000 mutual funds; recommendations on emerging growth stocks with exceptional long-term capital gains potential; daily evaluations and ranks on about 200,000 options and 80,000 longer-term options (LEAPS); analysis of over 60 convertible issues and nearly 120 warrants; and more. Users can track multiple portfolios and define their own quantitative variables to set up customized stock screens and graphs to compare companies, funds, and other securities.
In response to researcher demand and the changing needs of a diverse and geographically distributed university community, library staff continue to actively purchase more electronic journal/newspaper content. As part of that ongoing process, library staff regularly deaccession printed and microform newspapers along with other periodicals. As good stewards working with other university units to promote environmental sustainability, library staff carefully consider green alternatives for disposing these materials.

As Murphy Library now enjoys online access to the complete archives of The New York Times (from 1851), Wall Street Journal (from 1889) and The Times (London) (from 1785), we found ourselves with thousands of microfilm reels that needed disposition. We did not want these reels to end up in the landfill. After consulting the physical plant, our area hospitals, and the Green Fund, we received special funding from Murphy Library to recycle over 7,000 reels of microfilm weighing over 2000 pounds. As we slowly and carefully decrease the physical footprint of our periodical collections, we will continue to focus on creating more spaces that meet student needs.

Jen Holman & Mark Beckerjeck, Electronic Resources/Periodicals

New process to request materials from other libraries

As previously announced, the process to request books, videos, and other physical materials from other libraries is changing for users of Search@UW (the library catalog). The Universal Borrowing service, which has been embedded within Search@UW, will be temporarily halted, and all requests will be handled through Interlibrary Loan, also embedded within Search@UW.

This is a temporary part of the ongoing, UW System-wide changes to library systems that have been occurring during the year. In late May, when the transition is complete, the process to request items will undergo its final transformation and will be called Resource Sharing.

Until the system changes have been completed, users of Search@UW who want to request an item that is not available in Murphy Library collections will no longer see the “Request/UB” link. Instead, they will see a “Find It” link, which will lead to the Murphy Library Interlibrary Loan form, where items may be requested.

Although the process will different, Murphy Library will still fill requests for items not held in its collections. Processing time should not be seriously affected by this temporary change.

Kate Russell, Systems and Emerging Technologies Librarian

Microfilm Recycling

Users will select “Services” to request materials.
This year’s Multicultural Children’s Literature event took place on March 26, 2015, and focused on Ethiopia. Now in its ninth year, the series looks at children’s literature related to a specific culture or ethnic group. It complements literacy classes for pre-candidate teachers in the School of Education and raises awareness and appreciation for multicultural children’s literature in general for both the campus and community.

Jane Kurtz, internationally known children’s author and literacy advocate, was the guest speaker. Kurtz, who grew up in Ethiopia, has written several children’s books that take place in Ethiopia. Passionate about reading, writing, and literacy, she co-founded the Minneapolis-based non-profit Ethiopia Reads and is active in her advocacy of cultural competence through children’s literature, building schools and libraries, and putting books into the hands of all children.

People began preparing for Kurtz’s visit to La Crosse several months ago. UW-L pre-candidate teacher students who were scheduled to do their spring-semester fieldwork at Emerson Elementary helped Emerson teachers choose various books written by Kurtz to be used in the classroom. As the semester progressed, Emerson students read these books in class while the UW-L students designed learning stations based on the books. When Kurtz arrived in La Crosse, she visited the Emerson classes. She talked about growing up in Ethiopia and how she taught herself how to become an author, the importance of reading and writing, and similar. The children then visited the learning stations. The stations were focused on subjects such as Ethiopian markets and math, ecology and climate, and Amharic, the main language spoken in Ethiopia. They applied some of their new skills to a fast paced version of “duck duck goose.”
The multicultural children’s literature event always includes a general public presentation. This year, that presentation included speakers from Gundersen Health System’s Global Partners, who talked about their two-year involvement with Project Mercy in Yetebon, Ethiopia, and their local health advocacy trip to Ethiopia.

This event would not have happened without the generosity of the following co-sponsors: Murphy Library Endowment, UW-L School of Education, UW-L Campus Climate, and the La Crosse Public Library.

Teri Holford-Talpe,
Academic Engagement & Curriculum Librarian
Library to provide individual and class assistance with data sets

Murphy Library has a new initiative to support campus use of data sets used for research. This support includes consultations and classroom visits as well as help with the discovery, creation, organization, management, analysis and storage of data sets of various types. More information about data sets at UW-L can be found at the library’s Data Sets website.

A brief survey is available to help the library learn about faculty, staff, and student needs related to the use of data sets. Take the survey by April 30 here: https://uwlacrosse.qualtrics.com/SE/?SID=SV_OSORPYyIyv7YJk.

For more information about the survey or the services offered, contact William Doering, data librarian, at wdoering@uwlax.edu or 785-8399.

William Doering, Data Librarian

Finding information on environmental topics

Murphy Library’s environmental resources span many topics, from the scientific analysis of climate change to how environmental science was regarded throughout history and everything in between.

Some of the resources available through Murphy Library include:

- The Subject Guide for Environmental Studies, which includes links to databases, periodicals, print and online books, and more.

- Environment Complete (EBSCOhost) – includes articles from nearly 2,000 domestic and international journals on environmental studies as related to agriculture, ecosystem ecology, energy use and renewable energy, natural resources, marine & freshwater science, geography, pollution & waste management, environmental technology, environmental law, public policy, social impacts, urban planning, and more.

- Streaming Video, such as Films on Demand’s Environmental Sciences streaming videocollection, which allows people to stream educational videos by major documentary producers to desktops, tablets and phones, and in classrooms.

- Print and Online Books such as the online 2014 Encyclopedia of Environmental Change published by SAGE; the 2014 book Rachel Carson and her sisters: extraordinary women who have shaped America’s environment; and many more that can be found through Search@UW using searches such publications between 2013 – 2015 for: climate change AND ethics.

- GreenFILE (EBSCOhost), which covers all aspects of human impact on the environment. Includes citations for scholarly, government, and popular articles in areas of agriculture, education, law, health, and technology.
La Crosse

Librarians publish book about La Crosse history

UW-La Crosse Special Collections Historian Laura Godden and Special Collections Librarian Paul Beck co-authored the book “La Crosse,” published in 2015 by Arcadia Press. The book tells the story of La Crosse at the beginning of the twentieth century and features over two hundred historic postcard images drawn from the holdings in Special Collections. The authors provide context and commentary for each postcard as well as chapter introductions.

The authors were interviewed by John Davis on the radio program “Newsmakers” on Wisconsin Public Radio. Read about it and listen to the interview here: http://www.wpr.org/history-postcard.

A video profile of the book with the authors was published by the University of Wisconsin – La Crosse and can be viewed here: https://youtu.be/oi-fcy15ToY.

The book is for sale at Murphy Library Special Collections and at local and online retailers.
NEW IN REFERENCE

Encyclopedia of Sport and Exercise Psychology - Robert C. Eklund; Gershon Tenenbaum
Call Number: GV706.4 .E5 2014 Reference
Publication Date: 2014.

Beatles Encyclopedia - Kenneth Womack
Call Number: ML421.B4 W65 2014 Reference
Publication Date: 2014, v.1-2

From the Brain to the Classroom - Sheryl Feinstein (Editor)
Call Number: LB1060 .F453 2014 Reference
Publication Date: 2014

Key Concepts in Race and Ethnicity - Nasar Meer
Call Number: GN495.6 .M445 2014 Reference
Publication Date: 2014, 3rd Ed.

Encyclopedia of Human Memory - Ph.D., Annette Kujawski Taylor (Editor)
Call Number: RC521 .E526 2013 Reference
Publication Date: 2013

Dictionary of Industrial Organization - George Norman; Darlene C. Chisholm
Call Number: HD2326 .N67 2014 Reference
Publication Date: 2014

Bicycling and walking in the United States - Alliance for Biking & Walking
Call Number: HE5737 .M55 2014 Reference
Publication Date: 2014

Encyclopedia of Social Deviance - Craig J. Forsyth (Editor); Heith Copes (Editor)
Call Number: HM811 .E53 2014 Reference
Publication Date: 2014, v. 1-2

Adoption & Donor Conception Factbook - Lori Carangelo
Call Number: HV875 .C347 2013 Reference
Publication Date: 2014

Ascomycete Fungi of North America - Michael Beug; Alan E. Bessette; Arleen R. Bessette
Call Number: QK623.A1 B48 2014 Reference
Publication Date: 2014

Lewis Carroll Beyond Wonderland: A Documentary Volume - Gale (Editor)
Call Number: E-book
Publication Date: 2015, v. 376
Oxford Encyclopedia of the History of American Science, Medicine, and Technology -
Hugh Richard Slotten (Editor)
Call Number: Q127.UG 095 2014 Reference
Publication Date: 2014, v.1-2

NIST Handbook of Mathematical Functions - Frank W. J. Olver; Daniel W. Lozier; Ronald F. Boisvert; Charles W. Clark (Editors)
Call Number: QA331 _N57 2010 Reference
Publication Date: 2010

Children’s Core Collection - Eve-Marie Miller; Liza Oldham; Christi Showman Farrar (Editors)
Call Number: Z1037 .C5443 2014 Reference
Publication Date: 2013, 21st Ed.

Encyclopedia of Careers and Vocational Guidance - Ferguson Publishing Staff
Call Number: E-book
Publication Date: 2015, 16th Ed.

Color Atlas of Physical Therapy - Eric Shamus
Call Number: RM725 .C65 2015 Reference
Publication Date: 2015

Landmark Legislation 1774-2012 - Stephen W. Stathis (Editor)
Call Number: JK1021 .S733 2014 Reference
Publication Date: 2014, 2nd ed.

Encyclopedia of the Industrial Revolution in World History - Corfield/Hendrickson
Call Number: HD2324 .E546 2015 Reference
Publication Date: 2014, V. 1- 3

Concise Encyclopaedia of Bioinformatics and Computational Biology -
Marketa J. Velebil (Editor); John M. Hancock (Editor)
Call Number: QH324.2 .D53 2014 Reference
Publication Date: 2014, 2nd ed.

Encyclopedia of Food and Agricultural Ethics - David M. Kaplan (Editor); Paul B. Thompson (Editor); Julie Eckinger (Editor) Richard Bawden; Lisa Heldke; Kate Millar (Associate Editors)
Call Number: BJ52.5 .E53 2014 Reference
Publication Date: 2014

Patterns of Economic Change by State and Area: Income, Employment, and Gross Domestic Product -
Mary Meghan Ryan (Editor)
Call Number: HC103 .P38 2013 Reference
Publication Date: 2013.

Michael Current, Reference Librarian
Murphy Library hosted its ninth annual “K-12 STEM Teacher Resource Day” for students, instructors, staff, local educators, and school media specialists on March 30, 2015.

According to the event’s founder Tim Gerber and organizer Karen Lange, approximately 91 people attended the fair this year. The library ordered 140 new STEM books from award winning and “best of” lists produced every year from sources such as Science Books & Films and the Advancing Science Serving Society Prize for Excellence in Science Books, and the National Science Teacher’s Association Outstanding Science Trade Books for Students K-12. Books were on display throughout the Alice Hagar Curriculum Center from 2:00-6:00 pm. Lesson plans were also highlighted from the books and the journal Science and Children. Gerber showed and explained the library’s STEM website to students, local educators, administrators, school librarians, and other professionals.

Next year, in April 2016, Murphy Library will be celebrating the 10th anniversary of the STEM Teacher Resource Day. Gerber has already started planning and hopes to combine the event with the Wisconsin Society of Science Teachers annual conference, scheduled for April 21-23, 2016. With buses available, conference attendees can be moved around easily and come to UW-L to see the book fair.

Teri Holford-Talpe,
Academic Engagement & Curriculum Librarian

New video from UW libraries

The Council of University of Wisconsin Libraries (CUWL) has released a video highlighting the importance of UW-System funding for information research tools. The video is titled “Investing in knowledge, investing in Wisconsin” and was created to help Wisconsin decision makers understand the direct relationship between the information resources typically supplied by libraries and the outcomes of cutting-edge research.

Several UW-L personnel were involved in the video creation, including Provost Heidi Macpherson, who narrates the video, Library Director Catherine Lavallée-Welch, CATL Director William Corbin, and Educational Multimedia Developers Jeff Kerkman and Xingxing Lin. The video features several UW System researchers, including UW-L Professor Scott Cooper as he describes the importance of online access to journals. It also shows UW-L students conducting and reporting on research activities.

The video is part of an awareness-raising campaign directed toward the Board of Regents, the UW System administration, and government leaders. Murphy Library encourages people to share this video wherever possible to help others understand the importance of continued funding for critical information research resources. The video can be found at https://vimeo.com/114030638.
Fredricks Memorial Endowment Fund in Oral History

The Fredricks Memorial Endowment Fund was established in 1994 in honor of history professor and oral historian Howard Fredericks. The fund supports the university's oral history program, which is an active and useful primary resource for the region.

Contributions are greatly appreciated 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

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 the library's August Moon Website.

Postcard History Book: La Crosse

To order a copy, send $26.99 (price includes $5 for postage and handling) to:

Murphy Library, Administrative Office
University of Wisconsin-La Crosse
1631 Pine St.
La Crosse, WI 54601

Along with payment, please include your mailing address. Checks should be made payable to:

UW-La Crosse Foundation - Murphy Library

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