

Spring 2015

ReferencePoint

Central Michigan University Libraries' Newsletter

Volume 9, Issue 2



Educational **bases**

Global Campus librarians help facilitate learning for the military

Inside: International children's literature exhibit

Committed to providing excellent service

Libraries contribute to university's high rankings

ReferencePoint

Reference Point is published biannually by University Libraries.

Address questions and suggestions to:

Office of the Dean
Park Library 407D
Central Michigan University
Mount Pleasant, MI 48859

Editorial Board

Thomas J. Moore
Dean of Libraries

Kathy Irwin
Associate Dean of Libraries

Megan Moreno, '06
Director of Development and
Community Outreach

Brad Stambaugh
Manager, Library Business Services
Reference Point Coordinator

Production

CMU University Communications

Writers

Amy Soper, Dan Digmann,
Darryll Stinson, '13, Josh Palmer,
Elise Pelletier, Katie Frankhart,
Kalyne Defever

Editors

Darryll Stinson, '13, Lori Conroy

Designer

Trevor Grabill, '10

Photographer

Steve Jessmore, '81

Printing

CMU Printing Services

Libraries' Website

lib.cmich.edu

Academic Year Library Hours

Mon - Thurs: 7:50 a.m. - Midnight

Fri: 7:50 a.m. - 8 p.m.

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

Sun: Noon - Midnight

Extended Hours Study

(Through April 25)

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

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

Fri: 7 a.m. - Midnight

Sat: 9 a.m. - Midnight

I frequently tell people that everywhere I look good things are happening, especially in the CMU Libraries. I'm pleased and proud that our library faculty and staff routinely endeavor to offer more and better academic information services to CMU students and faculty — and do so with a user-friendly touch.

Continuous improvement is a priority for us. One of the ways we work toward success in meeting the needs of our clientele is by asking them how we're doing, using a variety of methods, including regular and occasional surveys about key services.

In addition to our in-house surveys, recently we've been using a broader survey instrument, LibQUAL+, that's prepared and administered through the Association of Research Libraries. It enables us to track user satisfaction across essential services and to compare results about the CMU Libraries to results at other participating university libraries.

Our most recent LibQUAL+ survey was this past fall, and 1,566 library users, mostly undergraduate and graduate students, completed it. I'm happy to tell you that the responses were highly positive. In addition to data from standardized questions, we received 688 written comments, many with praise and many with valuable suggestions now being studied by our assessment team and service departments.

We'll keep working doggedly on ways to respond effectively to our clients' needs as the technologies evolve and the university's curricula and priorities develop and change.

It's probably not a surprise to some at CMU, however, that our primary challenge is the responsibility of maintaining ready and consistent access to the large and diverse selection of knowledge resources, databases, books, and especially journals. All of these fuel the university's core academic enterprises of teaching, learning, and research.



Tom Moore

While our annual budget for scholarly materials exceeds \$4 million, which is a hefty investment by CMU, vendor and publisher cost increases exceed our year-to-year allocation growth. As a result, we're constantly reviewing our purchases and updating our acquisitions practices, as well as periodically, such as this spring, engaging with faculty in the disciplines to downsize our journal subscriptions.

We do business in a complex scholarly materials marketplace, and we strive with determination to get excellent academic value from our purchases, which use donor dollars as well as institutional funds. We also continue to develop our impressive Documents on Demand services to provide speedy and reliable delivery of information resources we don't own.

I hope as you read this issue of Reference Point, you'll recognize the dynamic spirit of the CMU Libraries and the commitment to our important service mission. Enjoy reading it and know we welcome your questions and comments.

Tom Moore
Dean of Libraries

Digitizing Cheboygan's hidden history

**Community
collaborates to
preserve historical
newspaper**

By Darryll Stinson '12

Mark Bronson knew The Cheboygan Democrat, a weekly newspaper published from 1880 through 1927, was among the only newspapers that chronicled the rapid growth of Northern Michigan when the economy was booming and the area was profitably supplying the nation's demand for lumber.

When a friend notified him of Clarke Historical Library's Michigan Digital Newspaper Grant Program opportunity in 2014, he worked with the Cheboygan community to apply for the funding needed to preserve the historical newspaper.

The grant process requires participants to explain the purpose for applying and the significance to Michigan history of the publication for which they are applying. Five finalist communities were selected in 2014, and a contest was hosted to determine which would receive the most electronic votes from the community. And whichever received the most electronic votes secured the grant.

Cheboygan won.

"We couldn't have done it without the help and support of the community," Bronson, Cheboygan Area Public Library director, said. "The Cheboygan Area Chamber of Commerce and Cheboygan County Genealogy Department helped apply, the Cheboygan Tribune helped promote, and the people voted on Facebook."

Clarke Library awarded the Cheboygan public library \$1,200 to digitize

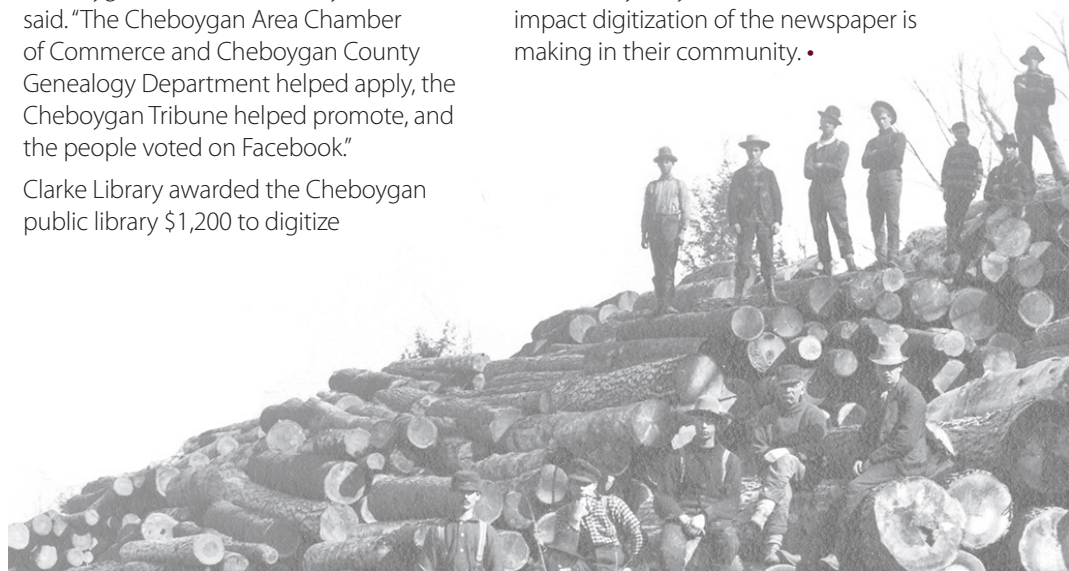
The Cheboygan Democrat, making its information easily accessible through CMU's Online Digital Repository (CONDOR).

"The digitization has dramatically enhanced the research process," Bronson said. "It has saved researchers hours or even days of browsing through old newspaper microfilms by hand."

Having the newspaper available online has made a huge impact, according to Kim Hagerty, Clarke Library microforms specialist.

"We've seen more than a 2,000 percent increase in searches on CONDOR from Cheboygan," Hagerty said. "The increase speaks to how well the community pulled together to promote their grant application and let others know CONDOR is available."

The grant is funded from an endowment established by Robert and Susan Clarke to support the process of microfilming and digitizing historical Michigan documents. The grant awards a portion of the endowment each year to a community in need of financial support for a digitizing project. The spring 2015 grant recipient is Milford, which plans to digitize The Milford Times. Read future Reference Point issues to hear why they were selected and the impact digitization of the newspaper is making in their community. •



Operation: Military Education

Global Campus librarians help facilitate learning for the military By Dan Digmann

Air Force Capt. Bridger Lord is a graduate student on a mission in Dayton, Ohio.

He has dedicated his final Master of Science in Administration research project to studying the feasibility of opening a brewery in this city that is home to Wright-Patterson Air Force Base. It's where the Missoula, Montana, native has been stationed the past four years.

Capt. Lord is more than 300 miles south of CMU's main campus, but he isn't concerned about having difficulties locating the academic resources to support his research.

He knows that CMU Global Campus librarians in Mount Pleasant, Michigan, have his back.



This lesson was learned when Capt. Lord enrolled in MSA 600 – Foundations of Research Methods in Administration – and a Global Campus librarian made the more than five-hour drive to Wright-Patterson specifically to meet with him and his classmates.

"One of the librarians gave a presentation on how to navigate the library online," he said. "After that, it was way easier to do the research and to ask for the help. I used to be a Google person, but I now understand how the library is a source for better information and have used it for all my projects ever since that presentation."

Going the extra miles

Global Campus librarians are available to serve the needs of the more than 7,200 students enrolled online and at more than 45 locations across North America. Of those locations, 20 are on United States military bases to provide educational options for active duty military personnel, veterans and families. Librarians are easily accessible online and over the telephone, but several also make regular trips to the military bases to meet students in person. Rebecca Renirie is one such librarian.

"I like that I can make a difference in someone's academic career," said Renirie, who works directly with students served at locations in Ontario and U.S. military bases in Ohio, Kansas and North Dakota.

There is a lot that Renirie said she can accomplish when she remotely interacts with students from afar. However, she believes the face-to-face visits she makes to the locations have the biggest impact. These enable her to show and demonstrate how students can find and access the wealth of library books, databases and other resources available online and through Documents on Demand.

"Many times when the presentation is done, I hear the students say, 'I wish I would have known about this sooner,'" Renirie said. "Meeting them in person helps to build relationships and make the students more comfortable with the library resources and services. Plus, I think it sends a message to each student that they're important to us."

Renirie said Global Campus students sometimes can feel disconnected from the Mount Pleasant campus; however, this wasn't the case for Emad Mnati, M.S.A.'13. Mnati earned his degree while he served in the Army and was stationed at Fort Polk in Louisiana.

"Even though I was attending classes in Louisiana, the library services were so excellent I always felt like I was actually right there on campus," he said. "They have really amazing services at the library. Without the library, I don't know if I could have finished my master's degree thesis."

In 2014, U.S. News & World Report ranked CMU's online bachelor's and online graduate education programs as the No. 1 choice for veterans. Additionally, CMU has been named to Military Advanced Education's list of "Military-Friendly Colleges and Universities" for the past seven years. •



Libraries to host New York Times **best-selling author**

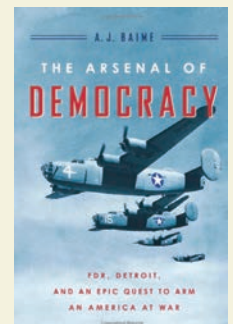
Baime to share insights on how Detroit and the American auto industry helped shape WWII

A.J. Baime, New York Times best-selling author of "The Arsenal of Democracy: FDR, Detroit, and an Epic Quest to Arm America at War," 2014, will speak Saturday, May 30 at the 2015 Friends of the Libraries Speaker and Luncheon event.

"The Arsenal of Democracy" also is among the Library of Michigan's Notable Books for 2015.

Baime writes for numerous publications, including a weekly column for the Wall Street Journal called My Ride. He also is the author of "Go Like Hell: Ford, Ferrari, and Their Battle for Speed and Glory at Le Mans," 2010, which is in development as a major motion picture by 20th Century Fox. Currently, he is writing a new book about Harry Truman called "The Accidental President."

The Luncheon is an exclusive event for the Friends of the Libraries. To learn how you can become a member, contact Megan Moreno, 989-774-1826, megan.r.moreno@cmich.edu, or visit library.cmich.edu/support.



Be true to your school



Megan Moreno, '06

Make a difference in the lives of CMU students

Many people show allegiance to their school by wearing a sweatshirt or ball cap, buying a specialty license plate, or attending an occasional sporting event. Some choose to give back to the university that helped shape their future. However, what better way is there to support your alma mater than to support the library?

Central Michigan University donors, including non-alumni friends, can impact all our students by helping the Libraries provide them with access to authoritative scholarly resources, the latest technology, and opportunities to engage with authors, artists, and scholars in their fields. An investment in the CMU Libraries enables students to have the tools they need to write their own success stories.

Here are some of the current needs of the Libraries for which your support could truly advance the student learning experience at CMU.

Collections: The cost of scholarly journals continues to rise faster than the library budget. You can make an impact in the coming year by helping us maintain access to valuable scholarly resources.

- Sponsor a journal for one year: cost is variable by subject

Technology: Help us provide students with access to the up-to-date computers and software they need to support their academic success.

- Software upgrades: \$180 annually per machine
- Computers for Extended Hours areas: \$1,200 each
- Endowment to sustain current technology: \$25,000

Exhibit/Speaker sponsorship: Exhibits, gallery talks, and guest lecturers enrich the academic and cultural experience of students, faculty and campus visitors.

- University Libraries exhibit sponsor: \$500 - \$1,000
- Clarke Speaker Series sponsor: \$2,000
- Clarke Historical Library exhibit sponsor: \$10,000

Sponsor a student employee: Working at Park Library provides students income and valuable work experience in a professional setting. Likewise, student employees carry out important tasks essential to the successful delivery of library services. Due to budgetary constraints and minimum wage increases, we've had to limit the number of students we're able to employ. Help the Libraries and a student by sponsoring a student employee for a semester or for a year.

- Sponsor a student employee: \$2,000/semester

For more information about any of these funding opportunities, or to discuss other ways you can help the Libraries provide the very best for CMU's students, please contact me at **989-774-1826** or **megan.r.moreno@cmich.edu**.

A handwritten signature in black ink that reads "Megan R. Moreno". The script is fluid and cursive, with a large, stylized 'M' and 'R'.

Megan Moreno, '06
Director of Development and
Community Outreach

A legacy *of lifelong learning*



Top: Hudson and Ann Keenan
Center: Hud and Ann Keenan's
wedding reception
Bottom: Kieran Keenan

Alumni family gives back to CMU Libraries By Amy Soper

On June 7, 1958, Hudson 'Hud' Keenan, '53, and Ann Andres, '58, celebrated their marriage with a reception at Central Michigan University's Sloan Hall – on the campus where they met and in the residence hall Ann lived in while earning her undergraduate degree.

The Keenans' story began here and continues to be enriched by the university community and the collections of Clarke Historical Library. They've been loyal annual supporters of the CMU Libraries for nearly thirty years.

"We value education and have a love of lifelong learning," the Keenans said. "We're happy to support the library resources at CMU that have given us so much knowledge and enjoyment."

The Keenans made Mount Pleasant their home and education their vocation. They are both science educators. Hud taught at Mount Pleasant High School for 35 years before retiring in 1991. Ann taught at several local schools and at CMU before retiring from Mount Pleasant High School in 1996. She also earned two master's degrees from CMU.

In retirement, they're frequent patrons of Clarke Library. Hud began using Clarke as a resource for conducting genealogy research; and, as he delved into its resources, other areas of historical interest emerged. Ann shared his enthusiasm,

helped him research and edited his typewritten notes. In 1999 Hud published his first book, "Storms and Other Extreme Weather Events in Central Michigan." He also published several historical articles and two more books.

The Keenans have four children, three of whom earned degrees from CMU. Their daughter, Kieran Keenan, '81, has been providing generous financial support to the Libraries since 2000.

Kieran remembers attending the lab school on campus and visiting Clarke at least once a year with her classmates. In later years, as an English major at CMU and while working at the Student Book Exchange, she spent much of her time at Park Library.

"I would never have been able to complete a term paper or research essay without the Libraries," Kieran said. "Books, periodicals and microfilm were all part of my experience."

Kieran is now vice president of store transitions for Follett Higher Education Group, which provides textbook services to college and university students through campus stores across the nation. When asked why she chooses to support the Libraries, Kieran said, "When thinking of my time at CMU, it was about learning. What other entity on campus has the potential to benefit every single student, not just a few?" •



Enhancing *student research*

Library offers instruction courses
on campus and around the globe

By Josh Palmer

Central Michigan University Library instruction programs assist university students with finding relevant and reliable sources for research papers and projects. The CMU Libraries offer opportunities for students to take a library research course, learn from interactive classroom visits and engage with reference librarians while learning online.

Building a foundation in research

Students enroll in the course, Introduction to Library Information Research, to establish a foundation in information research strategies.

"Partnering with the librarians to teach students research strategies produces students who write papers with much more deep and rich analysis," says Cathy Willermet, CMU anthropology professor.

The course teaches practical research skills, including locating information in electronic and print sources, and defining researchable topics, as well as evaluating, citing and using information.

Making an extra effort to help students

Global Campus librarians works with more than 100 classes online and in person each year. The reference department visits more than 300 classrooms per year to provide detailed, hour-long bibliographic instruction on the research services available.

"We want students to be comfortable searching and using our resources," said Stephanie Mathson, reference librarian. "More importantly, we want them to have an understanding of the tools and know how to access the materials."

These interactive sessions are custom designed for each course and help students become independent learners.

Expanding research assistance across the globe

The Global Campus reference desk has literally taken CMU's library instruction across the world through its online assistance service offering nearly 200 class sessions per year. The instruction can occur for students wherever they are taking online courses.

"Library instruction is now available for the University's many online courses through face-to-face web communication," Tim Peters, reference librarian said. "The virtual instruction is provided through a relevant research module followed by a web-based conversation with a global campus librarian."

These instruction services assist students to identify and use information resources that enrich the research process and outcomes for students. •



Popular *resources*

By Katie Frankhart

From journals and textbooks to e-books and podcasts, library visitors have a variety of resources available to them. Highlighted below are the CMU Libraries' top five most popular library resources of 2014.

1

Electronic books

"Developing and Validating Test Items"

By Thomas M. Haladyna and Michael C. Rodriguez

Closely examines the testing field in our era of increasingly intense testing programs, especially in a computer-based environment.

2

Electronic journals

BMJ: British Medical Journal

Published by BMJ Group

Prestigious, international, peer-reviewed medical journal

3

Streaming media

The Drugging of Our Children: Inside the ADHD Controversy

Written by Gary Null

This investigative documentary examines the increasingly common practice of prescribing psychotropic drugs for children who have been diagnosed with ADD or ADHD.

4

Print journals

The Kiplinger Letter

Published by Kiplinger

Weekly business and economic forecasting periodical for people in management

5

Print books

"Death, Dying and Bereavement: A Hong Kong Experience"

By Cecilia Chan

Professionals in the field of death, dying and bereavement share how they adapt knowledge from the West to their practice with the Chinese population.



Children's books *from around the world*

Clarke exhibit displays diverse children's literature

By Kalynne Defever

Clarke Historical Library is displaying selected international children's books collected from six continents and more than 70 countries. The exhibit will continue through August.

Virtually all of the books have been nominated for or have won the Hans Christian Andersen Award, which is bestowed by the International Board on Books for Young People. This award is the highest international recognition given to an author and an illustrator of children's books.

"Collectively the books in the exhibit show how various cultures teach children about the world," Frank Boles, Clarke Library director, said. "Through these books, you

can see how the values different cultures teach children have changed or stayed the same throughout time."

Cultural preferences can be seen in something as simple as the way an illustrator depicts the characters and images. The American version of "Puss in Boots" portrays the main character, Puss, in bright yellow and red colors, whereas the European version shows Puss in black and white.

Not only are the illustrations different, but also the way a book ends often reflects the culture of the country in which it was published. Some cultures usually have happy endings, which may affirm to the children who read or are read to that life



entry into the world of reading is usually
es. Children's books usually contain large
illustrations because pictures attract children
in visualize the story that is being told in
ke is particularly fortunate to hold a large
iginal art drawn for children's books, a gift
Francis and Mary Lois Molson.



CMU Libraries' exhibits & events calendar

cmich.edu/library/exhibits

International Children's Books: Celebrating Recent Gifts

*Displaying international children's books
collected from six continents*

- Through August
- Clarke Historical Library, Park Library

Corby Blem

*Paintings feature characters looking forward
to the Next Big Thing: The 21st Century*

- Through April 10
- Baber Room, Park Library

Department of Art and Design Spring 2015 B.A.A./B.A./B.S. Exhibition

*Featuring works by B.A.A./B.A./B.S. graduates
from the Department of Art and Design*

- April 24 through May 9
- University Art Gallery and Park Library

Rex F. Tower

*This plein air painter works to show the beauty
of the world, using light as his focal point*

- April 15 through June
- Baber Room, Park Library

Cozette Phillips

*This sculptor interprets natural forms by combining
materials such as metals and concrete to evoke the
influence of industry and development*

- July through August
- Baber Room, Park Library

Michigan Water Color Society Traveling Exhibit

*A selection of the best works of The Michigan Watercolor
Society, emphasizing self-discovery and personal content*

- Sept. 17 through Oct. 15
- Baber Room, Park Library

will be safe and filled with happiness. Other cultures present sad endings, which remind children that life doesn't always work out how we want, and one needs to be prepared for adversity.

"There isn't a perfect way to teach children about the world, and various cultures do it much differently," Boles said. "Exhibit viewers have the opportunity to discover cultural differences and similarities that children experience through the books they read."

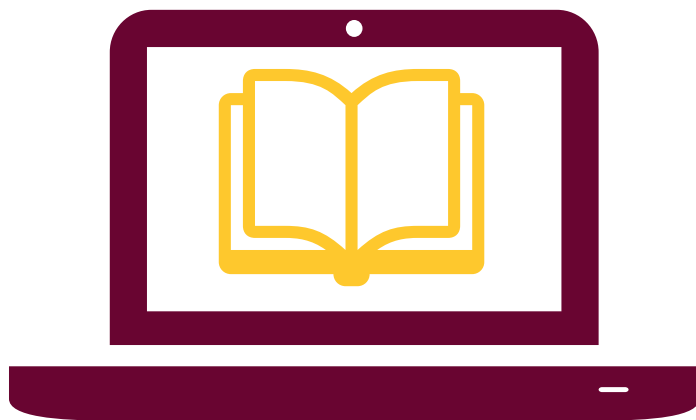
Supporting CMU scholarship

According to Clarke reference specialist Bryan Whitledge, the Library often receives requests to view international literature for research purposes.

"We don't just have these books for fun. We have them to support the scholarship of students on campus," Whitledge said. "The education, arts, children's literature and foreign language classes often ask for these books because they are some of the only materials we have in a language other than English."

This exhibit celebrates a large gift from retired English language and literature professor Susan Stan, who gave a presentation Feb. 19, the opening night of the exhibit. You can watch the opening night recap video on the CMU Libraries' YouTube channel, which can be accessed through the University Libraries website at youtube.com/user/cmulibraries.

Get **social** @CMU Libraries



Stay connected with the CMU Libraries throughout the year by visiting our social media platforms. Reference Point provides you with an in-depth look at what is taking place in the Libraries, while the social media profiles allow you to keep up with the latest information.

Follow the Libraries' social media platforms to:

- » Engage with Libraries' staff, users, patrons and the community
- » Watch guest speakers, tutorials and informational videos
- » View current and historic photos of various Michigan locations and CMU's campus, faculty, staff, alumni and students
- » Participate in contests and more!

