

# ReferencePoint

*University Libraries' Newsletter*

Volume 9, Issue 3

## Processes, People and Preservation

Clarke Library's fall exhibit highlights the evolution and history of photography | By Josh Palmer

Bryan Whitledge spent his summer rummaging through the photo archives in Clarke Historical Library searching for something special to feature in the fall exhibit.

As he shuffled through thousands of images, in awe at the technological advances the art of photography made throughout the past century, he found a theme for the exhibit — "Processes, People and Preservation."

"People will love this exhibit because photographs are something we always encounter," says Whitledge, Clarke reference specialist. "Just like it's interesting to know where your food comes from and how it's processed, it's just as cool to know how photos were created, who created them and how they were preserved."

Throughout the fall semester, Clarke Library will showcase the evolution and history of photography from the daguerreotype pieces of the 1840s to the digital representations we know today.

Unlike traditional photography displays, "Processes, People and Preservation" will focus on the people and processes involved with preserving various types of photographs rather than the image itself. For example, if there was an 1870 photo of the Mackinac Bridge, the exhibit would focus more on the camera, photographer and materials used to capture the image versus how dazzling the Mackinac Bridge looked back then.

"This exhibit gives Clarke Library an opportunity to showcase the importance of historical photographs and the

processes involved in preserving them," Whitledge said. "Photographs are delicate and can be easily ruined. Our staff and students do a phenomenal job taking care of them so they can be enjoyed for future decades."

The exhibit is designed so it can easily be packaged for travel. Each panel is labeled "Courtesy of Clarke Historical Library" to promote the collections and talented staff of Clarke Library. Some of the most popular pieces include a 1907 autochrome image, a photographer's diary from the 1850s and multiple glass encased images from 1850 through 1920 that have survived grubby fingers and thunderstorms.

The exhibit is on display until January 2015. •

# Moving forward, looking back

## ReferencePoint

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Sat: 9 a.m. - 6 p.m.

Sun: Noon - Midnight

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(Through April 25)

Mon - Thurs: 7 a.m. - 2 a.m.

Fri: 7 a.m. - Midnight

Sat: 9 a.m. - Midnight

Sun: 10 a.m. - 2 a.m.

## Informational nuggets from the 2013-2014 annual report

As I write this column, I'm also finishing my part of the Libraries' 2013-14 annual report. Annual reports aren't especially fun to write, but preparing them compels us to pull together a lot of dispersed information to summarize the past year.



Tom Moore

The most gratifying information is that students, faculty, and staff at CMU continue to demonstrate they value library services highly, though specifically what they value is changing. For example, while personal visits to Park Library decreased slightly last year, and borrowing of printed books dropped by 18 percent, use of digital resources recorded big gains across a variety of measures. The use of e-books and the wonderfully helpful research guides, of which our librarians have created more than 600, doubled during the last two years.

Our websites, providing access to a treasury of scholarly resources, received up to 8,000 visitors per day from myriad locations. All of the digital books, journals, videos, and other resources are available 24/7, making them easily accessible and appreciated by our clientele scattered across campus, in Mount Pleasant, and almost anywhere through Global Campus.

Because of strong client interest, last year 81 percent of our acquisitions dollars were spent on purchasing digital materials. This gives our dollars a reach and impact that efficiently magnifies access and responds to patron preferences on how we meet their needs.

There are lots of other happy nuggets of information in the annual report. Of students surveyed following last year's 400 instructional class sessions on library research skills, 90 percent reported the instruction helpful in completing course assignments. And 100 percent of students surveyed after consultations with librarians responded positively. These and other data show the Libraries are a key player in assisting and reinforcing student learning, the primary mission of CMU.

Last year we organized and sponsored 49 exhibits, speaker programs, and other events in Park Library. These contributions to the university's cultural climate and extracurricular learning opportunities are widely appreciated. Also, continuing the university's proud national and international leadership in library services for students and faculty, in April our superb Global Campus librarians conducted the 16th biennial Distance Library Services conference in Denver. There were 278 attendees representing 43 U.S. states and five countries.

Across a wide variety of library and library-related activities, our librarians and staff work hard to continue a great tradition of service to the CMU community and far beyond. I hope it shows in this issue of Reference Point. Enjoy perusing it, and let us know if you have questions or would like more information.

A handwritten signature in black ink that reads "Tom Moore".

Tom Moore  
Dean of Libraries





# Library *legacy*

Helwig retires after four decades of service

By Dan Digmann

A white dry-erase board covering Ruth Helwig's office wall was filled with handwritten color-coded tasks.

These tasks detailed the projects she wanted to complete so she had everything in order before she retired. There was a lot for Helwig to finish up, but that's what happens when you end a career that lasted nearly four decades.

Including her time as a student employee, Helwig worked in the library since the Nixon administration.

"When I started there was such a thing as a card catalog, and my job as a student was filing cards into the card catalog," she says with a smile. "A lot has changed since then."

"Over the years Ruth's contributions to the progress made in the Libraries have been enormous," says Tom Moore, dean of Libraries.

Helwig knows all about the changes in the library. She retired as University Libraries' first-ever systems librarian and led many projects that kept the Libraries on pace with changes in electronic and automated services.

With the shift to a computerized library system, users were able to replace searches of bound periodicals and card catalogs with keyword searches on the computer.

"I always had an interest in technology, and the library is always at the forefront of technology," Helwig says. "When we started getting databases online, that opened up a whole world of opportunity for people."

She is proud of the work she did and will miss collaborating with her colleagues and working with the students. It's interesting to note that Helwig didn't start out with an interest in a library career.

She came to CMU as a transfer student from Detroit who wanted to become an elementary school teacher. But when she graduated from CMU in 1974, many schools were laying off teachers so there weren't many openings. Around that time Helwig got hired for an acquisitions staff position in Park Library and later moved to the interlibrary loan area.

"I got hired, but I really didn't think I'd stay in the library," she says. "I started working on my master's in education because I figured I would eventually go into teaching."

Still, when she graduated with her master's degree she was entering a field that once again was laying off teachers. She then realized the opportunity for a library career.

Having married her husband, Ed, whom she met at CMU, Helwig spent the next five years pursuing a Master of Library Science degree at Wayne State University, while working at the library and caring for her two children. She jokes that she drove a lot because there were no online classes back then.

In her retirement Helwig says she looks forward to spending time with her two grandchildren and staying active with local organizations such as the Zonta Club and Chippewa River District Library. She also looks back with pride on her storied career with CMU Libraries. •

Ruth Helwig



# Jackpot *in Vegas* CMU Libraries receive two national awards for major projects

*(above) Kari Chrenka, CMU Libraries graphic designer, traveled to Las Vegas, Nevada to accept the awards on behalf of the library*

By Josh Palmer

The University Libraries won big in Las Vegas, Nevada, this year — taking home two “Best of Show” awards from the American Library Association’s annual conference and exhibition.

“The awards were a validation of the time and effort that went into both projects,” says Eric Bellmore, the library’s manager of web services. “We know our staff, volunteers and supporters do great work, but it’s an honor to be recognized by others throughout the nation.”

The first award was in the services and resources category for the “Library Service/QR Code Project.” The project is part of a larger marketing effort to increase engagement with patrons through library websites, print media and QR codes. With a simple scan, QR codes connect to the library’s operating hours, information for fundraising campaigns and other library marketing initiatives.

The second award the library received was in the advocacy category for a digital newspaper project titled “Chronicling America: Michigan Newspapers Published between 1836-1922.”

Chronicling America is funded by the National Endowment for the Humanities. It is an initiative of the Library of Congress to create digital editions of retrospective American newspapers. Clarke Library serves as the project center choosing newspapers, then scanning and uploading them to the web in a digital format.

Kari Chrenka, the library’s graphic designer, accepted the awards on behalf of the Libraries. She was instrumental in creating the winning designs for the promotional pieces that earned the awards.

“Gaining publicity for Chronicling America is a challenge,” says Clarke Historical Library Director Frank Boles. “Kari’s work helped us present this project in a creative manner that showcased the importance of 19th century newspapers.”

The ALA received nearly 350 entries from more than 110 institutions including public, academic, school, state and special libraries across the United States. A team of public relations, graphic design, communication and marketing professionals selected winners based on content, originality, format and design. •



# Winning with Workshops

By Darryll Stinson, '12

Simone Lazar, '14, was what you would call a complete student-athlete, excelling both on the field and in the classroom, with a cumulative 3.56 GPA. As an athlete she had a schedule packed with practices, film reviews, games and early-morning workouts. As a student she weaved in exams, homework assignments, assigned readings and occasional all-night study sessions.

When juggling such a busy schedule, student-athletes have to be efficient when researching for their academic assignments. For chemistry majors like Lazar, research is more challenging than you would think. That is, unless you attend one of Park Library's information research workshops.

"As I learned the proper methods to search through the library's databases, I became more efficient in my research and saved hours of reading pages of inaccurate information from Google and Wikipedia," says Lazar, a field-hockey athlete who won the 2013 Dick Enberg Scholar-Athlete of the year award.

Throughout the year the Library hosts a number of information research sessions as part of the chemistry core courses. During these sessions students learn helpful skills, including how to search by drawing compound structures with a pen tool in databases like SciFinder and ReAxis.

Science reference librarian Shu Guo says these databases are especially important to chemistry students because other academic disciplines can easily use keywords to research. However, for chemistry students it's nearly impossible to find the information you need because a keyword can have different meanings. For example if you were to search alcohol you could get information on ethyl, isopropyl, diacetone or many more alcohol variations.

"I love seeing students' faces light up after they attend a session," Guo said. "It's the beginning of their journey to becoming lifelong learners who are skilled at evaluating information in research and every other area of their lives as well."

Lazar put the knowledge learned through the sessions to use in creating her poster "Non-halogenated flame retardant compounds based on commercial triepoxide," which won first place for POLYED undergraduate research at the 2013 National American Chemical Society Conference in Indianapolis, Indiana.

Lazar was selected to the Academic All-MAC team three consecutive years and made the MAC all-tournament team twice. She is currently enrolled in graduate school at CMU and plans to increase her utilization of the library's databases while pursuing a Master of Science degree in chemistry. •



Simone Lazar, '14

# Building a Library for today and tomorrow



Megan Moreno, '06

If you build it, they will come. In 2002 the renovated Charles V. Park Library opened its doors and redefined the concept of a library for Central Michigan University. Twelve years later, we're still growing thanks to the generosity of many alumni and friends who recognize that for the university to advance, ongoing investment must be made in its library.

We continue to strengthen our collections of scholarly resources for developing academic programs, provide the latest technologies, and optimize spaces to promote collaborative student

learning. We're serving those who walk through the doors of Park Library and those who access our resources and services from an iPhone or tablet thousands of miles away. For students, faculty, and the extended community, we enhance the CMU experience on a personal level every day.

Annual donations, as well as funds generated by donor-established endowments, supplement our budgets and enable us to offer our very best in service. This semester students and faculty are enjoying access to more scholarly resources and updated technology, such as smart boards, additional printing stations and scanners. All thanks to donors at every level of giving.

If you believe that library services are essential to the success of CMU students, and want to ensure long-term support, I'd love to speak with you about the many options available. One is a multiyear pledge to establish an endowment to generate annual support for the Libraries in perpetuity. Another is designating a portion of your estate to the Libraries in your will or trust. A charitable gift annuity offers you fixed-annual payments that will never change, despite fluctuations in interest rates and inflation, for the rest of your life. You also will receive an immediate charitable income tax deduction and sometimes reduce your capital gain tax liability. Any one of these options will afford you the gratification of knowing your support of the Libraries will carry on and impact future generations of students.

For more information on how you can leverage your annual contribution, while securing your investment in the Libraries, please contact me at 989-774-1826 or [megan.r.moreno@cmich.edu](mailto:megan.r.moreno@cmich.edu). I'd be pleased to hear from you.

Megan Moreno, '06

Director of Development and Community Outreach

## Library offers **Honor with Books** program

Now is your chance to honor someone special and impact future generations of CMU students by contributing to the Honor with Books Fund.

Your contribution of \$100 will support future acquisitions and enable the University Library to offer CMU students the most up-to-date scholarly resources. In addition, you will be able to honor someone with a personalized bookplate to be placed in a new book in the subject area of your choice. Your honoree will also be recognized in the Libraries' online catalog record.

"Honor with Books is a win-win program," says Megan Moreno, library director of development and community outreach. "It enables the library to provide better resources, and it offers the opportunity to honor someone special and gain membership in the Friends of the Libraries."

For more information on the Honor with Books Program, and to create a personalized bookplate today, visit [library.cmich.edu/honorwithbooks](http://library.cmich.edu/honorwithbooks) or contact Megan Moreno at 774-1826 or at [megan.r.moreno@cmich.edu](mailto:megan.r.moreno@cmich.edu). •



# Impacting *generations*

As varying as student experiences have been for CMU alumni, the Libraries have been a constant source of service and support for student success. Below are a few alumni who have chosen to benefit future generations of students through their generosity.

For more information on ways to support the CMU Libraries, contact Megan Moreno, 989-774-1826, [megan.r.moreno@cmich.edu](mailto:megan.r.moreno@cmich.edu).

## *Giving uniquely*

**Kathy Stewart**, '90, '94, a Global Campus alumna from Grand Blanc, has included a generous bequest to the Libraries in her trust. She retired from General Motors as a purchasing team leader and has been a loyal donor since 1992.

"Even though I missed out on experiencing daily campus life, it is the Library I remember as being my saving grace while obtaining my education," Stewart says. "That's why I give annually and have chosen to bequeath a financial gift in my estate plan."

**Charles W. Knapp**, '66, a third-generation CMU graduate, recently designated a bequest in his will to support the Michigan Hemingway Endowment. Also, he was a major contributor in establishing a family endowment at Clarke Historical Library in memory of his parents.

"Clarke Historical Library collects and preserves material related to Hemingway's summers spent in northern Michigan and provides a valuable service for students of Hemingway. As an independent Hemingway scholar myself, I am happy to support the future of the Michigan Hemingway Endowment and the growth and preservation of this important collection."

**Suzanne H. Baber**, '48, and her late husband, Raymond Baber Jr., have supported CMU Libraries for more than 15 years in a variety of ways. They championed many efforts to improve the caliber of Park Library for CMU students. For example, by making a significant gift they were recognized by naming the Baber Room. This study and gallery space also is used for presentations, poetry readings and prominent university functions.

"I care about libraries and I care about people, especially young people," Baber says. "I treasure being able to donate to Park Library, thus uniting libraries and people." •



*Students studying in Park Library's Baber Room*



# rethinking Columbus

Speaker provides new-world perspectives • By Dan Digmann

*Charles C. Mann*

People are quick to conclude that instant Internet communication and aggressive international business initiatives sparked globalization.

Not so fast, says acclaimed journalist and author Charles C. Mann, who presented at the annual Friends of the Libraries luncheon.

Mann explains through his books “1491” and “1493” that globalization actually began when Christopher Columbus arrived at his final destination of the Americas. He instantly introduced different types of people, plants, animals, diseases and bacteria to already established environments and ecosystems.

“Columbus was the beginning of globalization,” Mann told the attentive audience that filled Park Library Auditorium. “The globalization impact is more ecological than economical.”

Studying recent research conducted by anthropologists, archaeologists, biologists and historians, Mann meticulously demonstrates the impact Columbus’ integration into the Americas had on worldwide civilizations yesterday and today.

The award-winning New York Times best-selling author is a regular correspondent for *Wired* and *The Atlantic* and has covered science, technology and commerce for publications such as *Fortune*, *The New York Times* and *The Boston Globe*.

Writing two books challenging the traditional understandings of Columbus and his worldwide impact was the furthest goal from Mann’s mind when he graduated from Amherst College. Traveling to see different areas of the world, he found work writing for an English language newspaper in Rome. Such writing became a passion he pursued and began a career as a freelance writer.

## **Libraries’ leverage on learning**

Mann says he always had his sights set on conducting research and writing books. And this is why he said it made sense for him to share his insights at a library event.

“I’ll do what I can if there’s a way I can help libraries,” said Mann, who lives in Amherst, Massachusetts, with his wife and three children. “As a journalist and a writer, libraries are essential in the work we do.”

Gil Starks is among the people who attended the Friends of the Libraries event and left intrigued by Mann’s perspectives both on Columbus’ worldwide ecological impact as well as the immeasurable value of libraries.

He is a CMU biology professor emeritus who can relate to the effects invasive species have on thriving ecosystems. Starks also has seen firsthand the benefits a good library has on student learning, and this is why he continues supporting CMU Libraries.

“There is so much information available in Park Library, and they have such a fantastic staff there to help you find what you’re looking for,” says Starks, who retired in 2004.

Such a helpful environment is exactly why Celeste Hay was excited to share her student experiences during the formal luncheon program following Mann’s presentation. Hay is an apparel merchandising and design major from Lansing who is entering her sophomore year.

“It is amazing for me to get to meet with the librarians,” she says. “We have all these resources available for us, and the librarians are there to help us take the information from a Google search up to the scholarly level.” •



# Celebrating scholarship

Libraries host 10th Annual Book Recognition Event

University Libraries' 10th Annual Book Recognition Event in April honored 23 CMU faculty and staff members who authored, co-authored, edited, co-edited, illustrated or translated books that were published in 2013.

In recognizing the contributing authors and editors, President George E. Ross told the people attending the event in the Baber Room, "Your willingness to take the countless hours to share your knowledge with others sets an example for future generations to value knowledge and engage in lifelong learning."



## Kudos and conversation

Psychology Professor Carl Johnson visits with Journalism Professor Alice Tait during the Book Recognition reception. Johnson joined colleague Terry Beehr in co-editing the book "Integrating Organizational Behavior Management with Industrial and Organizational Psychology."



## Books down to a science (or two)

Mathematics Professor Felix Famoye, left, and Chemistry Professor Bobby Howell each had books featured. Famoye co-authored "Applied Statistics: Regression and Analysis of Variance," and Howell co-edited "Foundations of High Performance Polymers: Properties, Performance, and Applications."



## Honorees

Faculty and staff members recognized at the event were, from left, Solomon Getahun, Rui Wang, Carl Johnson, Heather Trommer-Beardslee, Ari Berk, Susan C. Griffith, Tracy L. Brown, Carlin Borsheim-Black, Benjamin P. Jankens, Bobby Howell and Felix Famoye.



# Supporting Student Employees' *Academic Goals*

CMU libraries award three scholarships • By Darryll Stinson, '12

The Libraries have more than 125 student employees who work diligently throughout the year to assist in the valued services offered on campus and on the web. The student employees gain enriching work experience, life skills and lasting relationships.

As a way to support student employees' academic goals, the Libraries created the Library Student Employee Scholarship. This scholarship is funded solely by library staff contributions during the Annual University Campaign and is awarded annually to two student workers.

Thanks to the generosity of alumna Robbi Rooney Kosinski, '76, and her husband, Dr. Tim Kosinski, a third financial award, the Helen Holz Rooney Endowed Award, was established and also will be awarded annually, beginning this year.

"Our student employees play a significant role in the daily operation of the Libraries," says Megan Moreno, director of development and community outreach. "We value their commitment to their work and studies, and we want to help them succeed as much as they help us succeed."





# CMU Libraries' exhibits & events calendar

[cmich.edu/library/exhibits](http://cmich.edu/library/exhibits)

## Kaylee Vanderhart

### Library Student Employee Scholarship

St. Louis junior and accounting major

**Department:** Library Technical Services

**Future Goal:** To become a certified financial planner and corporate auditor

*"Park Library is a great atmosphere to work in," Vanderhart said. "It employs a lot of students, and for the staff to give back when they aren't required to shows how committed they are to enriching students' lives."*

## Ashlee Atkinson

### Helen Holz Rooney Endowed Award

Flushing junior and psychology major

**Department:** Library Systems

**Future Goal:** To go into medical private practice specializing in eating disorders

*"I can't thank the Library staff and donors enough for all that they have done for me," says Atkinson. "From the employment opportunity to the friends I've met, and now the scholarship — I'm beyond honored to have them as my support system."*

## Samantha Sullivan

### Library Student Employee Scholarship

Pinconning senior and history major

**Department:** Library Stack Maintenance

**Future Goal:** To attain a master's degree in library science from the University of Michigan and become an archivist

*"Winning the award lifted 100 pounds off my shoulders," Sullivan said. "It allowed me to enroll in an archives class that will help prepare me for graduate school. Thank you is the least I can say."*

### Photography: Process, People & Preservation

*The history and evolution of photography interpreted through the Clarke's collection*

- September 2014 through January 2015
- Clarke Historical Library, Park Library

### Antarctica Expedition

*Featuring breathtaking photos from the CMU Biology Department's research expedition in Antarctica*

- Through Nov. 20, 2014
- Baber Room, Park Library
- Panel discussion and photographic presentation, Oct. 14, Park Library Auditorium

### BAA/BS/BA Exhibition

*Featuring work from fall 2014 graduates of the Art and Design program*

- Nov. 21 through Dec. 13, 2014
- Extended Hours Study Room and Student Gallery, Park Library

### Aimee Brasseur

*Featuring composite photography depicting Brasseur's personal history*

- January through February 2015
- Baber Room, Park Library

### Primary Visions — Foundations Art Show

*Student work produced in the Foundations Program, CMU Department of Art and Design*

- Jan. 23 through Feb. 20, 2015
- Extended Hours Study and Student Gallery, Park Library

### International Children's Books: Celebrating Recent Gifts

*From the collection of international children's books*

- February through August 2015
- Clarke Historical Library, Park Library

### The Olga Denison Collection

*Anishinabe arts and crafts*

- Permanent Exhibit
- Fourth Floor Exhibit Area, Park Library

A wide-angle photograph of an Antarctic landscape at sunset. The sky is a vibrant orange and yellow, with a large, dark ice formation visible on the horizon. The foreground is covered in a layer of snow and ice. A large, stylized white arrow graphic points to the right, partially overlapping the text.

# *Antarctica* comes to Mount Pleasant

Library exhibit  
displays  
photos from  
groundbreaking  
CMU expedition

By Jacob French

Strong frigid winds and shoulder-shivering temperatures make it difficult to stay in Antarctica long enough to explore the wonders of the seventh continent. This is one of the reasons why the library brought Antarctica to the Baber Room.

The exhibit "Antarctica Expedition – CMU" will remain on display through Nov. 20. It features stunning photos from CMU's expedition to Antarctica led by Andy Mahon.

"Out of the thousands of images we took, these are the best of the best," says Mahon, assistant professor of biology. "You'll see newly discovered species, penguins, icebergs, mountains — the whole nine yards."

CMU graduates Carlos Coronado, '13, and Abigail Hollingsworth, '14, and current biology graduate student Avril Harder joined Mahon and scientists from Alabama's Auburn University for the six-week voyage, which began in December 2012. The team collected invertebrate samples from deep down in the ocean and conducted DNA and genetic tests on various animals around the continent.

"The expedition showed me exactly what type of career I want," Hollingsworth says with a smile. "I want a job that makes me work, cry and laugh as much as I did on this trip."

Mahon, who has traveled to Antarctica for research four times, knows it was a rare opportunity for CMU students to do research in one of the most remote regions in the world.

"These trips are life changing," says Mahon with wide eyes. "You get to see things no one has ever seen and go places no one has ever been. They are experiences of a lifetime." •