



Emmanuel d'Alzon LibraryLink

<http://www.assumption.edu/dept/Library>

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The Newsletter of the Emmanuel d'Alzon Library
Assumption College, Worcester, Massachusetts USA

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Library Celebrates Centennial and 200,000th Volume

By Dawn Thistle

On March 24 the library was filled with folks celebrating the history of Assumption College. Professor Kenneth J. Moynihan gave a lecture based on his recently-published book, *Assumption College: A Centennial History, 1904-2004*.

Almost one hundred people, including faculty, students, administrators, Assumptionists, and friends crowded the reference area of the library to hear Prof. Moynihan's presentation. Each person who attended received a commemorative bookmark prepared by the Public Affairs Office.

After the lecture, President Plough proclaimed:

WHEREAS, this year marks the 100th anniversary of the founding of Assumption College by the Augustinians of the Assumption; and

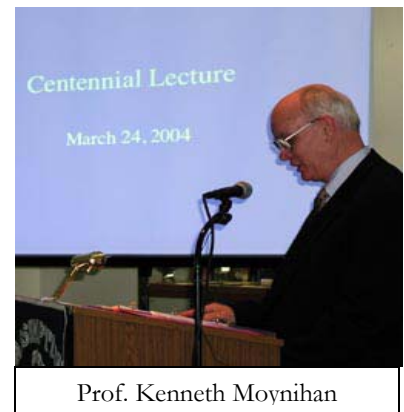
WHEREAS, a history of the College, written by Professor Kenneth J. Moynihan, was commissioned in celebration of the aforesaid 100th anniversary; and

WHEREAS, this volume, *Assumption College: A Centennial History, 1904-2004*, will serve a vital purpose in the Emmanuel d'Alzon Library collection, for research on and preservation of our College's history;

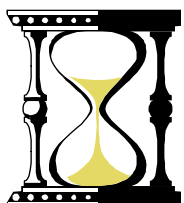
NOW, THEREFORE, BE IT PROCLAIMED that *Assumption College: A Centennial History, 1904-2004* by Professor Kenneth J. Moynihan is hereby added to the Emmanuel d'Alzon Library as the 200,000th volume.

Dr. Plough and Director of Library Services Dawn Thistle then presented Prof. Moynihan with a copy of the proclamation, framed together with a copy of the online catalog record for his book.

During the reception, copies of the book were available for purchase and Professor Moynihan graciously signed many copies. It was a great afternoon for the d'Alzon Library and Assumption College.



Prof. Kenneth Moynihan



**SAVE TIME!
ASK US FIRST!**

New Titles

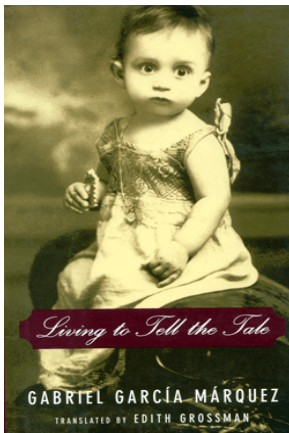
By Laurie Stamper

The Emmanuel d'Alzon Library is pleased to introduce an interactive "New Titles" search feature to Webvoyage (the library's online catalog.)

This "New Titles" feature allows you to view the library's new titles at any time. You have the option to search for titles added within the last week, two weeks, three weeks or four weeks. Other search options include the ability to limit your search results by location—Reference, Stacks, or Media. Search results may also be sorted by call number, title or author. And, finally, there is an optional keyword search that allows you to search by title word, author's name or the start of a call number.

Due to popular demand, we will continue to feature a new title of the month.

To view the "New Titles" search page, please point your web browser to this address: <http://sun2.assumption.edu/cgi-bin/newbooks.cgi>



Featured title of the month

Librarians to Present at NELIG in June

By John Degon

D'Alzon Library will be well represented in May at the New England Library Instruction Group (NELIG) Annual Program. Two presentations by Assumption librarians have been accepted at the event. At the morning session Carole Myles and Janice Wilbur will discuss the library's new marketing plan. In the afternoon John Degon and Carol McGuiggan of Career Services will discuss their collaboration on a workshop they presented at the library in April. This year's program, entitled *Creative Collaborations: It Takes a Campus to Educate a Student*, focuses on cooperative projects between academic libraries and other campus departments.

NELIG, a special interest group of Association of College and Research Libraries, brings together librarians who design instruction programs for their library users. Instruction is important to the mission of college and university libraries. NELIG members share information, techniques, and materials in support of bibliographic instruction and library literacy.

Janice Wilbur and Carole Myles will be speaking about the Library marketing plan which was created by a team of four staff librarians. They will provide an overview on how to develop a plan. Discussion will also focus on the various promotional activities used to raise awareness about the Library and its information resources.

John Degon and Carol McGuiggan will talk about the workshop, "Job Hunting on the Web", that they presented at the library in April. The workshop focused on websites and electronic and print resources available to job hunters. Attendees learned to set up their computer desktops with a set of tools and resources that would aid in a successful Web-based job search. The well-attended workshop received good reviews from participants and will be offered again in upcoming semesters.

This has been an eventful and creative year at the d'Alzon Library, and these two presentations at the NELIG program cap it off beautifully.

Emmanuel d'Alzon Library Summer Hours

Summer Hours

Monday-Thursday, 8:30 AM — 7PM

Friday, 8:30 AM — 4:30 PM

Saturday, CLOSED

Sunday, 1 PM — 7 PM

During intersession we will be open from 8:30 AM to 4:30 PM, Monday through Friday. We will be open until 9 PM during exam periods, June 28 through July 1 and August 9 through August 12.

Saving Time With Academic Search Premier

By Larry Sponberg

Many patrons have found Academic Search Premier useful for library research. As noted in our last newsletter, more than 3000 peer-reviewed journals are available in full text. A total of more than 6500 peer-reviewed journals are covered in Premier, either by abstracts, indexing, or full text.

Nonetheless, you may have encountered a situation that requires you to interrupt a search for one reason or another. If that occurs, you may believe that you simply have to do everything over again when the opportunity arises.

The good news is that a personal account option exists to enable you to save searches that are in process, as well as repeat searches later on to gather any new information that may have become available on your topic. Moreover, it is possible to receive email alerts when new articles relating to your saved searches become available in Premier.

Online instructions are available from Academic Search Premier. Nonetheless, I recommend that you stop by the library if you run into any problems with establishing a personal account. I am quite confident that you will soon find this the best way in making effective use of this database.



Job Hunting Workshop a Success

By John Degen

What do librarians and career counselors have in common? They both spend large amounts of time searching for information and sharing these skills and knowledge with others. On Monday, April 5, librarian John Degen and Office of Career Services' Carol McGuiggan pooled their expertise to present the workshop **Job Hunting on the Web**. The 15 attendees included Assumption students as well as one alumnus, community member and faculty member.

The workshop emphasized that job hunting done well is itself a full-time job. The presenters highlighted resources that should be standard tools on the job hunter's electronic desktop. The intention was not to provide a prescription guaranteeing success. Rather, it intended to encourage exploration and experimentation and to demonstrate tools standard to experienced job hunters. These tools should be part of a repertoire of strategies.

Necessary tools on the electronic desktop include all versions of resumes and cover letters saved in multiple formats. Resumes saved as text can be quickly pasted in emails or to job boards like Monster or CollegeGrad. The web is rich with lists and services advertising job postings. Finding the best sites takes a bit of skill. Many job seekers find good success by going directly to company sites to find job postings.

Popular job and resume posting sites like Monster, Hotjobs and Careerbuilder are not one-stop job shopping sites but do provide many entry-level job listings. Besides the general sites, there are hundreds of career-specific sites. The presentation highlighted electronic and print resources for researching and compiling lists of company and career sites.

The job hunting workshop was so well received it will be revised and offered again in the fall of 2004 and spring of 2005. Members of the class of 2005 and other future job seekers, stay tuned!



Exam time in the Library

Poetry Gift

By Nina Tsantinis

The Library's collection of poetry books was recently enhanced thanks to a generous gift by alumnus John H. Meagher III, made in memory of his uncle, James Andrew McDermott. English professors David Thoreen, a published poet, and Chris Beyers, who has written a critical history of free verse, selected an eclectic choice of titles by contemporary poets from the United States and around the world, including Rita Dove, Billy Collins, Olga Broumas and Thomas Lux. Library Director Dawn Thistle was thrilled to receive this gift from Mr. Meagher, saying "I am very excited about these new additions to our literature collection. They are a wonderful complement to our successful D'Alzon Arts Series poetry readings". Many thanks to Mr. Meagher who made this possible!

Faculty Authors

Professors who have published books or journal articles are invited to fill out the Faculty Scholarly Achievement Form at: <http://www.assumption.edu/scholars/>

Your information will then be included in the Scholarly Achievements newsletter published by the Office of Academic Affairs as well as sent to Dawn Thistle for inclusion on the Faculty Publications web page located at: <http://www.assumption.edu/dept/Library/faculty/facpubs.htm>

The d'Alzon Library Has a New Reference Desk

By Liz Maisey

As you walk into the Reference Room of the d'Alzon Library you will notice our beautiful new Reference Desk. It was designed and built by Tom Doray, who was a carpenter in our Buildings and Grounds Department before retiring in 2002. The Reference Staff gave Tom some ideas for their "dream" Reference Desk, and he was able to create an attractive and functional workstation which has become the focal point of the Reference Room.

The desk was designed to accommodate patrons from either side of the Reference Room. The surface is at different heights to allow service to patrons using wheelchairs. Tom also built a matching book case behind the desk, which allows us to display our new Reference books and keep frequently used materials handy. Since the new desk was installed, many visitors have commented on Tom's workmanship, especially the curved sides and drawer fronts required by the desk's circular design.

Our goal in getting a new desk was to create a welcoming area for our patrons where we can provide valuable research assistance. With Tom's help we feel we have achieved our goal.



Reference Librarian, Liz Maisey, shown with Tom Doray.

Good-bye, Senior Student Workers.....and Thanks!!!

By Janice Wilbur

The Library will be saying good bye, and good luck to 16 dedicated, hard working Assumption students who have helped in the day to day operation of the library for 4 years!! We managed to catch up with a few of the seniors as they prepared for their last finals at Assumption and ask them to comment on their experiences:

“I always enjoyed working here and it was a quiet place to get my work done. I established great relationships with the other students and the library staff. I really enjoyed coming to work !”
Jenn Sequeira

“I’ve been able to help my friends and fellow students while improving my customer service skills. I’ll be able to utilize those skills in my future position after graduation!” Julie Wasik

“I really enjoyed working with such a great staff. I especially enjoyed hearing Larry’s latest jokes!” Meg Savage

“I had a lot of fun working at the library. I also learned a lot about researching, which made it easier for me to do my own papers. I’m really going to miss working with everyone.” Siobhan Ziccardo

Goodbye.....Jenn Sequeira, Julie Wasik, Meg Savage, Theresa Desilet, Siobhan Ziccardo, Mark Barile, Charlie Doyle, Orlando Ortiz, Nick Connery, Erin St. Thomas, Liz Provost, Pat Lavigne, Tyler LaFrance, Meg Savage, and Jess Roche.....we’ll miss you.



19th century English library

Library Trivia

By Mary Brunelle

Are you ready for a quick history lesson? Many people probably consider the field of librarianship to be a woman’s profession. Statistics show that women have dominated the field in sheer numbers, usually comprising 80% of the field or more, for the entire 20th century. But this wasn’t always the case.

In fact, before 1850, librarianship—like most professions—was reserved for men. Women did not receive the same access to education and literature during the 18th and 19th centuries. Naturally men were considered the keepers of knowledge and scholarship, and therefore the keepers of books and literature. It wasn’t until 1852, when Boston Public Library hired the first woman library clerk that women were allowed to enter the profession. Once women began finding work at libraries, they flooded the field. By 1900, librarianship was generally considered to be woman’s work.

Although men continued (and still continue) to dominate the field by occupying most of the high-paying administrative positions, early women librarians undoubtedly shaped library work for the better by instituting many of the services we consider central to the profession today. Women pioneered patron-centered reference work, work with children in the spirit of education and culture, and community outreach. Without women, libraries would have a very different look and feel to them today.

That’s just a little library trivia for you.

Mallet Library Update

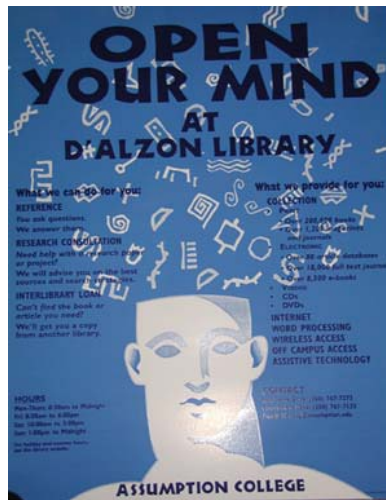
By Dawn Thistle

In our last newsletter, we announced that we had acquired the Mallet Library from L'Union de St. Jean-Baptiste (a division of Catholic Family Life Insurance) of Woonsocket, Rhode Island.

The collection of approximately 6,000 volumes arrived in more than 250 boxes on March 9th during Spring Break. Unfortunately the new shelving that had been ordered to house all those books was not able to be delivered and installed until a couple of weeks later. As soon as the shelving was installed, library staff members Liz Maisey, Larry Spongberg, Carole Myles, Dawn Thistle, Julie O'Shea and Laurie Stamper began the long process of unpacking and reshelving.

The Mallet collection had been cataloged previously and classified using the Dewey Decimal system. For the time being the books will retain their Dewey call numbers. Soon library cataloging staff will begin the process of cataloging all the books and entering the bibliographic records into our Voyager catalog as well as into the international OCLC database. When that project is complete, the volumes of the Mallet Library will be accessible to scholars worldwide. We expect that process to take at least one year with a staff member working on it full-time.

Although researchers will ultimately be able to search online to locate items in the collection, they will have to visit Assumption to use them. By agreement with the USJB, the books will not be allowed to leave the library.



Library Marketing Plan

By Carole Myles

Last Fall a team of four staff librarians began the rigorous process of developing a marketing plan for the Library. The team is ongoing and includes Janice Wilbur, Liz Maisey, John Degon, and Carole Myles.

The Library is no stranger to marketing. For many years it utilized marketing to create an awareness of its services and information resources. The Library

Director and the team felt the need to create a plan that would state a clear mission, set strategic goals, determine key markets, organize the many events that are planned throughout an academic year, and assign responsibility for management of those events.

The Library's Marketing Mission is four-fold:

- 1) To create an awareness of our services, and to understand and satisfy the needs of our patrons, thus, supporting them in conducting effective research.
- 2) To empower our staff with the information, tools, and resources that will enable them to meet their goals.
- 3) To advance the community's perception of the Library and its services through the creation and application of creative, powerful marketing programs.
- 4) To be a strategic force within the community, and help the college achieve its overall vision.

We identified our key markets as the students, faculty, and community, with primary focus on the students and faculty. Once we made this determination we then segmented these markets further. For instance, the students were segmented into undergraduate, graduate, and continuing education groups, and then further segmented into on and off campus students.

We set forth goals for each of these markets, and then developed communication programs for each one. The programs were organized in a chart by key market, activity, the month in which the event would take place, budget, and person responsible for managing the activity.

Communication vehicles are varied and different for every event. Print materials were used extensively. The poster above is an example of advertising to the students and faculty about our services. The posters were placed in key places on campus, including the dorms. We also created signs for the library tables with a different message each month. We advertised a popular full text database to our faculty via a postcard.

Another way to communicate with a market is through a relationship
(Continued on p. 7)

(Marketing Plan, cont. from p. 6) building program. We had great success with two relationship programs, both held in April, Career Night and the USA PATRIOT Act Forum. (For more information on Career Night see John Degon's article on p.3.) The attendees at both events included a cross section of students, faculty, and the community, and were well attended. A follow-up article in the Worcester Telegram & Gazette on the USA PATRIOT Act Forum made the front page of the local section the next day.

The efforts of the d'Alzon Library's marketing team are paying off. Requests for standard library services have increased. Librarians presented 22 library instructions sessions in the spring of '04 as compared to 13 sessions in the spring of '03. We expect this growth to continue as we refine and add to our plan.

The plan helps to keep the team on track with planning events in a timely manner and many months ahead. However, occasionally we come up with new ideas that take on a life of their own. We have come to realize that the Marketing Plan is a living document. It is not written in stone.



A Balancing Act: The USA PATRIOT Act, the Library, and Your Privacy

By Carole Myles

In celebration of National Library Week this year (April 18-24) the Library decorated, sponsored a quote contest, and hosted a forum on the USA PATRIOT Act. The forum was the highlight of the week and took place on Tuesday evening, April 20. Both sides of the issue were presented. Speaking in favor of the Act was Professor Donald Brand, Head of the Political Science Department at the College of the Holy Cross. Speaking against the Act was Marnie Warner of the Massachusetts Library Association Intellectual Freedom Committee, and a full time Law Librarian for the Massachusetts Trial Courts Libraries. The format gave each speaker 15 minutes to present their views, followed by 10-15 minutes for rebuttal, and then a question and answer period. The forum was attended by about 40 people, a combination of students, faculty members, staff, and the public. Also in attendance were a representative from the ACLU and a reporter for the Worcester Telegram & Gazette. The next day the Worcester T & G published an article about the forum on the front page of the Local Section.

The topic for the forum was timely. President Bush discussed it as he was making a campaign swing through the northern United States the day before. The Act again was a focus in the media. A couple of months ago Le Provocateur carried a short article by a student criticizing the Act. The paragraphs that follow were contained in the March 18 edition of the paper in response to the student article, and taking the position of the American Library Association.

“The acronym, USA PATRIOT, stands for Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism. (There is) concern that the Act erodes our constitutional rights, all in the name of protecting our country's security. Since the Act's passage in October 2001, many others have come to the same conclusion. As of January 2004, three states and 236 communities in 37 states have passed resolutions against the Act. In Massachusetts, dozens of libraries have taken action by purging all lending records and several municipalities across the state have either formally condemned the Act or are sponsoring measures to do so.

Shortly after passage of the Act, the American Library Association (ALA) emerged as a strong objector, passing a resolution against it in January 2003. While the resolution acknowledges the responsibilities of the administration to protect the country, it also states that library patron privacy is being threatened under Sections 215 & 216 of the Act. For example, under the Act the FBI has the right to retrieve information about an individual's borrowing history, searches conducted on the web, and notes taken by librarians when helping that patron. ALA's resolution urges librarians to educate its patrons regarding a library's compliance with the Act and the consequences that could result. In April 2003 the

(Continued on p. 8)

(A Balancing Act, cont. from p. 7)
Massachusetts Library Association endorsed the ALA resolution along with many other state associations.

Locally, area colleges have drafted privacy and confidentiality policies, including Emmanuel d'Alzon Library. Here, once materials have been returned to the Library, we do not maintain borrowing records on individual patrons. The d'Alzon Library has always subscribed to the ALA's Code of Ethics which simply states that: 'We protect each library user's right to privacy and confidentiality with respect to information sought or received and resources consulted, borrowed, acquired or transmitted.'

Though we endorse the Code of Ethics, the ALA resolution, and have a privacy policy in place, it is unlikely that authorities will descend upon the d'Alzon Library. Several hundred library searches have been conducted over the last two years by federal and local law enforcement. But these were generic searches and the FBI has yet to seek library records under Section 215 of the Act. However, the scope of the law will allow the Department of Justice to flex its muscles if it feels such action is necessary.

Our privacy policy can be found on the Library's web site at www.assumption.edu/dept/Library/Circulation/privacypolicy.htm



Senior students: (l to r) Katherine Basiliere, Katherine Kane, Kerry King, Devin Sweeney, Nicole Blondin, Elizabeth Provost, Jonathon Bacotti (not pictured)

Professor of Art Nancy Flanagan started the event by bringing the audience to each of the individual exhibits which are displayed around the first floor of the library. Each senior was introduced and discussed his/her work, such as theme, color, motivation, etc. The exhibits are a mix of oil paintings, photographs, and pastels. Refreshments were served following the tour.

This show ends the D'Alzon Arts Series for the 2003-2004 academic year. Please check our web site over the summer for the 2004-2005 D'Alzon Arts Series.

Senior Seminar Art Show

By Carole Myles

The opening reception for the Senior Seminar Art Show was held at d'Alzon Library on April 21. A mix of students, staff, faculty, family and friends attended the yearly event which was an exhibit of the student's body of work from their final year.



Library Services—Value Added

From the Director's Desk by Dawn Thistle

What is the value of library services? Of course, we want you to respond like those MasterCard commercials: *Priceless*. In many ways, I think that is a fair response. Sometimes, though, it seems as though the answer would more likely be: *Free*. As part of our customer service and marketing campaigns, we hope to identify departmental areas that are underserved and also to demonstrate our value by reminding departments of the many services we already provide.

This summer the library staff is beginning a project to identify the ways the library serves academic departments, and what those services cost. For example, departments already know the amount of the library budget they spend on books, but what is the cost of an interlibrary loan transaction? What is the cost of library instruction in terms of staff time? What are the subscription costs of discipline-specific databases? Learning how our resources are currently distributed is the first step in improving the service we provide.

We love what we do! We are here to serve and assist faculty in their goal of educating students. With apologies to E.B. Browning, how do we serve thee? Let us count the ways! We want you to know.

