Personal Reference

Park Library reference librarian earns state award

Michael Lorenzen sits at the reference desk. The Park Library head of library reference services answers the phone, helps a client locate books on Irish women in America, then turns back to his computer and keys the URL: information-literacy.net.

Up comes Lorenzen’s “Information Literacy Land of Confusion” – a Web site for librarians he started four years ago. The site lists library conferences, how to help patrons locate library items, information about hoax Web sites and more – everything a librarian like Lorenzen could want, including a catchy title.

“Land of Confusion” is the title of a Genesis song from the 80s. The best music was in the 80s,” he says, pausing. “But maybe I prefer 80s music because that is when I was in high school. People always like their high school music the best.”

In addition to starting a Web site and blogging frequently, Lorenzen has done many things to increase information literacy. He has helped to create several library instruction projects, including the PBS award-winning “Tales from the Stacks” CD multimedia project. He teaches CMU’s LIB 197 – an introductory library course for undergraduate students – and he has published many papers on library issues and library instruction.

For all of his efforts, Lorenzen has been named the 2008 Michigan Library Association Information Literacy Award recipient.

“I found out in May,” he says. “I knew I had been nominated, but I was very pleasantly surprised.”

Continued on page 10
Institutional budget losing pace with rising scholarly publication costs

There are many warm and happy stories in the CMU Libraries. Everyday our terrific librarians and staff support student learning and faculty teaching and research. That creates a large reservoir of satisfaction for all of us, since individually and collectively we’re committed to doing our best to assist students, from freshmen to doctoral candidates, and aid faculty from across the academic disciplines in the noble enterprises of teaching and scholarship.

However, there is one story of recurring attention and effort in the Libraries that generates more challenge and concern than satisfaction for our librarians and for many of the faculty whose instruction and research we support. It is the unremittingly rising cost of scholarly publications, especially journals.

Since 2002 the overall cost of academic books and journals has increased by about 58 percent while our institutional budget for acquiring library materials has increased by far less. We’re buying fewer books and journals, in print and digital forms, at a time when more scholarly materials are being published than ever before. This is a troubling fact.

Here are some examples by subject area of nationwide 2008 average annual single journal subscription prices:

- Chemistry – $3,490
- Physics – $3,103
- Engineering – $1,919
- Health sciences – $1,330
- Business and economics – $897
- Psychology – $598

While historically the highest journal prices tend to be in science-related disciplines, from 2004 to 2008 some of the most severe increases by percentage have been in other areas: philosophy and religion, 99 percent; anthropology, 55 percent; sociology, 54 percent; and history and music, both 49 percent.

The irony of the situation

The CMU Libraries aren’t alone in addressing the challenges of providing access to the literature while the scholarly marketplace undergoes rapid inflation in journal prices. All college and university libraries are affected. An interesting irony is that most research reported in academic journals has been conducted by faculty at universities. Faculty are paid by universities to do research, frequently with funding by public agencies and tax dollars, and then their refereed research publications are sold back to universities by publishers. This traditional model needs to change but will only do so slowly.

The impact of steeply rising costs on CMU library collections has been adverse, though we’ve mitigated it by participating at every opportunity in consortial purchases and interlibrary resource-sharing and by transitioning assertively to electronic-only subscriptions, which save some funds and also provide remote and 24/7 access.

Increasingly, replacing selected journal subscriptions with quick purchases of journal articles when needed will become more common than in the past. Shifting from a customary “acquisition in case of need” model to an “acquisition on demand” one for some journals will ensure both access and financial sense. It also will require more communication between librarians and faculty in making decisions to get the greatest benefit for learning and research out of every library acquisitions dollar.

In this Reference Point issue there’s information about many of the other library stories, including a couple of exciting digital service initiatives and glimpses at some of our staff members who make our services so good. As always, let us know if you have questions, comments or a desire for more information.

Tom Moore
Dean of Libraries
Vatican archivist shares insight with Friends of the Libraries

Increased computer usage and digital archiving technologies are affecting libraries today in ways similar to when the onset of the printing press changed libraries in the early 1400s.

This is according to Frank X. Blouin Jr., director of the Bentley Historical Library at the University of Michigan-Ann Arbor. At the annual Friends of the Libraries event in the Park Library Auditorium, Blouin reflected on the challenges that ever-changing technology poses for libraries and his experiences documenting the Vatican Archives.

“The Vatican Library and Vatican Archives existed in a very formal and organized way at a time when the technology of information and the use of information were changing radically,” he said. “A lot of the issues that the world faced back when the library and archives were established, we’re facing now, just with a different technology.”

Such issues include authority of the text, control of information and common reference points.

Blouin, a professor in the Department of History and the School of Information at the University of Michigan, spent 20 years documenting the Vatican Archives. He published the results in his book, “Vatican Archives: an Inventory and Guide to Historical Documents of the Holy See.”

The first radical change for the library and archives was the invention of the printing press, which led to the transformation from manuscripts to print. Today, the transformation is from print to digital.

“I think that it is important to understand the past,” he said. “Archives and libraries really are the principal entry into the past. That’s where the voices of the past are recorded and the actions of the past are documented.”

Perfect timing at CMU

Blouin’s presentation came at an ideal time for the CMU Libraries, which recently introduced an online institutional repository. The CMU Online Digital Object Repository (CONDOR) will provide a permanent, safe and accessible collection of the academic and intellectual output of the CMU community.

“What was truly challenging was to realize that what is old is also new,” says Frank Boles, director of Clarke Historical Library. “Just as Vatican officials had to come to terms with a world in which handwritten material was in many ways replaced by printing, we are coming to terms with a world where printed material is in many ways being supplanted by electronic media.”

Boles says the full implications of the changes that tools such as CONDOR will bring are not yet clear.

“No in a very real sense, information professionals today are much like the medieval scribes who knew that the printing press would change their lives, but could not predict how the change would take place or what the end result would be,” he says.

To learn more about CONDOR, read the story on pages 4 and 5 of this issue of Reference Point or visit the Web site condor.cmich.edu.
CONDOR takes flight

CMU scholarly works are just a click away

Members of an interdepartmental team at CMU are taking stock in the academic and intellectual output of the entire university community.

And with a keyword and the click of a mouse, so can anyone else throughout the world.

The CMU Online Digital Object Repository (CONDOR) is a new resource that collects and permanently preserves the research and creativity of CMU faculty, staff and students. Repository items include articles, books, theses, dissertations, simulations, and published and unpublished research.

Indexed by Google and other search engines, CONDOR enables these works to be shared, discovered and disseminated electronically.

“The digital repository puts things into one place that is accessible to everyone throughout and beyond the university,” says Ruth Helwig, university libraries systems librarian and CONDOR team leader.

Libraries take the lead

Helwig and Anne Marie Casey, associate dean of libraries, took note when national conferences increasingly featured discussions and programs about digital repositories. The more they learned, the bigger the benefit they saw in the university developing its own central repository.

“We thought that we in the Libraries needed to lead that movement,” says Casey, explaining the public recognition of CMU Libraries as a leading source of informational and scholarly materials. “But we also knew we’d be looking for collaboration and working together with others to make it happen.”

The repository officially registered its first acquisitions on March 15. The first-day acquisitions included an Off-Campus Library Services presentation and two student projects from the Student Research and Creative Endeavors Exhibition. Since then, many other CMU students and staff and faculty members, such as Jeffrey Weinstock and Twinet Parmer, have added and continue to add materials to the repository.

Efforts are under way to encourage more CMU community members to contribute their materials to CONDOR.

During her presentation at CMU earlier this year, Lee C. Van Orsdel, dean of libraries at Grand Valley State University, offered faculty and library staff members her perspectives on how open (online) access and digital repositories, such as CONDOR, offer universities alternatives to archiving the intellectual output of the institution. Van Orsdel’s study of open access is related to her research into the correlation between scholarly publishing patterns and the cost of journals.

Ruth Helwig displays how the results of a CONDOR search appear on the computer screen.
**On CONDOR**

**Name:** Jeffrey Weinstock  
**Title:** Associate Professor of English  
**Areas of expertise:** Popular culture, American literature, literary criticism

Weinstock says he likes how the repository is making his works and research more easily accessible to students, colleagues and other people worldwide.

“Any database that makes it easy for others to do research is amazing. The more people who can read and cite my work, the better it is for myself, the department and the university.”

**On CONDOR**

**Name:** Twinet Parmer  
**Title:** Professor of Counselor Education  
**Areas of expertise:** Career development, marriage and family, and sexuality, often with an emphasis on African-Americans and holistic wellness

Parmer says she takes great pride in her work and likes that an online repository such as CONDOR makes her research and writing readily available to anyone. She is anxious to have more of her pieces posted in the repository but needs to be more proactive in locating her coauthors to receive copyright approval.

“Sometimes an article or book chapter is not readily available, and CONDOR makes the piece available to the world.”

**Visit condor.cmich.edu**

- View the scholarly and creative works posted by CMU faculty, students and staff  
- Learn more about the digital repository

**Team at work**

CMU Libraries manage the software and are responsible for processing repository objects, and an interdepartmental team of representatives from throughout the university establishes CONDOR policies and procedures. This team also develops and offers training on using the repository.

Areas represented and members of this interdisciplinary team are:

- **CMU Libraries**  
  - Frank J. Boles  
  - Anne M. Casey  
  - Pamela A. Grudzien  
  - Abby Kay Haggart  
  - Timothy John Peters  
  - Joyce Salisbury  
  - Barbara Ann Steffke  
  - Aparna V. Zambare

- **Counseling and Special Education**  
  - Holly H. Hoffman

- **English Language and Literature**  
  - Gretchen D. Papazian

- **Faculty Center for Innovative Teaching**  
  - Daniel J. Bracken  
  - Brian A. Roberts

- **Geography**  
  - Bin Li  
  - Xiaolan Wu

- **Information Technology**  
  - Gregory L. Dumont  
  - John M. Rathje

- **Off-Campus Programs**  
  - Jeremy T. Bond

- **The Herbert H. and Grace A. Dow College of Health Professions**  
  - Michael Hinko Jr.  
  - Wesley A. Leonard
Greetings from the CMU Libraries! This is my first column in Reference Point. In addition to introducing myself, I’d like to address the central development questions: Why should you make a donation in support of library services? What will your support benefit?

First, the introduction: I’m the new Director of Library Development and Community Outreach. I’m honored to work with great people and look forward to meeting as many library patrons and donors as I can. I know many of you enjoyed the contact with my predecessor, Brian Palmer, who is living out west and is very happy. I also know I have big shoes to fill, literally! I will do my best. Please feel free to contact me with any ideas, comments or questions.

Now, why are the CMU Libraries worthy of your support? Let’s start from the beginning. Why do people give? The list of answers is endless, but here are a few reasons: tax and income benefits, recognition, to make a difference, belief in a cause, to create a legacy, and to gain a deeper connection to CMU. These are all great reasons to give to any charity or nonprofit. So, why give specifically to the CMU Libraries?

Here are some of the more common reasons to give. Your donations help the libraries:

- Support the learning and research activities of CMU students and faculty – on campus and off campus – and across all the academic programs
- Purchase books, periodicals, research databases, and online resources to keep the collections current and keyed to academic needs
- Acquire and make available to researchers unique or otherwise important historical documents and materials of special interest and research value
- Present speakers and exhibits in Park Library
- Offer comprehensive information services to the CMU and wider community.

While the reasons listed here are compelling already, there are even more. Your gifts ensure the CMU Libraries can provide students effective tools for lifelong learning and success. Charitable funds assist us in keeping up with technology and trends, enhancing the ability for our patrons to navigate in an ever-changing world. Your support helps keep the quality of education and research at CMU strong for all students, staff and faculty. In short, gifts to the library, which I like to call the academic center of CMU, help the entire university.

There are many reasons people are motivated to give, and there are many ways to give. Cash gifts, gifts of stock, planned gifts, a pledged gift over a number of years, memorial/honorarium donations, in-kind gifts, and more. Please contact me at 989-774-1826 or by e-mail at jodi.robinette@cmich.edu. I would be happy to help you with any questions or just chat about your interest in the libraries and CMU. You have the opportunity to make a difference and be a true philanthropist!

Jodi A. Robinette
Director of Library Development and Community Outreach
Planned gift generates endowment for resources and materials

Alice Jumper lived quite simply in her bungalow-style home nestled in the St. Johns area, where she lived her entire life – all 101 years. The 1963 graduate’s living room was full of books; everything from children’s literature to novels. This love for reading stretched from the children she taught for more than 38 years to her work as a library volunteer.

And now, this love has returned to Park Library.

Jumper, who passed away in March, left the library an endowment of $284,603, which will bring more resources and materials to students, staff and faculty for years to come, says Tom Moore, dean of libraries.

“Alice appreciated books and libraries, and giving to the library appealed to her as part of a theme of her life,” Moore says. “She loved to teach children, and she loved to read to them.”

Extended Hours Study honors Jumper’s legacy

CMU recognized Jumper’s planned gift in 2002 by naming the library’s Extended Hours Study in her honor.

Sitting at a computer in the Alice Jumper study, Don Klein, a sophomore studying computer science, says he appreciates Jumper’s contributions to CMU.

“I think it’s awesome how people can put others first like that and think of all the people she never met who are going to use this room because of her,” he says.

Jumper earned her teaching certificate from the County Normal in Clinton County in 1928. While she taught in country schools, she traveled from St. Johns to Mount Pleasant, taking courses at CMU in the evenings and over the summers. Jumper never married or had children of her own.

Referring to CMU’s library director from 1930 to 1957, Jumper said Charles Park’s dedication to the campus library was very clear.

“Dr. Park was very careful about his books, and he made sure that you took good care of them,” Jumper said in 1999.

Sound investments and $6 a week on groceries

Daniel Morrison, Jumper’s financial adviser and a CMU alumnus, said Jumper’s savings grew through careful investments.

But she never cared much about money, Morrison explains. She spent an average of $6 a week on groceries. Her furniture remained 1930s-style or maybe even older, and she walked everywhere. In fact, the last time she drove her 1967 pea green Malibu was in the mid 1970s, he says.

“She had specific places where she wanted her money to go, and we made sure it ended up exactly where she wanted it,” Morrison says. “CMU was one of those places, and what an impact she’ll have here.”

•

‘I think it’s awesome how people can put others first like that and think of all the people she never met who are going to use this room because of her.’

– Don Klein, CMU sophomore
Software features keyword-based and illustrated search options

Ask students how they plan to research the subjects of their next assigned papers, and many will say they will “Google” it.

Google, no longer viewed as just a search engine, has become a verb. “Google” any keyword and thousands of Web-related links appear. While Google provides convenience and access to variable quality information resources, the Libraries’ collections provide books, journals and other materials chosen for their quality and academic value. Access to the collections is through Centra, the Libraries online catalog.

Libraries’ faculty member Krista Graham describes the simplifying browser interface currently under development for Centra as “Googlesque.” It is planned that the new software will be available for patron use late in the fall semester.

“Libraries refer to this type of software as a discovery layer tool,” Graham says. “It goes over our existing catalog, Centra. It basically gives us a new interface that allows the user to search our data in new ways. This makes accessing the items in the collections easier.”

More familiar format

As an extension of Centra, which the Libraries revamped and improved last year, the new browser uses Centra’s data to organize search results.

“Centra’s not going away,” Graham says. “The new browser is using the exact same library collection data but is manipulating it in a different way.”

Graham says she believes students will like the new system because it offers an illustrated method of searching and discovery, featuring keyword-based searches and a visual map.

“We think it gives students a search interface that they’re probably more comfortable with than the more complex or advanced interface we already have,” she says.

The new browser is using the exact same library collection data but is manipulating it in a different way. – Krista Graham

The new browsing software offers specialized searching options to target search results. The initial search results can be broken down into categories such as library material availability, format, publication date, topics, author, and language. Users also may choose to sort their results by one or several of these categories.
Campaign biographies displayed at the Clarke

The Clarke Historical Library’s latest exhibit, “The Presidency and the American Imagination,” features selections from the library’s extensive collection of presidential campaign biographies dating back more than 150 years. The exhibit is open and on display through January 31.

“People want to know, ‘What does the person who wants to be president look like, act like and sound like?’” says Clarke Historical Library Director Frank Boles. “Voters want to know the character of the person they are electing. That tradition goes back 150 years.”

The Clarke Library collection began with a gift donation from CMU’s Class of 1964. After reading quite a few of the selections, Boles concludes the basic elements of presidential biographies have remained the same throughout history, even if the accomplishments worth highlighting have changed.

Presidential hopefuls have issued numerous authorized biographies and other publications designed to introduce themselves in a favorable light to the American public. For example, in his early 1900s memoir, President Theodore Roosevelt boasted that the “Intellectual Giant” had killed three large lions when visiting Africa. As recently as 2000, President George W. Bush’s candidate biography mentioned he enjoys painting and hymns.

Character comes first

Boles says the campaign biographies are a fascinating way to learn about those who sought the presidency and how they tried to explain themselves to meet perceived public expectations. The books’ pages typically document how well educated the candidates were – and if they didn’t have a formal education, like President Abraham Lincoln, how they overcame not having one.

“No one wants an uneducated person running the country,” Boles says.

Another popular theme is the way most candidates present themselves as average people who have worked their way into prominent positions.

“All presidents want to be born in a log cabin, but in actuality only four were,” Boles says. “Theodore Roosevelt talks about the ‘old family home’ in his book. It sounds modest, but in reality the ‘old family home’ was a 35-room mansion.”

This exhibit program also features speakers addressing what it’s like behind the scenes at primaries, how presidential biographies are written, and how candidates present themselves in televised presidential debates.

For more information about speaker times and dates, visit clarke.cmich.edu.

Selections from a collection of campaign biographies are part of ‘The Presidency and the American Imagination’ exhibit on display in the Clarke Historical Library through Jan. 30.

From left to right, College of Communication and Fine Arts professors Shelly Hinck, Ed Hinck and Bill Dailey discuss what communication choices viewers should pay attention to in the presidential debates. They planned to lead a discussion as part of ‘The Presidency and the American Imagination’ exhibit at 7 p.m. Oct. 16 in the Park Library Auditorium.
Lorenzen is humble about winning the award, which is presented only once every two years at the annual MLA Conference, and he doesn’t talk much about it in person. But like any good blogger, he does write about the accomplishment on his Web site:

**Wednesday, July 30, 2008**

2008 Michigan Library Association Information Literacy Award

“Much to my surprise, the Dean of the CMU Libraries decided there should be a reception held in my honor for this. While happy and grateful, I also found this a bit awkward. People usually only get receptions when they retire...

“My thanks to all my colleagues I have either worked with or have associated with through professional associations, conferences and the publishing process. My thoughts and work in information literacy and library instruction have been built through my association with all of you and I am truly grateful.”

Lorenzen encourages students, patrons to analyze Web sources

Leaving the reference area, Lorenzen heads to an office with graduate diplomas, family photos and published books and papers.

“This is the latest published paper,” he says, holding “We Won’t Be Fooled Again: Teaching Critical Thinking via Evaluation of Hoax and Historical Revisionist Websites” in the journal College and Undergraduate Libraries. Lorenzen and fellow CMU reference librarian Stephanie Mathson wrote the piece after teaching LIB 197, a course teaching students how to find, use and properly cite library resources. Lorenzen designs his lessons to teach World Wide Web organization and how to analyze information with search engines.

“Information is everywhere these days. You go to Google, type in a word, and assume it gives you the best information. That is not always the case. There is plenty of inaccurate information out there,” he says. “That is where reference librarians come in. We are the key to finding the best, most accurate information.”

Lorenzen types the URL BBC.co.uk in his computer. A simple search of the British news organization’s site brings up “Blondes ‘to die out’ in 200 years,” an article citing World Health Organization (WHO) research that natural blondes will be “extinct” within 200 years because men prefer bottle blondes to natural blondes.

“So is this a real story?” he asks. It looks real. It comes from a reputable news source and includes plenty of facts and quotes from professors and field professionals. But, as Lorenzen points out correctly after a little more searching and evaluation of the sources, it’s a hoax.

“If it seems like it could be a hoax or bad information, it probably is,” he says, noting that Google can’t filter out sites with incorrect information.

“Yes, you can find information easily online, but it is not always the best information,” he adds. “If you have a question, reference librarians can help point you in the most accurate direction. That is what I do. That is a reason I am here.” •
‘Claudene’ invokes childhood innocence in Detroit’s glory days

When several of Detroit’s abandoned, decaying homes were coated in bright orange, Deborah Friedman saw her childhood memories disappearing beneath layers of paint. It was the catalyst for her series of paintings, “Claudene,” which she started more than two years ago.

“I do hope no one ever paints our houses orange or tears them down ever, ever,” Friedman inscribes on one painting.

Her paintings tell a story of what Detroit was like in the ’50s. She wants people to remember Detroit as the great city it once was.

“The paintings are about the past and the present,” she says.

Art lends a voice

“Claudene” depicts Friedman’s childhood – a time of youthful naivety and careless days of play – and reflects memories involving her childhood friend Claudene.

“Each painting is a vignette, or story, about what we did together,” Friedman says.

Through her art, Friedman sees how uninformed she and Claudene were at the time.

“We just didn’t know anything,” she says. “Childhood is so protective. You just build your own little world. It was just about playing and being a child.”

Friedman says she feels that art gives her a voice, but before this series she had never used words in her art.

“It just might be that I had such strong feelings that the image wasn’t going to be enough,” she said.

Friedman plans to add more paintings to the series.

Beneath the orange paint

CMU Libraries’ exhibits and events calendar

lib.cmich.edu/exhibits

‘Michigan Moments’ by Kent Miller
CMU journalism faculty member’s photographs featured in the “Michigan 24-7 Coffee Table Book”

• Through Oct. 26
• Third Floor Exhibit Area, Park Library

‘Claudene’ by Deborah Friedman
Contemporary artist’s narrative capturing the innocence of youth and the essence of Detroit’s past

• Through Oct. 29
• Baber Room, Park Library

‘The Presidency and the American Imagination’
Selections from Clarke Historical Library’s collection of campaign biographies

• Through Jan. 30
• Clarke Historical Library, Park Library

‘The Presidential Debates’

• 7 p.m. Oct. 16
• Auditorium, Park Library

Michigan Story Festival Mural
Festival mural created by Tom Woodruff and Morey Charter School students

• Oct. 13 through 27
• Park Library

Michigan Story Festival
Award-winning annual event showcasing storytelling at its finest, including special exhibits and presentations in Park Library

• Oct. 24 and 25
• Visit www.michiganstoryfestival.org

‘The Kyoto Calligraphy Lessons: Cyanotypes by Nicholas Hill’
Inspired by images found in a Kyoto, Japan, calligraphy lesson book

• Oct. 31 through Dec. 16
• Baber Room, Park Library

Rebecca Zeiss’ ‘Re-cognize’
Mixed media photography

• Jan. 6 through Feb. 26
• Baber Room, Park Library

Megan Moreno, coordinator of exhibits and projects, hangs paintings for Deborah Friedman’s ‘Claudene’ exhibit on display in the Park Library Baber Room through Oct. 29. The exhibit also will be part of the Michigan Story Festival Oct. 24 and 25.
Essential employees

Students are key to CMU Libraries

Ebony J. Brown understands that not all Park Library patrons know exactly where to find what they need.

After all, it was only two years ago that the Detroit junior felt somewhat the same: intimidated by the four-story building that offers tens of thousands of printed and online resources, a large variety of services, and a great number of meeting and exhibit rooms.

That’s why Brown takes care in helping others while working at the CMU Libraries’ information and reference desks as a student employee.

“People ask everything from ‘Where’s the second floor?’ all the way to ‘Can you help me find this book?’” Brown says. “You have to have the answers, and if you don’t know yourself, you need to know where people can get them.

“What I like is that at least once every shift, somebody you helped will stop by to say, ‘Thank you.’”

Enrolling in the 1-credit course Introduction to Library and Information Research her freshman year introduced Brown to the Park Library and generated her interest in working there.

“I feel very fortunate to have this job,” she says. “I like to help people, and the staff here is great to work with.”

Library employs about 200 students

Brown is one of approximately 200 student employees who work for the CMU Libraries throughout the academic year and summer. Students are needed in all areas and departments to do everything from assisting patrons at the service desks to helping staff members, updating computer software and shelving books.

“We couldn’t run this library without the student employees,” says Gerry Edgar, manager of business services.

To express appreciation for the students, the CMU Libraries host a Student Recognition Week celebration each spring and offer students with four or more semesters experience the opportunity to put a name plate in the library books of their choice.

Brown says she is considering putting her name in a book related to social work, which is her undergraduate major.