UW Libraries: Strength in Numbers

With the announcement in February of the possible restructuring of the UW System as part of Governor Walker’s 2011-13 state budget, many questions arose about possible consequences. If UW-Madison were to operate as a separate public authority, what would the impact be on long-standing cooperative initiatives across the UW System campuses, including UW-Madison? The UW libraries have had an impressive history of sharing computer systems that support library operations going back several decades and several generations of integrated library systems. Beyond technology, UW libraries have shared expertise and workload and leveraged collective buying power for cost-effective database licenses. Over the last decade UW libraries have:

- built a substantial collection of shared e-resources
- implemented the OCLC ILLiad document delivery service
- expanded the statewide van delivery service
- initiated Universal Borrowing for patron-initiated requests of materials at other UW libraries, and
- developed a digital collection based upon rich university archives collections and selected faculty and student scholarly output.

UW System-wide collection development guidelines encourage fewer multiple copies of book titles across campuses to diversify the collections. The Council of Wisconsin Libraries (CUWL) Strategic Directions vision of “One System, One Library” has been, by any measure, very successful. UW-La Crosse students, faculty and staff have greatly benefited as have campus constituents at UW -Madison and other UW institutions.

This announcement then was unsettling, as librarians across the UW System started to consider what a decoupling could signify. At a late February CUWL meeting, members representing UW institutions decided to go on record to reaffirm the critical importance of this strong tradition of cooperation. Members crafted and universally approved a resolution to formally endorse the ongoing commitment of UW libraries to a high level of cooperation regardless of any changes to the UW System composition. The core resolution reads:

On February 23, 2011, the Council of University of Wisconsin Libraries (CUWL) resolved unanimously:

WHEREAS access to library collections, shared databases, information delivery services, and expert assistance are mission critical to the academic success of students and faculty;

THEREFORE, whatever form of governance is decided upon, the University of Wisconsin libraries are committed to continuing exemplary cooperative services, including “universal borrowing” for all UW collections, high-speed interlibrary services, on-site access and services to visitors, and cooperative purchasing of databases and

Support Opportunities
Library Hours
Telephone Directory
Past Issues

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

Stefan Smith, Editor
John Jax, Department Chair
Anita Evans, Library Director
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Michele Strange Retires

When Michele Strange was hired as interim circulation librarian at Murphy Library in 1998, she came with a wealth of experience having worked as a librarian for 30 years at both academic and public libraries. Included among these institutions are University of Illinois at Chicago, Northwestern University and University of Missouri. From her interim position, Michele moved into the access services librarian position she now holds, and in 2005 she attained the rank of Senior Academic Librarian. Throughout her career at UW-La Crosse, she has demonstrated a high level of professionalism, innovation, creative problem solving, and outstanding commitment to developing a higher level of services for UW-L students, faculty and staff.

Michele has been at the forefront of a number of statewide initiatives, chief among them the implementation of Universal Borrowing by all UW campuses. The value of this service to students and faculty throughout the UW System cannot be overestimated—tens of thousands of books are shared among System schools each year. Users initiate their own requests using the Voyager catalog and receive requested books and media in just a few days. The expertise Michele developed on this project was such that she was asked by UW System staff to provide training for other campuses. She was also contacted by librarians in other states during their statewide implementations and presented at state and national meetings.

As access services librarian, Michele has had oversight over copyright issues. She served on the CUWL (Council of University of Wisconsin Libraries) Task Force on Copyright and Intellectual Property, another system-wide effort which made recommendations on copyright issues affecting all university and colleges in the UW System. Serving as the library’s copyright expert, she has given campus presentations, developed the library’s copyright web content and advised faculty on a wide range of copyright questions, including those pertaining to e-reserves.

Michele has been centrally involved in rebuilding and strengthening the resources of the Alice Hagar Curriculum Resource Center (CRC). One important area of outreach for Murphy Library has been to build connections with the K-12 community. Michele worked with the School of Education (SOE) to develop a program where cooperating teachers have borrowing privileges and access to the Library’s collection.

One of Michele’s legacies at UW-L clearly is a series of multicultural children’s literature programs she initiated. The programs, co-sponsored with SOE and Campus Climate and Diversity, have been designed for SOE faculty, pre-service teachers and area teachers and librarians. Over the last five years, experts from around the Midwest have presented spring semester on Latino/a, Black, American Indian, Hmong, and International children's literature (see the article on this year’s program in this issue), engaging audiences in a deeper understanding of what constitutes quality literature.

Beyond Murphy Library, Michele has been active in the La Crosse Friends of International Students, serving as LFIS President for several years. She was recognized for her service by the Office of International Education, receiving the James L. Loveless Award. Michele has had a number of leadership roles with Organization for Campus Women and in the community, with the American Association of University Women.

Congratulations on a well-earned retirement, Michele!

Anita Evans, Library Director

Mary Baldwin Retires

Mary joined the staff of Murphy Library at UW-La

Anita Evans, Library Director
Crosse back in November of 1971. She was initially hired into a position in the cataloging department, where her primary responsibility was typing catalog cards.

Five years later, in about 1976, Mary transferred to government documents. The documents department handled all aspects of Murphy Library’s participation in both the Federal Depository Library Program and the Wisconsin Document Depository Program. Reporting to depository coordinators Sandy Sechrest and later Michael Current, Mary handled all of the day-to-day receiving, processing, and maintenance of government depository materials, stacks, microform cabinets, and catalog records. She also personally supervised a group of as many as 15 student workers to help carry out these tasks as well as staff the documents reference desk. When the librarian was away from the office, Mary would be the first-resort staff person to help library patrons find and use the full range of available government publications. Until about 1995 she also helped manage and support the library’s many microform reading and printing machines.

By the late 1980’s, with the depository programs already becoming more efficient thanks to automation, Mary started splitting her time between government documents and interlibrary loan (ILL). She became thoroughly adept at all of the various ILL processes, and very ably managed the ILL office and its student workers when the primary ILL staff people were out of the office. Eventually Mary worked 10 hours of her full-time work weeks in ILL.

The early 2000’s again brought significant change to Mary’s role at Murphy Library. While maintaining her established responsibilities in documents and ILL, she added acquisitions work to her daily menu. This job involved placing online orders for books from various library book vendors, usually for about 10 hours per week. Mary became a three-job jack-of-all-trades!

While the portion of her job that was centered on government depository was reduced over time, Mary retained the same key responsibility for daily processing and maintenance of depository materials, both print and electronic, for the last 35 of her 40 years at Murphy Library. It is no exaggeration to claim that she has personally handled virtually every item in a documents collection that now includes over 200,000 titles, and that there will surely never again be someone at UW-L with the particular expertise that she developed over that time.

In retirement, Mary says that with 8 grandkids and another one due in May 2011, she will have no problem keeping busy. She also looks forward to being able to devote more time to growing flowers.

Michael Current, Reference Librarian
Bonnie Daines Retires

After 37 years of service to UW-La Crosse, Bonnie Daines retired from Murphy Library on December 31, 2010. After six months of working the switchboard in Main Hall as a limited time employee (LTE), she became a full time state employee in December 1973. In February 1975, she transferred to the Film Library/Audiovisual, then housed in Wing Communications. After the film library closed, Bonnie transferred to Murphy Library’s periodicals department in July 1991.

For nearly 20 years, Bonnie has been the smiling face greeting all with questions about periodicals – she helped students and faculty alike find missing and sometimes hidden issues, comprehend complicated title changes and shelving issues, and understand the mysterious world of microform machines. She handled all the service contracts for the library’s microform machines, learning much about the machines and developing an extensive tool set which she skillfully used to troubleshoot all the machines in Murphy Library and the Area Research Center.

During her time in Murphy she participated in two complete relocations of the periodicals collection: first in 1995 during the building remodel and second in 2006, when the bound periodicals were moved to the lower level to make room for the CLIC lab.

Bonnie was always ready to help – participating on many committees, including the committee that purchased new furniture for the first floor and Murphy’s Mug. Knowing that Bonnie was always willing to help where needed, she was frequently asked to help staff the circulation department. She supervised hundreds of students, many of whom she still keeps in touch with today.

Bonnie was active in the campus community as well, serving on many committees including the original committee charged with investigating on-campus childcare, an ad hoc committee charged to rewrite the sexual harassment policy statement, and the parking appeals board. A strong union advocate, Bonnie served as secretary for local union 1449 for many years. Bonnie has also been active with the larger La Crosse community through the United Way Citizens Review board in the 1980s and more recently through the Crime Stoppers board.

In a recent interview, Bonnie said “going to work each day was like going to the county fair and not knowing if it was going to be a fast ride or a slow ride.” Bonnie thoroughly enjoyed life in the library, especially the thrill of not knowing what to expect or who you are going to meet next.

In her retirement, she looks forward to volunteering, reading, and spending time with her two grandchildren. We look forward to celebrating her retirement with a party in
Welcome Kate Russell

Hi! I am Kate Russell, the Systems and Emerging Technology Librarian. I moved from New Hampshire where I was the Electronic Information Librarian at Rivier College. My background is in mathematics and computer science and I have a MLIS from the University of Rhode Island.

Here at Murphy Library I am responsible for maintaining the library systems, including various library-specific software and computers. Bill Doering was previously responsible for these functions, and my arrival allows him to focus more on other areas of the library.

The emerging technology part of my job gives me the freedom to find new technologies that may be useful in the library for students, faculty, and staff. For example, we are considering lending tools such as iPads and Flip cameras in an effort to help improve campus access to these technologies.

I am fascinated by QR codes and how we might be able to use them in the library. QR codes, like the one shown, are barcodes that allow someone to encode a URL, static text, or a phone number in a visual form. A user scans the code with her mobile phone and gains access to information in a more interactive format. Soon you may see QR codes scattered around the library, delivering information about our databases and resources.

I am interested in book art and am working on a variety of projects that incorporate my photography and other media into book form. A majority of my photographs are images that capture parts of a whole. I integrate these photos, prints, or other found objects into my books. Examples currently found in my office are a star book depicting the card game cribbage and an accordion book with photographs and prints of silverware.

I look forward to meeting you! Call me at 785-8397, email me at russell.kath@uwlax.edu or visit at Murphy Library Room 252.
On April 6, 2011, Ruth E. Quiroa, associate professor of reading and language at National-Louis University, presented her session, “New And Familiar Worlds: Latino/A-Themed Literature For Pre-K-High School, 2001-2010” to four different groups consisting of students, local educators and librarians, and UW-L faculty and staff. Michele Strange, access services librarian, organized this 5th in her series of Multicultural Children's Literature Programs that are held in the Alice Hagar Curriculum Center. The program is sponsored by Murphy Library, Campus Climate and Diversity, and the School of Education.

On March 28, 2011, the Alice Hagar Curriculum Center was filled with more than 100 local educators, students, and UW-L faculty and staff learning about award-winning books in science, technology, engineering, math, and social studies (STEMSS). The 5th annual Teacher Resource Day, organized by Tim Gerber, professor of biology at UW-L, highlighted award-winning books and materials purchased from Science Books & Films’ “Best Lists,” the National Science Teachers Association’s “Outstanding Science Trade Books for Children,” NCSS “Notable Tradebooks,” and other sources.

Historic Campus Photos: New Online Resource

A new online collection of UW-L campus photos, a digital initiatives project with the University of Wisconsin Digital Collections, is now live. Photos from daily student life, buildings, aerial views, athletics, people, events, homecoming, and other traditions were chosen to show a fairly comprehensive view of our past. The photos used are archival campus photos housed in Special Collections. The sources that were used to provide extra information about the photos came from George Gilkey's book, "The First Seventy Years," issues of The Racquet newspaper and The Racquet yearbooks, school catalogs, and other miscellaneous files including obituaries, newspaper clippings, and other.
publications.

The online collection is anticipated to grow with future annual phases of the project, so viewers are encouraged to check back. Any questions, comments or public feedback can be sent to: specoll@uw lax.edu

Click here to see the online collection of UW-L historic campus photos.

This UW-L online photo collection is part of a larger, system-wide collection that includes other UW campuses as well as selected sub-collections.

Click here to see the UW system collection of historic photos from each UW campus.

Teri Talpe, Special Collections Assistant

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**Chronicle of Higher Education**

UW-L now has a campus-wide license for the Chronicle of Higher Education. In the past, individual articles in the Chronicle could be retrieved by searching library databases, but much of the Chronicle content was excluded, and the most current 30-days of content were unavailable. The new license provides additional content as well as access to current issues for this frequently-requested resource.

The new license includes a number of features such as:

- Unrestricted campus-wide access for all faculty, staff, and students to the Chronicle's Web site, which is updated throughout the day, 5 days a week.
- Searchable archive of back issues to September 1989.
- All the commentary and essays from the weekly magazine, "The Chronicle Review."
- All the data from the annual Almanac and other Chronicle reports.
- Special single-topic reports, extras such as slide shows and video, and more.

To get to the Chronicle of Higher Education while on campus, visit the Chronicle's public Web site: http://chronicle.com. A campus-wide authentication system is in use, so no passwords are required when accessing the site from on campus.

Off-campus access is available by connecting to the Chronicle through the library's web site and logging in with NetID credentials.

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**Wisconsin Artists with Disabilities: Exhibit and Speaker**

Murphy Library teamed up with the the student organization, SAPA (Students Advocating Potential Abilities), and the art department to focus attention on Wisconsin artists with disabilities.
The groups hosted an exhibit in Murphy's Mug and brought in Wisconsin artist, Jon Wos, for an artist talk during a reception for the exhibit. Jon also spoke at the 28th annual SAPA Most Accessible Awards Ceremony.

About the exhibit

The exhibit, titled Creative Power: VSA Wisconsin's Traveling Exhibition, has been on display from February 9, 2011 through April 11, 2011 in Murphy's Mug. It is on loan from VSA Wisconsin and consists of award-winning artwork by 30 Wisconsin artists with disabilities.

Each year, VSA invites all Wisconsin artists ages five and older with disabilities to submit artwork for review by arts professionals, who look for originality, creativity and craftsmanship. Ten pieces are chosen to be added to “Creative Power.” The exhibition generates increased public awareness of the artistic and creative talents of artists with disabilities and is viewed by an estimated 10,000 people each year.

The 30 colorful pieces have garnered many positive comments in Murphy's Mug cafe.

About the speaker

Jon Wos was born in Lena, Wisconsin, in 1981 and diagnosed with Osteogenesis Imperfecta. Jon's childhood was filled with fractures, body casts, surgeries, and hospitals. He spent most of his time in bed drawing or making something with his hands. When Jon was a freshman in high school, he received best of show in a student art contest. Then in 2003 was awarded grand prize, of 10,000 dollars, in a national competition for disabled artists. In 2005 Jon received a Bachelor of Fine Art, with an emphasis in drawing, painting, and sculpture, from the University of Wisconsin Oshkosh. Jon has exhibited his various forms of artwork throughout North America, including the Kennedy Center for the Performing Arts in Washington D.C., the Chicago Cultural Center, and the Joseph D. Carrier Gallery in Toronto, Ontario, Canada. In addition, Mr. Wos's work is in many private and public collections, including the University of Wisconsin Oshkosh, Ripon College and Senator of Wisconsin, Herb Kohl.

On February 28, 2011, a reception for the exhibit was held in Murphy's Mug. Jon Wos presented the slide show “Changing View,” which highlights his journey as an artist with disabilities. After the reception, Jon gave an inspirational talk at the SAPA 28th Annual Most Accessible Awards ceremony, in which 59 faculty, instructional academic staff, non-instructional academic staff, classified staff and administrators, and 13 departments and units were nominated for these awards.

Murphy Library is very grateful to SAPA for its generous funding contributions and the UW-L art department for bringing the exhibit to the library's attention and helping with logistics, picture hanging, and more.

Social Networking at the Library

To simplify access to the library's various social networking sites, many library web pages now have links to Facebook and Twitter as well as a "More" link that goes to the library's main social networking page.

The library's main social networking page includes links to YouTube, Flickr, blogs by librarians, blogs by students, as well as Facebook and Twitter.

The library's social media sites include information such as new electronic resources updates, new reference book titles, changes to database interfaces, library event announcements, student perspectives on library resources, National Honor for Depository Program

Murphy Library was selected by the U.S. Government Printing Office for the March 2011 Depository Library Spotlight. Murphy Library is one of nearly 1,250 libraries that participate in the Federal Depository Library Program (FDLP). The monthly Depository Library Spotlight program has now recognized 24 FDLP libraries since May 2009. Murphy Library is the first in the three-state region (WI-MN-IA) to be Spotlighted under the program.

According to the FDLP, the depository library program "was established by
videos and photos of library events, and more. Links to these sites can be found toward the bottom of the left sidebar on many library web pages.

**Book Talk**

A large audience turned out for a brown-bag book talk for Bruce Mouser’s recent book, “For Labor, Race, and Liberty: George Edwin Taylor, His Historic Run for the White House.” The event took place February 18, 2011, from noon to 1:00 p.m. in Murphy Library.

“For Labor, Race, and Liberty” examines the life of George Edwin Taylor, the first black man to run for president on a national ticket. Taylor came to age in La Crosse, rose to prominence as the owner and editor of a labor newspaper and became a vocal leader in Wisconsin’s People’s Party. In 1904, he ran against Theodore Roosevelt on the newly formed National Liberty Party ticket.

Mouser’s book has been positively reviewed in national media, including Kirkus Reviews, which called it a “worthwhile contribution to our understanding of black political history.” More information about the book can be found at the University of Wisconsin Press website [http://uwpress.wisc.edu/books/4801.htm](http://uwpress.wisc.edu/books/4801.htm).

The book talk was jointly sponsored by Murphy Library and the UW-L Institute for Ethnic and Racial Studies.

**New and Notable in Reference**

The following are several of the more substantial works added to the Murphy Library reference collections in recent months.

**Encyclopedia of Sports Medicine**/editor, Lyle J. Micheli SAGE, c2010. Ref RC1206 .E53 2011 (4 volumes) and online

An impressive resource that should be extremely valuable to students and faculty in exercise and sport science programs, occupational therapy, or physical therapy. This appears to be the new standard work in the field.


Under development for 50 years, this massive work is finally complete, and we are fortunate to be able to make it available to UW-L in its entirety. Intended for serious scholars, this resource could not be more relevant in today’s world.

**Native Peoples A to Z**


The second, revised edition of this unique encyclopedia, developed by a team of Native American scholars, covers the Native Peoples of all areas of the Western Hemisphere. The work contains articles on hundreds of Tribes and Nations, biographies, historical Events, language, religion, the arts, sports, games, and much more.
**Dictionary of Literary Biography Complete Online**  
Gale, 1978 to present.  
We are thrilled to now offer the nearly 400 volumes (and counting) of this classic and essential companion to literary research and scholarship through the Murphy Library catalog and web site. Recent volumes include Jane Austen: A Documentary Volume, World War II Correspondents, and Chinese Fiction Writers, 1950-2000.

**Encyclopedia of Research Design**  
/ edited by Neil J. Salkind  
Sage, c2010. Online. 3 online volumes.  
Potentially relevant and valuable to any scholarly researcher, the expert authors of this work contribute overview articles and current bibliographies on research design including descriptive statistics, mathematical concepts, the role of ethics in research, inferential procedures, popular results analysis tools, and much more.

**Local Market Audience Analyst (LMAA)**  
SRDS. Online.  
The popular and heavily-used Lifestyle Market Analyst reference book from SRDS has now been replaced by this new reference database. LMAA uniquely pulls together data sourced from Nielsen Claritas and from Experian Simmons into market profile and lifestyle behavior reports and maps for local markets across the country. Students creating marketing and business plans should find plenty of value here!

Follow the Murphy Library [news blog](#) or subscribe to the [news feed](#) to keep up with the latest reference resources at Murphy Library!

*Michael Current, Reference Librarian*

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**New York Times to charge for online content**

Readers of the online New York Times saw a reduction in free access that started on March 28, 2011. Beginning that day, much of the newspaper's digital content became available only through digital subscription plans.

People who subscribe to the print version of the New York Times have not been affected by this change and continue to have complete access to all digital content at NYTimes.com.

Others will experience limited access to digital content unless they purchase one of several different digital subscriptions, which vary in price depending on the reading device or app used.

People who do not subscribe to print or digital subscriptions still have access to limited free content, which includes:

- 20 free articles (including blog posts, slide shows, video and other multimedia features) each calendar month;
- unrestricted access to browse the home page, section fronts, blog fronts and classifieds;
- unlimited access to articles through Twitter, blogs,

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**New York Times through Murphy Library**

Murphy Library continues to provide reliable access to the New York Times through a variety of print and online subscriptions. These include:

**Newspaper Source Plus**: available from 1985 with a 2-day delay of new content.

**Lexis Nexis Academic**: available from 1980, same day as published. Does not include freelance articles and some other features such as photos and advertisements).

**Historical New York Times**: complete, cover-to-cover (including ads) content available from September 1851 through December, 2006.

Microfilm: available from September 1851 through December 2009.

Current issues in print: each weekday and weekend paper, available same day as published and held for approximately 30 days.

The library is also looking into licensing a digital subscription to the New York Times for campus-wide access, if and when that type of subscription becomes available. This would be similar to the current campus-wide license to the **Chronicle of Higher Education**.
and other social media (though the first 20 accesses count toward your 20/month total);
- and five free articles per day when accessed through search engine results.

More specifics can be found at the NYT's Digital Subscriptions and Premium Products FAQ page.

Find the New York Times at Murphy Library by visiting the library's "Newspapers" page at http://libguides.uwlax.edu/news.

**Support Murphy Library**

**La Crosse in Light and 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

**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.

**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.

**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