LibQUAL+: Listening to Users

A student leader recently told me that Murphy Library was one of the determining factors in his choice to come to UW-La Crosse. At the same time, he, somewhat apologetically, offered suggestions about what we could do to improve the library. His and your feedback is always welcome as a barometer of how well you think we are doing in providing resources and services. We want to hear your perspective on what we can do to enhance our operations to offer even better service.

One tool we have used to systematically garner your input is the LibQUAL+ survey which measures user perceptions about three dimensions: library content (paper, digital, media, etc.), personnel, and facilities. The LibQUAL+ survey, administered in the spring of 2008 is based upon SERVQUAL, a business instrument adapted by Association of Research Libraries, partnering with Texas A&M University Libraries, to the academic library setting. UW-La Crosse Murphy Library was one of 210 worldwide institutions participating in the 2008 survey, including all but 2 comprehensive and doctoral UW System institutions.

Overall user perceptions of Murphy Library were favorable. When asked, “How would you rate the overall quality of the service provided by the library?” all users groups indicated a satisfaction mean rating above 7 (out of 9):

Overall Service Quality - Scale of 1 to 9

At the same time, when drilling down to a more detailed level, we found that both the quantitative data and more than 500 comments pointed to some shortcomings. Briefly, some issues that bubbled up to the top for many undergraduate students were: more library hours, more
access to computers, and additional group study space. Faculty members and graduate students clearly identified a deficit for "Print and/or electronic journal collections I require for my work" and, similarly, "Collections of online full-text articles sufficient to meet my needs." For both user populations, these two statements were scored as being either at or below what was minimally acceptable.

We will continue to analyze the data and are beginning to implement changes suggested by the survey results. More laptop computers were added this fall to the collection available for checkout at the circulation desk. Laptop/tablet PC checkouts have seen a growth from 235 in the fall 2004/summer 2005 period to 4,195 from fall 2007/summer 2008. We are exploring what it would cost to add hours to the Library schedule. Strengthening our information resources is largely a funding issue given flat budgets and increasing prices due to inflation and, in part, increasing student FTE. Again, we are investigating various avenues to better fund and consequently enhance information resources for research and study, in concert with the Faculty Senate Library Committee, campus administration, UW System colleagues and other campus constituencies.

It’s your Library. Thanks for your feedback, and keep those suggestions coming!

Anita Evans, Library Director

Murphy’s Mug is the new hot spot on campus for student art. Thanks to the efforts of the Student Art Association, the Art Department, and Murphy Library, the areas inside and around Murphy's Mug provide students an area in which to display their original paintings, drawings, photographs and other two-dimensional art.

Currently on display is the art of Katie Bantle, Devon Browning, Nels Johnson, and Allison Mader. The library thanks Allison Mader for her energy and enthusiasm in leading the Student Art Association in identifying and hanging these excellent pieces.

You are invited to attend a reception on November 20, from noon - 1:00 in Murphy's Mug. Attendees will have an opportunity to meet the artists, view their work, and have a snack in Murphy's Mug.

Familiar Face at Murphy Library to Retire: Reception on December 10

Have you checked out a book at Murphy Library sometime in the last 40 years? Gone into Special Collections in the last 25 years looking for genealogy information on your ancestors or for that special historic photograph? Then, there is a good possibility you received help from Linda Sondreal, who is
retiring in January of 2009 after 42 years of continuous employment at Wing Library and Murphy Library.

Linda has been on campus since fall 1965 when she started as a freshman at Wisconsin State University-La Crosse. The next year she began working at Wing Library, even though the library couldn’t afford to pay her for the first two semesters. Instead, as compensation, the library granted the sophomore student “faculty status” which meant she never had to pay fines for her overdue books. The next year she became a paid student worker and the following year was made a student supervisor. She became a full-time employee in January 1969 in the Circulation Department, working seven days a week opening the library in the morning and closing it at night all the while carrying a full-load of classes. In addition, she supervised and assisted in moving the books from Wing Library to the new Murphy Library that spring while pregnant!

Since then, Linda has worked in practically every department in Murphy Library: Circulation, Interlibrary Loan, Cataloging, Acquisition, Government Documents, and Reference. The last 24 years Linda has worked in Special Collections. The following is a testimonial from Ed Hill, Special Collections Librarian from 1968-1998:

“Linda's retirement brings an end to a remarkable record of both longevity and breadth of experience in the library. Linda has worked in all of the library’s departments since 1966 and her student assistant days. This wealth of experience has made her contributions especially useful. In her most recent assignment in the Special Collections Department, her knowledge of the collections and their use, and her skills with student assistants and the visiting public, has made her invaluable. During our shared years in this department, I depended on her for nearly everything that came our way. Her loyalty and dedication were among our strongest assets. I wish her well in the next aspects of her life.”

Come help us celebrate Linda’s remarkable career with a reception in her honor on Wednesday, December 10, 2008. The reception will be in Special Collections, Room 155, Murphy Library from noon to 2:00 p.m. Stop on by and ask Linda all about her retirement plans which include vacations, cruises, and the upcoming weddings of two of her children.

Also, feel free to contribute a donation to help Linda pay those deferred overdue book fines from 1966, adjusted for inflation, with interest!

Paul Beck, Special Collections/Area Research Center Librarian

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**A Celebration of Campus Authors: Five Years of Books**

**Call to Participate**

**What is it?**

The Celebration of Campus Authors program is sponsored by Murphy Library and the Provost's Office. The celebration will provide an opportunity for faculty and

**Book Authors:**

**Sign up here!**

**Reception**

The reception will take place from 4 - 6:00 p.m., Wednesday, January 21, 2009, in Murphy Library Special Collections. During the reception, books will be on display,
staff to explore and discuss books published by campus authors from all disciplines. The program includes a reception, an archival website, and a longer-term display in the library. It provides a forum in which experienced authors can share, future authors can learn, and all can benefit from the exchange of ideas.

Who should participate?

The reception is open to all. The first annual program will highlight books published by UW-L faculty and staff during the past five years. If you have authored, co-authored, compiled, edited, co-edited, translated, or illustrated a monograph that was commercially published in the past five years, we would love to have you and your book be a part of our first celebration!

Library display

Books featured at the reception will also be on display in Murphy Library for several weeks following the event.

Please direct questions to Stefan Smith at smith.stef@uwlax.edu or 785-8396.

Web-Based Information Resources

Persistent Linking

As journals continue to migrate to electronic format at a steady pace, UW-L instructors are taking advantage of the benefits of electronic content by sharing links to specific journal articles with their students through syllabi or D2L. Linking successfully to a specific journal article can be problematic as the URL shown in the browser location bar is usually a temporary link that will not work for a different user. Thankfully, most journal publishers and database vendors have set up procedures, usually referred to as “persistent linking” for linking to specific articles. All persistent links include information about our proxy server (https://libweb.uwlax.edu/login?url=) so that users can access the content from both on and off campus. The rest of the persistent link varies by publisher. I have started a web page devoted to outlining the steps to creating persistent links at http://www.uwlax.edu/murphylibrary/database/linking.htm.

Current publishers included are: EBSCOhost, Elsevier ScienceDirect, JSTOR, and OVID. Have a publisher you would like added? Please let me know.

PubMed

Murphy Library subscribes to the EBSCOhost “version” of MEDLINE. MEDLINE is “…the largest component of PubMed (http://pubmed.gov), the freely accessible online database of biomedical journal citations and abstracts created by the

Murphy Library Web Re-Design: Change for the Better?

The Murphy Library Web Team (Galadriel Chilton, Michael Current, William Doering, Jenifer Holman, Stefan Smith, Terry Stika, and Dwayne W ebb) has re-designed the Murphy Library web site using the UW-L campus template. Because of the graphical nature of the new template, we were not able to include as many links on the library home page as we could with our old design. As a result, many links have changed, and users may have to click through additional pages to get to their links.

If you experience any difficulty locating library content, please share your feedback with us. By helping us pinpoint the problem, we can move more quickly to find a solution. Additionally, don’t forget we have a Google site search that may help you locate needed content when you are not sure which page it’s on.
U.S. National Library of Medicine (NLM)." PubMed’s interface, however, is very popular and many Murphy Library users prefer it to MEDLINE. In the past, in order to link to library holdings through GetTeXt, users needed to use EBSCOhost MEDLINE. Now users can access Murphy Library holdings directly through the PubMed interface using a service called LinkOut. Next time you search PubMed, go to http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?tool=wiuwclib or try the link in the library’s list of all databases. When viewing an article abstract, you will see our familiar GetTeXt button. Use GetTeXt to access Murphy Library subscriptions or send a request to ILLiad, our document delivery service.

Jenifer Holman, Acquisitions Librarian

We take user feedback very seriously and will be making some changes to the web site before spring semester begins. Although we cannot switch back to our old web site design, the web team can move links, rename services, and re-design specific pages based on user feedback. When you are making comments, please try to be as specific as possible. Comments like "please go back to your old design," leave out the most important information: Why was the old design better? What specific aspects of that design would make the new site more useable? We will be making some changes to the library web site in January. Please share your comments so that your ideas can become part of the new, improved Murphy Library web site.

Jenifer Holman, Acquisitions Librarian

News from Access Services/Circulation Department

The Circulation Department has instituted several policy changes that affect everyone on campus.

Item Recalling

UW-L patrons may now recall materials that have been checked out by other borrowers. Items have to be from Murphy Library and they have to have at least a 30-day loan period. Patrons from UW-L cannot recall items that are owned by other UW campuses.

The recall system has some restrictions. The current patron is guaranteed 14 days before an item needs to be returned. If the patron has already had the book for 15 or more days, the book is due back immediately.

This policy has been implemented because of a recommendation from the Council of University of Wisconsin Libraries. The Universal

Information Literacy Instruction

Street Preacher Problem

One of the information literacy instruction options for freshmen enrolled in UWL100 is the Free Speech Zone problem-based learning experience, more commonly known as the Street Preacher Problem. The problem was created in 2003 by Petra Roter, Emily Johnson, Cristine Prucha, and Stefan Smith. This summer it was revised by a team of UWL 100 instructors including Sharie Brunk, April Handtke, Cecilia Manrique, Betsy Morgan, Cristine Prucha, and Kaye Schendel. The newest version of the problem requires students to work in 6 groups (Racquet Reporters, Senators, FIRE (Foundation for Individual Rights in Education), PUFSC (People United for Speech Codes) and SASZ (Students Advocating Speech Zones), to research and present their group’s position in
Borrowing (UB) system allows patrons to borrow materials from other UW System libraries for as long as one semester. Because of this longer loan period, it was decided to allow recalls so that popular materials can still circulate.

To place a recall, find the item in the library catalog, click on the "Request" button near the top, follow the login procedures, and select "Recall" from the drop-down list of request types.

Replacement Fees

We have also raised the book replacement fee from $48 to $60 and video/DVD fees from $48 to $50. In addition, the time has been shortened (from 60 to 30 days) when overdue books are automatically marked as "Lost." So, patrons will be receiving a replacement fee notice after a book is overdue more than 30 days. We are now sending out courtesy notices to all patrons 3 days before due date.

If you have any questions about these new policies, please contact me at 5-8943 or by email.

Michele Strange, Access Services Librarian

response to a street preacher’s controversial visit to the UWL campus. Students are introduced to the concept of primary and secondary sources and library databases. Each group gives an oral presentation to course instructors playing the roles of Chancellor and Provost, and a decision is made based upon arguments best supported by sources.

Cris Prucha, Information Literacy Librarian

UW-L Freshmen to Take iSkills Test

Several sections of CST110 will take the ETS iSkills Core assessment this fall. The test is simulation-based and measures a student’s ability to navigate, evaluate, and use information available through technology. The test will allow librarians and CST110 instructors to learn about the information and communication technology skills of students transitioning into UW-L from high school.

The assessment results will provide a basis for information literacy instruction curriculum redesign both for CST110 and other courses.

Michael Current, Government Information Public Services Librarian and Cris Prucha, Information Literacy Librarian

Footsteps of La Crosse – Explore La Crosse Online!

The rich architectural history of downtown La Crosse is now available through a new online walking tour at:
http://www.footsteps.of.lacrosse.org/

Chancellor Gow READ Posters
This site combines descriptive text with historic and contemporary photographs to 30 properties in downtown commercial La Crosse. It allows you to explore the history of the city from the boomtown riverboat days through the roaring 20's through the evolution of building styles and details. Begin with the map interface on the home page to select a building you are interested in and click on the “details” link. As you “walk” the three blocks from Second Street to Fifth Avenue away from the riverfront and Riverside Park, you will see the progression of architectural styles that reflect the historical development of downtown La Crosse. Nearly one hundred years of La Crosse commercial history can be observed in the earliest surviving buildings that date from the 1860s on Second Avenue to the historic styles of the mid-twentieth century seen along Fifth Avenue. Along the way you will be introduced to excellent commercial examples of Italianate, Romanesque Revival and Queen Anne architecture from the 19th century as well as Chicago Commercial, Art Deco and Art Moderne buildings from the early to mid twentieth century.

Footsteps of La Crosse was a collaborative project featuring multiple La Crosse parties:

- Historical photographs in this architectural walking tour are courtesy of the La Crosse Public Library Archives, La Crosse County Historical Society and Murphy Library at the University of Wisconsin-La Crosse
- Database creation and web design are courtesy of the La Crosse Public Library
- Present day photographs, research and historical text were provided by Eric J. Wheeler, independent architectural historian
- The Mississippi Valley Archaeology Center and the History Department at the University of Wisconsin-La Crosse

Want to take the Chancellor home? Now you can do it with an autographed READ poster, thanks to Chancellor Gow and Murphy Library. The 11 x 17 posters are for sale for $5.00 at the library circulation desk. Proceeds benefit the library Endowment Fund.

**The Fine Print**

Please let us know if you have comments or suggestions to help us improve The Fine Print.

The Fine Print is published fall and spring terms for UW-La Crosse faculty, staff, students, and friends of Murphy Library.

Stefan Smith, Editor  
Paul Beck, Department Chair  
Anita Evans, Library Director

Murphy Library  
University of Wisconsin - La Crosse  
1631 Pine Street  
La Crosse, WI 54601
Footsteps of La Crosse was funded by the Wisconsin Historical Society as part of a “lasting tools” component of a partnership between the Wisconsin Historical Society and Wisconsin Public Television. That affiliation resulted in the production of Wisconsin Hometown Stories – La Crosse feature documentary which premiered on Wisconsin Public Television in May 2008. There is good news in that enough funding remains in “Footsteps” to allow the development of online tours to other areas of La Crosse. The next phase will be North Side of La Crosse and after that Cass Street/King Street residential area. Keep checking http://www.footstepsoflacrosse.org/ for more content!

Anita Doering, Archivist, La Crosse Public Library and Paul Beck, Special Collections Librarian, Murphy Library

Building Collections with Donations, Endowments, and Grants

In addition to the great services they provide, libraries are defined by their collections— the quality, quantity, depth, and breadth of their physical and digital holdings. The collections at Murphy Library are greatly enhanced by the generosity of individual donors, the proceeds of the Murphy Library Endowment Fund, and grant awards from faculty across campus.

### Library Book Sales

Not all books that are donated to the library end up in the library’s collections. However, these books still greatly benefit the library by providing items for the library book sales. Book sales fund staff training, purchase of library materials, and add to the library's Endowment Fund. The entire library staff is extremely grateful for the substantial growth of our collections due to these highly-regarded donations.

### Grants

Murphy Library benefited from grants that were obtained by faculty members. Tim Gerber (Biology) and John Jax (Murphy Library) worked together on obtaining another grant from the Paul Stry Foundation to provide monies for additional PK-8 STEM material purchases and to keep the annual Teacher Resource Day going.

### Endowment Awards

The Murphy Library Endowment Fund benefits library collections in many ways. One needs only to browse the various physical collections and note the numerous Endowment Fund bookplates to see the wealth and breadth of these contributions. In recent years, endowment funds have significantly expanded Curriculum Center holdings of award-winning materials in the areas of science, technology, engineering, math and social studies (STEMSS), making these collections even more vital to partners such as the UW-L School

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<th>2007/08 Donors we wish to thank:</th>
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<td>Linda Sondreal</td>
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<td>Cris Prucha</td>
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<td>Jen Holman</td>
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<td>Publishers of Yellow Medicine</td>
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Endowment monies are also used to improve electronic or virtual collections. For instance, access to the heavily-used periodical, Science, was made possible with a one-time purchase of the Science Classic Archives, 1880-1996.

Additionally, a word of thanks goes to Marcia Thompson (Art) who obtained School of Education funding to buy children’s themed art books, which were later given to the Curriculum Center.

If you have questions about book donations, endowments, or the book sale, please contact John Jax (5-8567) or Karen Lange (5-8305).

John Jax, Collection and Resource Development Librarian

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**Staff Updates**

**Articles, grants, presentations, and other interests**


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Support Murphy Library

**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 Fund.

For more information and purchase instructions, visit Murphy Library [Special Collections](http://www.wisc.edu/murphy/)

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Support Murphy Library

**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](http://www.murphylibrary.org/)

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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

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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:

UWUW-L Foundation-Fredricks Fund
Murphy Library Resource Center
University of Wisconsin-La Crosse
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.
Staff meeting, Oct. 31, 2008. Agenda: discuss Halloween dress code policies.