

# Library Lines

Post Learning Commons and  
Drexel Library Newsletter

**Fall 2012**

# From the Director



## Campbell Food Marketing Collection now in Post

The Post Academic Center is pleased to welcome our new partner, the *Campbell Food Marketing Collection*. Formerly located in Mandeville Hall, the Campbell Collection has moved up the hill to take advantage of the central campus location and high student traffic. The new location also offers access to a wide array of technology and proximity to over one thousand study seats, including popular meeting and collaboration spaces. Supported by the Academy of Food Marketing, the Campbell Collection includes monographs, journals, films and electronic resources covering all aspects of food production and promotion to support our undergraduate, graduate and online food marketing programs.

The addition of the Campbell Food Marketing Collection consolidates all of the university's print collections and their management under one roof, a definite benefit for our students.

Please join us on Thursday, September 6th at 11:30 am for the Open House.

## SJU Reads *Zeitoun*

Saint Joseph's University is reading *Zeitoun* this fall. This compelling novel by Dave Eggers follows a Muslim American family as they contend with loss and racial hatred in the aftermath of Hurricane Katrina in New Orleans. The title was selected by the SJU faculty and a copy of the book mailed... to all incoming freshmen over the summer months. All student Orientation Leaders and Residents Assistants read the book and are gearing up to engage the freshmen and model academic behavior. Faculty members will lead book discussions as part of the academic orientation as we welcome students to campus.

**Evelyn Minick**  
Library Director

## Post Marks, or Measuring Our Success:

Now that the Post Learning Commons is fully operational, we have been discussing how to measure the success of the new and exciting space. We could start by talking about the number of students who enter on a daily basis as crossing the threshold certainly speaks to student interest. We could look at databases used, articles retrieved, items printed – those activities suggest that students are reading and looking things up. We could look at the number of questions asked or the number of books checked out. As impressive as these numbers might be, all of these behaviors tell only part of the story.

In a recent conversation with one of our Summer Scholars, she volunteered the following comment about the Post Learning Commons:

*“I’m here every day--this building definitely makes me study harder.”*

What a wonderful comment! Students “studying harder” or “studying longer” is exactly what we were hoping to accomplish with the design and functionality of this new facility. We believed it would happen if we could incorporate open and inviting spaces, a little grandeur, a nod to the great reading rooms of the past, amazing views of the outdoors and views of other students. We knew we wanted a wide variety of spaces, some extremely private and quiet, some extremely public -- bustling and chaotic -- and all the ranges in between. We hoped that every student would find their own personal microclimate, and that seems to have happened. Now a brand new year begins, bringing with it a new class of first-year students with new expectations—we’ll keep you posted.

**I**T started out in the early 1970's as a paper report on "the fruits of faculty scholarship", a partial listing of faculty publications and conference presentations for the academic year. A couple of decades later there was an online iteration of the Faculty Bibliography, but it was still basically just a listing of citations. In fall, 2012, Drexel Library will introduce the **Scholarship@SJU** institutional repository to faculty.

Although it is just in its embryonic stage, initially populated with citations from the previous online Faculty Bibliography, the repository will grow from citations only to encompass full-text articles attached or linked to many citations, images of art works, audio clips of musical works, etc. The citations will now be populated automatically by annual downloads from the FARO and SEDONA systems, requiring no additional input by faculty; however, faculty authors do have the ability to enter data themselves if they so choose. Eventually, student scholarship will also be included in the repository.

The institutional repository has the capability for producing and archiving online journals and newsletters, either open access or subscription-based. Journals can have their own customized design and can include a variety of additional features such as access control and editorial management. Conferences can also be organized and managed through the repository and/or proceedings from prior conferences archived here. Opportunities for faculty to learn more about the features of the institutional repository and to partner with the Library to enhance it will be offered in the Fall semester.

**Scholarship@SJU** is a showcase for the scholarly output of SJU authors to a global audience; it is searched by Google and other internet crawlers and opens up new opportunities for collaboration with other researchers in any given field.



The initial addition of full text is being handled by Marjorie Rathbone and Kristine Mudrick in conjunction with bepress, the company which hosts Scholarship@SJU, a Digital Commons repository. When you access a department's collection in the repository, you will see we have populated the front page with information taken from each departmental web page. This illustrates the opportunity each department has to introduce itself to visitors and we invite revisions from department chairs.

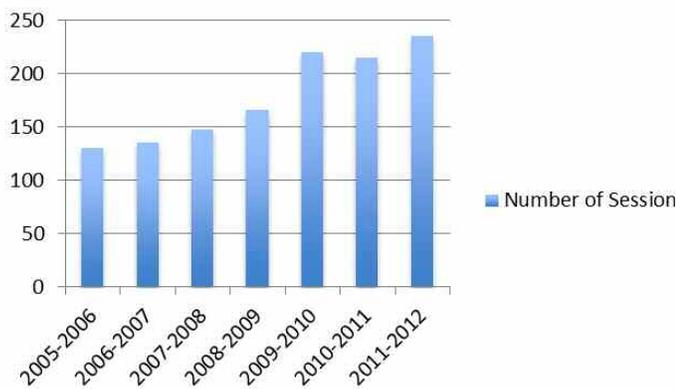
**For further information on this exciting new resource, please contact Marjorie Rathbone at [rathbone@sju.edu](mailto:rathbone@sju.edu) or x1912.**

# Library Instruction Update

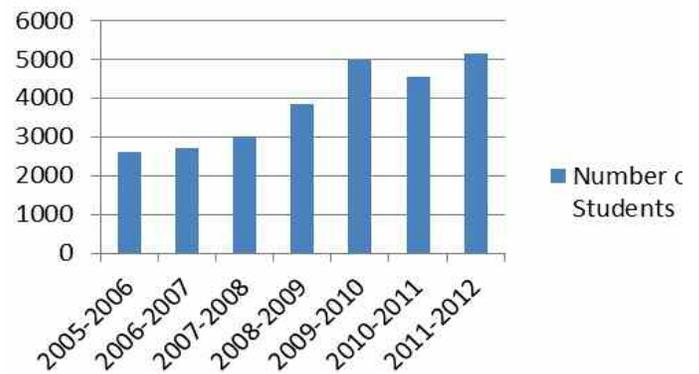
Fall 2011 through Spring 2012

The Post Learning Commons and Francis A. Drexel Library Instruction Team had a robust year in terms of information literacy instruction. Twenty percent of our sessions covered ENG 101, Craft of Language. About one third of our instruction covered various classes in the Haub School of Business, including Financial Accounting, Marketing, Management, Pharmaceutical Marketing, and EMBA classes. Twenty-eight percent of our spring instruction covered First Year Seminars, and twenty-six percent of our instruction covered various classes in the Haub School of Business. As displayed in the pie chart, the rest of the library instruction sessions taught during both semesters were distributed among several academic disciplines.

**Number of Sessions**



**Number of Students**



Our instruction sessions are popular, interactive, and tailored to each class and their assignments, sometimes even using Wimba classroom sessions and screencasts. Our liaison librarians have built fruitful relationships with professors here on campus.

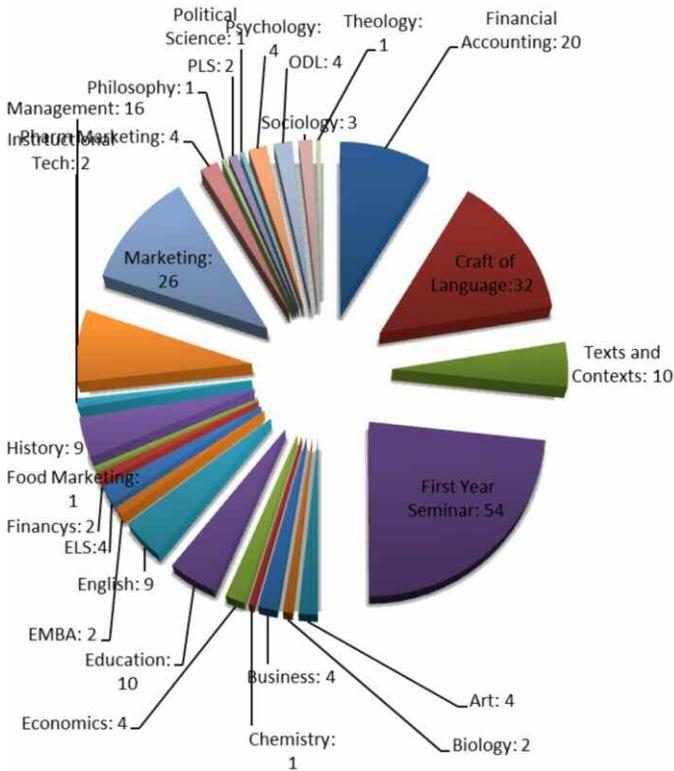
*“She (Cynthia Slater) inspires my class every semester and has a tremendous impact on all of the students. She provides them with knowledge about our resources that serve them well for their class project, and for life. She helps them appreciate and understand the value of researching a topic beyond Google.”*

Kimberly Richmond Saint Joseph’s University Marketing Department

Cynthia Slater, Business Reference Librarian, speaks about her work with Kim: “I sat in on the final PR Plan Presentations for **MKT 324 Public Relations and Publicity**. The student teams work with real businesses, including Saxby’s Coffee, The Night Kitchen Bakery, etc. I was one of the invited guests/graders and the business owners and Kim Richmond would tabulate the results (we each got a sheet). It was a great evening to sit in and see the completed projects.”

*“I think Lisa (Molinelli) is great- extremely supportive of our adult students - very competent and helpful.”*

**Nancy M. Komada**  
Senior Director, Adult Student Life



- Financial Accounting
- Craft of Language
- Texts and Contexts
- First year Seminar
- Art
- Biology
- Business
- Chemistry
- Economics
- Education
- English
- EMBA
- ELS
- Finance
- Food Marketing
- History
- Instructional Technology
- Management
- Marketing
- Pharmaceutical Marketing

## Fall 2012 Instruction

Please contact your department liaison for library instruction or research assistance:



**Susan Cheney**  
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**Anne Krakow**  
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Fine and Performing Arts, History,  
International Relations, Philosophy,  
Political Science, Public  
Administration, and Theology



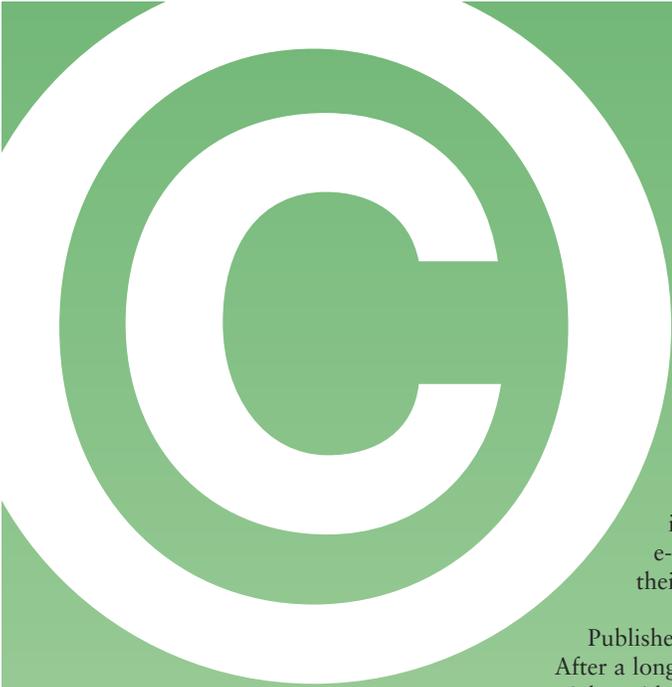
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Accounting, Finance, Management,  
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Marketing, Pharmaceutical &  
Healthcare Marketing, Decision &  
System Sciences, Business  
Intelligence, International Business,  
Family Business & Entrepreneurship,  
Sports Marketing, Food Marketing



# Copyright Update

The recent ruling in the Georgia State University (GSU) case (Cambridge University Press et al. v. Patton et al.) in May 2012 provides a reminder of the importance of having a University-wide copyright policy. In this case, several publishers (Cambridge University Press, Oxford University Press, and Sage Publications) accused Georgia State University of copyright infringement in the University's use of copyrighted materials in e-reserves. The University argued that they used the materials in their e-reserves within the limits proposed by the fair use doctrine.

Publishers accused GSU of seventy-five separate claims of infringement. After a long and exhaustive case, the judge found that Georgia State's copyright guidelines were a "good faith" effort and most of the excerpts challenged by the publishers were found to be permissible under fair use.

As for making fair use determinations, the judge identified the market impact of unauthorized copying as a crucial factor in determining whether a copy is permissible under fair use. If there is no easy way for professors to license the portions of the works they want to use, this favors allowing the copy. However, if digital licenses are available, professors should seek out acquiring a license first.

For more information on the GSU case, please visit the links below:

**A Case for Fair Use: The Georgia State Decision**

**Association of Research Libraries: GSU Fair Use Decision Recap and Implications**

Another point of interest to the judge was whether or not the excerpt qualified as the "heart" of the work. The judge wrote that unauthorized copies of 10 percent of a work were most likely permissible. However, she did emphasize that even small portions may be outside the permissible bounds of fair use if the excerpt goes to the "heart" of the copyrighted work.

**Saint Joseph's University's Copyright Policy** is available to guide faculty through the copyright permissions/request process. In addition to the policy, there is a "virtual aid station" set up to provide information and tutorials to assist you with making your materials accessible to students.

As a way to better assist the SJU community on copyright issues and questions, the SJU Copyright Committee will be offering "copyright office hours" over the next two months. This will be a time for members of the community to get personal, one-on-one time with a Copyright Committee representative who will assist in answering any questions regarding copyright-protected works and their use in the "classroom" - be it traditional, hybrid or fully online.

## Copyright Assistance Open Office Hours

Members of the Copyright Committee will be available to answer questions about posting course materials online, using course packs and e-reserves

**Time:** Tuesdays and Thursdays, 11:30am-1:00pm, August 14 through the end of September

**Location:** Room 133, 1st Floor, Post Learning Commons

## Committee Representatives:

**Online Programs:** Mary Ann McMenamin-Strecker, JD, Copyright and Compliance Officer, Academic Technology & Distributed Learning, mstrecke@sju.edu, 610-660-3257

**Coursepacks:** Luke Bater, Print Services, lbater@sju.edu, 610-660-2621

**E-reserves and Library Resources:** Anne Krakow, Drexel Library akrakow@sju.edu. 610-660-1906

**Film, Video, Music and Images:** Andy Starr, Media Services astarr@sju.edu, 610 660-1769

# New Acquisitions New Locations New Opportunities

The DVD and VHS collections have moved from ITDL in Barbelin to the first floor of Drexel Library – in the former café area around the corner from the McNaughton Popular Reading and audiobooks collections.

Now you can browse multimedia just like you do the books! If you want to preview one of the movies or documentaries, you can do so in the Library at one of the viewing stations adjacent to the materials or you can check it out at the Circulation Desk to watch at home. The full Multimedia Collection Access policy is available on the Library's web site. Hmm, maybe a marathon of all 8 versions of *Pride and Prejudice* in the Library's collection? Basic Borrowing Privileges:

- Faculty can borrow up to two weeks, with a one week renewal
- Staff may borrow for 7 days
- SJU Students are now permitted – for the first time – to check out multimedia for 2 days



Over the summer we added **TV & Cable Media** to our subscription **SRDS (Standard Rate & Data Service)**.

**Description:** *This service provides information on all broadcast, cable, syndicated and alternative television advertising opportunities.*

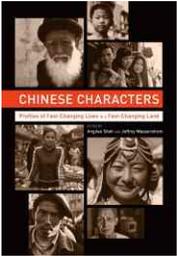
## Ad\$ponder™

**Ad\$ponder** provides a fast, top-level summary of the multi-media advertising marketplace. This web-based tool spans five years of national summary spending trends, accessible by industry, parent company, and brand. Data is available via customizable reports with easy data exporting abilities to popular spreadsheet and flowchart programs.

## Did You Know?

Did you know that you can now check-out books in the Post Learning Commons? A new self-check machine has been installed on the Service Desk, near the New Books Shelf. First, you swipe your HawkCard through the reader attached to right side of the screen. It will verify you as a valid patron. Next, place the book with the barcode facing up in the tray underneath the scanner. Pick up your receipt with the date due on it and you're on your way!

# Save the Date:



## Book Talk with Angilee Shah and James Carter

*Chinese Characters: Profiles of Fast-Changing Lives in a Fast-Changing Land*  
September 21, 2012

Wachterhauser Seminar Room, Post Learning Commons  
Noon, Light Lunch will be provided.

Angilee Shah is a freelance journalist and editor in Los Angeles. She has reported from across Asia, including China, Thailand, Indonesia and Sri Lanka, and was a South Asian Journalists Association Reporting Fellow in 2007/08. Shah is the co-editor with historian Jeffrey Wasserstrom of *Chinese Characters*, a collection of stories about life in China to be published by UC Press this year. Formerly the editor of the online magazine *AsiaMedia*, she is now a consulting editor to the *Journal of Asian Studies*. Her writing has appeared in the *LA Weekly*, *Far Eastern Economic Review*, *Mother Jones Online*, *Pacific Standard* (formerly *Miller-McCune Magazine*), *TimeOut Singapore* and *Global Voices*.

James Carter, PhD, contributor to *Chinese Characters*

Professor of History & Director of International Relations,  
Saint Joseph's University Chief Editor, Twentieth-Century  
China: <http://www.maney.co.uk/index.php/journals/tcc/>



## Protecting Your Digital Footprint at Work, Home & on the Road: 15 Tips on ID Theft in 60 Minutes

Robert Lackie, Professor & Librarian at the Franklin F. Moore Library, Rider University

Location: Cardinal Foley Center

Wednesday, September 19, 2012 at 3:00PM

Light Refreshments will be served.

This event is co-sponsored by the offices of Post Learning Commons and Drexel Library, the Office of Training & Development and the Office of Information Technology

## Banned Books Display

Post Learning Commons and Drexel Library  
September 30, 2012 – October 6, 2012

Banned Books Week is an annual event celebrating the freedom to read and the importance of the First Amendment. Held during the last week of September, Banned Books Week highlights the benefits of free and open access to information while drawing attention to the harms of censorship by spotlighting actual or attempted banning of books across the United States.

## Celebration of Faculty Scholarship

Post Learning Commons Second Floor

October 10, 2012 at 3:00 PM

As part of Inaugural Week, there will be a celebration of recent faculty publications along with some brief presentations and an unveiling of Scholarship@SJU. Wine and Cheese Reception throughout.



# Satellite Offices

Beginning this fall, Career Development Center, the Writing Center and the Learning Resource Center will have office hours in Post Learning Commons. The Writing Center and the Learning Resource Center have already used the Library, but with the arrival of Post Learning Commons the departments now have a consistent satellite location to connect with students.

Each department will offer services such as:

## **Career Development Center:**

The Center will provide employer Drop-Ins; network with employers, résumé critique and career advice directly from a recruiter.

## **Learning Resource Center:**

Tutors will provide workshops and tutoring to support students' academic goals.

## **The Writing Center:**

Students can make an appointment at the satellite office during open hours or use an online scheduling tool on the Writing Center website. After students check in at the satellite office, they will be directed to one of the small group study rooms to meet one-on-one with their writing tutor.

*For more information on each department, please contact :*

**Jenny Spinner**

Writing Center, [jspinner@sju.edu](mailto:jspinner@sju.edu)

**Jennifer Rossi**

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**Anne Krakow**

Drexel Library, [akrakov@sju.edu](mailto:akrakov@sju.edu)

# Technology...Then & Now

In 1989, the Francis A. Drexel Library had 3 PCs, about 6 dumb terminals, and 1 systems person to oversee them. Since that time, in addition to its more than 300,000 volume book collection, the Drexel Library has evolved to accommodate the University's ever-growing student body, employee workforce, and technological advancements.

With the opening of the Post Academic Center in the spring of 2012, students now have access to:



- 160+ computers
- 20 laptops for lending
- 6 printer workstations
- 4 scanners
- 3 microform readers
- 3 copiers, one of which is color
- 17 group study rooms (many equipped with audiovisual components)
- 1 Instruction Lab

In addition, on the second floor of the Post Learning Commons, there is a state-of-the-art seminar room available for campus groups to use

for meetings, workshops, webinars, and hosting of special groups.

The Special Collections workroom houses a specialized scanner to use for Archival Projects.

The Post Learning Commons has added a new level of technological opportunities such as the establishment of the Digital Media Zone, which supports the Film and Digital Media Curriculum. The opening of the PLC has allowed the Drexel Library to forge a successful rapport with the Office of Information Technology and the Department of Academic Technology and Distributed Learning, enabling it to provide additional services to students and faculty.

The proliferation of personal devices like smartphones, tablets, eReaders, laptops, notepads, and other wireless equipment necessitated better access to the wireless network. The Office of Information Technology responded by increasing the number of access points enabling these devices to successfully connect to the wireless network with improved bandwidth.

Additionally, an Institutional Repository is being developed in an open access platform which will serve as a database of faculty research.

Last, but not least, the Drexel Library staff now has a small contingent of systems people, assisted by a growing number of diligent student workers, dedicated to providing the highest level of academic support possible for all campus constituents and guests of the university.

This support includes assisting patrons with the day-to-day technology problems on any of the 160+ computers spread throughout the combined building. Additional support includes maintaining the Library's Website, seeing to it that all of the print and electronic resource subscriptions from various vendor products work seamlessly together so students from both on and off campus can access the information they need, real-time chat assistance with patrons online, maintaining the

online catalog, obtaining and distributing print material through Interlibrary Loan services, as well as conducting a barcode inventory of the print collection.



With all of these services, the Post Academic Center is the obvious choice for students, faculty and staff when they are conducting research, wanting to study, or simply to network and share ideas. It's also a very popular place to relax and take a much-needed break.

# Scenes from Recent Events



Left to right: Past President and Professor, Business Administration Nicholas S. Rashford, S.J., Interim President John W. Smithson '68 (B.S.), '82 (MBA), Maryanne Hennings Post, John R. Post '60, University President C. Kevin Gillespie, S.J.(72), University Librarian Evelyn Minick, Provost Brice Wachterbauser, members of the Post family, David L. Wolfe '60, and Vincent Genovesi, S.J., Professor of Religious Studies and Theology, Rector of the Jesuit Community at Saint Joseph's University after the ribbon was cut at The Dedication Ceremony of the Post Academic Center March 22, 2012.



Left to right: Interim President John W. Smithson '68 (B.S.), '82 (MBA), University Librarian Evelyn Minick, Carmen R. Croce '71 (B.A.), Director, Saint Joseph's University Press and Curator, University Art Collection, Rev. Joseph J. Feeney, S.J., Professor of English, and Vincent Genovesi, S.J., Professor of Religious Studies and Theology, Rector of the Jesuit Community at Saint Joseph's University on the occasion of the Dedication of the Gerard Manley Hopkins, S.J., Special Collections.



Members of the Loyola Society enjoy the view from the balcony.



Susan Chen, Admissions, University President C. Kevin Gillespie, S.J.(72), and University Librarian Evelyn Minick, greet members of the New York Council.



# Its Happening in the Special Collections Display Area!

There's still an opportunity to see the exhibits on **Jesuit Illustrated Literature** from the University's *Jesuitica Collection* and **In Miniature: 50 Objects from the University Collection** before the new 2012-2013 exhibits are mounted.

## Coming soon:

### **Memory and Devotion: The Relic Collection of Burchard Villiger, S.J.**

Burchard Villiger, S.J., fifth president of Saint Joseph's (1868-93) amassed one of the largest collections of relics and reliquaries in the United States. Fr. Villiger considered this a most suitable endowment for his newly built Church of the Gesu and college buildings on Girard Avenue in North Philadelphia.

Most of the hundreds of relics in Villiger's collection were acquired in Rome from "a noble family fallen on hard times" and endure to this day at the Gesu, St. Joseph's Prep, Old St. Joseph's Church and Saint Joseph's University. About 35 of these relics and reliquaries will be gathered from our Jesuit institutions in Philadelphia for an exhibit this Fall semester to coincide with the naming of Villiger Hall in honor of the Jesuit we revere as the second founder of Saint Joseph's University.

### **Rare Jesuitica from the Private Collection of Dr. Jean Heck**

In addition to teaching in the Finance Department at SJU, Dr. Heck is an avid collector of rare books – many concerning the Jesuits and their teachings. His personal collection will be on display for the first time early in the Spring semester.

**MISSION STATEMENT:** *The Francis A. Drexel Library of Saint Joseph's University strives to promote the best possible student and faculty scholarship, convenient access to relevant, high quality resources, and instruction in the skilled use and understanding of information. In addition, the Library provides environments conducive to quiet study, purposeful research, and the thoughtful exchange of ideas. Library Lines serves to highlight the efforts of the Library toward this end.*

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