The University of Wisconsin-La Crosse adopted the Sustaining Excellence Strategic Plan earlier this year. The plan has four pillars: Increasing Community Engagement; Achieving Excellence Through Equity and Diversity; Investing in Our People; and Advancing Transformational Education. Murphy Library has programs and activities that can be linked to one or more of these pillars. Here are just a few examples of what Murphy Library is doing to help the university meet these goals:

- The Art in the Mug program, which organizes exhibits and displays from students and faculty/staff, often on social justice themes such as the recent Fashion Week posters or last year’s Search for Economic Justice.

- Engagement, outreach, and instruction programs such as Gaining Ground, now in its third year, where high school seniors explore college-level information literacy, and academic research and writing; and the George Gilkey - Special Collections Research Scholarship, open to any student having done research using materials from Murphy Library Special Collections or Digital Collections. The library is also home to TEDxUWLaCrosse, which broadens minds with its salons and events on a multitude of topics.

- Presentations and training for personnel development, including the 2016 group viewing and discussion of the student film “Inclusive Negligence” and this fall’s anti-hate and bias strategies workshop.

- Employing in the library administrative offices three UWL First Scholars, a new university retention initiative for students who are low-income and first-generation in a 25-strong cohort.

- Supporting the academic success of McNair Scholars. Of course, all students, faculty and staff are welcome to use our reference and research assistance services, where we assist them to identify, find, and evaluate materials.

- Continuous efforts to build collections that represent various points of views and various experiences and knowledge, including monograph collections, children's books collections in the Curriculum Center, and Special Collections. Our digital collections of local rare materials continue to grow, including recent additions like the Leaping La Crosse newsletter and a collection of Cuban refugees photographs, Freedom Flotilla.

- Finally, our continuous, equitable, and free access to electronic and print resources, spaces, and technologies narrows the opportunity gap for all.

Wishing you the best for the holiday season,
-Catherine Lavallée-Welch, Library Director
Al Patton to Retire

Al Patton, lead custodian at Murphy Library, will retire at the end of the year. Al has served the state and the university system for 33 years. His first year was at UW Milwaukee, after which he came to UWL and worked in a variety of locations including Cartwright Center, Whitney Center, Main Hall, Residence Life buildings, Recreational Eagle Center, Morris Hall, and finally Murphy Library, where he spent the last 11 years.

Al says that his best memory of UWL is the friendliness of the people. In retirement, he plans to take it easy for a month or two and enjoy not getting up at 4:00 a.m. After that, he wants to give back to the community by volunteering, possibly serving Meals on Wheels and being a Salvation Army bell ringer. He looks forward to having more time to hunt and fish and getting fresh air by helping his daughter walk her dogs.

Stop by to congratulate Al and wish him a happy retirement at a reception from 1 - 3 p.m. on December 4, in Murphy Library Room 121.

Chronicle of Higher Education All Campus Pass Available

Thanks to funding by the College of Liberal Studies, everyone at UWL can enjoy full access to the online Chronicle of Higher Education. The UWL license allows students, faculty, and staff to access otherwise locked content at the site.

To connect while on campus, go to the Chronicle website at http://chronicle.com, which should recognize connections coming from UWL and allow unrestricted access.

To connect while off campus, use any of the links to the Chronicle on the library website, enter your NetID and password, and you will have full access. If you wish to personalize your experience, you can create an account with the Chronicle of Higher Education using your UWL email and a password of your choice.

Read more about creating an account and using the Chronicle through an app on your phone or tablet at the Chronicle of Higher Education - Access Anywhere instructions blog post.
Equipment to Check Out

The circulation desk now has a phone charger available to be checked out by students, faculty, and staff. The charger has adapters for Apple and Android phones. The desk also has added an external DVD R/W drive available for check out to people whose computers do not have a DVD drive. These are in addition to the equipment already available at the circulation desk such as laptops, Flip video cameras, headphones, digital audio recorders, a graphing calculator, and more.

Floors, Walls, and Ceilings

The physical refresh that included new carpets, fresh paint, better lighting, and more visible signage throughout the library has been completed in the basement and second floor. A notable change is the new books area, which has been moved to prominent and easy-to-browse shelves in the main area of the first floor. As the year goes on, work on plumbing and electrical systems is ongoing in the basement, and there will be occasional construction noises related to that.

Watch for work to begin during the semester break as Room 270 is converted to the new curriculum center.
New Reference Desk Location

The reference desk is in its new location on the southeast corner of the first floor. Find it near the end of the tall shelves of reference books, directly below the “Research Assistance” sign. While librarians are happy to work with people in person at the desk, they also welcome questions via email, chat, text, or phone. Get more information at the Reference Services page.

Information Databases

**Academic Search Ultimate** replaces Academic Search Complete, offering a much larger base of articles and other academic resources.

**New Oxford Shakespeare Online** is a new subscription that includes the complete text of all Shakespeare's works with both the Modern Critical and Critical Reference Editions. It also includes the Authorship Companion, containing essays on questions of authorship and chronology.

**Nexis Uni** is an upgrade and replacement for LexisNexis Academic. The new platform offers enhanced searching, more filtering options, more ways to share and save documents, and many more features.

**Business Premium Collection** replaces ABI/Inform. The new collection includes ABI/Inform and several other business information databases: J.P Morgan Research; Entrepreneurship Database; Accounting, Tax & Banking Collection; Asian & European Business Collection; and Business Market Research Collection.

**Search@UW**, which includes the library catalog as well as other UW system libraries, has an updated look, more functionality, and several new or improved features. Search@UW is the main search box on the library home page.
A researcher’s curiosity, a librarian’s interest, and a theater professor’s creativity have brought to the stage a remarkable story of two 20th century, boundary-breaking, La Crosse-area women. It started when I was working with a researcher who was examining the family papers of the Katharine Martindale collection. The handwritten letters between sisters Katharine and Henrietta Martindale were fascinating, and I was struck by how they experienced many of the same issues that 21st century women face. An idea for a play was born, and UWL Theatre Arts Professor Beth Cherne and I began a unique collaboration to bring the story to the stage.

Beth and I began months of letter reading and note taking. The Martindale sisters were very close, and their prolific written communication, which went from 1915 to the 1960’s, reveals themes such as women taking over family businesses, financial troubles, domestic violence, single motherhood, and mental health issues. We used the letters to develop a script. We received a faculty development grant and travelled to Boston and the Indiana Dunes area to research. We worked with UWL students as well as campus and community actors, and we performed a script reading in June of 2017 in the Bentley Wheeler Bed and Breakfast third-floor ballroom. Performing to a full house, with live piano music and visuals from the letters and family photo collection, the audience, many of whom had known Katharine Martindale, learned much about her life that had previously been kept in the depths of the letters. A lively discussion followed the performance, and all agreed that a full-fledged stage performance should be done in the future.

- Teri Holford, Engagement & Curriculum Collection Librarian

Image of a letter from the The Katharine Martindale Family Papers, Area Research Center - UWL
Librarians love to count things: collection size, participants in library instruction sessions, turnstile counts, reference questions, physical item checkout, e-resource usage, and many other things. In today’s world, however, the question is no longer only about size and counts. Now we talk about assessment, value, student impact, achievement, and making a difference.

Yet how do we begin to measure the impact library use has on student achievement? Government agencies, administrators, and even students are asking about the relevance of libraries in today’s world. What difference do libraries make in the academic life of today’s students?

Most previous research related to these questions has either been based on self-reported student surveys or has simply compared student grades with library use. These studies typically find that students who used library services received higher grades. However, because of all the other variables, a true causal relationship has not been established.

With the assistance of the UWL Statistical Consulting Center, we took 2015-2016 data regarding physical item checkout and then used propensity score matching to create pairs of students who were otherwise similar (based on a wide array of demographics) except for library physical item checkout. We then assessed the causal impact these library services had on student learning and achievement.

After accounting for demographic factors, the data show that physical item checkout at UWL has a small but highly significant positive effect on semester GPA of .081 for two books checked out. At first glance this may seem too small to have an impact. However, since the effort of checking out two items is so minimal, and because the results were so highly significant, this increase in GPA is important. The impact can be magnified in the 30% of undergraduates who checked out more than four items.

While this research shows a relationship between item checkout and GPA, the challenge is to factor for how (and if) students actually use the resources and how that relates to their academic outcomes. Of additional interest is how other library services relate to student success.

- William Doering, Systems and Metadata Librarian
Kicking off Banned Books Week 2017, local librarians and actors collaborated to produce a concert reading related to freedom of access to information. The Alternative Truth Project is a theater-based movement in La Crosse that was created in 2016 by community theater professionals. The Alternative Truth Project conducts a monthly, community-generated series of script-readings of chosen plays written on themes of the absurd, resistance, protest, and anything that fits nicely under the recently coined phrase “alternative truth.” I was hoping to get librarians to participate, so I searched for and found a play where the librarian is the unsung hero of the day. Collaborating with Community Engagement Librarian Barry McKnight of The La Crosse Public Library, we organized and performed in the September 2017 Alternative Truth Project.

The chosen play, Alabama Story, is based on true events and was written in 2015 by New York playwright Kenneth Jones. Taking place in 1959 in Montgomery, Alabama, it is based on the story of State Librarian Emily Reed. Played out in a charged atmosphere of segregation, civil rights, racism, and banned books, it is part courtroom thriller (based on historic factual events) and part love story (created by the playwright). The play brings to light various subjects that are close to any librarian’s heart: censorship, equal access to information, public funding, freedom of speech, support of the profession by professional organizations, and what it really means to be a librarian.

In addition to the play, librarians conducted other activities to support Banned Books Week. UWL’s Murphy Library held its fifth public read-out, which was outside this year, near the Hoeschler Clock Tower. Participants from campus and the community stopped by to either read from banned books or to listen. Another event was the Banned Books Cabaret, co-hosted by Murphy Library and the La Crosse Public Library. During this event, which filled the theater space at the Pump House, campus and community members were accompanied by live piano music as they performed skits based on banned books.

- Teri Holford, Engagement & Curriculum Collection Librarian
Historical News Sources

Murphy Library offers a wide variety of resources that provide full text, full image content of historical newspapers. The library guide, Newspapers/News Sources, links to these as well as to current news sources.

Multidisciplinary historical news sources include:

Accessible Archives includes text from historical periodicals and books including eyewitness accounts of historical events, descriptions of daily life, editorial observations, commerce as seen through advertisements, and genealogical records.

Historical New York Times, Historical Washington Post, and Historical Wall Street Journal are all funded by UWL students via Academic Initiatives, and all provide full-image and searchable full-text content.

NewspaperARCHIVE is a digital collection of historic newspapers from more than 2,500 titles primarily in the US, but some Canadian and European titles too.

Nineteenth Century U.S. Newspapers includes more than 28 million articles of primary source newspaper content from the 19th-century, featuring full-text content and images from newspapers from a range of urban and rural regions throughout the U.S.


Gale NewsVault allows users to cross-search and browse all newspapers available in the Times Digital Archive, Sunday Times Digital Archive, and Times Literary Supplement Historical Archive.

Specialized historical news sources include:

African American Newspapers, 1827-1998 includes approximately 270 U.S. newspapers from more than 35 states chronicling a century and a half of the African American experience.

Archive of Wisconsin Newspapers includes cover-to-cover searchable PDF content of more than 250 Wisconsin newspapers from 2005 to 90 days ago and 13 historical Wisconsin newspapers from the 1800s and 1900s.

Early American Newspapers Series 1 – 7, 1690-1922 includes more than 1,000 U.S. historical newspapers published between 1690 and 1922, including titles from all 50 states.

British Newspapers 1600-1900 allows users to cross-search these databases: 17th-18th Century Burney Collection Newspapers and 19th Century British Newspapers.

Find these and other online and print news resources available to UWL at the Newspapers/News Sources library guide.
New in Reference

Asian American Religious Cultures
by Fumitaka Matsuoka (Editor); Jonathan H. X. Lee (Editor); Edmond Yee (Editor); Ronald Y. Nakasone (Editor)
Call Number: BL2525 .A845 2015 Reference
ISBN: 9781598843309
v.1-2

Handbook of Research on Teaching
by Drew Gitomer (Editor); Courtney Bell (Editor)
Call Number: LB1028 .H3115 2016 Reference
ISBN: 9780935302509

Clothing and Fashion: American Fashion From Head to Toe
by José Blanco F. (Editor)
Call Number: GT605 .C555 2016 Reference
ISBN: 9781610693097
v. 1-4

The Bloomsbury Encyclopedia of Design
by Clive Edwards (Editor)
Call Number: NK1165 .B59 2016 Reference
ISBN: 9781472521576
v. 1-3

The Encyclopedia of Adulthood and Aging
by Susan Krauss Whitbourne (Editor)
Call Number: HQ1180 Reference ONLINE
ISBN: 9781118521373
Publication Date: 2016
1st edition
v.1-3

The Wiley Blackwell Encyclopedia of Gender and Sexuality Studies
by Nancy A. Naples (Editor-in-chief); Renee C. Hoogland (Associate Editor); Maithree Wickramasinghe (Associate Editor); Wai Ching (Associate Editor); Angela Wong (Associate Editor)
Call Number: HQ1180 Reference ONLINE
ISBN: 9781118905388
Publication Date: 2016
v.1-5

The Encyclopedia of Crime and Punishment
by Wesley G. Jennings (Editor)
Call Number: HV6017 Reference ONLINE
ISBN: 9781118519639
Publication Date: 2016
v.1-3

The International Encyclopedia of Language and Social Interaction
by Karen Tracy (Editor-in-chief); Cornelia Ilie (Associate Editor); Todd Sandel (Associate Editor)
Call Number: P40 Reference ONLINE
ISBN: 9781118611463
Publication Date: 2015
v.1-3
Staff Accomplishments

Paul Beck served as president of the UWL Oral History Program Board, board member of the La Crosse County Historical Society, and judge for the 2017 Western Wisconsin National History Day regional competition held at UWL.

Mark Beckerjeck served as university staff representative on the UWL Academic Initiatives Differential Allocation Committee.

Michael Current continues to be web/blog editor for the Wisconsin Library Association Government Information Round Table.

William Doering presented “Measuring the Impact of Murphy Library Services on Student Learning” at the 2017 Wisconsin Association of Academic Librarians Annual Conference.

Laura Godden and Paul Beck guided and co-authored the inaugural La Crosse County Historical Society’s “Historic Pub Crawl” on October 7, 2017. Both also volunteered as tour guides for the 18th annual La Crosse County Historical Society “Silent City Cemetery Tour” featuring artists of La Crosse’s past on September 16, 2017.

Laura Godden co-presented with UWL history professor Tiffany Trimmer "Student Sourcing Local History: Teaching Undergraduates to Write the History of La Crosse” at the Wisconsin Historical Society Local History and Preservation Conference on October 20, 2017. She appeared on the August 10, 2017, Wisconsin Public Radio “Newsmakers” program as a local history expert on an episode about Wisconsin’s logging history. She served as a judge for the 2017 Western Wisconsin National History Day regional competition held at UWL. She also received the 2017 UW-Milwaukee Archival Studies Program Professional Development Scholarship to attend the Midwest Archives Conference.

Teri Holford co-presented “Banned Books and Other Things Banned” at the 2017 Wisconsin Library Association Conference with Barry McKnight of the La Crosse Public Library. She presented "Social Justice and Children’s Literature” at the 2017 UWL Celebrating Our Montessori Children Conference. She remains a member of the TEDxUWLcrosse organizing team.

Liz Humrickhouse received a master of education degree in education, online innovation and design from the University of Alaska Fairbanks. She spoke about library issues as the subject of a Wisconsin Public Radio “Newsmakers” interview and as the subject of a News 19 WXOW television interview, both in spring of 2017.

Ingrid Iverson served on the UWL University Staff Council. She was the La Crosse Community Supported Agriculture (CSA) coordinator for Harmony Valley Farms.

John Jax co-presented “The Data that Drives Us: A Four-Year Perspective on Evidence-Based Collection” at the 2017 Charleston Conference in Charleston, South Carolina. He was on the panel titled “Collection Strategies to Meet Present & Future Needs (& Challenges)” at the 2017 Council of University of Wisconsin Libraries (CUWL) conference. He also published two book reviews for Library Journal.

Catherine Lavallée-Welch serves as president of the CUWL. She serves as director on the Special Libraries Association (SLA) Board of Directors. She also served as a member on the SLA Finance Committee, Public Relations Advisory Council, and Public Policy Taskforce. She served on the WILS Board of Directors as the CUWL representative and as the UWL representative on the UWS Learn@UW Executive Committee. She served on the board of the Rotary Works Foundation of La Crosse. She was also on the panel titled “Grandeurs et misères des bibliothécaires gestionnaires” at the Congrès des Professionnels de l’Information, in Montréal, Canada in October, 2017.

Marc Manke was the art director for the 2016 UWL Creative Imperatives festival.

David Mindel published “Accessible Preservation on a Budget: One library’s cost-effective approach to producing and preserving quality digital content” in the Autumn/Fall issue of the Journal of Digital Media Management.

Mike Olson was a nominee for the University Staff Excellence Award.


Terry Stika served on the UWL University Staff Council.
Support the Library - Buy a Book

La Crosse Memories

Murphy Library Special Collections contributed historical photos of the La Crosse area to the new pictorial history book, “La Crosse Memories: The Early Years.” The book is a collaborative effort among the La Crosse Tribune, Murphy Library, and the La Crosse Public Library.

The publisher looked through historical photos in Special Collections and selected 240 images to digitize. Those images are all included online in Murphy Library Digital Collections, and many were used in the book. The book has been heavily marketed by the publisher in the La Crosse Tribune and is available at Murphy Library and the La Crosse Public Library.

Copies can be purchased at Murphy Library for $44.95.

La Crosse - Postcard History Series

UW-La Crosse Special Collections Historian Laura Godden and Special Collections Librarian Paul Beck dug through hundreds of postcards at Murphy Library to piece together a book showcasing historic La Crosse. They arranged the postcards in five-chapters showing the city’s history of work, parks, and daily life. The book, which is titled “La Crosse,” is available in area bookstores and in Murphy Library. It is published by Arcadia Publishing as part of their Postcard History series.

Copies can be purchased at Murphy Library for $26.99.

Purchase either book at Murphy Library by contacting the Administrative Office at 608.785.8505 or libraryoffice@uwlax.edu
Donate to Murphy Library!

Choose from the Murphy Library Endowment Fund or the Florence Wing Restricted fund.

The Murphy Library Endowment Fund is a pledge of excellence, shared by donors who believe that the library is a central part of the teaching and research mission of the university and an important educational and business resource in the community. A strong Library Endowment Fund, built on contributions of all sizes, ensures the continuing excellence of Murphy Library in the 21st century.

The Florence Wing Fund has been developed to complement the existing Murphy Library Endowment Fund. It provides a less-restricted mechanism for awarding and distributing funds for short-term needs or bigger projects.

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Thousands of students, faculty, staff and community users each year benefit from donor funded projects, and programs.

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- Series of distinguished guest lectures on diversity and children’s literature
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- Books, journals & preservation
- Backfiles of science journals
- Fine press titles
- Map preservation
- Award-winning children’s science books
- New technologies
- Mobile computing technology
- Environment and space
- Student artwork
- Programming
- Digitizing UWL Racquet
- Digitizing UWL yearbooks

Thank you!

I/we wish to contribute to the excellence of Murphy Library.

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Please accept this donation of: $25 $50 $100 Other: __________
□ Check payable to UWL Foundation, Murphy Library
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