

POLK LIBRARY NEWS

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RELIABLE INFORMATION - REAL SERVICE - RIGHT NOW

Renewed Focus

Faced with new reductions in the collection budget on top of a decade of flat or declining budgets, Polk Library used the summer to renew its approach to collecting information for students and faculty. In looking at our budget, we wanted to concentrate on two main goals so that we can provide better information to campus at less cost. Our first goal was to give people what they want, in the format that they want it. The second was to provide information to our users "just in time" rather than "just in case."

The library has been moving in these directions for several years, but budget challenges required that we re-focus on these two major goals. With the first goal, we have heard loud and clear that our patrons, both faculty and students, want more electronic resources, more online journals, more online databases. With this year's budget we have moved in that direction: targeting more print journals to migrate to online journals, making available several dozen new databases and electronic resources, and preparing the way for further online migration in the years to come. With the second goal, we

recognize that we cannot continue to spend \$80,000 a year on an approval plan that brought us books that might get used or might not. Instead we wanted to concentrate book purchasing on real demand based on requests from faculty, information demands from students, and knowledge of the current curriculum.

As a consequence, our collection budget has changed significantly from years past.

- We made very few cancellations to periodical subscriptions, but we have moved a number of titles from print only to online only;
- We have cancelled several high cost per use electronic resources, allowing us to add over a dozen new electronic resources in response to demand;
- We have cut departmental allocations for books and media across the board by 20%; however we also allocated \$10,000 to a fund targeted at new Faculty members for selecting materials to support their courses and their research.

- We have eliminated our Blackwell Approval Plan, which was a program that sent us books automatically based on a detailed profile. Instead we have allocated \$10,000 toward targeted collection development projects, \$10,000 toward a patron-driven (PDA) electronic book collection to benefit distance education programs, and have increased the general funds available for librarians and faculty to develop the collection.

Ron Hardy, Head of Information Resources, has worked diligently with departments in trying to identify the most urgent information needs on campus and has been able to meet many of these needs. Ron and the library hopes to fill a big gap in its access to scientific literature soon. As the library does less collecting of material just-in-case it might be used, we will need to work with faculty more closely than ever. Please feel free to contact Ron, hardyr@uwosh.edu, or myself and let us know what gaps exist.

- Pat Wilkinson



At a glance:

The library catalog's operating system — Ex Libris' Voyager — has been updated. The latest version is called Web Voyage and offers new features such as faceted searching for quick date limits and a colorful new search interface. Try it out at: www.uwosh.edu/library.

Comments are welcome: duncan@uwosh.edu

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Library Resources now on MyUWO Student Portal

[Check out the MyUWO Student Portal](#) -- log in with your TitanMail username & password. (Note: if you don't see the new Library Module by default, [follow the instructions in this video](#) to add it; you'll only need to do this once.) We hope to add new student-focused tools in the future -- if you have any suggestions on new features or improvements, or other ways to reach our student patrons, [please share your ideas!](#)

In addition to being the best destination for academic research, Polk Library offers students a lot of great resources to enjoy in their off-hours: DVD and CD check-outs, and a Leisure Reading collection of popular fiction and non-fiction as well as magazines and board games. Now we're introducing a new way to reach students with both kinds of resources, in a place they already visit every day.

The [MyUWO Student Portal](#), built by UW Oshkosh's Residence Life MIO, now includes a Library Resources module with tools aimed specifically at a student audience:

- A Polk Library catalog search box, with options to search our Leisure Reading and DVD collections (or the whole catalog)
- Links to the [Library Course Pages](#) for the student's own classes

- Your Library Card Number, especially useful for distance students who never receive a TitanCard

Over 6000 students have seen this new Library Resources module, and 800+ view it every day when they log into the portal for other activities. Residence hall students are the primary audience of MyUWO, but it's available to all students, faculty and staff who are looking for fun DVDs for the weekend or journal articles for a class assignment.

By adding Polk's top student- and leisure-focused library resources to this popular site, we raise the library's visibility with all of our students, whether they are looking for fun DVDs for the weekend or journal articles for a class assignment.

-By Maccabee Levine

Books Dealing with Extraordinary People

The Leisure Reading Room located in Polk Library has added some absorbing and fascinating new non-fiction books this month. These books deal with such subject as struggles with cancer, alcoholism, drug addiction, eating disorder, living with a child who has autism, and overcoming obstacles to succeed in life. All of the books are crafted around both

defeats and triumphs through both good and bad times. These heart-wrenching stories are certain to be an excellent read. These new books include:



On the Line by Serena Williams with Daniel Paisner

Wishful Drinking by Carrie Fisher

Saving Ben: A Father's Story of Autism by Dan E. Burns

My Journey with Farrah: A Story of Life, Love, and Friendship by Alana Stewart

Hungry: A Young Model's Story of Appetite, Ambition, and the Ultimate Embrace of Curves by Crystal Renn with Marjorie Ingall

High on Arrival by Mackenzie Phillips

The Time of My Life by Patrick Swayze and Lisa Niemi

- By Leah Bruckner

New Faculty, New Books

This year Polk Library created a fund to support new faculty at UW Oshkosh by allocating money for them to select and order books and DVDs for the library collection.

This new fund is intended to help develop the collection in response to new faculty members' curricular needs and research interests. New faculty members often want specific resource additions to the library to support their courses and research and this fund allocates about \$300 per new faculty member to select materials for the library.

Our "new faculty fund" is currently a model we hope to adopt pending feedback and assessment, and so far we have been very pleased with the progress. New faculty members have requested some great books and DVDs, many of which relate to their immediate needs. For example:

- Core Curriculum for Occupational and Environmental Health Nursing, 3rd ed.
- Making Marriage Modern: Women's Sexuality from the Progressive Era to World War II

- To the Land of Bliss (DVD) a film by Wen-Jie Qin
- The Essential Guide to Flash CS4 with ActionScript
- Embracing the East : White Women and American Orientalism

If this trial is successful, we hope that we can make it the beginning of a new tradition for UW Oshkosh! Please continue to suggest titles for purchase through your department's library liaison.

- By Ron Hardy



Black Thursday Project is an Oral History Association Winner

The Black Thursday Oral History Project was awarded a rare Honorable Mention Award for the Non-print Media Category at the Oral History Association (OHA) on October 17, 2009. The project's exhibit, co-curated by University Archivist Joshua Ranger, featured many photographs, documents and other materials drawn from the UW Oshkosh university archives. The exhibit, "Black Thursday Remembered", was on display first on campus at the Gail Steinhilber Gallery and then later at the Wisconsin Black Historical Society in Milwaukee. The oral history interviews are now part of the permanent collection of Polk Library so that future generations of researchers can gain insight into the civil rights protest that occurred on the WSU Oshkosh campus in 1968.

The OHA committee giving out the award reported that they enjoyed the exhibition so much that they took the unusual step of granting an honorable mention award. Seattle's Museum of Industry and History in Seattle was awarded the first place prize.

Joshua Ranger helped redecorate the Pollock Alumni House's second floor with over 15 framed historical images of campus and a rotating display case (donated by Polk Library) currently featuring images and mementos documenting Homecoming celebrations over the years.

- By Joshua Ranger

Morningstar Investment Research Center now Online

Polk Library has added Morningstar Investment Research Center as an online resource available from the library's home page. The online center is a replacement for the print version of "Morningstar" investment reports. It is a significant enhancement of the print version and has expanded its scope from mutual funds to include stocks, exchange traded funds (ETF's), and information on selected industries. One of the most significant analysis tools offered for stocks and ETF's is the listing of current options contracts available which includes their specifications.

Detailed financial information is given for stocks, ETF's, and mutual funds. There is a written financial analysis for each listing. Information on stocks includes filings with the Securities and Exchange Commission while ETF's and mutual funds include a listing of the top twenty five holdings of individual funds. Of course each investment type is rated using Morningstar's trademark "five star" rating system. Performance information is given for eleven key industries. By clicking on to the link for one of the industries, a list of all the

major corporations in that industry is given which includes their individual performance indicators.

The site is well designed with the use of tabs, a search box, and dropdown menus. Tabs are used to limit to the type of investment being researched. Individual stocks and funds can be looked up by ticker symbol or by name using the search box.

In addition, there is a screener—a dropdown menu for each type of investment which allows for a broad search by criteria specific to that type of investment.

The screener retrieves multiple listings that can be browsed and is an excellent tool for investment research. Individual reports can be formatted for printing and financial information can be downloaded to excel using a link at the bottom right of the page.

The Morningstar Investment Research Center is a welcome complement to Polk Library's existing online investment tools.

- By Mike Watkins

On the Business subject page Morningstar is listed under "Investment Resources". The quickest way to access Morningstar Investment Research Center from the library's home page at <http://www.uwosh.edu/library/> is to select Business from the "find articles by subject menu" in the middle of the page. A direct link to that page for bookmarking is at <http://www.uwosh.edu/library/subjects/business.html>.

Polk staff updates:

- 9 students join the reference staff to cover Polk 101's reference desk almost all hours the library is open. Students are cross-trained as computer lab consultants and reference assistants.
- In May 2009, InterLibrary Loan librarian Erin Czech was elected Vice-President/President-Elect of the Fox Valley Library Council. In addition, in June, she was appointed to a 3-year term on the CUWL Collections & Resource Sharing Coordinating Committee.
- Stacks manager Roberta Stuemke continues to have her short fiction published. Most recently, her stories "Serenity" and the award winning "Hot Spell" have appeared in online magazines and e-books. She has also had a submission accepted for the UWO page of the National Gallery of Writing, which is curated by UWO's Writing Center director Crystal Mueller.
- Ciara Healy was elected Media and Technology Vice-Chair/Chair-Elect of the Wisconsin Library Association.