

LIBRARY LINES

Francis A. Drexel Library Newsletter

WELCOME ANNE KRAKOW



Please join the Francis A. Drexel Library in welcoming Anne Krakow, Associate Director for Public Services and Programming. Anne comes to us from the Landman Library at Arcadia University, where she was the Associate Director and instrumental in improving that library's services, upgrading its technology, and positioning it as an integral component of academic and professional development.

We asked Anne a few brief questions about her reasons for choosing Saint Joseph's University.

person has lots of ideas, as well as a great attitude towards reference, circulation, and instruction. Once we start building that group, other projects, such as library space, instruction, and circulation services will fall into place.

Q: *Why did you select the Drexel Library?*

A: I wanted the challenge of working at a larger university library. When I came in for my interview, the staff was extremely friendly and was genuinely interested in their work at St. Joseph's. Their enthusiasm, while tempered by the realities of running an academic library, contributed to my decision.

Q: *Where do you see the library in five years?*

A: I'd like to see Drexel Library evolve into an organization that provides great service and reputable resources. The Library building itself will be a welcoming atmosphere where students can study, relax, work on projects with colleagues, and get help with research. I would also like to see the Library increase its involvement in distance learning and instructional outreach, as well as add information literacy competencies into the curriculum currently being developed.

Q: *What do you like to do for fun?*

A: I spend most of my free time with my daughter, Julia, who is 13 months old. My husband Jonah and I enjoy taking her to the playground or museums. That saps up most of our energy, so in our free time we end up watching a lot of TV series on DVD. We're just about to start the second season of Dexter.

Please join us in extending a warm Saint Joseph's welcome to Anne Krakow. Anne can be reached at akrakow@sju.edu or x1906.

Q: *Why did you select Saint Joseph's University?*

A: While I did not attend any Jesuit schools, my father was a product of Fairfield and Fordham Universities and taught at a Catholic college for over thirty years. The mission of Catholic education and Jesuit institutions in particular is very familiar to my family.

Q: *What skills and talents do you bring with you to the University?*

A: As a reference librarian, I have experience working with students, faculty and staff on their research questions. I'm very interested in the reference exchange and making the library user-friendly.

At Arcadia University, I was the liaison for many humanities subjects, including Fine Arts, Music, and English. Before Arcadia, I was an Assistant Librarian at the Whitney Museum of American Art in New York.

Q: *What do you see as your first course of business?*

A: I have much that I want to work on, but I think I will first work towards building collaboration among the Public Services staff. Each



From the Director

Fall 2008 was Drexel Library's busiest semester ever! Our attendance rose to 159,687, over 16% higher than last year. We can't be sure if it is our new Café, new lounge and computer area, the 24/7 hours during final exams, or just the large Freshmen class, but we hope it continues. All librarians know that library use goes up in difficult economic times. So the next time you are poised to buy a book, think of the library and give us a chance to get it to you for free. And while you're at it, have a cup of coffee in the Library Café.



Evelyn Minick-
Director, Francis A. Drexel Library

A NEW APPROACH TO LIBRARY INSTRUCTION

Each Fall, Business Reference Librarian Cynthia Slater meets with the classes of Concepts of Financial Accounting, a foundation course for business majors at the Haub School of Business. Her sessions introduce the students to company research, and to the many business resources available through the Library. The unexpected increase in the freshmen class this Fall posed a challenge: how could one librarian reach a large number of students effectively and efficiently in a short time frame?

With the help of Alex Zebango in the I.T.D.L, Cynthia developed a series of online tutorials to teach basic research skills to students. The tutorials were presented to students in all sections of Accounting 1011 and 1015. Instructional Designer Al Labonis inserted the tutorials and exercises, which generated a Gradebook entry upon completion, into each section's Blackboard course site.

In September, Cynthia visited each class for an overview of business resources, and introduced the tutorials and assignment. The class size for the 19 sections of ACC1011 ranged from 30 to 90 students, with nearly 900 students in all participating.

In early December, Cynthia and Al requested feedback from the students, from which they learned that approximately 95% of the students found the tutorials helpful. Some commented that they used what they learned in other classes. Cynthia and Al are reviewing the comments for ideas on how to improve the tutorials for next year.

STAFF NOTES

On Friday, November 21, 2008, Cynthia Slater, Business Reference Librarian, and Dr. George Sillup, Assistant Professor of Pharmaceutical Marketing, participated in a panel discussion presented by the Delaware Valley Chapter of the Association of College and Research Libraries, entitled "Putting Librarians in Their Place: a Fresh Look at Outreach." Cindy and George shared their experiences with the changing role of academic librarians and how these changes are impacting the way students and faculty are interacting with academic libraries and their resources. The workshop was hosted by Penn State Great Valley.

Slater has also been elected Vice Chair/Chair-Elect of the College & Research Division of the Pennsylvania Library Association. Her term begins January, 2009.



CREATIVE ARTS EXHIBIT

Throughout the month of March, Francis A. Drexel Library will host an exhibit of sample pieces from the 2008 Mordechai Anielewicz Creative Arts Competition. Named for the heroic teenager who organized Jewish resistance and gave his life fighting in the Warsaw Ghetto Uprising of 1943, this annual competition provides students in grades 7-12 in all public, private and parochial schools in Philadelphia and its suburbs, with both a forum and opportunity to respond to the Holocaust by means of creative expression. Panels of judges with expertise in various creative disciplines evaluate the 400 or so submissions. The artistic submissions are mounted and exhibited professionally by the Moore College of Art and Design. All of the winning written submissions are published in a booklet and distributed at the awards ceremony which is held each spring at Moore, in conjunction with the exhibition.



Dream by Jane Fischer, 12th Grade, Lower Merion High School, First Prize

For more information, contact Anne Krakow, Associate Director for Public Services and Programming, akrakow@sju.edu or x1906.

TOOLKITS IN THE LIBRARY

During the Spring semester, the Library will be gradually unveiling a series of new websites called Library Toolkits. Within the new system, subject liaisons will be able to author their own pages, making the steps between content creation and publication much more manageable, and the process of creating customized resource lists and how-to research guides more efficient. We will also be promoting class-specific pages, particularly for courses with large or numerous sections doing research, or those courses in need of very specific resource lists and instructions. A sneak peek at the new system was launched in October of last year with the creation and publication of the Craft of Language class page. While most freshmen take Craft of Language, topics for research papers differ from one section to another, making it difficult to direct students to a specific subject page offered by the Library, and, in turn, making it an ideal course for a class page that can cover all the possible topics. With information and resources relevant for students just beginning academic research, it is tailored specifically to topics examined in Craft of Language sections so that the research process will be a little bit easier. The page can be viewed by going to the Research by Subject page from the Library's homepage, under English - By Course.

Look for these new pages throughout the semester. Faculty who wish to recommend resource lists, guides to particular topics, or even a page for their class should feel free to contact their Library liaison, or the Instruction Librarian, Sara Franks, at sfranks@sju.edu, x1913.

SPOTLIGHT ON INTERLIBRARY LOAN

We are pleased to report continued success with our electronic delivery of articles. As a reminder to all of our patrons, the use of an SJU e-mail account is a necessity. The articles attached to our delivery e-mails will open correctly only if this e-mail platform is being used. In some cases, articles are sent to us in paper format due to issues with the binding or quality of the original. In this scenario, print copies are delivered to faculty and staff via inter-office mail or are kept at the circulation desk of the Library for our student patrons. All methods of delivery are free of charge.

As a suggestion to students, we recommend allowing up to one week for items requested through the Interlibrary Loan and PALCI/E-Z Borrow services to arrive. Although requests sometimes arrive within

three business days, there always remain a number of factors which could cause delay. E-mail notifications are sent upon arrival of books and other requested materials, as well as in the event the request is unable to be supplied or can be found in our own collection.

Also, we ask that you please encourage your students to be mindful of the due dates on the materials borrowed through ILL. You can contact the circulation desk of our Library for renewals of PALCI/ E-Z Borrow materials, and the Interlibrary Loan Department for the renewal of ILL books (yellow slips).

For any other questions, comments, or concerns, please contact the Interlibrary Loan Department at ill@sju.edu or call x1907.

ONE SEARCH TO THE RESCUE!

The plethora of electronic resources now offered by Drexel Library expands the amount of proprietary information available to the SJU researcher, but may also increase the amount of time necessary to search through individual resources. With the aim of streamlining the research process, the Library is currently implementing a solution, known in library vernacular as a federated search engine, to allow a search across multiple databases and the online catalog simultaneously from one search box, hence the name One Search.

In addition to a general multisubject search, a unique One Search of selected databases appropriate to an academic discipline has been devised by the Library liaison to that department. Because of licensing restrictions, the liaison might not be able to include every possible resource but has captured the major ones. An individual researcher has

the option of further tailoring the search to one's specific need by unchecking preselected resources. For example, one can decide whether or not to include the online catalog in the search or to eliminate a particular database.

The Library anticipates having this feature available in mid-February, but please check on our home page <http://www.sju.edu/libraries/drexel/> for the exact roll-out date. This implementation is very much a work in progress and the input of faculty is crucial. Please try some searches and let your Library liaison know what worked and what didn't, your comments both positive and negative, and any suggestions you might have. Our collaboration on this will help to ensure a quality search solution for SJU faculty and students.

MARKETLINE:

New Resource Spring '09



MarketLine

MarketLine offers a comprehensive and unique collection of company, industry, financial, product and

country information, research and data extending across every major marketplace and industry. Highlights include:

- **Company information:** In-depth information on 50,000 public and private companies, with detailed insight into how the world's major companies are organized and function. MarketLine SWOT Analyses provide independent analysis of the strengths, weaknesses, opportunities and threats that exist for the most important companies in each industry sector.
- **Mergers and acquisitions:** MarketLine's Financial Deals Database tracks 3,000+deals of over \$5 million in value each month on a global basis, ensuring that the most important M&A, funding and joint venture deals are tracked for each of the world's core industries.
- **Industry profiles and information:** 2000 different vertical markets analyzed.
- **Country Data:** millions of macro-economic, socio-economic and demographic data points across 215 countries worldwide.
- **News and Comment:** 500 news and comment articles added weekly.

For more information on MarketLine, please contact Cynthia Slater, Business Reference Librarian, at cslater@sju.edu.

VALUE LINE:

New Content and Expanded Access Spring '09



The Library's subscription to Value Line Research Center now allows for unlimited users and also includes

Investment Survey - Historical Reports: Value Line reports on companies going back 10 years (coverage begins mid-1997). Earlier reports (1980-2003) can be located on microfiche in the Drexel Library. The Value Line Investment Survey is one of the most widely used independent investment information services in the world. Its up-to-date, weekly issues are also a comprehensive reference that has something useful for virtually every investor. The Value Line Research Center provides online access to VL's major investment publications, covering stocks, mutual funds, options and convertible securities as well as special situation stocks. Locate Value Line on the Library's A-Z eResources page, and on select subject pages.

If you have any questions regarding the Value Line Research Center, or would like Value Line handouts for your class, please contact Cynthia Slater, Business Reference Librarian, at cslater@sju.edu.

FINDING NEW WAYS TO REACH STUDENTS:

Update on Instruction and Outreach Efforts

The Library faces the challenge every year of reaching out to students who are often unfamiliar with and daunted by the prospect of research. With a focus on outreach efforts and promotion of Library instruction this semester, more first year students than ever before were reached with an orientation to the Library; over 30 sections of the Craft of Language class visited the Library for some kind of introduction to research. Through this course, the Library reached about 45% of the first year population, and brought in about 700 more students than Fall '07. We hope to continue library instruction into the Spring by extending the discussion to finding specific resources from citations in Texts and Contexts sections. We also hope to reach more upper-level students this semester, as they specialize within majors and begin to investigate more specific topics that require knowledge of subject-specific resources.

The Library has been working hard to build up a strong online presence as well, both for traditional and distance-education students. Several informal tutorials were developed for distance education classes this year, introducing the structure of the Library's website and several basic concepts for database searching. The Library has plans to continue working on a series of tutorials for specific classes during the Spring semester, and to expand the use of online tutorials in more courses.

If you would like to learn more about the instructional possibilities discussed here, including tutorials, please contact Sara Franks, Instruction and Outreach Specialist, at sfranks@sju.edu, or Cynthia Slater, Business Reference Librarian at clslater@sju.edu.

**Because of increased section size and online tutorials, this should not be seen as an indication of fewer students reached.*

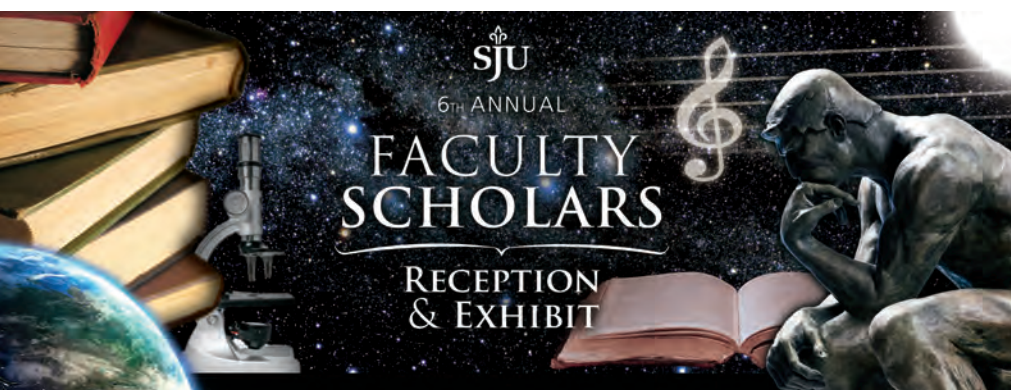
Instruction Sessions for Fall 2008

College of Arts and Sciences

	Department:
34	Craft of Language
1	Biology
6	English Courses
4	Psychology
4	Education
1	ELS
1	French
5	History
1	Honors
1	Political Science
13	Sociology
2	Spanish
1	Theology
2	Training and Development
1	Other: Ignatian Col. Connection
77	TOTAL

Business and Health Services

	Course:
19	ACC - Financial Accounting*
1	PMK - Pharm. Marketing
3	MBA - Global Business Strategy
4	MKT - Marketing
1	MGT - Management Skills
2	Orientations/Other
1	SPA - Spanish (for Business)
31	TOTAL



THURSDAY FEBRUARY 19, 2009
3:00 - 5:00 p.m.

FRANCIS A. DREXEL LIBRARY
BRIEF FACULTY PRESENTATION WILL BEGIN AT 3:15 PM

Wine and cheese reception follows

IN MEMORIAM GIFT

Laura L. Buenzle, a former student of Dr. Thomas D. Marzik's, has chosen to honor his memory by donating funds to Drexel Library for the purchase of books in his field. The note that accompanied the gift was a heartfelt acknowledgement and thank you to an exacting but kind and encouraging professor.

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.*

DIRECTOR: Evelyn Minick (minick@sju.edu)
EDITOR: Marian Courtney (mcourtne@sju.edu)
CONTRIBUTORS: Michael Brooks, Sara Franks, Daniel Holden, Evelyn Minick, Marjorie Rathbone and Cynthia Slater
CONSULTANTS: Sarah Bolce, Margaret Gasiewski, Anne Krakow, Kristine Mudrick
LAYOUT AND DESIGN: Ian Riley