Growing Pains

“If you build it, they will come” continues to hold true for Murphy Library this fall. In each year of the last biennium, library use, as measured by the gate count, has jumped by 8% and 10% respectively. The pattern is repeating this year with nearly a 14% jump in use during the first quarter. This increased activity can be attributed in large measure to the redesign of space on the first floor in the summer of 2006 and other improvements since then to promote the “Library as Place.”

Enhancements made over the past summer included creating a New Books alcove where the copiers had been located and adding to the number of public computing stations. The rethinking about how to plan user-friendly space has been in response to listening to our users through such measures as the LibQUAL+ survey, which solicited faculty, student and staff feedback about existing services and what they would like to see. The last LibQUAL+ survey was conducted in spring of 2004. The 2007-2009 Strategic Directions for CUWL (Council of University of Wisconsin Libraries) calls for a new LibQUAL+ survey in the spring of 2008 to be implemented across the UW System Libraries. The 2008 survey will update user attitudes and allow a comparison against the 2004 benchmark data. What users tell us does have a significant effect on how all of us in the Library plan for future services, collections, and facility enhancements, and we hope to have broad campus participation in the survey next year.

The growing demand for library services goes beyond those campus and community users who walk through the door. With the growth in distance education programs, the document delivery numbers, where library owned materials are sent to the students at home in the communities where they reside, have increased dramatically. Similarly, the interlibrary loan office has seen a sizeable increase in interlibrary borrowing traffic the last several years. The borrowing volume, obtaining items for our users, for last fiscal year exceeded 10,000 requests, where the number was just over 6,000 for FY04. As we grow our student populations and programs, place a greater emphasis on student and faculty research, internationalize the curriculum, etc., there are a number of direct, accompanying cost factors that impact the Library.

Librarians are keeping a close eye on student FTE. In the future, an FTE count approaching 10,000 represents a critical tipping point. Some vendors who license library databases set prices at tiered levels corresponding to the size of institution, and 10,000 FTE is often a key threshold. Also, some shared UW System costs (e.g. funding for the Shared Electronic Collection) are computed

Inside this issue:
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- YouTube in Murphy Library
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- Codrescu Speaks
- Librarians in Residence Halls

YouTube in Murphy Library

Librarians are using YouTube to highlight information resources, to create point-of-use user guides, and to provide directions to physical locations. Today La Crosse, tomorrow Hollywood?

Note: double click the videos to open them in a new window.
on the basis of FTE. Upward trends in student numbers and use compound the pricing challenges librarians are faced with each year as vendors increase the cost of library databases, periodicals, books and other materials. One certainty is that the annual increases will be by a margin well beyond the inflationary rate for most other goods and services.

While we can look favorably on the expanding number of Library users and demand for library services, we need to be attuned to the accompanying “growing pains,” and how the library, working with campus partners, will identify resources to support efficiently and effectively these successes and respond to the ever present inflationary pressures.

Anita Evans, Library Director

Goodbye Social Security Numbers

People across campus and the UW System have made it clear that they prefer not to use personal IDs based on their Social Security number (SSN). On October 25, 2007, a campus-wide email from the Provost's Office outlined steps being taken at UW-L to reduce reliance on SSNs. Faculty and staff were encouraged to get the new ID cards, which are encoded with Person IDs rather than SSNs.

This is one of a series of notices that Murphy Library is providing to alert campus that it is transitioning from the use of Social Security numbers and will require use of the Person ID as each library user's personal identifier.

In the near future, the library will release further notifications about this transition. In addition, the library will provide alerts and notifications at the point of use within systems that will be affected by this change.

Beginning January 1, 2008, FACULTY and STAFF must use their Person ID number to log in to the following systems:

- ILLiad Interlibrary Loan form
- Murphy Library Catalog: Your record, requests, etc.
- Universal Borrowing

More information can be found at http://www.uwlax.edu/murphylibrary/fp/logins.html.

Questions can be directed to the Murphy Library Circulation Desk at cirser@uwlax.edu or 785-8507.

A series of three videos by Stefan Smith showing construction and finally opening of Murphy's Mug. The three videos have been viewed more than 27,000 times. Here's one of those videos.

A video tutorial by Jen Holman showing students how to find full text using the library's GetTeXt service.

Directions to help students find her office, by Galadriel Chilton. (See related article about residence hall librarians)

A video made by
Trowbridge Hall of their hall librarian, Paul Beck, showing some highlights of Murphy Library and Myrtle Trowbridge.

Upcoming Events at the Library

**Artist Reception at Murphy’s Mug**

A coffee-break reception will be held in Murphy’s Mug on November 14, 2007 from 9:00 – 11:00 a.m. to highlight the art and artists of the cafe.

Thanks to a generous gift from Ron and Jane Rada, the library was able to purchase three works including two originals by local artists Sara Lubinski and D. Bud Becker.

Sara and Bud will be on hand at the reception to visit and answer questions about their art. Other art on display includes a large work on loan by recent UW-L graduate Chun-Tso Lin (Jojo) and a tile piece produced using an ancient Chinese method by Minnesota artist Yang-Yang.

Stop by for a cup of Caribou Coffee and a snack, and enjoy the art and artists of Murphy’s Mug.

**Book Sale Coming Up**

The semi-annual book sale is once again in Murphy Library Room 121, behind the first floor reference area. The sale takes place from 9:00 a.m. to 3:00 p.m. Tuesday, Nov 13 and Wednesday, Nov 14.

This semester’s sale promises to have a great selection of materials at reasonable prices. In addition to the huge collection of mostly non-fiction titles, you’ll find a “Collector’s Corner” assortment of rare or unusual books, some reference books, and some non-English titles.

With the exception of the Collector’s Corner, hardcover books sell for $1.00, paperbacks for 50 cents, and records for 50 cents. As an added incentive, bagfuls of books can be purchased for only $4.00 on Wednesday afternoon between 1:00 and 3:00 p.m. Proceeds go to the library staff development fund and library acquisitions.
The Physics of the Buffyverse

How can the bizarre worlds of superheroes, super villains, and the supernatural help people understand science and disprove commonly believed myths while providing a good read? And how can books about sports such as skiing, football, hockey, sailing, and basketball do the same?

Look no further than Murphy Library stacks, where science, reality, and fiction meet. Enter the fictional realms of Sir Arthur Conan Doyle, Stephen King, Star Trek, Stan Lee, and Buffy the Vampire Slayer as well as the more realistic worlds of the science of sports in these books that provide enlightening answers to many significant scientific questions.

If you've ever wondered, "can they really do that?" the books shown here might help. They answer questions such as:

- Will a bullet fired in an airplane at 30,000 feet, which happens to puncture the hull really suck everything through the hole?

- How does a ski’s reverse camber condition positively or negatively impact a skier's ability to more artfully turn in powder snow?

- Could an evil-minded scientist employ the dispersion of underground shock waves to locate the Batman’s lair, the Batcave? If it really exists, that is.

- What is the relationship between shattering a backboard and a player’s strength?

- Is it really possible for the Fantastic Four’s Invisible Woman to see if visible light passes through her?

- How can you calculate how many calories a large NFL lineman is likely to burn in one game?

- How do general flow patterns of air around high- and low-pressure areas allow even the most novice sailors to understand and predict weather.

John Jax, Collection & Resource Development Librarian

International Children's Books Program

Books—A Child’s Window to the World: International Children's Literature in the Schools

Thanks to sponsorship by the UW-L School of Education and the Murphy Library Endowment
Fund, the Alice Hagar Curriculum Resources Center hosted a program on international children’s literature and its integration into the PK-middle school curriculum on Wednesday, April 25, 2007.

The purpose of the event was to introduce the curriculum resources of Murphy Library and highlight its children’s book collection to education students as well as teachers and librarians from school districts in the Coulee Region. Two separate presentations were given for pre-service and in-service teachers. The speakers were Ginny Moore Kruse, Emeritus Director of the Cooperative Children’s Book Center in Madison and Catherine Beyers, Learning Materials Center Director, Southern Bluffs School in La Crosse.

Over 50 participants attended the panel presentations, which included a session where each participant selected a book from the displays and shared their observations.

Murphy Library and the School of Education are collaborating to make this an annual event and plans are in the making for similar presentations on Hmong children’s literature in the spring. Stay tuned for more details!

Michele Strange Access Services Librarian

Copyright Brochure for Faculty & Teaching Staff

Last May I attended the 7th Annual Center for Intellectual Property Symposium at the University of Maryland that included a pre-conference seminar on fair use and electronic reserves. I came home with new knowledge and so much reading material, I wouldn’t know where to begin in reporting on these sessions.

However, the Association of Research Libraries has recently issued an excellent brochure, Know Your Copy Rights, which is specifically geared toward faculty needs.

You will find this to be an excellent tool for answering many basic questions you might have about copyright and fair use. Please take some time to download or bookmark this item for future reference. As always, you can continue to
In July of this year, librarians learned that the venerable publication *Science* severed ties with and pulled their archives from JSTOR, thus ending a ten year relationship. Science's departure from JSTOR is important to highlight because it reflects the constantly changing relationship that libraries now have with publishers and the tenuous hold libraries have on scholarly journal content.

**What is JSTOR?** JSTOR is a highly respected not-for-profit scholarly journal archiving organization. Libraries (including Murphy Library) pay tens of thousands of dollars each year to JSTOR in order to maintain access to scholarly journal archives. Each year, additional content is added to JSTOR through a process known to librarians as "the moving wall." Many JSTOR titles have a 5 year moving wall, allowing publishers to continue to rake in revenue through licensed access to their current five years of content. Libraries, needing to make space available for group study areas and more computers, appreciate that JSTOR access allows them to pack up older journal volumes and move them to storage rooms. After ten years of enjoying electronic journal content, library users expect electronic journal content.

**Cracks in the Access Wall.** Over the past few years, that wonderful concept of the moving wall has been replaced with the grim reality of the fixed wall. The fixed wall indicates that a publisher is no longer sending their journal content to JSTOR. Publishers realize that they no longer need an intermediary like JSTOR to digitize and host their content. Publishers are creating their own electronic content and making it available from their own servers and through their own interfaces. AAAS is not the first publisher to stop sending content to JSTOR. Examples of other publishers whose titles in JSTOR have fixed walls include both Duke University Press and The University of Chicago Press.

An October 19, 2007, article in the Chronicle of Higher Education[1], discusses how librarians are taking action through resolutions. According to Library Journal, two major library consortia have passed resolutions urging AAAS to reconsider their decision. The Greater Western Library Alliance (GWLA) resolution was passed over a month ago (http://gwla.org/jstor-resolution.pdf), yet AAAS has yet to respond. Like all consumers, our greatest power lies in our ability to say no thank you and walk away. Will UW-L faculty be prepared to go without access to Science if it means giving Murphy Library needed leverage in

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**Periodicals Blog**

Would you like to keep current with this story and others involving periodicals at Murphy Library? Please subscribe to Murphy Library's Periodicals Blog, managed by Jen Holman, at http://wlaxperiodicals.wordpress.com/.

Recent postings to the blog include:

- [Growth, Access & Tetrahedron Letters](http://wlaxperiodicals.wordpress.com/)
- [New York Times ~ Free Issues](http://wlaxperiodicals.wordpress.com/)
- [American Chemical Society Intrigue](http://wlaxperiodicals.wordpress.com/)
- [Annual Review of Anthropology](http://wlaxperiodicals.wordpress.com/)
negotiating a fair subscription price?

What is Murphy Library Doing to Ensure Archival Access to Journal Content? Murphy Library has entered into an agreement with an organization called Portico (http://www.portico.org/) to provide a sort of insurance policy for many of the online journals to which we subscribe. If certain trigger events occur (like a publisher going out of business), Portico will take over hosting responsibilities for the publisher, allowing continued access to our journal content. If publishers choose not to join Portico or to walk away, libraries could be left with nothing. For those journals having extremely high importance to the current curriculum, Murphy Library continues to subscribe to both microform and print copies.


Jenifer Holman, Acquisitions/Periodicals Librarian

Country Backgrounds from the U.S. Government

The U.S. government publishes a number of resources containing authoritative information about countries around the world.


• Background Notes from the State Dept. provide more extensive overviews of the people and history, government and political conditions, economy, military affairs, and foreign relations for all countries. http://www.state.gov/r/pa/ei/bgn/

• Country Commercial Guides from the Commerce Dept. analyze each country's current commercial environment, including economic, political and market analysis. http://www.buyusainfo.net/

• Country Studies from the Library of Congress are extensive descriptions and analysis of the historical setting and the social, economic, political, and national security systems and institutions of countries throughout the world. Current editions were published from 1986-1998. Murphy Library U.S.
Govt. Documents D101.22:, or http://lcweb2.loc.gov/frd/cs/

- Foreign Relations of the United States from the State Dept. is the official documentary historical record of major U.S. foreign policy decisions and significant diplomatic activity. Recent volumes contain declassified records from all the foreign affairs agencies. Murphy Library U.S. Govt. Documents S 1.1:, or http://www.state.gov/r/pa/ho/frus/

Michael Current, Government Information Public Services Librarian

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**READ Poster with Chancellor Gow**

Next time you visit the library, make sure to take a look at Chancellor Gow's READ poster in the lobby. With the photographic expertise of Larry Sleznikow of Educational Technologies, the library was able to create a poster showing the Chancellor holding one of his favorite books, *Deep Blues*, by Robert Palmer. He read from this book at the inauguration ceremony.

The library plans to create additional READ posters of other people from UW-L. If you have a name to nominate for a READ poster, contact Stefan Smith at smith.stef@uwlax.edu.

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**Andrei Codrescu Visit**

Romanian-born poet, novelist, essayist Andrei Codrescu read from his forthcoming books of poems, *Please Don't Wash: Storm Songs & Other Poems*, and other collections at a gathering in Toland Theater on September 11.

Codrescu, a regular commentator on NPR’s “All Things Considered,” is the MacCurdy Distinguished Professor of English at Louisiana State University in Baton Rouge. He is a recipient of the ACLU Freedom of Speech Award, and his travel documentary, “Road Scholar” won numerous awards including the Peabody Award.

The event, one of a series of programs held in La Crosse featuring Mr. Codrescu, was sponsored by Murphy Library and the College of Liberal Studies in partnership with Friends of the La Crosse Public Library, D.B. Reinhart Institute for Ethics in Leadership at Viterbo.
Librarian in the House!

Librarians have teamed up with UW-L residence halls in a program that brings librarians into halls and students into the library. Working with the Office of Residence Life, each hall is matched with a librarian, who acts as a liaison to the residents of that hall to help with their information research needs. The program started in fall, 2006, and all halls are participating.

Students learn about their hall's librarian through a variety of methods. Librarians send emails to their Hall Director, who then forwards them to the entire student population of their hall. Flyers with the librarian's picture and contact information are put up in hall common areas (even in the restrooms of at least one hall).

Librarian involvement ranges from fielding email reference questions to having sit-down consultations with students from their hall. Other activities have included providing wireless reference service in the hall, filming a video guide to the library for the hall, and facilitating a murder mystery event in the library for hall residents.

Hall librarian web pages can be viewed at: http://www.uwlax.edu/murphylibrary/Reslife/index.html

Stefan Smith, Outreach Librarian

La Crosse in Light & Shadow

Edited by Ed Hill and Douglas Connell

Available for $40.00 plus $3.00 shipping and handling.

Proceeds for the book go to the Murphy Library Endowment

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.
Support Murphy Library

Make a Difference! Support the Murphy Library Endowment Fund and Honor with Books Program.

Maintaining the level of excellence expected in our academic community creates challenges for today's university libraries.

In 1989, Murphy Library at the University of Wisconsin-La Crosse established an endowment fund to support and enhance the special needs of the Library.

Help make a difference in the 21st century! One way to make that difference is honoring someone with a book plate in a newly purchased book. For more information and donation instructions visit the Honor with Books Program website.

For general information on other options for giving to the Endowment Fund, please visit the library Endowment Fund website

Support Murphy Library

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

Library Hours

<table>
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<tr>
<th>Regular Academic Year Hours</th>
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<tr>
<td>Monday - Thursday</td>
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<td>Friday</td>
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<td>Saturday</td>
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Library Contacts

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<tr>
<th>Acquisitions</th>
<th>785-8395</th>
<th>Hours</th>
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<td>Systems &amp; Technology</td>
<td>785-8399</td>
<td>Interlibrary Loan</td>
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<td>Cataloging</td>
<td>785-8638</td>
<td>Instruction</td>
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<td>Circulation &amp; Reserves</td>
<td>785-8507</td>
<td>Outreach</td>
<td>785-8396</td>
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<td>785-8567</td>
<td>Periodicals</td>
<td>785-8510</td>
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<td>Curriculum Center</td>
<td>785-8651</td>
<td>Reference Desk</td>
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<tr>
<td>Electronic Resources</td>
<td>785-8738</td>
<td>Special Collections</td>
<td>785-8511</td>
</tr>
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### Reference Desk (Regular Academic Year)
- Monday-Thursday: 9:00 a.m.-5:00 p.m. & 6:00 p.m.-9:00 p.m.
- Friday: 11:00 a.m.-3:00 p.m.
- Saturday: 1:00 p.m.-4:00 p.m.
- Sunday: 1:00 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: Closed
- Sunday: Closed

### Finals Weeks and Holidays
- **Finals Week**: Special Hours are in effect. Visit the Hours link on the library home page for more details.
- **Finals Week**: Reference Service will be available 10:00-3:00 p.m. Intersession hours as posted at the Hours link.