

Polk Library Newsletter

Spring 2014

POLK MOBILE 2.0

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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With 83 percent of adults ages 18-29 owning a smartphone, and with tablet use increasing every year (Pew Internet Research), mobile technology has become as much a part of students' lives as the food they eat.

Whether they are using their mobile devices for banking, checking email or buying tickets to a show, students' demand to acquire information at a moment's notice has drastically altered the role of organizations in meeting the needs of today's fast-paced undergraduate.

Polk Library views this trend as an opportunity to continue its tradition of consistently upgrading its services, and in March, released the second version of its mobile website: Polk 2.0. With the new site, users can do more. Previously, the mobile site allowed users to interact with the library, learn about hours, and book study rooms. Polk 2.0 allows users the chance to actually conduct research at the mobile scale.

"We see use of mobile devices for the library increase every year, so we can't ignore it," said Maccabee Levine, head of library technology services. "One of the main goals for Polk Library's online presence is to put information and services where the students already are, not where we think they should be."

The latest version of the mobile website, compatible on all smartphones and tablets, was created by Polk STEP-intern Nick Nadeau, a senior computer science major who has been working for Library Web Developer David Hietpas since fall 2013.

Hietpas said the new mobile website turned out excellent.

"It really exceeded our expectations," Hietpas said. "We were not sure if we could get everything onto the mobile site, but in the end we were able to make it work."

Nadeau began working on the mobile website in October to replace the version released in 2010. While planning the layout of the website, Nadeau said he spent time studying a variety of mobile sites to get a feel for what would be the best design. After determining the direction he was going to take, Nadeau said he began formatting the original library website to fit with the mobile design.

"The way we decided to go about it was [to pull] the content and info from

POLK MOBILE 2.0 (continued)

the full site,” Nadeau said. “It made it a little harder to style [the mobile website] from the full page, but in the end it was easier because we were not creating new content.”

With version 2.0, users are now able to work with library resources previously unavailable on the original mobile website, including scholarly research databases and course materials. The website also provides much more information about the library and its services, including library news, a staff and department directory and research assistance. In addition, library accounts are now accessible with the new website, allowing students to renew materials from their devices.

A key element of the mobile website is the ability to remain in the mobile scale while searching through a large range of online resources. Users are able to easily move from a citation to a native database without the inconvenience of trying to read a full-sized page scaled down for their mobile device.

Beyond the new features, the new mobile website still offers the most popular tools and resources from the original version, such as viewing group study reservations, Find a Computer and library hours.

Levine said mobile access used to be an additional idea for people, and the thought of having it was nice but desktop computers and laptops would still be used more heavily. “Now many people use mobile for everything that they could do on a laptop,” Levine said. “For many people, it’s their primary way to get information.”

Levine said he saw the potential for Polk’s mobile website a few years ago while attending an exhibit of Norman Rockwell illustrations at a local museum with his family. The illustrations on display had served as covers for the *Saturday Evening Post*, and when Levine saw one that really intrigued him, he found the illustration and its accompanying article using Polk’s full website while standing in the museum. Struggling with the page made small by his phone, he realized how handy of a tool a mobile-scale website could be.

Levine said the advancements of mobile capabilities and its increased popularity indicated Polk’s mobile website was ready for an upgrade. He said the library is continuing to learn about students’ information and service needs by speaking to them and sending out surveys. This way, Polk Mobile 2.0 can provide students the tools they need.

Nadeau said he was happy with how the new website turned out and would like to hear what people think of it. “There is a feedback button at the bottom that would be nice for people to use,” Nadeau said. “That way we know what we might have to change.”

look for this icon by your most critical databases

YOUR HEADS UP DISPLAY (HUD) FOR LIBRARY RESEARCH

GUIDE ON THE SIDE

Polk's **Guide on the Side** is an on-demand, text-based tutorial that helps researchers search and navigate critical databases. Written by Polk librarians, the guides are unique to each resource. Like a heads up display (HUD) in a car or video game, your **Guide on the Side** stays with you as you work your way through an online resource.

Powered by University of Arizona, perfected by Polk

Letter from the Director: Providing Value

by Patrick Wilkinson

Higher education faces a challenging environment in the United States. All colleges, departments and units within a college or university face this same challenge. How do academic libraries across the country plan to sustain their value to students, faculty and the community in the coming years with their challenges and opportunities?

Ithaka S+R recently published a survey of the strategies, opportunities, constraints and attitudes noted by 499 academic library directors from doctoral, master's and baccalaureate institutions. The survey found a good deal of commonality but also significant differences between doctoral institutions and the rest of academic libraries.

Information Literacy. Almost all directors saw that librarians had an important role working with instructors in developing information-literate students. This is an essential learning outcome for students' academic careers, as well as for post-graduation life and employment. The focus on information literacy was especially strong for master's and baccalaureate institutions. Doctoral institutions also naturally focused on research support as a major theme. Directors from all types of academic libraries question whether they have a well-developed strategy for serving users' needs in the future, and if they have enough information to develop good strategies.

Collections and Formats. Not surprisingly, the building of print collections is seen as less and less important, and the building of cooperative models to handle both print and electronic collections is seen as vital. Cooperation and resource sharing is a major value at the vast majority of academic libraries. Even major research libraries realize that cooperation with other libraries is in the best interests of their patrons.

There has been a significant migration of library resource purchasing from print to electronic. The transformation of academic journal collections from print to electronic journals is almost complete in most library budgets. For various reasons, the migration of print books to ebooks in academic libraries has been slower.

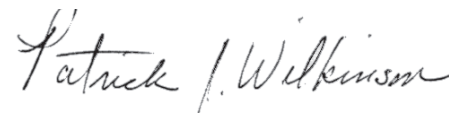
Budget and staffing. Library directors see budgets as a constraint on providing good services and collections to their users. Obviously, this is a concern for everyone in higher education in all areas of campus. What is more interesting is how directors would spend additional funds. The two major categories are collections and staff. Directors want to staff for current and future needs in areas such as web services, information literacy instruction, instructional design of library services for distance learning and digital preservation.

I think it is fair to say that during the past five years, Polk Library has been trying to address the major concerns expressed by academic library directors across the country. We completed the migration from print to electronic journal collections two years ago. The library also has taken advantage of several retirements to upgrade staffing for our web services, distance education services and information literacy instruction.

There were other parts of the survey regarding how academic directors have become more intentional about collecting user data to improve their services. We have also been doing that, and we intend to stress this in the future. This fall, we will provide the campus with a detailed analysis of the information from the LibQual+ survey conducted in February. During the past five to six years, we have improved the library as a collaborative learning and study space, making it a service highly valued by students.

Sustaining the value of academic libraries seems more complex than it did 40 years ago, when libraries were generally big buildings on campus with a lot of print books and bound journals. Yet, it is still pretty simple. Does Polk Library serve the needs of students, faculty and campus? When we fall short, we really want to know.

Link to Ithaka S+R US Library Survey 2013: <http://www.sr.ithaka.org/research-publications/ithaka-sr-us-library-survey-2013>



Alumna art display offers peaceful retreat

The artwork of 2008 alumna Laura Pahlas-Gruetzmacher displayed this semester in Polk Library's first-floor art gallery provided a soft escape from the hurried pace of an active semester.



According to the artist's statement, the 14-piece collection of canvas oil paintings—created over the last three years—depicts gardens and natural settings inspired by Pahlas-Gruetzmacher's neighborhood, as well as an assortment of images representing her "need to continue making art despite a very busy schedule and impending parenthood."

The collection captures images of cows, barns, flowers, trees and small-town streets. Pahlas-Gruetzmacher said the immediate and everyday world around her sparks many of her ideas.

"I am drawn to simple subject matter and ordinary things," Pahlas-Gruetzmacher said. "Putting an extraordinary twist on an ordinary object is a fun challenge."

Pahlas-Gruetzmacher reports that the gardens "demonstrate the passing of time" for those concerned with its effects, while the depiction of peaceful stalks

and stems sticking through snow provide "comfort and reassurance." Pahlas-Gruetzmacher said her love of incorporating light and shadow into her paintings makes snow one of her favorite subjects to paint.

From an observer's standpoint, the quiet nature of the paintings encapsulates a feeling of tranquility and allows for a moment of solitude from daily demands and stresses.



The artist said displaying alumni work in Polk Library is a fantastic way for the university to share the educational outcomes of a department on campus that may sometimes be overlooked.

"It means a lot to have my work on display at Polk," Pahlas-Gruetzmacher said. "I thoroughly enjoyed my time at UWO and am proud of the education I received there."



To see more of Laura's paintings, visit her website at www.lpgpaintings.com.

New rapid scanners reduce photocopier use

To keep up with popular demand, Polk Library partnered with the student technology fee program and added two new rapid scanners this winter. In doing so, Polk added to its sustainable service to campus by reducing the number of paper photocopies.

These two new additions bring Polk's total number of rapid scanners to four. One new scanner was added to the lobby, alongside an earlier-purchased model. The second was placed in the Education Materials Center, while the other old machine, purchased in 2012, is located in the Archives and Area Research Center on the third floor. The two new scanners sit on automatically adjustable tables, making them more accessible than the older machines. In addition, all four of Polk's scanners are now equipped with a text-to-voice feature, allowing users to scan printed or typed materials and convert the content to MP3 audio files for use by those with visual impairments. These accessibility improvements were made possible by Polk Library and the Dean of Students Office through the Student Technology Fee program.

In addition to helping students, the scanners reduce paper use and waste. When the first public scanners

were installed during the 2012-13 school year, the number of photocopies made in the library was reduced 52 percent from the previous year, falling from 37, 241 copies to 15,799. This year, the two additional scanners acquired in February led to a further 58 percent decrease. From the beginning of this school year through April, photocopies numbered just 6,597.

Mary Schneider, Polk's budget and policy analyst, said the reduction in photocopier use has decreased the costs of owning and maintaining the machines, and the library plans to slowly phase them out entirely. One of the five previously installed photocopiers has already been eliminated.

Paulette Feld, the library's desktop support technician, said the success of these scanners on campus has created interest among other departments, including Academic Computing, in acquiring similar machines.

Polk ally named "Change Agent" by ALA

In March, the American Library Association announced its 2014 class of national "Movers and Shakers" and among the august list was Omar Poler, a UW-Madison-based expert on tribal libraries. Poler is a driving force of UW's Tribal Libraries, Archives, and Museums Project, a unique program that combines teaching indigenous issues within library education and continuing education opportunities within tribal cultural institutions. Last summer, Poler lent his expertise to UW Oshkosh's efforts with the Wind River reservation in Wyoming.

When planning to visit the Wind River Tribal College in July 2013, UW Oshkosh archivist Joshua Ranger suggested that Poler accompany him. Ranger was sure Poler's experience would be helpful as the College began to contemplate ramping up its work in collecting primary sources that document the Eastern Shoshone and Northern Arapaho people.

"I was very happy that the WRTC agreed to bring Omar out with me," Ranger said. "As a member of the advisory board of UW-Madison's School of Library Science, I met with Omar multiple times and was impressed with his commitment and understanding of the unique needs of tribal libraries. It was clear he had a passion for this work."

Poler joined Ranger in presentations to Wind River college officials and other tribal cultural community leaders about the various challenges, opportunities and best practices in the collection and preservation of historical materials. Poler discussed the TLAM Project and surveyed WRTC for a possible service learning project in 2014. He also rolled up his sleeves to help Ranger and WRTC library staff create a more secure storage environment for their unique materials.

Poler's efforts developing the TLAM Project at UW-Madison SLIS were recognized by the American Library Association in the March issue of their journal, *American Libraries*. Identified as one of nine "change agents," Poler and his cohorts won a competitive Institute of Museum and Library Services grant to create a regional conference of 75 tribal librarians, archivists, and museum curators from Michigan, Minnesota, and Wisconsin.

Ranger is hopeful he will be able to work with Poler again.

"Traveling with Omar for several days generated a lot of discussion about how to better teach non-native archivists about issues important to tribal collections and communities," Ranger said. He hopes that, properly trained, these professionals could serve as important resources to nearby tribal libraries, archives and museums that frequently are understaffed and underfunded. There is also discussion about WRTC using the last of a federal grant to develop its archives and to host several of Poler's students in the summer in a service learning project.

"With any luck, I'll be once again working with that mover and shaker, to further help WRTC develop itself as an important community resource," Ranger added. For several years, Polk Library has worked with WRTC to improve its library collection and services. To date, three Polk Library employees have traveled to western Wyoming to assist.

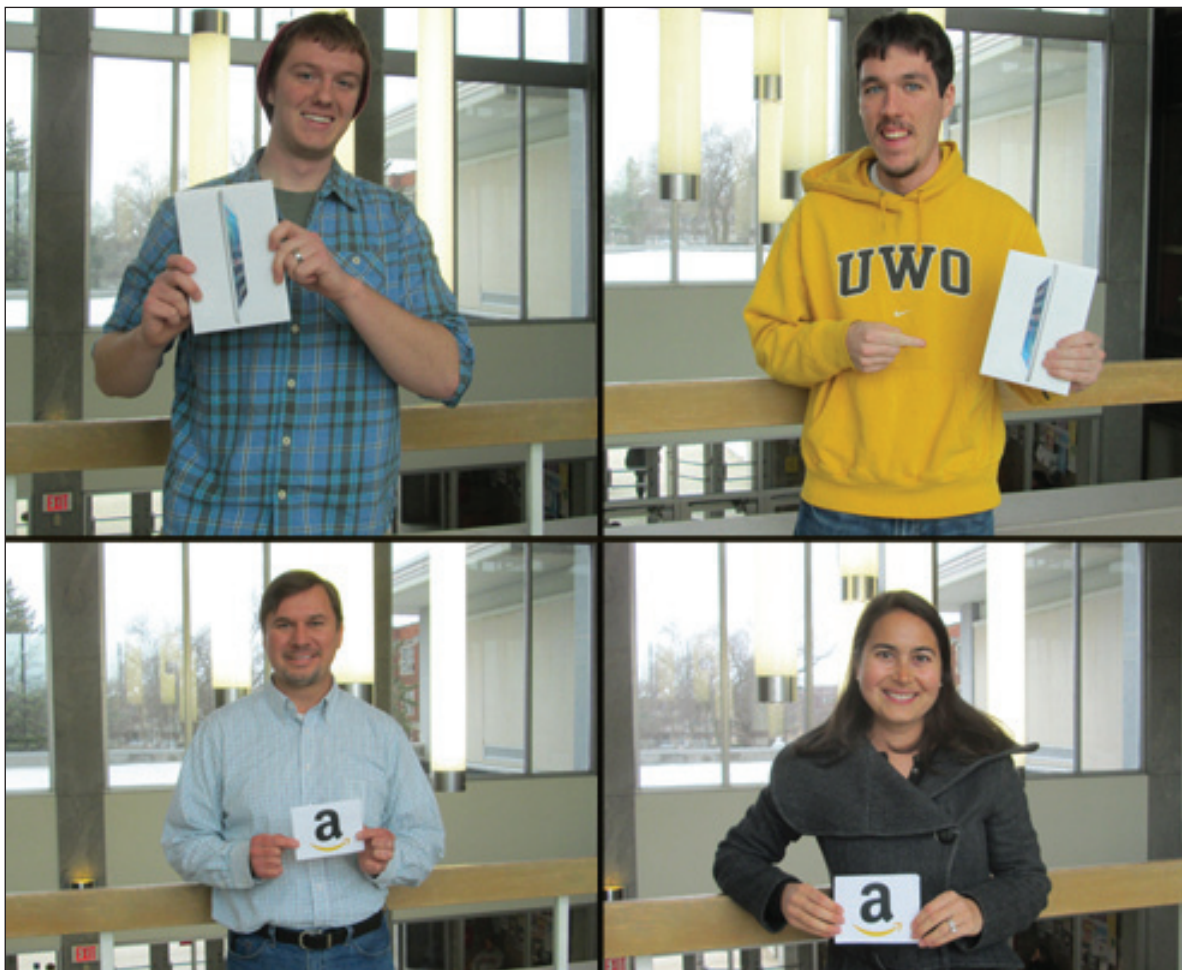
Read more about Omar Poler here in Library Journal: <http://lj.libraryjournal.com/2014/03/people/movers-shakers-2014/omar-poler-movers-shakers-2014-change-agents/>



Omar Poler.

Photo copyright: Michael Pilla, 2014. Courtesy of Library Journal.

LibQUAL+ survey winners announced



Survey winners (clockwise from Top-L): Joseph Kerkhof, Joshua Papenfuss, Andrzej Dziedzic of the Foreign Languages and Literature Department, and Kari Jaeckel-Rodriguez of the College of Education.

Polk Library is happy to announce the four winners of the LibQUAL+ survey drawings for two iPad Minis and two \$50 Amazon gift cards. Two students and two faculty members were chosen from the more-than 1,000 UWO members that completed the survey. Students Joseph Kerkhof and Joshua Papenfuss received the iPad Minis, and faculty members Andrzej Dziedzic of the Foreign Languages and Literature Department, and Kari Jaeckel-Rodriguez of the College of Education received the gift cards. When distributing the prizes, Polk Library took the opportunity to ask the winners if they'd share a few opinions about Polk:

What is the favorite thing Polk Library helps you do?

Joseph Kerkhof - Work and study together with friends. I like studying in a social setting.

Joshua Papenfuss - Helps efficiently study.

Andrzej Dziedzic - Polk Library helps me find books and other materials I use to do research and gives me access to paper versions of many journals in my area of

specialization. It also allows me to get books from other UW campuses quickly and efficiently.

Kari Jaeckel-Rodriguez - Polk Library locates and puts on reserve a large number of books that I have selected for my students as possible book choices for their project. The library staff also helps students by suggesting additional titles and assisting students in locating books through other libraries.

If you had a magic wand and could change one thing about Polk Library, what would it be?

JK: I think it would be nice to have a power-napping room. This would be really useful when working or studying for extended periods of time.

JP: If I had a wand and could change one thing, it would be to make Polk a 24-hour library all the

LibQUAL+ survey winners (continued)

time.

AD: I thought about it and I really can't think of anything I would change.

KJR: It would be great to see more spaces equipped with technology and movable furniture where students could come to collaborate.

When do you typically use the library's resources?

JK: When I need to get projects done and working at home is too distracting.

JP: I use Polk Library's resources when I have to really crack down and study.

How do you encourage your students to use library resources?

AD: Polk Library has an impressive collection of foreign movies. One of the projects students work on in my language courses involves watching a French movie, presenting it in class and then writing a summary and a personal reflection on the movie. Another project involves work with authentic French journals, which the library has subscriptions to.

KJR: In addition to checking out books, using databases, and seeking the assistance of librarians, I encourage students to use the

library as a place to collaborate, study, write papers, and read.

What is the first app you are going to buy for your new iPad Mini?!

JK: djay--an app that lets you mix music similar to a real DJ table.

JP: The first app I am going to download is the YouTube app because music is my passion.

What are you planning on buying with your \$50 Amazon card?!

AD: I read a lot of books, I like books and I am going to use this gift card to purchase a few books.

KJR: Kindle books.

UW System libraries barcode archives collections

From our "boring but important department," the UW Oshkosh Archives and Area Research Center reports making great progress on a System-wide effort to barcode many of its collections. Unlike other archives across the world, the Area Research Centers of Wisconsin are able to transfer their collections among themselves, much like traditional inter-library loan programs. During its half-century history, the unique partnership between the UW System and the Wisconsin Historical Society has allowed researchers to borrow collections from other archives for up to a semester. This allows for genealogical, local, statewide and even national research to be done at any of the 14 locations. This semester alone at UW Oshkosh, students have used collections as varied as the papers of Civil War soldiers and entertainer Ed Sullivan, as well as the institutional records from the national office of the Congress of Racial Equality and the Wisconsin State Home for Women.

Heretofore, archival transfers were administered exclusively with paper forms and homegrown logs. By barcoding each box, the process gains the efficiency and security of the same circulation system used by UW libraries for book and media collections.

"It's a bit ironic that we use our least robust record-keeping system to track our most unique and valuable material," says University Archivist Joshua Ranger.

Employing barcodes will allow archivists at all of the 14 Area Research Centers (13 at UW campuses and a 14th at the Northern Great Lakes Visitors' Center in Ashland) to know where a collection is at any time and when it is due to be returned. Better statistics will be available through the system and will help the Wisconsin Historical Society identify collections for future digitization. "Because of their inter-archival lending systems, Wisconsin and Missouri are the only two archival networks with any sort of data on how archival materials are used in a distributed way," Ranger noted. "We know which collections are popular to a large audience and so we have a better sense as to which collections should be prioritized to be scanned and put online."

While barcoding archival collections has unique challenges not found with books, none have proved too difficult for library student worker Jenna Facklam, who has worked in Polk's cataloging area for several years and has been working through the 2000+ cubic feet of material at a rapid pace to finish by the end of the May interim session. Ranger predicts that with Facklam's strong effort, UW Oshkosh will complete its work far in advance of System goals for the project.

The Good and the Bad

In the style of *The Week* magazine

It was a good semester for:

getting noticed after ANVIL developers David Hietpas and Ted Mulvey were nominated for one of D2L's Desire2EXCEL Awards for their work on Polk's innovative information literacy tool. Winners to be announced in June.

efficiency after the UW Oshkosh home page was refreshed and redesigned with, among many other changes, a direct and prominent link to Polk Library.

book recycling after over 1500 withdrawn and donated items were sold at the Annual Polk Library Book Sale

hand-me-downs after the Alumni Office gifted the University Archives several Pollock House treasures after the program's move to the new Alumni Welcome and Conference Center. Besides administrative records and old yearbooks, the Archives took in an engraved stainless tea set once used by house residents during Pollock's time as a dormitory (1944-1967), as well as some WSU-Oshkosh branded wooden chairs.

It was a bad semester for:

a running joke after Polk's copy of *Book Selling for Dummies* was finally sold off at the Annual Polk Library Book Sale. Clearly, Polk learned its lessons.

avoiding the dentist after Polk's LIBQual+ survey team gave out candy bars to willing survey participants. Members of the Public Relations Society of America Student Chapter helped Polk recruit survey responders by working numerous shifts in the lobby. The students, well-versed in market research, tempted library users with chocolate bars, as well as the important opportunity to help guide library strategic planning. This was the first time Polk conducted in-person recruiting for the web-based survey. The efforts were quite successful, with 195 respondents--almost 20% of the total--recruited in-person.





STAFF PROFILE: Marisa Finkey

Every family has that one member whose role seems to be the instigator. For UW Oshkosh, that family member is Marisa Finkey, the self-titled “crazy aunt” residing in Polk Library.

“I get you for an hour, I can wind you up, and I send you back to your teachers and then my job is done, which is perfect for me,” Finkey said.

Finkey was born in Indianapolis but did not remain there long. Her parents moved frequently until she was six, from Jackson, TN, to Bedford, IN. Eventually her family settled in Portage, WI, where she graduated high school. From the time Finkey was in middle school, it was apparent to everyone—especially her band director—that she wanted to work as a librarian. When faced with the

choice of practicing her sousaphone after school or working at the library, Finkey chose the latter.

“I didn’t turn in any timesheets saying I practiced because I wasn’t going to lie and say I was practicing when I wasn’t,” Finkey said. “So he failed me for a quarter because I didn’t practice in order to work at the library.”

Finkey ran reading programs at the public library during high school. She said she enjoyed working with people and decided she wanted to pursue a career in library work. After high school, she attended Carroll College, now Carroll University, and graduated in 1992 with a degree in history and a minor in secondary education.

Finkey then graduated from UW Madison in 1995 with her Master’s degree in library and information studies. She received her first job at Polk Library in 1997 as a reference LTE. A year later, she became the library instruction coordinator, where she has remained ever since. During her time at Polk, she has served as chair of both the Library Education Users Round Table and the Reference and Adult Services Section in the Wisconsin Library Association. She has also been involved in helping with many library outreach programs, including Taste of Oshkosh and the Classified Staff Day Service Fair, and she helps plan annual events such as the Polk Library Murder Mystery and Polk Library Book and Media Swap.

Finkey said she enjoys her job as it combines many aspects of her background. Finkey helps students with research in the library and gives presentations to classes about how to use library resources. She said she loves the fact that every day, there is something different to learn about.

“I still liked working with students and I still liked the idea of teaching, so this was kind of a really nice melding of those,” Finkey said. “I always like the challenge of new classes and new fields because I learn a lot of really weird things that I can just remember. I am always going home and saying things like, ‘Hey Dad, I learned the origin of the Easter Bunny today!’”

When she is not working, Finkey is pursuing her goal to see every Shakespeare play on stage. This summer she is travelling to Stratford to see a play, which will leave just two plays on her list.

“Last year, we drove all the way to Utah to go and see the Shakespeare festival there, and this year, we are going to one in Canada,” Finkey said.

At home, Finkey has three feline friends, who are never against having a conversation with her.

“We have a lot of discussions in my house,” Finkey said. “My father has kind of a running joke that whenever he has to come and visit me, he hears me talking and assumes I am talking to him, and I am actually talking to the cats.”

STAFF NEWS

Ron Hardy, **Head of Collections and Technical Services**, was re-elected to the Winnebago County Board of Supervisors.

David Heitpas, **Library Web Developer**, and Ted Mulvey, **Information Literacy Librarian**, presented on the development process and implementation of ANVIL at the annual Library Technology Conference in St. Paul.