

Polk Library Newsletter

Winter 2013

Executive MBA and Polk Library:

kindling

a unique partnership for learning
by Tom Beschta

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Content written by:
Tom Beschta &
Communications
Librarian Joshua Ranger

Edited by:
Alyssa Brunner &
Joshua Ranger



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Mary, a mother of three and professional in today's competitive business world, is in a conundrum. Though it has always been her desire to grow as a professional and advance in her career, her options and free time seem to have run out.

When do I have time to go to a classroom? Where would I get the materials necessary to complete my courses? How would I coordinate with my instructors?

In steps the UW Oshkosh's Executive Masters of Business Administration, or Executive MBA (EMBA) program, a 16-month course intended for executives and managers striving to reach the next levels of their careers. Through EMBA, these individuals are offered focused training in business leadership and strategy as well as functional management through a weekly course designed to fit their unique needs. And helping the program and its students with convenient access to course and research materials is Polk Library's Erin McArthur, UW Oshkosh Distance Education Librarian.

"It's become more and more clear that there are many students who are considered nontraditional and can't do the sort of traditional four-year, on-campus college experience," McArthur said. "By broadening the way we deliver education, we can reach many people who might have jobs, families or other responsibilities that make it difficult for them to come to campus on a regular basis."

When designing the program, the College of Business turned to Polk Library and McArthur to help determine the most effective way to provide the materials that would be required for the courses. This included the acquisition, organization and distribution of textbooks and other scholarly materials, including articles and case studies. Through the use of Kindle and D2L, McArthur, along with Ronald Hardy, Head of Collections and Technical Services, have worked to create a system that allows individuals in the program to reach a wide variety of library resources wherever and whenever they need them.

"The amount that we are involved in procuring and managing their readings with the Kindle content is unprecedented," McArthur said.

To obtain the necessary materials, the College of Business sends McArthur and Hardy a reading list for the upcoming semester and the pair begin the process of buying and sourcing any content the library does not already offer. Hardy handles the books, which are purchased through Kindle and made accessible through its many apps that operate on a large selection of mobile and desktop devices.

EMBA and Polk partnership (continued)

Meanwhile, McArthur creates access to content through the D2L pages, including the articles and other materials not delivered through Kindle. She also develops custom research sections that include recommended databases, e-books and video tutorials for each individual course offered within EMBA.

The accessibility to this customized content is a new and vital part of the program's success. After meeting in Appleton each Saturday for a full day of classes taught by UWO faculty, the group of 25-30 students - otherwise known as a cohort - is required to work outside of the classroom the rest of the week. With the many tools and resources provided to them through the program, these individuals can advance on their coursework while continuing to work in their professional career.

Sarah Neises, head of Polk's public services department, said the work McArthur and other faculty members around campus have done for the program has helped greatly with its success so far.

"Erin has devoted a ton of time to helping people individually with how they can access the materials and really connecting with the faculty to populate each of the modules [courses] that students will be accessing with the necessary academic materials," Neises said.

McArthur said the program is a great opportunity for Polk Library since the library's content and services can be promoted within the courses. This, she says, will hopefully make students more aware of the many benefits of using the library.

"We are still kind of figuring it out as we go and deciding what the best fit is moving forward," McArthur said. "But we recently met with [EMBA Advisor] Abby Cruz and Kathleen Hagens, the program director, and they so far are very pleased with the setup that we have got going now."

when algorithms just aren't getting you, try:

POLK'S PICKS

Staff selections from Polk's feature film collection
1st Floor North



Polk: your next-door
library

Letter from the Director: Challenges for UW System Libraries

by Pat Wilkinson

During August and October, I participated in three planning sessions that reviewed the issues facing libraries in the University of Wisconsin System. The first was the Polk Library planning retreat that was attended by virtually all library staff and Ed Van Gemert, Vice Provost for Libraries and University Librarian at the University of Wisconsin-Madison. The second was a retreat of the Council of University of Wisconsin Libraries which includes most directors from UW libraries and a few other librarians. The third meeting was a strategic planning session for the General Library System at UW-Madison. All three planning sessions had lively and informed discussions with the goal of exploring how to better serve the students, faculty, staff in the UWS and the general community throughout the state.

From the discussions, six major topics emerged that to me seemed the most significant. (I am aware that other participants at these meetings might agree or disagree with my list of six!) These topics were:

1. **Developing Sustainable Funding.** Simply put, the libraries in UW System do not have sustainable funding to provide the resources that students and faculty need now or will need in the future. It has been 13 years since UWS libraries have received a general increase in funding! Some campuses have received small campus increases; many others have not. UWS libraries have done an incredible job of ameliorating the lack of adequate collection funding through resource sharing and cooperative purchasing, but it will become harder and harder to support current and future programs without a better funding model. The lack of funding issue also applies to staffing levels and operation costs.
2. **Supporting Campus Priorities.** It is clear that UW System libraries recognize their campus priorities and try to develop programs to support them. For example, at UW Oshkosh, Polk Library recognizes the importance that the university places on distance education and the University Studies Program and has focused resources and talent to help in both areas. UWS libraries often find that this type of support is “flying under the radar.” It is missed by their universities as important parts of the larger initiative.
3. **Encouraging Flexible Library Leadership and Staff.** It seems trite to say that libraries have changed dramatically in the past 20, and even the past 10, years. Yet, the changes that people will see in libraries in the next 10 years will likely be even more dramatic and beneficial to users. Library leadership and staff will need to be innovative and flexible in taking calculated risks to give up old services and methods and to create new forms of library services and collections.
4. **Building Modern Learning Spaces.** Many library buildings, such as Polk, were built for a different era of library services. Many academic library buildings still have large amounts of floor space occupied by print collections that are of decreasing value to the majority of users. Libraries need to responsibly deal with these print collections, free floor space and create spaces that serve the needs of students and faculty.
5. **Creating Deep Cooperation.** UWS libraries are in the process of moving to the next generation of library management systems - circulation, cataloging, ILL, acquisitions, etc. Older library management systems were designed to basically handle print resources and work largely as a single system for one library. The new generation systems not only are designed to handle electronic information much better, but they also open up the real possibility of UWS libraries sharing staff expertise and resources in areas such as cataloging, acquisitions and enhanced resource sharing.
6. **Crafting Professional Web Usability and Services.** More and more, a library’s web presence is the front door to a library’s collections, building and services. Students, faculty and staff have expectations founded on their use of Google, Amazon, or a host of other cutting-edge web presences. Academic libraries need their web sites to function with the speed, accuracy and usability of the best sites on the web, or they will lose the confidence of students and researchers.

This is a challenging list of issues with which to deal, but Polk Library and the other libraries in UW System are doing their absolute best to successfully meet the challenges.

Alumnus artwork conveys messages of morality

The artwork of recent alumnus Patrick Stromme currently on display in Polk Library's first-floor art gallery is meant to lead viewers down a path to their own idea of humanity.

The nine-piece collection of oversized canvas oil paintings primarily features college-aged individuals surrounded by natural northern landscapes, including open fields and wooded expanses.

According to the artist, symbols within the paintings capturing aspects of literature, geometry and architecture allow the works to "drift closer to a higher view of realization" as the subjects suggest how a sincere human being should properly act.

Through these images, Stromme feels the viewers will be placed in a more "timeless and universal realm of thought and purpose" after having been pulled away from the "here-and-now."



From an observer's standpoint, the mixture of recognizable settings

and relatable figures bound within symbols of direction and structure leads to a path of self-reflection. Through these paintings, viewers are given a chance to acknowledge the magnitude of that which lies beyond the normal routines and behaviors of their everyday lives.

Take a visit to the first floor north gallery at Polk to enjoy these pieces soon.



STEP positions benefit students and library

There are many steps a student must take to complete their college career. There is the application step, completing financial aid forms, scheduling classes, learning to live with a roommate, working to complete classes, and planning graduation.

Through UWO's Student Titan Employment Program, campus organizations such as Polk Library offer one more important STEP for students: professionally focused jobs that prepare students for the working world.

"I think it offers them real world experience with what they are actually going to be doing in their career and it kind of gives them a jump-start in it," said former STEP intern David Hietpas, now a full-time Library Web Developer.

Chancellor Richard Wells created the innovative program to give students employment opportunities that are close to campus. Since the introduction of STEP in 2009, the positions offered by Polk have helped sharpen the skills of students hired on as interns. Currently the library offers three STEP internships: a

web developer and two communications assistants.

Senior intern Nicholas Nadeau is one of six students to have worked the web developer position aimed at students studying computer science and information systems. Throughout the internship, the web developer produces software to enhance Polk's digital presence.

Past STEP projects in use today include the computer availability application, the leisure reading website and the group scheduling tool, GroupFinder. Nadeau is currently working on a mobile website that will revamp the library's approach to handheld devices.

"Every single STEP-intern that we have had pretty much got a job straight out of college," Hietpas said. "They have leveraged all of that experience they got from us into their jobs."

In the communications positions, senior interns Tom Beschta and Alyssa Brunner coordinate with Communications Librarian Joshua Ranger to develop library news and promotional content,

STEP positions (continued)

particularly for the Polk newsletter and website. Beschta writes the initial articles, which are then sent to aspiring copy editor Brunner for a final polishing.

In the past three years, Ranger has worked with interns studying public relations and journalism. The students helped update the library's website with promotions for events including the "All-Night Study" during the last week of classes and library resources such as RefWorks. Two other students held temporary STEP positions with the archives, including an art collection assistant and an historical interpretations specialist.

"I think it is a great opportunity," Ranger said. "It allows us to provide unique learning opportunities for students while also getting important work done for the library."

Beginning next semester, a third STEP position geared toward students studying anthropology,

sociology and social psychology will be offered under Systems Librarian Craig Thomas. The idea behind the internship is to do an anthropological study to determine the information-seeking habits of students.

"This student is going to be involved really from the get-go in designing the study," Thomas said.

The student will first analyze information from past studies and then will coordinate with Thomas and public service librarians to determine how to approach their research. The study will be a qualitative one that will focus on the behaviors and patterns of student research. With this information, Thomas said faculty will know how they can make life easier for students utilizing library resources.

In his short time at UWO, Thomas has been very impressed with the library STEP positions and the students who have held them.

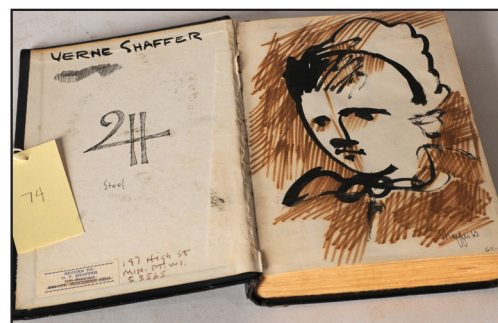
"It has been wildly successful," Thomas said.

POLK LIBRARY ACCEPTS DONATED ART COLLECTION

With his large metal sculpture installations, O.V. Shaffer made a career adding style and gravitas to the campuses of corporate and educational institutions, including Wisconsin locations such as the former Parker Pen Headquarters and the campus of UW-Fond du Lac. This autumn, working with the Kohler Art Foundation, Shaffer has donated his papers, maquettes and other pieces to UW Oshkosh. The collection is split, with the 3-dimensional objects cared for by the Art Department and the paper-based art works, sketches and professional papers housed at Polk Library's University Archives and Area Research Center. With his donation, Shaffer achieves his goal of creating a study collection at a university setting.



1967 charcoal on paper piece by Shaffer, entitled "Study for City of Refuge Monument 1."



One sketchbook, dated 1962, containing ink and pencil drawings by Shaffer.

For its part, Polk Library in 2014 will partner with the College of Letters and Science to create a STEP position for a student interested in art curation to arrange, describe, and promote the collection while ensuring proper storage environments for the one-of-a-kind materials. The 18 c.f. collection includes sketch books, drawings, photographs of works, and the business papers of a working artist.

"We imagine that students who want to use both the drawings and maquettes as resources in their own art making will be able to understand his process by exploring his preparatory drawings and various construction techniques," says Susan Maxwell, chair of the Department of Art. "Other students might wish to do art historical research and would have an excellent primary source to consult."

The Good and the Bad

In the style of *The Week* magazine

It was a good semester for:

Plugging in after Polk Library installed two device charging stations on the first floor.

Playing well with others after Polk opened its fourth group study room on third floor south.

Staying hydrated after Polk's new water bottle-friendly bubbler went on-line in first floor north.

Thinking locally after several Quest 1 courses made use of the rich local and campus history collections in the University Archives and Area Research Center.

It was a bad semester for:

Photocopier repairmen after users continued to break records with Polk's free, rapid KIC scanner to make paperless reproductions.

Candy Crush after Polk Library released its information literacy game, ANVIL. One student reported playing 137 times to top the leaderboard.

Mr. Ori Gano after he was killed off with biological agents in Polk's 12th annual Murder Mystery in September.

STAFF NEWS

David Hietpas, Library Web Developer, presented on the ANVIL bibliographic instruction application at the D2L Ignite Conference in Madison in November.

Erin Mischak, Distance Education Librarian, is now **Erin McArthur** after marrying Michael McArthur in California on November 9.

After two years of planning, **Joshua Ranger, University Archivist**, and his UWGB counterpart, Debra Anderson, hosted the 2013 Midwest Archives Conference Symposium at the KI Convention Center in Green Bay in September.

Sara Stichert, Coordinator of Interlibrary Loan, is now the secretary for the Fox River Valley Area Libraries (FRVALC) group.



THIS WINTER *SEND YOUR STUDENTS TO*
POLK MOUNTAIN LODGE

ALL NIGHT STUDY RUNS DECEMBER 6-13
POLK MOUNTAIN LODGE IS A GREAT PLACE TO:

STAY WARM | STUDY IN PEACE | DRINK FREE COFFEE

Polk Library thanks the University Police's Community Service Officer Program and the Office of the Provost and Vice Chancellor for providing resources to provide a safe, quiet, and supportive study environment

The poster features a stylized illustration of a woman with long dark hair wearing a red winter hat with a tassel and a grey scarf. Snowflakes are scattered around her. In the background, there are snow-capped mountains and a small cabin. A logo for Polk Mountain Lodge is in the top right corner, and a snowflake icon is in the bottom right corner.



STAFF PROFILE: Paulette Feld

Some people may swear to put as many miles as they can between themselves and their alma mater after the years of work necessary to nab their diploma. Paulette Feld ('79), on the other hand, returned to UW Oshkosh a mere six months after graduation, and has since become a valuable member of the Polk Library team over the last 33 years.

Paulette, born and raised in Sheboygan, began her college career by earning an associate of arts degree from UW Sheboygan before transferring to Oshkosh her junior year. She worked at the university library for both schools while a student and ultimately earned a bachelor's degree in library science. Paulette said her love of reading

and learning how to find answers to questions led her in the direction of library science - not to mention the fact she did not want to do the same thing her sister and many other women were doing at that time: becoming a teacher.

After graduation, Paulette was first hired by Polk Library as the night and weekend supervisor of the circulation desk. She then took on more technical roles as computers became an integral part of the library, including taking care of the mainframe computers in the building. This type of work has always come naturally to Paulette because her father encouraged her from an early age to try to fix things. So long as they were already broken, that is.

"A lot of it is self-taught and learning through baptism by fire," she jokes. "This printer has a jam? I will stick my hands in there. I have never been afraid to do that."

Luckily for Polk, Paulette's positive attitude has allowed her to adapt as technology has continued to alter her role within the library. Currently, Paulette assists other staff members with their computer system needs through her desktop support role.

"There is no similarity to what I did in 1980 and what I do now," she says. "As soon as I start getting bored with my job, something changes and I learn something new and I am not bored anymore."

Paulette's involvement on campus is not limited to the library. She served several terms on the Classified Staff Advisory Council, which she helped create as a way to increase the involvement of classified staff members on campus. She has also worked on numerous search and screen committees as well as the EAP Advisory Board. Her desire to help and mentor classified staff brought her to the highest levels in public employee organized labor.

She has been a board member of the Wisconsin State Employees Union for the past 15 years and currently serves as president of the over 20,000-member union. Paulette has been involved with politics from the time she helped her father campaign for the county board when she was eight years old. After experiencing the historic turmoil in the aftermath of Act 10, Paulette continues to work to improve the position of state employees.

Paulette is also a member of the statewide Wisconsin Humanities Council that reviews and approves grants for humanities-based programs throughout the state.

When she finds free time, Paulette enjoys snowshoeing in the winter and traveling the country in the summer. She also knits, gardens and participates in her church.