University Libraries welcomed its new Dean of Libraries, Michael Lorenzen, during the summer. Michael previously served as the Associate Dean for Public Services at Western Washington. Since joining the staff on July 15, Michael has met individually with every civil service staff and faculty member. Michael will continue to meet with university personnel, library donors, and community members over the next few months while he becomes familiar with the WIU campus and community.

Thanks go to Felix Chu, Associate Dean of Libraries, for taking the role as Interim Dean of Libraries after our former Dean, Phyllis Self, retired on April 30.

MALPASS MINI-GOLF—LESS THAN TWO MONTHS AWAY

The second annual Malpass Mini-Golf fundraiser will be held on Saturday, 11/2/13 from 4:30-7:30 p.m. in the Leslie F. Malpass Library. Justin Georges and his Library Instruction team recently completed a video for the event, which can be viewed at http://www.youtube.com/watch?v=iH0caijA49g&feature=youtu.be.

"Last year’s inaugural event was a huge success, with nearly 200 people playing our 12-hole miniature golf course inside Malpass Library," says Michael Jones M.S. ’12, Director of Development for University Libraries. "We raised nearly $2,500 for the Library Atrium Society, and we are looking for even bigger numbers this year."

Holes will be dispersed throughout the building, where faculty, staff and students will be on hand to talk about library services and offer any assistance. The Macomb Park District’s Ball Fore Family Entertainment Center will once again sponsor the event, providing equipment and obstacles like the popular “frog” and “penguin” from last year’s event. New features this year include redesigned holes, entertainment, refreshments and event t-shirts.

Proceeds benefit the Library Atrium Society, which supports University Libraries’ effort to expand educational resources for WIU students, faculty, staff and the general public. Hole sponsorships and volunteer opportunities are available, and for more information please contact Michael Jones at m-jones2@wiu.edu or at 309-298-2356.
Library Atrium Society Donor Reception

The Library Atrium Society recognized members who donated at the ‘Gardener’ level during the 2012-13 academic year at a ceremony held on Thursday, July 25, 2013 in the Leslie F. Malpass Library.

The honorees were Tony Freeman and family, Ernie ('73) and Pam Codilis ('77), and Ruth Richert ('73 MS-ED '81), and her husband Al, who passed away last year. The event included the dedication of the plants, comments from Dean of University Libraries Michael Lorenzen, and a brief presentation by Malpass Library Nursery Supervisor Rebecca Fross.

Librarians for Literacy project

Last year library faculty members took up a collection to buy books for the West Prairie Middle School. They collected over $600, plus accepted a few donations as well. With the assistance of Stone Alley Books in Galesburg, they were able to purchase over 50 new books. They also purchased five boxes of hardback books for that age range from the book sale, which brought the total of books to add up to 250+ books.

This year the committee (Hunt Dunlap, Krista Bowers Sharpe, Mahrya Carncross, and Tammy Sayles) will be working with the teachers at the school to get their library organized. The committee’s goal is to get the current books in shelf order, add the new books and host a celebration (more to come), then work with the teachers to help them establish some policies, weed out the really old, beat up items, and give them some training on how they can correctly add materials to their collection as they are donated.

Access Services news

The Access Services unit has seen some staff changes over the summer. Jennifer Dagit began in May as Interim Unit Coordinator. Erin Fawcett began working in July as a Library Assistant. Erin works Sunday - Thursday evenings. In addition, several new student assistants were hired: Destinie Woodruff, Ashton Hufford, Morgan Payne, Laura Bremmer, Andy Van Leer, Malcolm O’Donnell, Sam Heaton and Juliana Goodman join returning students Kelsey White, Jennifer Warrick, Josh Twidwell, Mallory Trachsel, Ashley Schwingle, Dillon Huff, Shanica Compere and Peter Brown.

Over the summer, Access Services staff focused on weeding, shifting and inventory projects. As the fall semester begins, attention will turn to course reserves, interlibrary loan and staffing the library for longer hours.
Archives news

Sergio Rodriguez joined Archives as an IRAD intern for this year. He is pursuing a MA in Political Science. He joins returning student Jonathan Bilotti, also from Political Science, as the IRAD staff for 2013-2014.

Jeff Hancks has been busy giving public presentations on the WPA, Icarians, IRAD, and several other topics in Rock Island, Keokuk, and Nauvoo. He even performed as Etienne Cabet, founder of the Icarians, at the annual Grape Festival Pageant in Nauvoo.

Digitization news

The Digitization Unit is busy scanning and creating metadata for the Western Courier. They began with 2010 because 2011 was the first year the Western Courier was produced digitally. You may now browse 2008 - 2010 at http://tinyurl.com/mkgsp72.

Staff will also be working on some smaller collections as this one is ongoing, going back to 1905.

Staff Happenings

◊ Noelle Ebert completed her Masters degree in Library Science from Dominican University in May.

◊ Bill Thompson received the 2013 Cathy O’Neill Couza Award for Outstanding Leadership in Diversity, which was presented at the President’s Excellence in Diversity Awards reception in May.

◊ Linda Zellmer gave a talk on Using American FactFinder 2 at the On the Front Lines conference in Springfield, IL.

◊ Greg Phelps will present "Dead Men’s Tales: Cemetery Symbols and their meaning" on 10/30/13 in Room 180 at 12 pm.

◊ Bill Thompson and Marilyn Shelley had several photos in the “Members and Friends" exhibit at the West Central Illinois Arts Center from July 22 thru August 17. Marilyn Shelley had four photographs in the “From My Perspective" exhibit from August 19 to September 14.

◊ Marilyn Shelley gave a PowerPoint presentation titled "Argyle Lake : The Beginning" at the Colchester District Library on 8/31/13.

◊ Greg will also present "The Creepy Eerie Horror that resides within" (a history of horror comics and graphic novels ) on 10/31/13 in Room 180 at 12 pm.

Folk Art of Illinois Exhibit

University Libraries and the Western Illinois Museum are hosting a traveling panel exhibit with events for fall 2013. The events will take place at Leslie F. Malpass Library or the Western Illinois Museum. The exhibit will be on view from 9/11 to 11/21 during the libraries and museums regular hours.

The panel exhibit, titled, Generation to Generation: Folk Arts of Illinois, is curated by Lisa Rathje and Clark “Bucky” Halker of the Chicago based non-profit, Company of Folk. It thoughtfully integrates the arts and stories of Illinois to create a visually engaging and educational perspective on the state’s cultural heritage.

The ten panels designed by Lance Tawzer of AngryPop Designs, tell the stories of artists, and feature art forms representing a wide variety of traditions such as duck decoy carving, Irish fiddle, Mexican murals, and African American Quilts. Every artist is part of a larger tradition, and their stories prompt the question, What will I pass along? A complete description of the panel exhibit can be found at http://www.companyoffolk.org/illinois-folklife/traveling-exhibition/.

From Generation to Generation: Folk Arts of Illinois was produced by Company of Folk with partial support by a grant from the Illinois Arts Council Agency, and the National Endowment for the Arts.

Questions can be directed to Tammy Sayles at (309)298-3298 or Sue Scott at (309)837-2750.

Created Equal grant

University Libraries has been designated as a recipient of the Created Equal: America’s Civil Rights Struggle. This is a grant that was created to mark the 150th anniversary of the Emancipation Proclamation. Tammy Sayles, will serve as the Project Scholar, along with Erik Brooks, Chair of African American Studies, who will serve as the Project Co-Scholar. Tim Roberts, from Department of History was also named Project Co-Scholar but is serving as a Fulbright Scholar to China this year, so Peter Cole, also from Department of History, will be serving in his absence.

The grant encourages communities to revisit the history of the civil rights. It also encourages the reflection of freedom and equality that have helped close racial and cultural divides. The grant uses the power of documentaries in order to spark conversations about the meaning of freedom and equality in America. In February 2014, four different documentaries will be shown. The Abolitionists tells the struggles of the men and women who led the battle to end slavery. Slavery By Another Name is the stories of men who were often charged with crimes they were not guilty of, who were bought and sold, abused and forced to sometimes work in deadly conditions as unpaid convict labor. The Loving Story is about Mildred and Richard Loving, a married couple whose marriage was illegal due to the fact she was African American and Native American and he was white. It’s the story about the struggles and legal battle they went through. Freedom Riders tell the story of black and white volunteers who were at risk of being jailed, beaten or killed as they rode a bus into the Deep South. The hope is that the communities will become aware of the history of civil rights again. All four videos have been placed on Course reserve under Tammy’s name if anyone is interested in viewing them now.
Reference News

Reference staff had a busy first two weeks of classes. Here are just a few of the more in-depth questions:

In Person:

- I’m looking for a traffic stop of a famous person in Marietta, IL, (Fulton County) sometime in the 1950s and published in the Chicago Tribune.

- I need some books, not articles, on the prognosis for someone after a TBI.

- How do I find at least three journal articles written by WIU agriculture professors?

By Phone:

- A faculty member called with some specific & detailed APA style formatting questions.

By Instant Message or SMS:

- Hey! I’m new to WIU and having problems getting around the journals and databases. I am looking for a specific article that is in the ASHA (American-Speech-Language-Hearing Association) database. I was told that I should be able to access these journals as a student here but am unable to search for the article or find the ASHA database anywhere. Can you be of help?

Featured New Reference Resource: Encyclopedia of Major Marketing Campaigns

http://www.wiu.edu/library/purlcat/?5201697e1dcd1

This third volume of Encyclopedia of Marketing Strategies (EMMS) profiles 100 of the most notable advertising and marketing initiatives of 2010-2013, including:

- Allstate’s “Mayhem”
- AT&T’s “Up All Night”
- Canon USAs “Long Live Imagination”
- Dos Equis’s “Most Interesting Man in the World”
- HBO’s “Underdog”
- McDonald’s USA’s “I Love My McJob”
- Priceline.com’s “The Price-line Negotiator Lives!”
- Prudential’s “Day One”
- Sony’s “Long Live Play”
- Toyota’s “Backseat Driver”

EMMS covers marketing strategies that were important for their innovation, for their effectiveness in selling products or services, or for the significance of their companies. It also focuses on products or services that changed how we view consumer brands, had positive or negative social significance, and/or affected our lifestyles in some far-reaching way. Information in each chapter is easily accessed under the headings Situational Analysis, Target Market, Marketing Strategy, Marketing Tactics, and Outcome. A sidebar to each essay provides anecdotal statistics and unusual incidents or facts.

50th Anniversary of the March on Washington

Linda Zellmer hosted presenter, Richard Filipink from Department of History, on August 28, 2013, at noon to discuss the 50th anniversary for the March on Washington.
Mission
University Libraries identifies, collects, organizes, preserves and provides access to information resources and services to support the University’s commitment to academic excellence, educational opportunity, personal growth and social responsibility.

Vision
WIU Libraries serves as a portal to the information landscape: it inspires and integrates scholarly communication at all levels, and enhances collaboration between students, faculty and staff.

Inner Scoop

Upcoming Library Events

9/2-11/30/13  Folk Art of Illinois Exhibit (From Generation to Generation)
9/11/13  Folk Art of Illinois—Opening Discussion and Reception
9/16/13  Fiber and Literature
9/17/13  Constitution Day
9/18/13  Tradicion Hispana Dance Troupe
9/23/13  WIU Founders’ Day
9/23/13  Honors College 30th Anniversary
9/24/13  Egypt Now
9/24/13  Banned Books Reading
10/1/13  Sustainability Brown Bag
10/2/13  Prejudice Talk with Julie Herbrith
10/8/13  Sustainability Brown Bag
10/9/13  LGBTQ (and Others) Relationships and the Law Now
10/10/13  Academic Bias
10/15/13  Sustainability Brown Bag
10/18/13  Jam Session with Bucky Halker
10/22/13  Sustainability Brown Bag
10/29/13  Sustainability Brown Bag
10/30/13  Cemetery Symbols (with Greg Phelps)
10/31/13  Graphic Horror (with Greg Phelps)
11/2/13  Malpass Mini Golf
11/5/13  Sustainability Brown Bag
11/14/13  The Art of Making Turkey Calls