

# Polk Library Newsletter

Spring 2012



## spinning a better website

Doing more at [uwosh.edu/library](http://uwosh.edu/library)

by Kim Parsons

### CONTENTS

- Staff Profile:  
Ted Mulvey
- Letter from the  
Director
- EMC Adds Foreign  
Language Titles
- 2010 Census
- 1940 Census
- Polk Book Sale
- New Databases
- Polk Art Display
- Changes in Polk's  
Policy
- Staff News

Produced by:

Communications  
Intern  
Kim Parsons

Communications  
Librarian  
Joshua Ranger

Follow us on  
Facebook



UNIVERSITY OF WISCONSIN  
**OSHKOSH**

The last time Polk Library overhauled its website, a majority of UW Oshkosh students were in middle school spending days with Maroon 5 and blink-182, discussing Janet Jackson's infamous wardrobe malfunction and drooling over the just-released Nintendo DS. A lot has changed since 2004 and Polk Library's new site has responded to many of the technological and societal trends that govern current web-based research.

The primary goal of the new site is to make it easier for people researching particular subjects to find all of the scholarly library resources in one location. "Books, articles, educational materials, videos...whatever the resources are, we wanted to make it easier for people to discover the wide range of materials that Polk Library has available," said **Maccabee Levine**, head of Library Technology Services.

The website, created by Polk's Web Developer **David Hietpas**, was made using Plone, a free and open source content management system UW Oshkosh has committed to. He took advantage of Plone's many features to create a user-friendly website for Polk Library. In addition, the Plone system now gives Polk staff more efficient ways to adjust and update site content.

The new website will feature the more personalized experience that students have grown familiar with online. "New features such as links you can customize for your major, or search boxes that auto-suggest course resources are more in-line with student's expectations of what a modern website should be," said Levine. "Students can search for articles or books in search boxes at the top of every page with important information that students often look for like library hours and the 24/7 chat service."

The new website was made available for a public beta testing period during Spring Break. At the end of spring semester, Levine and Hietpas will gather feedback from students and faculty using various methods such as email, focus groups and one-on-one interviews with students. The results of the testing will determine the final adjustments to be completed in time for the new school year.

A feature of the new site is its integration with other campus websites like Desire to Learn and the MyUWO Student Portal. In D2L, a student's reserve course materials are listed with real time availability information. On the Student Portal, students can find useful information like the GroupFinder tool, a library search box for DVDs and also up-to-date availability of computers in each section of Polk.

Another aspect of the site will be an expanded library news area that will provide important updates to users on Polk's collections and services.

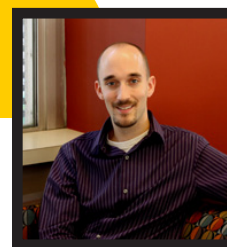
"We find that many people just do not understand the depth of our collection or services," said **Joshua Ranger**, University Archivist and Polk's librarian in charge of communications. "We are trying to leverage the website—along with other tools—to share more of our stories and information that will help students, faculty and staff with their assignments, research, course development or just leisure reading and viewing."

Polk's website has been a work in progress since March 2011 when Hietpas was working as Polk's Web Developer STEP Intern under Levine. Once he was hired as a staff member in June, he was able to put his full time energy into further gathering input from across the library and translating that into new features.

Levine said he's most excited to see how students and faculty will react to the new site. "It's been a lot of work and we're looking forward to feedback, but because the library website is used so heavily by our campus community, our jobs will never be done. If UW Madison or any other university library is able to find a way to help students research more efficiently, we want to do the same thing for UW Oshkosh students."

Click the preview banner at the top of the Polk Library home page to view the beta version of the new website.

## STAFF PROFILE: Theodore Mulvey



In September 2011 Polk Library hired **Theodore (Ted) Mulvey** for its newly-created Information Literacy Librarian position that puts further resources into the instruction of library resources and the general location, evaluation and effective of information.

Mulvey attended DePaul University in Chicago where he majored in Music Performance and played the clarinet. After graduation he went on to receive his Master's Degree in Information Science from the Dominican University in River Forest, Illinois to pursue his dream of working in a library.

"I had always worked in libraries since high school. When I was at DePaul I worked in the music library," said Mulvey. "I realized that I enjoyed helping people find information, helping them with computer issues and all the other various facets of libraries. I became fascinated with the entire process."

Mulvey's favorite part about working at Polk Library is the forward thinking within the administration, a critical area to success in many libraries and something he noticed right away after interviewing at Polk.

Mulvey also enjoys the collaboration among the entire campus. "You are able to talk with faculty and students and work together. There is really a spirit of collaboration at Oshkosh."

Students are also very actively interested in what goes on in their library, another reason why Mulvey enjoys working at Polk.

"I am amazed at the amount of students that hold multiple jobs and still manage to go to school full time," he said regarding the students at UW Oshkosh.

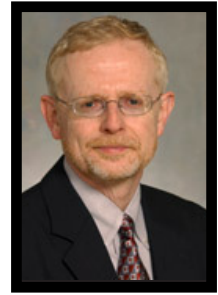
As the Information Literacy Librarian at Polk Library, one of Mulvey's tasks is to help students and faculty research effectively. This can include library instruction classes, one-on-one research meetings and also working with the administration.

"A major facet of information literacy is an individual's ability to critically think and find information, which plays a crucial role in today's society when you have so much information thrown at you," said Mulvey. "You need the ability to filter out what is unreliable."

In his free time Mulvey enjoys hiking and camping with his wife. He is also an avid sports fan and enjoys watching baseball and football, although he is not a Packer fan. One of Mulvey's biggest passions is homebrewing his own beer. No word if he shelves it alphabetically or not.

## LETTER FROM THE DIRECTOR: E-BOOKS & E-READING

by Patrick Wilkinson



In 2006, long ago in the information world, I participated in an international task force for the Online Computer Library Center (OCLC) on the integration of e-books. I remember the comments of many librarians and others about e-books and e-reading at that time. “No one will EVER read an entire book off a screen.” “People will read an e-book only if they have to.” or “I am not going to take a computer to bed with me.”

A new report by the Pew Internet and American Life Project details how opinions and practices regarding e-books and e-reading have changed in six years. Yes, people do read entire books off a screen, and they enjoy it. Although, people do read e-books in bed, print is still the primary format. Approximately, 70% of adults reported reading at least one print book in the past year. A rapidly growing number of adults are reading e-books. Currently 21% of those surveyed read at least one e-book in the past year. On average, e-book readers read 60% more books than people who do not read e-books. They also spend more time reading and are more flexible in reading format (electronic or print) than print-bound readers.

What do people like and dislike the most about e-books? Adults surveyed preferred e-books if they wanted to get a book quickly and read while traveling or commuting. Most people who have read both print and electronic books thought print books were much better for reading with children and sharing books with others.

It does appear that people who read e-books read more books than people who read only print books. The Pew survey reports that e-book readers read 60% more books in a year and spend more time reading. A serious question being discussed now in the media is, “Do E-Books Make it Harder to Remember What You Just Read?” There are a good number of opinions about this topic, but not much research has been conducted yet. Also, as e-books improve in quality and enhance content with video and audio, that will likely change how people learn from “books.”

Let me share some personal experience with e-reading. I have read e-books since 2006. I originally purchased a Sony e-reader (PRS 500), and I now use an iPad. My experience tracks very closely with the Pew findings. I read more, read more widely and read for both personal interest and work-related topics. One big advantage of e-reading for me is the ability to manipulate font size, font type and background lighting. I am able to create a book that is visually easy for me to read.

Also, I have seen a huge improvement in e-books in the past six years. For several years, charts, graphs, maps and pictures in e-books were virtually unusable. It was extremely awkward to go from text to footnotes then back to the text. Current e-books are getting better and better at dealing with these issues. Another improvement that I have seen is that authors and publishers are enhancing content in very helpful ways by weaving oral histories and videos of events into the body of a work.

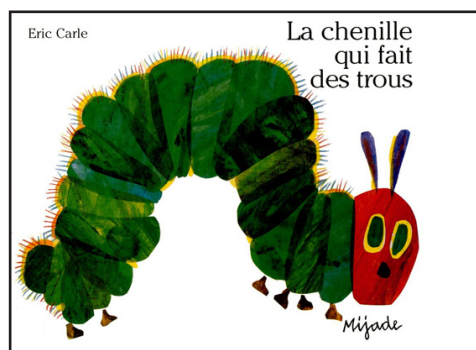
E-books have certainly come a long way in a short time. In 2006, they were a very small niche of the consumer market. They are now a significant part of that market and are poised to maybe be the major factor in that market in the next five to six years.

*Patrick J. Wilkinson*

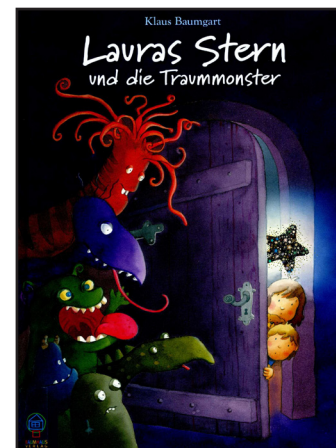
## EMC Adds Children's Foreign Language Titles



Children's stories in Japanese will aid in the teaching of these courses on campus.



The popular children's story, "The Very Hungry Caterpillar," is now available in French.



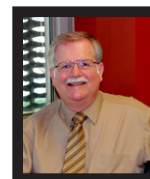
Several German books have been added to the collection including "Und die Traummonster," by Lauras Stern.

The Education Materials Center (EMC) now offers children's books in Japanese, German and French in addition to the 150 Spanish books that have already been available. "These new books will help support the teaching of foreign language classes," said **Stephen Katz**, the Education Materials Center Coordinator.

For more questions about the EMC and its resources contact Stephen Katz at [katz@uwosh.edu](mailto:katz@uwosh.edu).

## 2010 Census Data Released

by Mike Watkins



The 2010 census data is now being released on a new FactFinder site at <http://factfinder2.census.gov/main.html>. The Census Bureau is currently populating the site with Summary File 2 data which is expected to be released by the end of April. In addition to the 2010 census information, American FactFinder provides access to the 2000 census files, the American Community Survey, Economic Censuses and the Annual Survey of Manufactures.

The American Community Survey has been developed in the decade since the 2000 census to present estimates to augment the decennial census. Each year more than three million citizens are surveyed for the ACS. The survey provides estimates on economic, social and demographic characteristics that were previously

provided by the Summary File 3 data of the decennial census which has since been dropped. The ACS provides one year estimates on communities with populations over 60,000; three year estimates on communities with populations over 20,000; and five year estimates on all other areas.

The 2010 data can be searched using the Quick Start feature on the American FactFinder site. The Quick Start feature has its limitations and a novice searcher would be lucky to connect to the data they are seeking. One of the reasons for the difficulties is that when a keyword is typed in the searcher is given a dropdown menu of possible files to select. Only one experienced in working with American FactFinder census files would understand which file(s) might provide information being sought.

The blue tabs on the left of the page offer more sophisticated searching and allows the searcher to limit to specific topics combining with specific geographies and/or specific data files, including specific files from the 2010 census. Using these search functions is extremely difficult and somewhat confusing as search results open popup windows and it is not entirely clear that you have to select a file and click "add" at the top of the window before retrieving the results. Once results are retrieved they can be downloaded or mapped on the FactFinder website.

Those interested in government information are happy that the 2010 census data has been released, however, most have found that the site is not intuitive for first time users and has a steep learning curve.



# 1940 Census Released After 72 Years

Weeks ago, on April 2nd, genealogists and historians across the country locked themselves in their studies and fired up their computers eager to access information that has been unavailable since it was created 72 years ago. That day the 1940 manuscript census was released for the first time by the National Archives and Records Administration (NARA). These detailed records differ from the statistical information Americans are familiar with that is released soon after the decennial census takes place (discussed in Mike Watkins article on page 4). The manuscript census is far more personal, with handwritten entries for each household.

The 1940 census contains the usual information on individuals found on previous censuses like age, sex and location, but has added questions like where the participant lived five years earlier, highest education completed, salary and a specific question for women asking if they had been married before.

Another interesting dynamic specific to this census is whether or not the person worked for the

Civilian Conservation Corps (CCC) or the Works Progress Administration (WPA). These organizations were created through the New Deal that employed millions of unskilled workers during the Great Depression.

"To the average person, the 1940 census being released doesn't mean much, but to a genealogist it means that gaps will be filled that are missing in our research," said University Archives Assistant, **Jennifer Bumann**. In addition, the Census Bureau added new questions to the 1940 forms providing even greater understanding of the times.

The release this month marks the first time that a census is released digitally by the National Archives. There will be no microfilm version made available. Such was the pent-up interest among researchers that National Archives website had 22.5 million hits in the first three hours of operation causing the site to crash.

Due to census rules, records are not made available to the public for 72 years to ensure participants' information remain private for their expected lifetime.

Students and faculty can find

the 1940 census information by selecting **Ancestry.com** from the list of library search tools on Polk's website. The information can also be accessed directly from **www.1940census.archives.gov**.

"Generally I'm looking to find out more about family dynamics. I find the new questions interesting since my grandfather worked for the WPA," Bumann said. "I'm most interested in filling in the gaps in my own research."

Because the census is being seen by the public for the first time, there is no index so researchers cannot search it like other records found on sites like Ancestry.com. Visitors must know where someone was living and then review pages and pages of census forms to the individual. To prepare, Bumann gives three tips. "Make a list of everyone you want to look up, find the address of where they were living in city directories or other sources, and find the enumeration district where they were located using resources at Ancestry.com."

## Polk's Annual Book Sale = Success

On Tuesday, April 10 and Wednesday, April 11 Polk Library held its 8th annual book sale, attracting many people from the university and beyond.

The space across from the Circulation desk saw a constant stream of visitors throughout the two days, where thousands of books, and other items were waiting to be sold. Books for sale ranged from classic literature to a biography of Kenny Rogers. Other items for sale included VHS tapes, records, DVDs, and over 100 classroom maps no longer needed in the digital age.

Stephanie Spellman, a junior at UW Oshkosh who visited the Polk book sale for the first time this year said, "I love books and it is so fun to find them at such good prices. I will definitely come back next year."

**Ron Hardy**, Head of Collections and Technical Services and book sale organizer said, "It is great to do this every year. Students, staff and members of the community really show their love of books by buying thousands of them each year."



Polk created new reusable shopping bags for the event that proved a popular way for patrons to bring home their haul.

## New Databases Added to Polk's Abundant List

Over the fall interim, three new databases were added to the already abundant list that Polk Library has to offer. The newly added ARTstor, ProQuest Dissertations and Theses and Ovid Nursing databases all serve different purposes, but are useful research tools for many students on campus.

ARTstor is a database that contains over one million digital images from several different fields, including the arts, architecture, humanities and the sciences. **Jeff Brunner**, Polk Library's Electronic Resource Librarian, said he's really excited about the introduction of ARTstor because, "it has a great interface that's really easy to use. It's also sort of the premier art image database available right now."

Brunner said that the database will be useful to students in all disciplines due to the variety of images. Student may enhance their

research papers by adding images.

ProQuest Dissertations and Theses is another database that collects and digitizes scholarly works of graduate students, making it a useful tool for advanced-level work. Currently when researching, if a student comes across a thesis or dissertation it can be hard to track down a copy. The new database provides an easy way to look at these materials without having to use the Interlibrary Loan system.

Although a bulk of the theses and dissertations in the database are from the 1990s to the present, some date back as far as 1637, making the ProQuest Dissertations and Theses database the most comprehensive collection of these materials available.

The final addition to Polk's database collection is the Ovid Nursing database. This collection contains about 30 to 40 high-

quality nursing journals. According to Brunner the university already had subscriptions to some of the journals, but they were in paper format. Since the library switched, almost completely, from paper to digital versions of journals over interim, the Ovid database was the perfect solution because it contains the legacy journals plus quite a few new ones as well.

All three databases are now up and running and can be accessed via the Polk Library web page.



## Get Blown Away by the Art Display in Polk

Polk Library's newest exhibit in its first floor "gallery" is a series of ten paintings from recent alum, Erica Possin.

The paintings mostly feature wind turbines, objects that are becoming increasingly familiar in rural Wisconsin. Possin's work challenges viewers to accept the new additions as part of a "new normal."

"Here in Wisconsin we have beautiful landscapes that center around space and the farmscape," Possin said, "However, I feel that the traditional landscapes have become cluttered with the utilitarian forms of wind turbines and agricultural structures."

Possin's goal is for viewers to think of the manmade structures as interesting and beautiful in their own right, but also

very intrusive on traditional ideas as well.

According to Possin's artist statement, she realizes there is a conflict in the harmony of nature and she is seeking to explore that.

Since her senior show was scheduled in January, Possin said the display was unseen by many. Therefore, she was very interested in showing at Polk to give her paintings a larger audience. Head of Public Services, **Sarah Neises**, offered Possin a great space that would allow many students to see her work on a daily basis.

Possin, who graduated this past December with a Bachelor of Fine Arts degree and a Business minor, is also selling many of the paintings on display. Prices range from \$150-\$1000.



# Changes in the Polk Library Computer Policies

Since opening in 1962, Polk Library has always served the Oshkosh and regional community in addition to its main mission as a resource for students, faculty and staff. Either through its Government Information, Archives departments or its community borrowing privileges, individuals not associated with the University have found many uses of Polk's facilities. In more recent years, this has meant a fairly generous computer use policy.

Although sharply curtailed after Polk 101 was created, unrestricted access to the Internet was still granted to community members on three computers on the first floor of the library and four on the second floor.

In recent months, campus Information Technology staff recorded increased violations of the university's Acceptable Use of Computing Resources Policy stemming from these machines. Most of the violations came from users exceeding the amount of bandwidth allowed which can slow and degrade the quality of the connection across campus. Together IT and Polk Library administration worked to meet the needs of the community and also secure the university.

"The 'white list' solution, which is a list of authorized sites that users can visit, was developed for the three stand-up computers on the first floor of Polk," said **Sarah Nieses**, Head of Public Services at Polk. "The acceptable sites that users can visit include university affiliated sites, library sites, databases and EMC linked sites. These computers are available without a login ID, so community users of library resources can still use these."

As for the four computers on the second floor of Polk, a different approach was taken. The Pharos System, the university's printing software, was able to provide Polk with a time limiting solution. Community users are allowed one hour on the computers. This is similar to the amount of time offered at the Oshkosh Public Library. Polk Administration believes that using similar policies throughout the community and creates less confusion.

In order to use the four computers on the second floor of Polk and also to connect to the university's wireless Internet, users must obtain a Northeast Wisconsin Educational Resource Alliance (NEW ERA) Library Card.

In addition, the NEW ERA Library Card allows the holder to check out library materials from 13 participating NEW ERA colleges including the College of Menominee Nation, University of Wisconsin Fond du Lac, Fox Valley Technical College, University of Wisconsin Fox Valley, Lakeshore Technical College, University of Wisconsin Manitowoc, Moraine Park Technical College, University of Wisconsin Marinette, Northeast Wisconsin Technical College, University of Wisconsin Sheboygan, University of Wisconsin Green Bay, University of Wisconsin Extension and the University of Wisconsin Oshkosh. The cards are free to community members with a picture ID and a form available from the Circulation and Reserves Desk.

Nieses said the goal when changing the policy at Polk, "was to allow Oshkosh community members a reasonable amount of time to use the computers, while also increasing the accountability of users and complying with university acceptable use policies."

## STAFF NEWS

**David Hietpas** (Library Web Developer) will speak at the Plone Symposium at the Pennsylvania State University on May 22nd. Hietpas will speak on the Plone tools employed to create innovative library services on Polk's new website including automated subject guides and a user customized guide portlet.

At the end of June, **Patrick Wilkinson** (Library Director) finishes a two-year term as Chair of the Wisconsin Library Services Board. WILS is a non-profit cooperative that has coordinated resource sharing, cooperative purchasing, OCLC billing and training and consultation services in the state for all types of libraries for the past 35 years.

**Ted Mulvey** (Information Literacy Librarian) accepted the Association of College and Research Libraries' offer to serve a two year term as a member of their Information Literacy Standards Committee.

**Ron Hardy** (Head of Collections & Technical Services) was elected to the Winnebago County Board of Supervisors on April 3rd. He is representing District 17, east and northeast of the UW Oshkosh campus.

**Paulette Feld** (Library Technology Services, IS Network Support Technician) was appointed as one of five UW Oshkosh employees to serve on the UW System University Personnel workgroups. The Employee Category workgroup was one of six that met weekly since January to develop a draft set of guidelines for employees and Human Resources. The system that is developed is slated to be implemented by July 1st, 2013 and will impact all UW employees except those at UW Madison. Drafts of the policy will be shared with employees starting in late April, 2012.

## FINALS WEEK LIBRARY HOURS

Friday, May 4	Saturday, May 5	Sunday, May 6	Monday, May 7	Tuesday, May 8	Wednesday, May 9	Thursday, May 10	Friday, May 11
Open 24 Hours	Open 24 Hours	Open 24 Hours	Open 24 Hours	Open 24 Hours	Open 24 Hours	Open 24 Hours	Closed at 6:00 p.m.



Free Coffee  
For All Night Owls  
Starting Friday the 4th at 10 P.M.!

Look for free cookies on one surprise evening!