



ACRL Washington Newsletter

Spring 2007, No. 60

ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library:
Washington State
University Vancouver
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
by Linda Shippert

[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

[The Kumquat Challenge at
Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)

President's Message *by Beth Lindsay*

It has been an honor to serve on the ACRL - Washington Board, and I am looking forward to my final year of service as past-president. We have an excellent group on the Board, and I am pleased to turn the reins over to my colleague Corey Johnson, who will be President during 2007-08.

Jessica Albano and the nominations committee put together a strong slate of candidates for the Board, and the results of the election are available (see below). Thank you to those who stood for election, and congratulations and welcome to President-Elect Anna Salyer and new Member-at-Large Alyssa Deutschler. I'd also like to thank our outgoing members, Jessica Albano and Barbaraella Frazier, for their service to the Board.

Incoming, continuing and outgoing Board members will meet together on May 11. I am pleased to note that we will be meeting virtually, using the telecommunications capabilities at WSU and UW. If anyone has issues for the Board, please contact me before then.

Planning for the Pack Forest conference will be our main agenda item, although a great deal of work has already been done. The conference title is "The Visible Librarian: Establish Your Presence on Campus," and will take place October 25-26, 2007. I am very excited that Julie Todaro will be attending the conference and offering her Power of Personal Persuasion workshop. We are also accepting proposals for concurrent sessions during the conference. Sessions will be 60 minutes long and may address any and all aspects of academic librarianship relating to liaison work, outreach, marketing/public relations and partnerships and collaborations. Please submit proposals to Corey Johnson

Mark your calendars!

**[The Visible Librarian: Establish
Your Presence on Campus](#)**

**ACRL Washington and Oregon
Joint Fall Conference**

October 25-26, 2007
Pack Forest Conference Center
Eatonville, WA

*Featuring a workshop by Julie
Todaro, current ACRL President and
expert on library outreach.*

Scholarships Available!

Scholarship applications for two attendees are available.

[Applications are due Sept. 1st!](#)

Still Accepting Proposals

Tell your colleagues about the great things you've done in your libraries or about important research, submit a presentation proposal.

**[Proposals are being accepted
through June 15th.](#)**

(coreyj@wsu.edu) by June 15.

Thank you all again for the opportunity to serve as President of the Chapter. See you at Pack Forest in October!

Beth Lindsay, outgoing President



ACRL Washington Newsletter

Spring 2007, No. 60

Washington State University Vancouver by Sue Phelps

ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library:
Washington State
University Vancouver
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
by Linda Shippert

[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

[The Kumquat Challenge at
Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)



WSU Vancouver Library Building and the Firstenburg Family Fountain

Mission Statement

The mission of the WSU Vancouver Library is to provide an environment which cultivates learning and supports the diverse academic pursuits of the WSU Vancouver students, faculty, and staff.

History

Washington State University began offering courses in Southwest Washington in 1983 as part of the Southwest Washington Joint Center for Education. In 1989, the University formally established Washington State University Vancouver as a branch campus of the state's land-grant institution. The university was then housed in Bauer Hall on the Clark Community College Campus in downtown Vancouver, Washington. The library consisted of one room in Bauer Hall at that time. By necessity the collection was small but drew upon the resources of WSU in Pullman, making WSU Vancouver library a "just in time" provider of information placing it on the cutting edge of what has become a common practice in library service.



WSU Vancouver is known for service to library patrons

The Institution and the Library

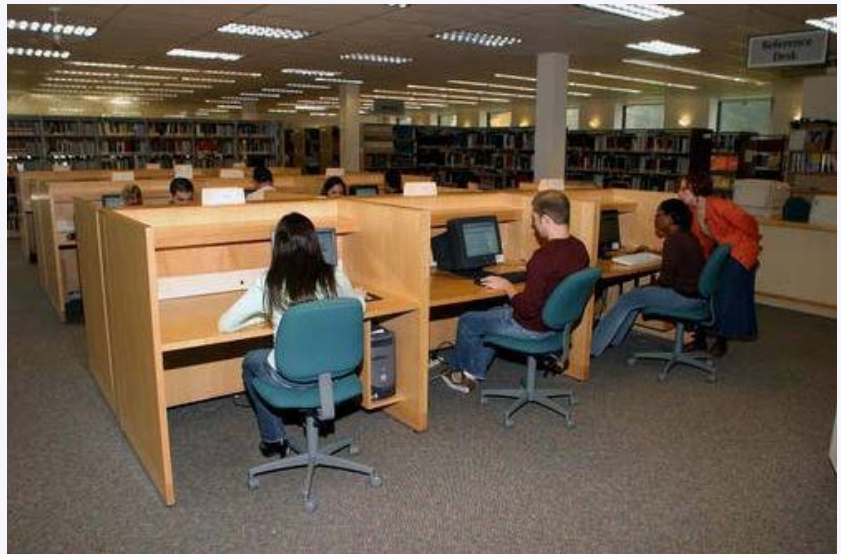
The Salmon Creek campus opened in 1996. Set on a hilltop with an expansive view of Mt Hood, Mt St. Helens and Mt Adams, the WSUV campus serves a student body of approximately two thousand students in undergraduate and graduate programs. WSU Vancouver offers 14 Bachelor's degrees, 9 Master's degrees, 1 Doctorate degree, and more than 35 fields of study.

To serve the students, faculty and staff of the university the WSU Vancouver branch campus the library collection presently has over 20,000 book titles

and 9,000 print and electronic journal subscriptions. Business, education, psychology, humanities and nursing are the primary subjects covered. WSU Vancouver's library has more than 800 journals in hardcopy and over 9,000 fulltext online journals and newspapers, a core collection of more than 20,000 books and access to more than 100 major bibliographic databases. In addition to the WSU library collections, WSU Vancouver library participates in several local and regional library consortia, including the Portland Area Library System and ORBIS/CASCADE (the Oregon and Washington Cooperative Library Project).

The library is under the umbrella of Vancouver Information Services along with the Information Technology and Videoconference Services. The library is housed in the lower of floor of The Library Building with an area for student computer use, a study area with a view of Mt Hood and campus art installations, group study rooms and access to one of three campus computer labs. There is also a reading room that is used for regular cookie breaks during finals and campus lecture and discussion groups.

Librarians also have a strong presence in the classroom. They teach classes in Research, Information Ethics and Usability in the Digital Technology and Culture Program in addition to Information Literacy



Library computers for research



Student enjoying the view while she studies

classes in partnership with teaching faculty. This last year librarians have added teaching General Education classes to their instruction program as the campus has expanded to include first and second year students.

With the collections of eleven Washington State University Libraries to draw on as well as consortia collections, the WSU Vancouver library continues the “just in time” model with service as the distinguishing quality of the library and its staff. There is also a strong value placed on collaboration with the Vancouver community and regional academic and historical institutions.

The library houses the [Environmental Information Cooperative Library](#) that serves the Clark County Community in environmental education, natural resource protection and conservation, waste reduction and recycling and water resource management.

The [Columbia River Basin Ethnic History Archive](#) (CRBEHA) is a project of Washington State University Vancouver, the Idaho State Historical Society, Oregon Historical Society, Washington State Historical Society, and Washington State University Pullman. The digital collection brings together selected highlights of the ethnic collection of repositories in Idaho, Oregon, and Washington to tell the story of the region’s ethnic groups. CRBEHA also provides tutorials on how to research and interpret library and museum resources, and encourages public dialogue about ethnic history sources and issues in its online discussion forum. At this time WSU Vancouver and the Clark County Historical Society are working together to digitize a selection from the one hundred and fifty items donated to the Historical Society by the NAACP. The items date back to the late 1940’s and include programs, photographs, manuscripts and scrapbooks. These primary documents will be added to the CRBEHA archives.

In addition to providing a place to study and to access information the library encourages the WSU Vancouver academic community to use the library space as a place of discourse. In the last year the library has been an increased presence in the intellectual life of the campus. In collaboration with the campus writing center the library has hosted Literacy for a Changing World which are forums led by an expert in a topic area related to

writing and literacy. In addition the library has also hosted the Many Voices, One Nation reading events in conjunction with National Library Week, an initiative of American Library Association. The library also houses a rotating display of diverse art from local artists in display cases throughout the library. These exhibits are organized and presented by the campus diversity council. Service and collaboration in an environment of diversity and learning make the library a place student, faculty and staff enjoy and appreciate on the campus of WSU Vancouver.



ACRL Washington Newsletter

Spring 2007, No. 60

ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library: The
Whitman College Penrose
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
by Linda Shippert

[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

[The Kumquat Challenge at
Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)

Regional News

[Central Washington University](#)

[Clark College](#)

[Eastern Washington University](#)

[Emporia State University School of Library and Information Management](#)

[Green River Community College](#)

[Pierce College](#)

[Seattle Pacific University](#)

[Tacoma Community College](#)

[University of Washington Bothell](#)

[University of Washington Seattle](#)

[University of Washington Tacoma](#)

[Washington State University](#)

[Whitworth College](#)

Central Washington University

CWU Brooks Library is pleased to announce that The Frederick Krueger Collection for viewing. The Kreuger Collection contains images of the Upper Kittitas Valley of Washington State from the 1880s to the 1960s. The images, scanned from photographic prints, glass negatives and rare publications, visually document the communities of Cle Elum, Roslyn and other towns and villages in western Kittitas County. The collection also focuses upon mining, logging and fur trapping in the region during the late 19th Century and early 20th Century. http://digital.lib.cwu.edu/cdm4/index_Krueger.php?CISOROOT=%2FKrueger

We have also recently conducted a LibQUAL+ survey of our faculty and students. The data is immense, but the results are not unexpected. We are currently following up on the responses and will be using them to tweak services.

Library faculty and staff are both happy (for her) and sad (for us) to report that long-time faculty member **Jennifer Jaques** is retiring this month after forty years of service to the library and the University. Her dedication to providing detailed reference services for students and faculty was unwavering and will be missed. She plans to put on her hiking boots, grab her binoculars, and head for mountain and water worlds.

submitted by Anna Creech

[^ top of the page](#)

Clark College

Shoreline, Whatcom and Cannell libraries have been awarded a grant by the Distance Learning Council. Shoreline is the lead institution for the \$14,990 grant. Librarians from each of the three schools will collaborate to create three online interactive information literacy tutorials that can be used by all the CTCs in distance classes across a broad range of disciplines. **Sally Sheedy** from Whatcom, **Meryl Geffner** from Shoreline, and **Kitty Mackey** from Cannell library are the three librarians developing this project.

The tutorials will be based upon the Information Literacy Competency Standards for Higher Education.

Here is a brief description of the tutorials:

- Tutorial #1 will focus on selecting appropriate sources and include tips on how to choose a good topic for research and select the best discovery tools. This module will focus on recognizing the differences between scholarly and popular sources and making wise choices.
- Tutorial #2 will focus on searching techniques. Tips for searching library catalogs, electronic databases, and the Internet will be covered, as well as a discussion of Boolean operators and "savvy searching."
- Tutorial #3 will focus on the evaluation of information resources. Topics covered will include applying critical thinking skills to evaluating sources, using information ethically, avoiding plagiarism, and citing sources.

submitted by Zachary Grant

Eastern Washington University

Personnel

Eastern Washington University Libraries welcomes **Frank Moulton**. Frank Moulton rejoins the library after library experiences in far-flung Fiji at the University of the South Pacific, State University of New York at Potsdam, and in Jackson, Wyoming. His experience providing information literacy classroom instruction and one-on-one reference to diverse population groups round out his professional experience. Frank is known for his enthusiasm for providing reference service. He is Special Faculty in the Information Services Division. He holds an MLS from Southern Connecticut State University, and a BA in Literature from Charter Oak College. The library is also currently recruiting an Information Services Division Head/Reference Instruction Librarian to fill the position left by Dave Nelson's retirement and is finalizing recruitments for two 10- month Reference and Instruction Librarians; one with a focus on diversity to replace **Estela Radovancev's** retirement and the second with a focus on Social Sciences to replace **Jonathan Potter's** transfer to Riverpoint Campus Library.

EWU Friends of the Library Upcoming Events

The EWU Libraries just held its annual book sale and is mid-stream sponsoring its annual bookmark contest. Each spring the EWU Friends of the Library hold a "Make Your Mark" bookmark contest, where participants design an original 2-1/2" x 7-1/2" bookmark. The winner receives a \$50 gift certificate and the winning entry is distributed campus-wide and used for special events throughout the year. This years contest runs from April 2 through May 11.

The EWU Friends of the Library will also once again host a Books2Eat event. Each entry is an edible cake, cookie, pie, etc., with a literary theme identifiable to the observer. All who attend the event have the opportunity to vote for their favorite before we slice up the entries for all to enjoy. Books2Eat is May 23, 2007. To view 2006 winners go to <http://www.ewu.edu/x43059.xml>.

What's New at JFK Library?

There are many changes taking place at the JFK Library in Cheney, Washington. "Thirsty Minds" latte stand opened for business the beginning of Spring Quarter, shortly followed by the delivery of some new, modern furniture. A popular fiction and non-fiction collection will be added to the Thirsty Minds area soon and silk banners designed specifically for the library hang throughout the lobby area. This is just a start. We'll keep you apprised of our progress toward "reinventing" the library.

submitted by Carol King

Emporia State University School of Library and Information Management

Emporia State University's School of Library and Information Management (SLIM) will begin a new cohort for the MLS degree in June 2007. Information about the program and application process can be found at <http://slim.emporia.edu/oregon/>.

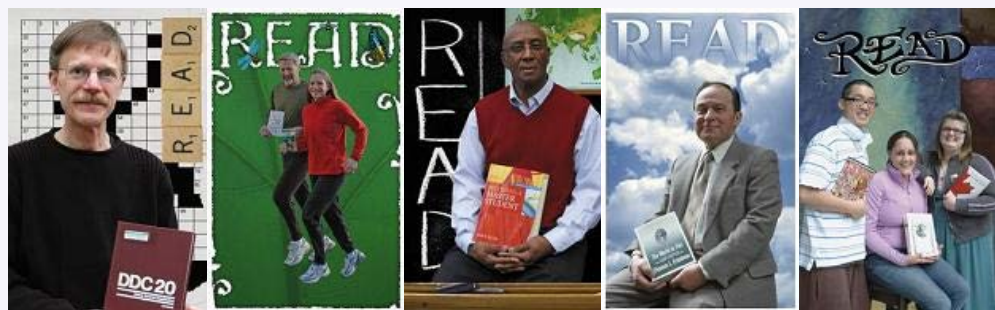
submitted by Perri Parise

Green River Community College

It was recently announced that, for another year, **Jennifer Dysart** will continue in her role as Acting Library Director and **Kim Nakano** will continue in her combined role as Dean of Library and Media Services and Teaching and Learning Center Liaison.

After 29 years, 4 months, and 18 days at Green River Community College, **Lee Semsen** (can you tell he is a cataloguer?) will be retiring at the end of spring quarter. While Lee will be greatly missed for his contributions to the library, the entire campus will also be sorry to see him leave. Over the years, Lee was very active within his academic division and within the union, and he was once awarded the Distinguished Faculty Award. His wit and his ability to remember every important thing to have happened on this campus in the past 29 years will be missed. Lee's wife, Patti, is retiring from Pierce College, and we wish these two librarians many happy years of reading.

Green River Community College celebrated National Library week by launching what we hope to be the first of many Read poster campaigns. Before Lee Semsen drives home from work for the last time, we took the opportunity to feature him in our first read poster. We also had the college president, three faculty members, and our student government members sit for posters. The software for Read posters is available for purchase from the American Library Association. We produced framed copies for display in the library and one for each sitter to keep. In addition, each day a new poster appeared in our library blog, and a referral to the blog entry was included in the campus' daily electronic newsletter. <http://holmanlibrary.blogspot.com/>



Green River Community College READ posters from left to right: Lee Semsen, Anita and Mike Behrbaum (GRCC faculty), Harry Rosemond (faculty), GRCC President Rich Rutkowski, and GRCC Student Government.

submitted by Brenda Philip

In March our Dean, **Deb Gilchrist**, won the ACRL/IS Miriam Dudley Instruction Librarian Award. The award honors a librarian who "has made a significant contribution to the advancement of instruction in a college or research library environment." Deb was singled out for the impact she had made on so many librarians. Her work, which concerns key questions about student learning, has led librarians nationwide to improve the quality of their instruction programs. Deb was also recognized for her unique assessment-as-learning approach, which Lisa Hinchliffe calls "refreshing" and "a manageable process for instructional and programmatic improvement." Gilchrist says, "From a personal standpoint I am quite overwhelmed and humbled. The nicest part has been the number of emails and notes--hearing from so many colleagues. We all want our work to make a difference-whether on a day-to-day basis or cumulatively within our profession. I'm both honored and grateful that my contributions have been useful." Needless to say, we in the Library are all very proud of Deb. She will be presented the award at ALA in Washington, DC, on June 24. For more information go to: <http://www.ala.org/ACRLTemplate.cfm?Section=acrl&template=/ContentManagement/ContentDisplay.cfm&ContentID=151802>

Patti Semsen is retiring after being with Pierce College for 25 years. Patti started as a reference librarian and ten years ago became Technical Services Head, doing cataloging and overseeing collection development. When asked what she will miss most about Pierce, Patti replies quickly, "The students." When she came to work at Pierce, Patti knew little about community colleges and in time has come to revel at "what great things community colleges do. They level the playing field for students who otherwise might not be able to go to college." What are her plans after retiring? Patti looks forward to sleeping, avoiding traffic, painting, and possibly, fencing. With her new freedom she plans to enjoy more time with family and possibly, strangers. Patti feels giddy at the prospect of retiring, but the library colleagues she leaves behind do not. We will miss Patti sorely; she is truly irreplaceable.

submitted by Kathy Swart

[^ top of the page](#)

Seattle Pacific University

On February 16, **Jenifer Phelan** presented "A Library Creates Technology Enhanced Learning By Using a Student Response System" at the OnlineNW conference in Corvallis, OR. The presentation was a report on the 2006 SPU Teaching and Technology Grant that was awarded to **Phelan, Bryce Nelson, Gary Fick, and Greg Phelan**. The grant was used to purchase two Qwizdom Student Response System clicker kits which have been made available to librarians and faculty.

submitted by Bryce Nelson

[^ top of the page](#)

Tacoma Community College

Syd (and husband Mark) Sullivan recently adopted a son from Panama. Syd and Mark traveled to Panama for what was billed as a "one or two week stay" and ending up staying nearly two months, thanks to oodles of red tape! However, they finally arrived back home with their son, Abraham (and a much greater command of the Spanish language), at the end of October. Syd was on family leave during fall quarter, but is back now and Abraham celebrated his fifth birthday in February. We are all pleased to have a new library child!

submitted by Becky Sproat

University of Washington Bothell / Cascadia Community College

New Website:

The UWB/CCC Campus Library recently unveiled our new website. Please take a look <http://library.uwb.edu/> and give us feedback <http://library.uwb.edu/askusform.html>

Presentations and Poster Sessions:

Leslie Bussert (Humanities Librarian) and **Amanda Hornby** (Media & Technology Studies Librarian) led a lively and well-attended discussion "Using New Media in Information Literacy Instruction" at the Education and Behavioral Sciences Section meeting of the Association of College and Research Libraries Conference in Seattle, January 2007.

Julie Planchon Wolf (Nursing Librarian), **Alyssa Deutschler** (Policy Studies Librarian) and **Leslie Bussert** presented poster sessions at the Association of College and Research Libraries Conference in Baltimore, March 2007. Both sessions were well attended. Julie and Alyssa presented their poster, "We're All in this Boat Together: A Cross-campus Collaboration to Promote Academic Integrity" about organizing faculty development workshops (poster website <http://library.uwb.edu/acrl2007/>). Leslie Bussert presented her poster, "But did they get it?? Collaborating with Faculty to Assess Information Literacy Learning" that included the information literacy rubric she created for the project (<http://library.uwb.edu/ACRL2007/butdidtheygetit/>). We all enjoyed listening to the keynote speakers, especially filmmaker John Waters, and look forward to the next ACRL conference in Seattle in 2009.

Amanda Hornby and **Suzan Parker** (Social Sciences Librarian) presented a poster session at the 2007 UW Teaching and Learning Symposium, April 2007. The poster session entitled "Zines! Student Expression through Creative Scholarship" was presented with UW Bothell Associate Professor Kari Lerum. The full poster abstract is online at: <http://depts.washington.edu/sotl/2007/Lerum.html>.

New Appointments:

- **Tami Garrard**, Monographs Technician 3/5/07
- **Sarah Lester**, Temporary Reference Librarian 4/16/07
- **Lori Tschirhart**, Temporary Reference/Access Services Librarian 11/1/06

Goodbyes:

One of our first Librarian Fellows, **Adam Jackman**, has been hired as a reference librarian at the Peninsula Branch Library in Gig Harbor, WA. We wish him well in his new position!

submitted by Suzan Parker

University of Washington, Seattle

Events & Announcements

Betsy Wilson, Dean of University Libraries at the University of Washington, was named the 2007 ACRL Academic/Research Librarian of the Year. <http://www.lib.washington.edu/dean/press.html>

Michael Collins, author of *Death of a Writer*, spoke at the Friends of the University of Washington Libraries Annual Meeting on Friday, January 26.

Pepper Schwartz will be the keynote speaker at the Friends of the UW Libraries "Literary Voices" dinner held Saturday night April 21 at 6pm. For additional information or to register for the event visit <http://www.lib.washington.edu/support/literaryvoices.htm>

Elizabeth Kolbert's book *Field Notes from a Catastrophe: Man, Nature, and Climate Change* has been selected as the UW Common Book for the incoming freshman class of 2007.
http://seattlepi.nwsourc.com/local/309455_commonbook29.html

The UW Libraries Homepage will be replaced with Wikipedia. Please read the April 1st edition of the UW Libraries Weekly Online News for details
<http://staffweb.lib.washington.edu/SWindexes/News/archive2007/won4-01-07.html>

Exhibits

"Visions of Valor" - This exhibit recognizes and honors the commitment and character of recipients of the Medal of Honor, our Nation's highest military award for valor under fire. The Visions of Valor collection has toured throughout the nation and will be moved to the Museum of Flight following the UW exhibit. Allen Library lobby North through April.

'Poetic Spaces' - a photo essay on urban youth in Calcutta's social and economic margins. On display in Odegaard Library's lobby, and first and second floor display areas, March 16 to April 30.
<http://uwnews.org/uweek/uweekarticle.asp?visitsource=uwksmail&articleID=31588>

Grants

NEH GRANT TO PRESERVE AGRICULTURAL LITERATURE - The University of Washington Libraries is partnering with the Albert R. Mann Library at Cornell University and university libraries in six other states on a project to preserve local and state agricultural literature on microfilm. The NEH grant will contribute to a long-term preservation project, the National Preservation Program for Agricultural Literature (NPPAL). Washington agricultural serials and monographs published between 1820 and 1945 and ranked by 2004-2006 NEH project scholars as of 'high interest' will be microfilmed.

New Appointments, Promotions & Reclassifications

Megan Peacock, Special Collections Reference Librarian (75%), Special Collections Davison, 1/8.

Hana Levay, Assistant Information Resources Librarian, Collection Management Services, 4/1.

Resignations

Marsha Maguire, Manuscripts and Special Collections Cataloging Librarian, Monographic Services Division, 2/9.

submitted by Jennifer Sundheim

[^ top of the page](#)

"The Missing Story of Ourselves: Poverty and the Promise of Higher Education"
Nov/Dec 2006

The UW Tacoma Library and the UW Tacoma Diversity Center collaborated on this poignant exhibit of the stories of 50 single parent, welfare eligible students and how their lives were changed by higher education. The installation presented a unique view of poverty from an insider perspective and reframed the cultural (de)valuations of poor single parents vis-à-vis family, work and higher education in the United States today.

Dr. Vivyan Adair, creator of the exhibit, and founder and director of the ACCESS Project, a program that assists disadvantaged parents in their efforts to earn college degrees, also gave a presentation. Dr. Adair explored the personal stories of lower-income, welfare eligible, single parents who had been oppressed and eclipsed by dominant societal structures. She also discussed issues related to social welfare policies, resources, and the empowerment of marginalized communities.



"Missing Story of Ourselves" Exhibit

Reorganization of the UWT Library Staff

Recent changes in the UW Tacoma Library staff include position titles and reporting adjustments. New position titles include:

- Carole Svensson - Assistant Director
- Justin Wadland - Head, Media and Visual Resources
- Suzanne Klinger - Head, Reference Services
- Anna Salyer - Head, Community Outreach
- Jennifer Sundheim - Head, Library Collections
- Charles Lord - Director, UW Tacoma Library and Learning Resources

The Director's position title reflects a change made by UW Tacoma Administration that moved the reporting line for the Teaching and Learning Center from the Director, Information Technology to the Director, UW Tacoma Library and Learning Resources. This change establishes a dual reporting line from the Director to the Dean of University Libraries and to the UW Tacoma Vice Chancellor for Academic Affairs.

Statewide Library Marketing Grant

Anna Salyer, Head, Community Outreach, has been awarded a marketing planning grant from the Washington State Library. The grant provides for professional, onsite consultation to develop a local marketing and implementation plan. Consulting services will be provided by Metropolitan Group. Anna will also collaborate with staff from UW Tacoma's Advancement office and UW Seattle's Development office to better integrate the Library's plan into the overall strategies for the Tacoma campus as well as the UW Libraries.

Three UWT Library Staff receive their MLIS

We are happy and proud to announce that three of our staff members have received their MLIS this Spring. **Karen Jaskar**, **Serin Anderson**, and **Terri Tortorici May** graduated from the University of Washington's Library Information School. Karen and Serin will remain with the UW Tacoma Library in Reference and Collection Development respectively, and Terri has accepted a

job with Pierce County Libraries.

UWT Library Staff Member admitted to Grad School



Dan Mandeville

We are also excited to announce that **Dan Mandeville**, Reserves/Circulation Technician, has been admitted to the University of Washington's Master of Library and Information Science program. Fortunately for us, he will continue working while he attends school.

A New Board Member

Anna Salyer, Head, Community Outreach, has been elected as ACRL-WA's vice-president/president-elect beginning July 1, 2007.

A Classy Duet

UWT Library's Media Technician, **Megan Watson**, teamed up with UWT Faculty member, **Kim Davenport** to present a wonderful clarinet and piano duet. They performed at one of UWT's new lunchtime series of concerts and drew a standing ovation. Classical pieces by Leonard Bernstein, Andre Messager, and Robert Schumann as well as Polish folk songs were performed.



Megan Watson



Teresa Wicorek

Student Employee wins Scholarship

Teresa Wicorek, one of our wonderful circulation student assistants, has won one of this years UW Libraries Student Employee Scholarships and will receive an award of \$1,000! Teresa is only the 2nd UWT Library student employee to win this award. Teresa and her supervisor, **Dale Goodvin** will attend the award reception in Seattle for all ten winners on May 10. Congratulations Teresa!

submitted by Anna Salyer, photography by Dale Goodvin

[^ top of the page](#)

Washington State University

Arrivals

Diane Carroll has accepted the position of Head of Collection Development and Acquisition. Her previous position was as Collection Development Librarian at Oregon Health and Science University. She received her MLS from the University of Illinois; additionally she has received an M.S. in Zoology from University of Illinois, an M.S in Animal Sciences from the University of Maine, and a Ph.D. in Dairy Science from the University of Wisconsin-Madison.

Transfers

Robert Ferguson has transferred to the position of Library Data Officer. His former position was as the Head of Acquisitions.

submitted by Joel Cummings

[^ top of the page](#)

Whitworth College

Whitworth College will become Whitworth University effective July 1, 2007. The name change does not signal a substantial change or new direction for the institution, but reflects the evolution over time both of the institution and of the vocabulary of "college" and "university" in higher education in the Northwest, nationally, and internationally. Whitworth will retain its focus on undergraduate, residential liberal arts education while offering selective graduate and non-traditional programs. The Whitworth Library, correspondingly, foresees no dramatic changes in its mission or programs but rather a continuing evolution to match that of the institution.

Direct patron borrowing has been inaugurated by Spokane-area academic members of the Washington-Idaho Network (WIN), including Whitworth, Gonzaga University, and the Community Colleges of Spokane. The WIN consortium shares a Voyager library automation system. Called WINborrow, the program will soon be expanded to include WIN academic members in North Idaho: the University of Idaho, Lewis-Clark State College, and North Idaho College. Some public, school, and special library members of WIN will be added in the future. WINborrow allows patrons to request books directly from, or check them out on-site at, another participating WIN library.

submitted by Hans E. Bynagle

[^ top of the page](#)



ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library:
Washington State
University Vancouver
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
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[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

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Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)

ACRL Washington Newsletter

Spring 2007, No. 60

Naming That Bear: a Public Relations Campaign and the Influence of Social Networking

*by Linda Shippert, Science and Maps Librarian,
Washington State University Libraries*

The emerging tools of the read/write web, also known as Web 2.0, provide unprecedented new opportunities for libraries and librarians. As we begin to look at ways to use these technologies, we must remember to let the technology work for us, rather than the other way around. By reaching students where they are online, instead of waiting for them to come to us, we can increase student awareness and engagement. A recent public relations campaign at the Washington State University Libraries was transformed through student participation and social networking.



In August 2006, a taxidermied Alaskan Brown Bear was donated to the Charles R. Connor Museum at the Pullman campus of the Washington State University. Due to space constraints, the bear was put on display at the neighboring Owen Science and Engineering Library. Placed prominently inside the Library main entrance, it was clear that the bear could be a big draw for the Library. Science Librarian and Instruction Coordinator Betty Galbraith conceived the

idea of holding a contest to "Name that Bear," to increase awareness of the bear on campus and to bring more people into the Library. I volunteered to collaborate with Betty on the project, but because of workload distribution I ended up spearheading the initiative.

After establishing the logistics of the contest -- no restrictions on who could enter or on the number of entries per person, and the result would be decided by committee rather than by number of entries received -- the public relations campaign

began. A press release was sent to The Daily Evergreen (the student paper), to WSU Today (the faculty & staff paper), to a mailing list for library users, to the WSU announcements mailing list, and was posted on the Library's website. There was also an advertisement which appeared in The Daily Evergreen once a week during October, and special coffee cup sleeves distributed at the student bookstore. The contest began mid-September, and votes began to trickle in until October 4, when everything changed.

Facebook, www.facebook.com, is a free social networking site originally intended exclusively for college students but now open to the general public. The email address(es) you submit determine which "networks" you belong to, such as the WSU network. Your personal profile can include details such as "relationship status" and "favorite books," work and educational history, and even courses currently being taken. You can join 'groups' which are gathering places for people with similar interests. Groups are easy to start, so they come in a dazzling kaleidoscope, from functional groups for campus student organizations, groups for political causes, and groups for social action, to the fun and ridiculous, such as "I Heart Sleeping," or even "No, I Don't Look Like a Librarian." You can also, and perhaps most importantly, establish "friend" relationships with other people, which allow you to see what their status is and what "groups" they join, and vice versa.

In the first week of October, 2006, WSU student Brandon Brackett created the Facebook group "Name the Owen Science Library Bear after Stephen Colbert." The Colbert Report is a political satire program on the cable network Comedy Central, hosted by Stephen Colbert as a right-wing pundit. There have been several nation-wide campaigns to have things named after Colbert, including a Hungarian Bridge, a hockey team mascot, and even a baby eagle at the San Francisco Zoo. The creator of the Facebook group felt that naming the bear after Colbert might garner press for WSU, and possibly even a visit from Colbert himself. The group grew staggeringly fast, with 246 members on October 5 and 738 by October 13. In addition to contacting friends and classmates, members of the group also attempted to contact Comedy Central, The Colbert Report, and Stephen Colbert himself. Entries for "Name that Bear" were suddenly coming in as many as forty per day. Most were for some variation of "Stephen Colbear," but just as many were for other names, from Al to Zebrin, submitted by students, staff, faculty, and children as young as 3.

Although "Name the Owen Science Library Bear after Stephen Colbert" was not an officially sponsored library group, it was used by The Libraries as a way to reach interested students and share information. Many librarians and library staff joined Facebook for the first time in order to join the group and see what was happening. Librarians posted to the group pictures of

the bear, reminders about voting deadlines, and informational links.

As word of the contest and the Stephen Colbert campaign spread, the Campus press was galvanized. I was interviewed for The Daily Evergreen, for WSU Cable 8 News, and photographed for WSU Today. Articles about the contest appeared in the Daily Evergreen on October 12 and November 7, in WSU Today on October 13, and in WSU Today Online on November 6. By the deadline of October 31, there were an amazing 526 entries in the contest. The Facebook group peaked at 860 members, and on December 1, a month after the end of the contest, there were still 622. There are still more than 400 members as of April 2007.

Without the read/write web, "Name that Bear" would have been a fairly ordinary public relations campaign. With social networking, it became a phenomenon. The Facebook group engaged students and brought them into the library in ways that an ordinary public relations campaign could not. The system of networks and groups within Facebook created an instant sense of community and provided connections between people that allowed a viral spread of information. There has been much talk about whether or not University administrators and faculty are really welcome in, that the space is for students and they resent intrusion. An official library Facebook group would probably not have gained the popularity of this student-created group, but Facebook provides other opportunities that can be exploited more subtly.

When confronting new technologies such as social networking, librarians must ask the question "what can it do," instead of "what is it for." As technology develops the use of tools changes from the originally conceived purpose; for example, as specialized services such as twitter and instant messaging have appeared, the use of email has changed. Although there are those who prophecy the death of email, what we are seeing, instead, is a repurposing of email, with certain functions spun off to other applications. If we look at Facebook with an eye to what it can do, rather than just what it's for, there are ways in which we can make use of this technology without intruding unduly on what the students feel is their territory. Official library Facebook groups have great potential, but we should also look at what is already there and find ways to insert a library presence.

Facebook provides existing communities of students which we can tap into to reach them "where they live." The students are already creating groups about libraries, and by joining them there instead of setting up official groups, we have a chance to reach them on their own terms. By joining groups such as "Lost in the Stacks," or "People Afraid of the Library," we can not only discover what library issues the students are concerned about,

but also join in the conversation to present them with additional information. If we create our own groups, we must give the students a reason to come to us. Instead, we should use this opportunity to go to them.

The emerging technologies of the read/write web can change the way libraries interact with their patrons. Librarian awareness of social networks and other emerging tools is critical so that we can find new ways to tap in to existing communities of students, to reach them on their own terms, to engage them and share information. By taking part in an existing group on Facebook the WSU Libraries campaign to "Name that Bear" took on a life of its own and became more successful than it could have been through only official channels.

At the end of the contest, a committee consisting of library staff and faculty and the donor of the bear selected the name "Sundance", as a nod to WSU mascot "Butch" and the movie *Butch Cassidy and the Sundance Kid*. The creator of the "Name the Owen Science Library Bear after Stephen Colbert" Facebook group was awarded a consolation prize to recognize his contributions. Although members of the group were disappointed that their name was not selected, the group's creator posted a message that there were no hard feelings and fun was had by all. It was clear that, regardless of the contest's outcome, the students felt a sense of ownership and inclusion in the process, and, we hope, in the Libraries.



ACRL Washington Newsletter

Spring 2007, No. 60

ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library:
Washington State
University Vancouver
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
by Linda Shippert

[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

[The Kumquat Challenge at
Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)

Podcasting as a Teaching Tool *by Betty Galbraith, Washington State University Libraries*

The Washington State University Library in Pullman is using podcasting as a method to reach students. These podcasts are a method to provide the person who learns by listening an opportunity to learn about research and library resources in the way that best suits them. As a teaching tool they are a more relaxed, anonymous way to learn, in the student's time and place, while maintaining the human element of the spoken word.

There is nothing difficult about the technology. Remember when you taped a library tour on cassette and checked it out with a player from the circulation desk? This is just the same thing updated. Instead of a cassette we make an MP3 file with a program such as Audacity. A webpage replaces the shelf behind the circ desk, and in the place of the tape player is the user's own computer or MP3 player.

Among the podcasts the WSU librarians have created are tutorials for SearchIt, our online software for locating indexes. The student either brings up the podcast as streaming audio on their computer, or downloads it to their Ipod. They then bring up the library webpage and follow the instructions step by step to search the software. SearchIt is a complex program with several ways to search, so three podcasts were created to cover different methods of using the software. These podcasts are available on the WSU libraries website on the RSS page and in the tutorials list, as well as on the WSU Podcast Wiki. They are available as streaming audio, downloadable files, and RSS feed.

Podcasts can be used to provide research advice for specific classes. Dr. Mike Pope and I, in my role as geology librarian, worked together to create a podcast for his particular class's writing assignment. This podcast includes his assignment expectations, and instructions on where and how to find information about the geological history of a specific area. This tool is included as a class resource in WebCT. The podcast is meant to be a reminder of the information that they received in class and in their library session. It will not replace bringing the students into the library classroom to learn how to use library tools. Because the information is also useful to students doing historical geology papers in other classes, it is also listed in the WSU Podcast Wiki, the library RSS feed, and on the subject pages of the geology librarian. Other instructors have said that they like this concept and are planning to get together with their library liaison to create resources for their classes. One of our

librarians who is going on a sabbatical in the future is creating podcasts of segments of her lectures, to be used in classes while she is gone.

We have also created short general instruction modules which can be assigned as out-of-class assignments or simply be listed in WebCT as resources for writing a paper. We are creating a series of short podcasts on the library search process. "Choosing Search Terms" is the first of these. We are also doing more specialized podcasts on using special parts of the collection such as the map collection.

Staff training is another teaching function of audio files. Audacity is used to create training modules for individual functions and staff duties. These audiocasts are streaming audio, and placed only on the training pages of the unit that made them. We do not put them on the RSS feed.

The Owen Library Tour is in process. After I broke the cardinal rule of podcasting -- do not be boring -- the project was handed over to a younger staff member who is working on something fun for the students.

Of course we use podcasts for the typical PR functions. We did an interview with the donor of the Kodiak bear that is now housed in the Owen Library. This podcast is listed on the library news page as well as the Wiki, and the RSS page.

The WSU Libraries use Audacity software to create our audiofiles. We chose this program because it is very easy to use. Since it is freeware our only other outlay was for good soundcards in the computers and a good set of headphone microphones, and of course staff time. Audacity can be downloaded from <http://audacity.sourceforge.net/>.

We have chosen to post on our own website rather than through a national podcast host. We have done this because we have the tools and the technical staff to do so. This gives us total control of our product. But if you do not have the tools and the staff, you might want to consider the national sites. We also have a counter on our system that records each time a podcast is accessed. This will give us information on the usefulness of this technology.

Podcasts at WSU - WSU Wiki

http://wiki.wsu.edu/wsuwiki/Podcasts_at_WSU

Library RSS page

<http://www.wsulibs.wsu.edu/rssapp/rssreader.aspx?feedid=11>



ACRL Washington Newsletter

Spring 2007, No. 60

ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library:
Washington State
University Vancouver
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
by Linda Shippert

[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

[The Kumquat Challenge at
Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)

Celebrating 100 years of federal depository library system membership

by Marilyn Von Seggern, Head, Humanities/Social Sciences Government Information Librarian WSU Libraries

The 1907 Printing Act brought 67 land-grant university libraries into the federal depository library system. This year 43 of those libraries are still members and are celebrating their centennial, Washington State University Libraries among them. As one of 20 selective federal depositories in Washington, WSU Libraries chooses and provides access to the most relevant documents for its students, faculty, staff, and people of the 5th Congressional District of Washington.

The week of Apr. 9 was a celebration week as we marked the event locally with a reception in the Terrell Library atrium. Interim Director Cindy Kaag gave a presentation and letters from Senator Patty Murray and Representative Cathy McMorris Rodgers were read. On Friday, Apr. 13, WSU Libraries celebrated jointly with the University of Idaho Library, also a centennial library, with a talk by Barbie Selby, University of Virginia Library, and former chair of the Depository Library Council. An unexpected spring snowstorm in Denver kept Barbie from arriving in the Northwest, but she sent her prepared remarks which were delivered by a trio of government documents librarians Cass Harnett (University of Washington), Judy Solomon (Seattle Public Library), and Marilyn Von Seggern (WSU). Special exhibits on government documents of the past century were on display in both libraries.

The regional government documents organization, Northwest Government Information Network (NGIN) used the occasion to hold their spring meeting at the University of Idaho which ensured that numerous government documents librarians from Washington and Idaho were on hand to help celebrate. The two libraries received crystal plaques from the Government Printing Office congratulating them on their long-term commitment to making Federal Government information available to the public through the Federal Depository Library Program.



ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library:
Washington State
University Vancouver
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
by Linda Shippert

[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

[The Kumquat Challenge at
Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)

ACRL Washington Newsletter

Spring 2007, No. 60

JFK Hosts Scholar

by Dr. Julie Miller, Associate Dean

Photography by Larry Conboy of University Graphics at Eastern Washington University

On a blustery, overcast day in February, visitors to Eastern Washington University's Cheney campus could have witnessed a world-renowned scholar, two deans, several faculty members, and a group of students standing in the (dry) fountain in front of JFK Library. Amid much laughter, they snapped pictures of each other standing on the strange stone symbols that rise from the floor of the fountain before tramping into the library for cookies and conversation. The Faculty Reading Room filled to capacity as students crowded in to meet a woman whose work is informed by passion and perseverance.



Denise Schmandt-Besserat

On February 21, 2007, JFK Library hosted a reception for Denise Schmandt-Besserat, professor emerita of Art and Middle Eastern Studies at University of Texas-Austin. Schmandt-Besserat's book *How Writing Came About* was chosen by *American Scientist* as one of the top one hundred books that shaped science in the twentieth century. In her research on the clay tokens of Mesopotamia, Schmandt-Besserat outlines the development of these small figures (used to track crops

and livestock) into abstract symbols on tablets, the precursor to cuneiform. Her work has influenced disciplines ranging from mathematics and economics to education and art. Her latest book, *When Writing Met Art* (University of Texas Press, 2007), builds on the earlier research and argues that the development of writing had a profound impact on Middle Eastern art.

Schmandt-Besserat's research was the inspiration for artist Gloria Bornstein when she was commissioned to create a work of public art for the remodel and expansion of JFK Library in 1998. Bornstein created the fountain titled "From One to Z" as a tribute to the pre-writing system explored in Schmandt-Besserat's work:

Making connections between people, land, history, and culture, the stream's embedded stepping stones were developed from "tokens" -- an archaic record-keeping device that established the continuity between the invention of abstract counting and incised signs of writing.

Gloria Bornstein, plaque on "From One to Z"



Schmandt-Besserat taking a photo of Dean of Libraries, Patricia Kelley in the fountain

Until the gray day in February, Denise Schandt-Besserat had no idea the fountain existed. Her delight was evident as she took

photographs of the students and faculty who gathered to ask questions and share in the experience.

As an academic library whose mission is to stimulate and support intellectual inquiry, we help faculty and students connect with ideas, history, culture, and each other. One of the library's strategic objectives is to "provide a virtual and physical environment that encourages intellectual inquiry and stimulates connections between students and faculty." This event provided an opportunity to make such connections and to celebrate the scholarship of an extraordinary woman.





ACRL WA Newsletter
Spring 2007, No. 60

Regular Features

[President's Message](#)

[Featured Library:
Washington State
University Vancouver
Library](#)

[Regional News](#)

Articles

[Naming That Bear: a Public
Relations Campaign and
the Influence of Social
Networking](#)
by Linda Shippert

[Podcasting as a Teaching
Tool](#)
by Betty Galbraith

[Celebrating 100 years of
federal depository library
system membership](#)
by Marilyn Von Seggern

[JFK Hosts Scholar](#)
by Dr. Julie Miller

[The Kumquat Challenge at
Whatcom Community
College](#)
by Sally Sheedy

[WA/ACRL Home Page](#)

ACRL Washington Newsletter

Spring 2007, No. 60

The Kumquat Challenge at Whatcom Community College *by Sally Sheedy*

For National Poetry Month (April), the library at Whatcom Community College presented its campus community with the Kumquat Challenge. Students, staff, and faculty, past and present, were invited to participate in a poetry writing contest. The rules were simple - to write a poem that includes each of the ten supplied words.

The words are:

Billow, marvel, enough, maybe, flight, sordid, glimmer, tart, kumquat, and tide.

Thirty suggested words were supplied by library employees, and the director, Linda Lambert, chose the final ten. The list includes words that can have multiple meanings. A modicum of poetic license was allowed in determining the eligibility of entries. There were over twenty-five submissions. Judges Margaret Bikman and Ara Taylor deliberated without knowledge of the authors' identities. The invitation to participate stated that serious poems, limericks, verse, and doggerel were all welcome. The prize to each of the top three winners was their choice of a plate of cookies, brownies or scones (baked by library staff).

The library organized a poetry reading event on Friday the 13th. Whatcom Community College instructors Chad Helder and Kate Miller each read from their own works. Their works were not responses to the Kumquat challenge, but it is not known for certain that they did not use any of the challenge words. Their poems, ranging in topic from Coyotes to Neanderthal lovers through time, were delightful.

After the readings, the winners were announced. There were two student winners, an instructor winner, and an honorable mention for a seventh-grader who qualified as a former student, having attended the college's Child Development Center at age four.

The winners are:

- Alex Florence, "Enough" (student)
- D. Riley Petaluna, "Beach Poem" (student)
- Donna Rushing, "Sestina Written Late at Night" (adjunct faculty)
- Penny McMahon, "Clouds that Billow in Asian Skies" (former student), honorable mention.

The winners read their poems, and time allowed for other participants to read their poems as well. The variety of topics and forms was astounding. Topics included the beach; love found, rejected, or lost; George W. Bush; and the sexiness of fruit. Forms included several limericks, a haiku, and a sestina (the instructor's winning entry). Here is a sampling of the things that billow: clouds, flags, skirts, dust contrails, trees, waves, storms, blouses, pillows, breath, wind, smoke, and intestines.

The winners were evenly divided on their choice of cookies and scones. The audience also enjoyed cookies served at the event, and this reporter did hear of a secret stash of brownies.

75 booklets containing all of the submitted entries were produced and distributed. Of course, bibliographies on the library's poetry holdings were available and poetry books were on display.