This semester the d’Alzon Library engaged in a unique and exciting partnership with students from the Business Studies Department. Students from Professor David Hoyle’s Marketing Management and Marketing on the Internet courses analyzed several Library products and services. They then provided recommendations on how to improve awareness and use of these products and services by Assumption students.

In early October, students from the Marketing Management course met with Library staff to hear us describe what products and services we felt were in need of marketing help. These consisted of our online research guides, individualized research sessions, interlibrary loan services, RefWorks (our citation management product), and services for distance learners. The marketing students then met with Prof. Hoyle, divided into teams to work on the individual projects, and began surveying other students to gather feedback regarding positive and negative aspects of each particular service. This feedback, combined with their own group analyses, formed the basis of their marketing recommendations.

Students from the Marketing on the Internet course analyzed the Library’s Facebook page. We were not interested so much in increasing the number of “Likes” we received for the page, as we were in knowing if students would use this medium to interact with the Library and to access our products and services. The marketing students not only analyzed the Library’s Facebook page, but compared it to pages from other area colleges, and considered other forms of social media, such as Twitter and Foursquare, which the Library might use.

In late November, both groups of students met once again with the Library staff and presented their analyses and recommendations. We all were very impressed with the work done by the students. We found their analyses to be very enlightening and their recommendations practical. We hope to begin implementing many of their suggestions in the spring semester.

All of us at the d’Alzon Library would like to thank Professor Hoyle and his students for partnering with the Library in this unique way. We know that the Library benefited from this partnership, and we hope that the students feel that they too benefited from working for this real-world client.
May the 4S Be With You

Your Life blog, in which the author compared 4S to 4, 3GS, and 3G. After reading, I was convinced my time had come.

The design is almost identical to that of 2010’s iPhone 4, but the technical specifications offer some notable improvements. The 4S boasts a dual-core A5 chip, which means it’s fast—incredibly fast. The response time of tapping, snapping photos, flipping between apps, and searching the web is lightning fast, compared to my old 3G. The Apple-branded Retina display (super-clear, super-bright graphics) and FaceTime (video calling), along with the fancy 8-megapixel camera with flash and 1080p HD video make this a phone to be reckoned with.

One of the coolest features of the new iOS 5 software is the built-in iCloud functionality. If you have relatively updated software on your computer (for Macs: OS X Lion v10.7.2+, iTunes v10.5+, and iPhoto v9.2+) and other devices, you can take advantage of wireless syncing of apps, photos, music, contacts, and calendars. When you take a photo on your iPhone, it appears on your computer, iPod Touch, etc.

But the star of the show is Siri. She is the voice-activated personal assistant app in the iOS 5 software, and she is the S in 4S. She’s also my new best friend. I always had a sneaking suspicion I deserved a personal assistant, and now I know it’s true. I can ask Siri to remind me to pay my mortgage, call my brother (she learns relationships), compose and send a text, or tell me the weather. If she doesn’t know the answer to my question, she’ll search the web for me. Siri also knows where I am, at all times. At work I can tell her, “Remind me to call Laura when I get home.” Using geolocation, she knows when I return home and reminds me. (To do this, add yourself as a contact, with your home and work addresses.)

Continued on next page.
Technical Services Department Renovation

Some of you may have noticed before leaving for the summer that the Technical Services Department (often known as the Back Room) had moved out to the main room of the Library. You may also have noticed that we were still there when you returned for classes in August. The reason for the move and the extended stay was the renovation of the “Back Room”.

This area had not been updated since the Library was built over twenty years ago. During this past summer, we had the walls painted and new carpeting, new lighting, compact shelving, a supply closet, and 5 new offices installed.

The new paint on the walls, the extra bright lighting and the gray and blue tweed carpeting have all contributed to a very light, bright, clean look to the area. The supply closet and compact shelving were sorely needed. Office supplies, books, and archival materials to be processed used to be located on shelves in several different parts of the back room. Now, all of the supplies are concentrated neatly in the one closet and compact shelving has given us a lot more shelving capacity, using a lot less floor space.

The back room itself used to be one big room with an office for the Library Director. The rest of the desks were positioned around the perimeter of the area using partitions for separation. Now, we have an additional five beautiful spacious offices, which gives each person much needed quiet work space. The front wall of each office is made of glass, which allows the natural light from the windows to flood in.

The area is now not only functional but much easier to work in and very lovely to look at.

May the 4S Be With You continued

The location service is also used for apps like Find My Friends, so you can track people’s every move. This creeps me out a bit, but I see its usefulness in trying to meet up with someone in a busy area.

So the 4S offers a lot of bells and whistles. But these cool features come with a price. Because of the constant geolocation check and iCloud sync, many 4S users have complained of poor battery life. I personally do not have this problem, as my Mac is too decrepit (it’s 4 years old) to take advantage of iCloud, and I have not yet established a foothold in the exciting new world of geostalking. But if you’re concerned, PC World has a helpful article comparing battery life of current smartphones.

For me, the 4S is the coolest new phone on the market. With the improved specs and iCloud and Siri adding the wow factor, Apple proves once again it has made the product to beat. It’s as if iPhone 4S has come to us from a galaxy far, far away. You can even purchase the lightsaber app.
MISO Survey

The Library has been working with the Department of Information Technology and Media Services to prepare a survey that will measure how students, faculty, and staff view our services. In Spring 2012, we will administer the MISO Survey, an instrument first developed at Bryn Mawr College. An advantage of using the MISO Survey over developing our own instrument in-house is that we will be able to benchmark the results with other institutions. Watch for more information about the MISO Survey on campus in the Spring!

From the Director:
Janice Wilbur Leaves Assumption College

After 23 years of service at d’Alzon Library, Janice Wilbur decided it was time to travel and pursue other interests for which she has been too busy in recent years. Accordingly, she completed her work at Assumption at the end of September. As colleagues, not only do we appreciate Janice’s many valuable contributions over the years, but we will greatly miss her ever-present good humor and her generous spirit.

Janice arrived at Assumption just when the Library was moving from La Maison to the building in which it is now housed, so she participated in the transformation as library collections and services grew and changed. She held positions in the library as Cataloger, Systems Librarian, Interim Director, and Associate Director and Head of Access Services. Among other achievements, Janice will leave a strong legacy of having mentored many student workers over the years.

In her post-Assumption life, Janice has already enjoyed an excursion to Alaska! We wish her all the best in her further adventures and endeavors.
Library Research Guides Update

Last Spring, the Reference and Information Literacy Services Department introduced a new platform for Library Research Guides that allows us to easily compile and share recommended reference books, databases, websites, and other information resources, alongside search tips and strategies. Since then, we have developed more than 50 guides, including one for each academic department at the College, 24 course guides with resources targeted to specific assignments, several basic research guides, and some special feature guides, such as a research companion to the 2011 First-Year Common Reading Book, *Hamlet’s Blackberry*. Check out this guide and others at [http://assumption.libguides.com/](http://assumption.libguides.com/). If you are a faculty member interested in having us develop a guide for your course, contact Phil Waterman at [pwaterman@assumption.edu](mailto:pwaterman@assumption.edu) or ext. 7375.

New Head of Library Systems and Technology

This June, Mary Brunelle became our new Head of Library Systems and Technology. Mary graduated from Assumption College in 2002 with a BA in English. She worked as the Library’s Weekend Circulation Supervisor from 2002 through 2004. While working the weekend job Mary attended Simmons College, and received her Master of Science in Library and Information Science degree in the spring of 2004. After working as the Mallet Cataloger for one year, Mary became a permanent staff member as Cataloger/Reference Librarian in 2005. I’m sure many of you have benefited from Mary’s knowledgeable and kind assistance which she provided while working at the Reference Desk and teaching Information Literacy classes. I had the pleasure of supervising Mary for 6 years in the Cataloging Department where she cataloged and processed hundreds of books and helped improve our online catalog through dozens of projects and enhancements. It was a bitter-sweet moment for me when she was promoted into the Head of Library Systems and Technology position, but I look forward to working with Mary in her new capacity. Mary has worked in all three departments in the library: Access Services, Reference and Information Literacy, Technical Services, and now Systems and Technology. Mary’s extensive library experience, strong customer service ethic, and her love of solving problems are a perfect match for her new position. Please join me in congratulating Mary and wishing her well.
Benefits of a Book Sale
Proceeds from our annual book sale were used to pay the shipping costs to send books to Emmanuel House, an Assumptionist community, in Nairobi, Africa. They were most pleased with the gift!

“I am back to Nairobi from the Congo where I spent the last 6 weeks. Upon my arrival, I was told by our librarian about the arrival of five cartons of books from the Assumption College Library. We sincerely thank you from the bottom of our hearts. Books are very precious. Thank you for helping us to provide our community with science in order to equip us for our spiritual and academic growth.”
— Regards, Fr. Roger
[Fr. Roger Kasereka Syayipuma (Assistant Provincial, Africa)]

Two New Specialty Databases
D’Alzon Library is happy to announce the acquisition of two specialty databases: Checkpoint (Tax and Accounting Online) and Speech Language Pathology.

Accounting students arriving on campus this fall found a wonderful new resource available to them. Checkpoint (Tax and Accounting Online) is used by professionals in determining federal, state, and local taxes, and working in the areas of estate planning, payroll, and pension and benefits. Its integrated interface provides a plethora of information at your fingertips: tax codes and regulations, interpretations of the codes, tax and accounting news, and pending regulations. There are also online learning modules. If you have a question about any line on your tax forms, this is the place to look for the answer!

Students working on their concentration in Communication Sciences and Disorders also have an exciting new resource at their disposal. Click on Speech Language Pathology (Primal Pictures) in the database list and discover a 3-D interactive program concentrating on the anatomy of the head and neck. There are hundreds of 3-D detailed anatomical views, movies, slides, and animations demonstrating how the structures of the head and neck work, as well as text explanations. There is also text information for both clinicians and patients. Be sure to check out this exciting resource, but be sure to log off from the homepage when you are finished because only one student may use the program at a time.
From photography, paintings, and drawings to book binding and multimedia displays, the opening reception on Oct. 18 was exciting and interesting. The show featured work by Assumption College Art Department faculty, Scott Glushien, Tom Grady, Connie Babian Grab, Patty Harris, Carrie Nixon, and Lynn Simmons. The success of the show lingered long after the opening in the form of interest and comments by library patrons. It is clear that the exhibit put together by this talented group of faculty created great interest. Individually and collectively, their work is truly amazing, and we were honored to have the opportunity to display it in the Library.

Come see the Student Art Show!
The show will be on display

Emmanuel d’Alzon Library Celebrates the Writer

On Thursday, November 3 the d’Alzon Library hosted its annual celebration honoring the many faculty members who have published work during the last academic year. These endeavors included journal articles, essays, poems and books on a wide variety of topics. All 47 honorees were invited to present a short abstract of their work as well as some of the methods they used in their research. The result was a fascinating hour of instruction, touching on such varied subjects as saw-fly infestations in the pinyon pines of the Southwest, the escalating diagnosis of bipolar disorder in young children, and the disturbing increase of eating disorders in the third world. The occasion provided an excellent chance for the wider Assumption community to learn the extent and breadth of their colleagues’ research and to celebrate their successes in the publishing field.
**The Night Circus**, by Erin Morgenstern  
Mary Brunelle  
This new novel has been getting a lot of buzz, and plans for a movie all are but finalized. The story is a mind-bending trip into the world of fantasy, spanning several decades and involving a plethora of unusual characters. Celia and Marco are a pair of illusionists leading a magical circus that tours the world and performs only at night. Guests of the circus believe they are enjoying sleight-of-hand tricks, but the magic they witness is very real. Celia and Marco compete in a dangerous duel to produce ever more impressive and fantastic feats, but along the way they fall in love. How can Celia compete, when the man she loves is also her opponent?

**My Life with the Saints** by James Martin, S.J.  
Nancy O'Sullivan  
Fr. Martin grew up as a lukewarm Catholic and studied business in college. After a few unhappy years working in the business world, he found himself drawn to the Jesuits and became a priest. This enjoyable book is a memoir of his life as a Jesuit, particularly his early years of training, and the saints he met and came to love along the way.

**11/22/63** by Stephen King.  
Carol Pappas  
This is a story about a man who discovers he has the ability to travel back in time and decides to go back to the day of the Kennedy assassination. King's premise is: if we do have the ability to go back in time, can we actually change history, and if we can, should we? I have not actually read the book but from the reviews, people can’t seem to put it down; They are reading all 878 pages in a couple of days!

**Killer Angels** by Michael Shaara.  
Julie O'Shea  
I just finished reading “Killer Angels”, a Pulitzer prize-winning novel by Michael Shaara. The story recounts with extraordinary vividness the events of the Battle of Gettysburg in 1863. Although I am not normally a fan of “war books” I found myself unable to put this book down. The events of the 4 days are portrayed through the eyes of the men who made the decisions which decided the outcome of the battle. Both Robert E. Lee and General James Longstreet, leaders of the Confederate forces, come across as very complex, interesting people. The northern side is mainly portrayed through the eyes of Joshua Chamberlain, a colonel in the 20th Maine regiment. Until I read this book, I had no idea how close the South came to winning this battle and with it, the Civil War. We would have needed a passport to go to Richmond, Virginia!

**Room** by Emma Donoghue  
Joan O'Rourke  
The haunting story presented in this novel is overwhelming. In the end, the reader can’t help but think about all we take for granted, while at the same time being left with a feeling of hopefulness. I highly recommend this unique novel.

In support of students studying for their exams, the Emmanuel d’Alzon Library will be extending their hours during Final Exams Week by adding additional hours to their regular schedule.

**Exam Week hours are:**

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<th>Date</th>
<th>Time</th>
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<tr>
<td>Thurs, Dec 8 - Fri, Dec 9</td>
<td>8am - 2am</td>
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<tr>
<td>Sat, Dec 10</td>
<td>8am - midnight</td>
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<tr>
<td>Sun, Dec 11</td>
<td>10am - 2am</td>
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<td>Mon, Dec 12 - Wed, Dec 14</td>
<td>8am - 2am</td>
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<tr>
<td>Thurs, Dec 15</td>
<td>8am - 6pm</td>
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<td>Fri, Dec 16</td>
<td>8am - 4:30pm</td>
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