Inclusive excellence

Building on Plan 2008 and the Equity Scorecard Project, the UW System Inclusive Excellence (IE) initiative launched across campus this fall seeks to encompass a broad array of campus students, faculty, and staff from underrepresented groups. These are identified as race and ethnicity; various physical abilities; sexual orientation and gender expression; socioeconomic background, and first-generation status. As the campus engages in "driving diversity deep into our everyday cultures" -- curricular, programmatic, and a greater personal appreciation for diversity -- the library offers the expected rich collections of materials and digital resources to explore. Learning resource tools have been developed over the years by librarians to help users access these sources.

"MOVING FORWARD, WE AS A SYSTEM OF HIGHER EDUCATION INSTITUTIONS INTEND TO FOCUS OUR EFFORTS ON DRIVING DIVERSITY DEEP INTO OUR EVERYDAY CULTURES, DAILY PRACTICES, AND ORGANIZATIONAL PATTERNS WHERE IT CAN TAKE ROOT AND EVENTUALLY BLOSSOM.

-- (FROM UW SYSTEM INCLUSIVE EXCELLENCE FAQ SHEET)

The Diversity Resources page will lead users to subject guides on Ethnic & Racial Studies and Women's, Gender, and Sexuality Studies. Two prime resources on these pages are GenderWatch and Ethnic NewsWatch. Both databases also can be quickly accessed from the Articles & Databases (A-Z) title list. Murphy Library was one of the first UW institutions to subscribe to Ethnic NewsWatch in 1991. What is an American Indian perspective on an issue? Ethnic NewsWatch has full text newspaper, magazine and journal articles from ethnic, minority and native presses. News from Indian Country, published in Wisconsin is one example. Diversity e-encyclopedias have been added in recent years: Encyclopedia of Race, Ethnicity, and Society will give concise articles on topics as "hate crimes."

A search tool that is especially useful to identify books and media on diversity topics in the library is featured on the Diversity Resources page. Users can search by keyword (and limit by diversity category, e.g. Persons with Disabilities, if they choose) to pull up a quick bibliography of titles purchased within the last 10 years.

The New Books section just inside the door on the way to Murphy's Mug has a special section for browsing new multicultural books. If Murphy Library does not have a book you are seeking, explore the holdings of other UW campuses through the Universal Borrowing module. Order online and receive delivery.

Upcoming Events

MURPHY LIBRARY SEMI-ANNUAL BOOK SALE

People will find many bargains at the library book sale, Wednesday and Thursday, November 11 & 12, 2009 from 9:00 a.m. to 3:00 p.m., in Murphy Library Room 121.

This semester's sale is huge, with special collections of cookbooks, young adult books, and education books. Those are in addition to the usual great assortment of fiction, non-fiction, multimedia, magazines, and collectors' items.

Paperbacks are 50 cents and hard covers are $1.00. Buy a bagful of books for just $4.00 between 1:00 - 3:00 p.m. on Thursday.

The sale is sponsored by Murphy Library and proceeds benefit the Murphy Library Endowment fund and the library's staff development fund.

A CELEBRATION OF CAMPUS AUTHORS: ESTABLISHED BOOK AUTHORS

Sponsored by Murphy Library and the Provost's Office

The UW-La Crosse Celebration of Campus Authors is an opportunity for the campus community to explore and enjoy books published by campus authors from all disciplines.

This year's program recognizes UW-L faculty and staff who have written two or more books. Find out more at the Call to Participate web page and form.
Anita Evans, Library Director

Contact us for more ideas about strategies to identify diversity research and literary resources available to you through the library.

The celebration consists of several parts:

- **Reception**: January 20, 2010 from 4:00 - 6:00 pm in Murphy Library Special Collections.
- **Archival Website**: Provides a record of publications along with book and author descriptions.
- **Library Display**: Display case featuring books from the reception.

Visit the [2008/09 Celebration of Campus Authors](http://2008/09_celebration_of_campus_authors) web site to learn about last year's program.

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### Style Manual Changes

In summer of 2009, both the MLA and the APA style manuals were revised, prompting the library to revise its web page on citing sources in August 2009.


The APA will replace copies of the first printing to those who return their manuals to the APA Service Center. If you would like information about returning your *Publication Manual* for a replacement copy, please contact the APA Service Center at: 1 800 374-2721.

The 6th edition of the *Concise Rules of APA Style*, which the library also has on its Ready Reference shelves correctly represents the new APA Style rules and was not affected by the error corrections or the APA replacement program.


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### Exploring Open Access

You’re researching a topic in Google Scholar. You find a great article, click on the link, and end at a publisher’s web site asking for $25 before you can view the article. While your first course of action should be to check local holdings through the Murphy Library web site and explore the fabulous interlibrary loan/document delivery service we have at UW-L, wouldn’t it just be easier to get access to the article wherever you find it for free? The open access movement aims to unlock scientific and scholarly research, making it freely available to all immediately after publication.

The open access movement celebrated its first International Open Access Week just last month. Open Access Week celebrates the progress of institutions and individuals working together to unlock barriers to scholarly and scientific research. Here are some links to learn more about open access:

- [Open Access 101 – from SPARC](http://openaccess101.sparcarlvista.org) (video)
- [Top 5 Open Access Myths (University of Minnesota)](http://library.umn.edu/openaccess/myths)
- [About the OA Movement](http://openaccessweek.org)

### As an author, what can I do now?

Many publishers will allow authors to post a pre-print or post-print version of their articles to a digital repository (such as our own UW Digital Collections Center [MINDS@UW](http://digitalcollections.uwla.net)) or to self-archive on a personal web site. Search for a summary of permissions normally given as part of publisher's copyright transfer agreements at [SHERPA/RoMEO](http://www.sherpa.ac.uk/romeo/). Please read the [FAQ at MINDS@UW](http://digitalcollections.uwla.net/faq) for a good overview of questions to ask before publishing and actions to take after publishing. Learn about [what faculty can do to support open access](http://digitalcollections.uwla.net/WHAT_CAN_YOU_DO).

More questions? Please ask [William Doering](mailto:william.doering@uwla.edu), our MINDS@UW liaison.

You can also support open access by choosing to publish your research in an open access journal. There are already thousands of scholarly, peer-reviewed open access journals; chances are good that there are some excellent...
Two important style changes in the MLA 7th edition include using italics instead of underlining and the inclusion of medium such as print or web on the works cited page for every source.

For more information, we recommend Purdue’s Online Writing Lab (OWL) website: http://owl.english.purdue.edu/owl/

Murphy Library’s Cite Sources page is available at http://libguides.uwlax.edu/citations and as a link from our library home page. To date, it is the most frequently used Library Guide that we have created.

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

State of the book: Are print books still important?

What They’re Reading on College Campuses

From the November 1, 2009 Chronicle of Higher Education.

The Lost Symbol by Dan Brown

The Time Traveler’s Wife by Audrey Niffenegger

Pride and Prejudice and Zombies by Jane Austen and Seth Grahame-Smith

Freakonomics: A Rogue Economist Explores the Hidden Side of Everything by Steven D. Levitt and Stephen J. Dubner

True Compass: A Memoir by Edward M. Kennedy

By the Numbers

During the early 1970s, publishers in the United States produced fewer than 40,000 new books each year. Fast forward over thirty years and readers would expect a drastic reduction in the number of new books produced each year due to advances in computer technology and the shift to electronic formats. Yet amazingly, book publishing in the United States continued to grow and expanded to well over 215,000 titles in 2002. Despite competition from the electronic book, between 2004-2007, the number of print titles produced grew each year by an average of 4.3%. Only a poor economy in 2008 seemed to curtail new print book production (see graph) as output decreased to 275,232 (3.2%) from the decade high of 284,370 titles published in 2007. Data for 2009 is not quite ready and experts predict another year of decreased output.

Prices

In 1972, the average mass market and trade hardcover book price was $12.99 and in 2008, the price for a similar book was $34.27. Mass market paperback books cost on average $1.12 in 1972. Thirty-six years later, the average cost is $6.50. Academic book pricing varies by subject area with the sciences and technology areas being the most expensive. For example, the most recent statistics indicate that on average, chemistry books cost $175.33 and geology books cost $118.23. Books in subject areas such as industrial arts ($36.01), physical education/recreation ($42.58), and literature/language ($44.91) on average are priced considerably lower.

Print on demand and e-book trends

The day may come when every library or bookstore has book making

Cris Prucha, Information Literacy Librarian and Michael Current, Government Information Public Services Librarian
machines that can produce any book you want. Perhaps Amazon.com or Google will let you buy or lease any book in the world, in whatever format you want, for as long as you want. But for now authors still publish books, and people will still read them. Regardless of the earlier mentioned reduction in traditional print book publishing output, 2008 signaled change in other dramatic ways. For instance, 2008 marked the first time that the number of “On Demand” and short-run print output was larger than the traditional means. According to Bowker, 285,394 “On Demand” print books were produced last year, which is more than a 100% over the previous year’s final total of 123,276 titles (see graph, above).

According to a report in Publishers Weekly from August 31, 2009, “desktop and laptop computers were the preferred way for the public to read e-books.” Kindle was mentioned as gaining more and more of the e-book market share compared to computer downloads. The same article revealed that e-book readers paid an average price of $9.08 for an electronic download.

Books in Murphy Library

Readers will already know that more print books are being produced every year and will also recall that academic books cost more than trade or mass market books; especially in the science disciplines. Murphy Library analyzed the number of books acquired by publication date and the accompanying graph depicts the results. Staff in the Collection and Resource Development department also studied circulation data and know that the majority of new materials circulate one or more times (circulate between 78%-94%), which is a great return on our investments.

New faculty members who seek to develop and acquire resources for the library to support their courses and research are encouraged to contact, John Jax (5-8567). Stay tuned for more research being conducted on library collections system-wide.

Sources for the data above include:


John Jax, Collection & Resource Development Librarian

Art in the Library

This semester, Murphy Library, the Art Student Association, and the UW-L Art Department have sponsored two exhibits of student art in
The first was titled *To Study the Self* by UW-L senior Cedarose Siemon. The exhibit included original oil and acrylic paintings accompanied by original poetry by Cedarose.

The second, which is still on display, is titled *Vo De (Untitled)* by 18 art students in Linda Levinson’s Black and White Photography class (Art 272). The exhibit consists of black and white photograms, which are essentially camera-less photographs that involve placing an object such as a leaf or piece of lace on paper that has been treated with chemicals and exposing this to the sun or other light source.

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**Who Was Trowbridge?**
We saw three residence halls go down on campus this summer: Trowbridge, Wilder, and Baird. Here in Special Collections, where the Centennial fever was raging all summer, we dug deeper into the university archives to uncover more about one La Crosse Normal history professor who taught here from 1918-1954.

Myrtle Trowbridge was feared and revered. She had a simple creed: Wear a tie to class. Back in the days, students only had five minutes between classes, so if you had history immediately following physical education, you were out of luck. Paul Hassett (class of 1940) remembers just a time when a fellow classmate, running late, threw a tie around his neck and tied it on top of his sweatshirt before entering history class. Trowbridge let him in.

Myrtle also had a second creed: Stick to the facts. She loathed “writing so much and saying so little” and often reminded her students that she did not give much credit for “flowery words and verbose expressions.” “What I want,” she would say, “is an examination or a plain statement of the facts.”

In 1923, students dedicated the Racquet yearbook to her, writing, “She did not allow her desk to act as a barrier between herself and students.” When the United States entered WWII, she kept up a regular written correspondence with those students who had left for the war. Special Collections has the archived collection of these hand written letters, dating from 1942 to 1954, some of which were portrayed in the UWL Centennial multi-media presentation “Once In A Lifetime” shown at the October 24 UW-L Centennial Gala Celebration.

Myrtle Trowbridge was known for her frankness and rigid learning style, but she was also remembered as a friend and inspirer. Currently there is a display spotlighting Myrtle Trowbridge in the lobby area of Special Collections in Murphy Library. We invite anyone to come in and learn more about her, read the letters or see her scrapbooks. Just buzz the door during our open hours and we’ll let you in, with or without the tie.

Teri Talpe, Special Collections Assistant Librarian

Wisconsin Libraries Say CHEESE!

An inside view of a day in the life of Wisconsin libraries.

Library staff throughout the state have been busy taking pictures of one day in the life of their library. The photos will be shared on November 18, 2009 at the online photo-sharing site, Flickr, along with interesting facts and figures about Wisconsin libraries.

At Murphy Library, pictures were taken on Wednesday, November 4, by resident photographer and Special Collections assistant librarian Teri Talpe. She photographed a variety of scenes throughout the library.

UW-L Centennial

Murphy Library has been well-represented throughout campus during the UW-L centennial year. Photos and historical documents have been in use and on display throughout campus.

During the Centennial Gala Celebration, Special Collections provided display cases filled with original historical documents that commemorated the history of UW-La Crosse. Special Collections also shared photos that were used in the gala presentation and for the UW-L centennial website.

In the library, poster-size historical photographs are on display in various locations on the library’s first floor, including Murphy’s Mug cafe.

An exhibit at the La Crosse Historical Society Swarthout Museum, housed in the La Crosse Public Library, titled I-Student: UW La Crosse 1909-2009 also uses historical photos and documents from Special Collections.

Original act signed in 1905 by Governor La Follette creating the normal school that became UW-La Crosse.
On November 18, 2009 visit the Wisconsin Libraries Say Cheese Flickr Group at this URL: http://www.flickr.com/groups/1240440@N21/ to see the photos and text highlighting Wisconsin Libraries.

Murphy Library has a wealth of more permanent resources that bring to life the 100 year history of UW-L. These include historical documents that have been digitized, photos, books, taped interviews and more. Examples include:

- Electronic reproductions of all UW-L Yearbooks (1911-1990).
- Electronic reproductions of the UW-L Racquet student newspaper for the years 1910-1959, and 2000-current.
- Electronic reproductions of UW-L documents, books, biographies, periodical publications, etc., all pertaining to life on campus.
- Archival university documents in the library’s Special Collections department.
- Taped, oral histories that focus on the history of La Crosse (with printed transcripts).
- Colorful murals inside UW-L’s Veterans Memorial Field Sports Complex that depict the historical progression of all 19 UW-L’s current varsity sports.

In addition, many library-supplied materials can be found on the UW-L Centennial Website.

Please contact Paul Beck (beck.paul@uwlax.edu or 785-8942) or Teri Talpe (talpe.ther@uwlax.edu or 785-8511) for more information about these resources.

Recent Additions

The following are recent additions to the library's collections of online resources. Many are coming through BadgerLink, a portal for information resources funded by the Wisconsin Department of Public Instruction (DPI), Division for Libraries, Technology, and Community Learning.

- **At HealthWatch (EBSCOhost)** Provides in-depth coverage across the full spectrum of subject areas covered by complementary and alternative medicine. Includes indexing and abstracts going back as far as 1984, and full text going back as far as 1990 for more than 180 international, and often peer-reviewed journals and reports.
- **Book Collection Series (EBSCOhost).** Includes Book Collection: Nonfiction – Elementary School Edition, Book Collection: Nonfiction – Middle School Edition, and Book Collection: Nonfiction – High School Edition. These provide quick access to the full text of thousands of non-fiction books, helping students find credible resources for their basic information research.
- **Business Source Premier (EBSCOhost).** A significant upgrade from the library’s previous subscription to Business Source Elite. Full text for more than 2,300 journals, including more than 1,100 peer-reviewed titles. Includes market research reports, industry reports, country reports, company profiles and SWOT analyses.
- **Consumer Health Complete (EBSCOhost).** Includes full text for 200 health reference books as well as evidence-based health results, drug patient education sheets, medical images and diagrams, over 800 physician-generated videos on general, women’s, and men’s health; consumer health pamphlets; full text from over 500 consumer health periodicals; and over 240 animations.
- **Education Research Complete (EBSCOhost).** A collection of full-text education journals. It is a bibliographic and full-text database covering scholarly research and information relating to all areas of education.
- **Educational Administration Abstracts (EBSCOhost).** More than 66,000 bibliographic records covering areas related to educational administration, including educational leadership, educational management, educational research, and other areas of key relevance to the discipline.
- **The Historical New York Times.** Coverage is from September 18, 1851 to December 31, 2006. Content includes every page and every article from each issue, with advertisements, political cartoons, and more.
- **History Reference Center (EBSCOhost).** Full text for over 2,500 reference works.

New Online Encyclopedias

As scholarly encyclopedias migrate to workable and affordable online formats, the library is replacing and complementing its print reference collection with many of these titles. The following are titles that have become newly available in online format over the last few months at Murphy Library.

- **21st Century Communication: A Reference Handbook** (Sage)
- **21st Century Criminology: A Reference Handbook** (Sage)
- **The Encyclopedia of Archaeology** (Elsevier)
- **The Encyclopedia of Biodiversity** (Elsevier)
- **Encyclopedia of Business in Today’s World** (Sage)
- **Encyclopedia of Communication Theory** (Sage)
- **Encyclopedia of Death and the Human Experience** (Sage)
- **The Encyclopedia of Ecology** (Elsevier)
- **Encyclopedia of Environmental Ethics and Philosophy** (Gale)
- **The Encyclopedia of Gerontology** (Elsevier)
- **Encyclopedia of Health Services Research** (Sage)
- **The Encyclopedia of Human Nutrition** (Elsevier)
- **Encyclopedia of Human Relationships** (Sage)
- **The Encyclopedia of Infant and Early Childhood Development**
- **The Encyclopedia of Inland Waters** (Elsevier)
- **Encyclopedia of Microbiology, 3rd ed.** (Elsevier)
- **The Encyclopedia of Neuroscience** (Elsevier)
- **Encyclopedia of Race and Crime** (Sage)
- **Encyclopedia of Play in Today’s Society** (Sage)
- **Encyclopedia of Substance Abuse Prevention, Treatment, & Recovery** (Sage)
- **Encyclopedia of Time: Science, Philosophy, Theology, & Culture** (Sage)
- **Encyclopedia of Virology** (Elsevier)
books, encyclopedias and non-fiction books from leading history publishers. Also included is full text for nearly 170 leading history periodicals and more than 112,000 historical documents, over 119,000 biographies, more than 113,000 historical photos and maps, and more than 80 hours of historical video.

- **Humanities International Complete (EBSCOhost)**: A comprehensive database that includes all data from Humanities International Index, full text for more than 1,030 journals, and other information from journals, books and other published sources from around the world.

- **Literary Reference Center (EBSCOhost)**: A comprehensive literary reference database that includes plot summaries, literary criticism, author biographies, literary journal articles, book reviews, poems, short stories, and author interviews.

- **Literature Criticism Online (Gale)**: Scholarly and popular commentary from broadsheets, pamphlets, encyclopedias, books and periodicals that represent a range of modern and historical views on authors and their works across regions, eras and genres.

- **Newspaper Source Plus**: This major database of newspaper articles has replaced ProQuest Newspapers.

- **Novelist (EBSCOhost)**: Provides information about 155,000 fiction books with book discussion guides, reading lists, and more.

- **Science Reference Center (EBSCOhost)**: Contains full text for nearly 640 science encyclopedias, reference books, periodicals, etc. Topics covered include: biology, chemistry, earth & space science, environmental science, health & medicine, history of science, life science, physics, science & society, science as inquiry, scientists, technology and wildlife.

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**Staff Updates**

- Michael Current, government information/public services librarian co-presented *Fake It 'til You Make It with Government Documents* at the annual conference of the Wisconsin Association of Academic Librarians, April 23 in Green Lake.


- Dirck Nagy, night circulation supervisor, performed on classical guitar and had his works performed at the 2009 La Crosse New Music Festival. He played his composition for guitar titled *Studies for Guitar*. His original compositions included *Bagatelle*, performed by Dan Collins, piano and *Duet for Flute and Piano*, performed by Barbara Tristano, flute and Christopher Frye, piano.

- Teri Talpe, special collections assistant librarian, had her photography displayed at the Pump House in La Crosse as part of the *Mark My Words* poetry/art exhibit. Her photo was featured on the front page of the La Crosse newspaper *The Second Supper*. She was also a State Award Winner for the 2009 Wisconsin Regional Art Program exhibit at the Pump House in La Crosse.
More information is available through Murphy Library, (608)785-8511, and at the library’s August Moon Website

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
1631 Pine Street
La Crosse, WI 54601-3792

Library Contacts

- Acquisitions and Collections & Resource Development: 785-8509, Hours: 785-8808
- Administrative Office: 785-8520, Interlibrary Loan: 785-8636
- Systems, Technology & Digital Initiatives: 785-8399, Instruction: 785-8637
- Cataloging: 785-8638, Outreach: 785-8396
- Circulation & Reserves: 785-8507, Periodicals: 785-8510
- Curriculum Center: 785-8509, Reference Desk: 785-8508
- Electronic Resources: 785-8738, Special Collections: 785-8511
- Government Documents: 785-8513

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 Endowment Fund website.

Library Hours

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| Finals Week: Reference Service will be available 10:00 – 3:00 p.m. Intersession hours as posted at the Hours link. |

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<td>Government Documents</td>
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The Fine Print Easter Egg:

It’s what you always suspected...in the wee hours, after the library is closed, library workers secretly congregate in a library “Quiet Zone,” and let it all hang out. Shhh, don’t tell anyone!