

The Messenger

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OREGON STATE UNIVERSITY LIBRARIES

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ON THE COVER:
Aerial view of The Valley Library, late spring (courtesy of Printing & Mailing).

OREGON STATE UNIVERSITY
LIBRARIES
The Valley Library
Main Campus, Corvallis
Marilyn Potts Guin Library
Hatfield Marine Science Center,
Newport
OSU-Cascades Campus
Bend

THE MESSENGER
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biannually.

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Winnie Totten believed that students who developed a strong work ethic would always be successful.

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Hello library supporters,

I hope you are ready to enjoy another great issue of *The Messenger*! It has been an active six months. I'd like to highlight a few of the more exciting things from this issue and talk about some new things coming up.



All floors of The Valley Library were opened 24x5 this spring as a trial to see if there truly are students who want to study at 4 A.M. in the morning. The driving force to do this came from ASOSU and they did the heavy lifting by drafting a detailed proposal and then working with the Provost office to secure the funding.

Spring is the time when we give out student awards. In early May, we awarded two Library Undergraduate Research Awards. These awards are funded by the OSU Libraries Advisory Council and have the goal of furthering student use of the library for research. Next, we honored our outstanding student workers with cash gifts provided through an endowment from Winnie Totten who believed that students who developed a strong work ethic would always be successful. We know this is certainly true for our students!

A generous gift from Peter and Judy Freeman has allowed us to provide grants for individuals who want to conduct research in OSU Libraries Special Collections. The Freeman Visiting Scholars Program has brought some terrific scholars to OSU. We are very grateful to the Freemans for funding this program.

In addition to research awards, we are launching the OSU Press Internship program. Patterned after

the Georgeann and Verne Casey Internship program for Special Collections, this new program will fund an intern to work with the OSU Press. The Griffis Internship Program will give press interns experience in marketing, editing and promotion. I see internship programs as a true win-win situation—our students develop marketable skills and the library gets sorely needed help. We have hopes to extend

the program to our Archives department as well as to our Digital Production unit.

OSU Libraries is attracting national attention with our mobile phone applications. First we made our online catalog available and more recently we have introduced BeaverTracks. This latest application is also available via your home computer so check it out at: <http://osulibrary.oregonstate.edu/beavertracks>.

We continue collaborative projects with others on and off campus. Page 13 describes The Oregon Explorer Spatial Data Library. This is part of a much larger collaboration with the Institute for Natural Resources. If you have not looked at our Oregon Explorer site, I urge you to do so at: <http://oregonexplorer.info/>.

I hope you enjoy this issue of *The Messenger* and through reading it gain a greater appreciation of how your support enhances so much of what we do.

My best wishes and thanks to each of you.

Kayle

Karyle Butcher

New Employees



Claire Semadeni

Claire Semadeni is a recent graduate of OSU Cascades. She worked at the Barber Library for three years until she graduated in June 2009. Claire began working at The Valley Library in October and has since become the Kindle Coordinator and the backup for the Reserves Coordinator. She splits her time between working at the Circulation desk, processing Kindle requests and assisting in the process of placing materials on course reserve.

She works evenings and weekends in Circulation and Collection Maintenance and coordinates lockers and newspapers. Katie came to The Valley Library from International Programs and has worked at OSU since 2006. She is also currently a student in the University of Washington MLIS program.

Katie Warrener joined the Instruction and User Services team in January as a Library Technician 1. She works evenings and weekends in Circulation and Collection Maintenance and coordinates lockers and newspapers. Katie came to The Valley Library from International Programs and has worked at OSU since 2006. She is also currently a student in the University of Washington MLIS program.



Katie Warrener

Congratulations



Faye Chadwell

Congratulations to **Faye Chadwell**, who has been selected for one of the highly sought-after spots in the Senior Fellow Program for 2010. The program, held on the UCLA campus, brings together about twenty of the country's top leaders in the academic library field for an intensive three-week summer institute.

A great opportunity for developing a network of colleagues, the program offers advanced classes in management, strategic thinking, and current issues facing libraries.

Librarians **Jane Nichols**, Social Sciences & Humanities, and **Margaret Mellinger**, Engineering, were both granted indefinite tenure and promotion. Congratulations for this achievement.



Jane Nichols and Margaret Mellinger



Ken Monroe, Dwight Butler: security; Ali Schlicting, Andrew Clark: staff

24/5 Sunday Through Thursday

Responding to a request from the student governing body ASOSU, The Valley Library kept its doors open to students from Sunday at 10 A.M. until Friday at 10 P.M. during Spring Term, with regular hours on Saturdays. The pilot was a joint effort between the library and ASOSU with funding and support from President Ray and Provost Randhawa.

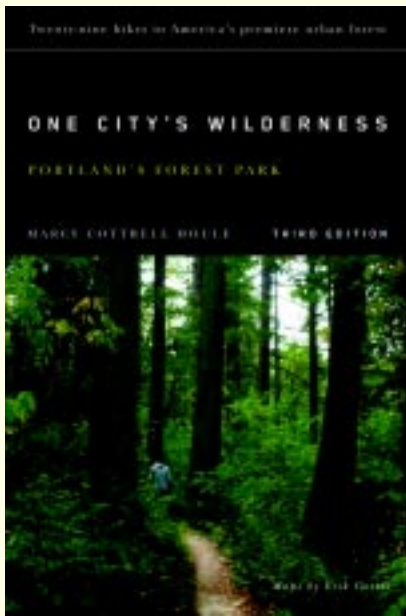
Kevin Schock, Vice President of ASOSU, said student support for keeping the library open 24 hours a day has been extremely positive. In fact, after sending out a survey to OSU students, 1,800 out of the 2,200 responses ASOSU received were in favor of opening the library all night.

The library contracted for security services for midnight to 7 A.M. and hired two temporary staff and several additional student workers.

The library kept track of the number of patrons who utilize the library during the extended hours, and staff also tracked which floors and rooms patrons used, what services they utilized, and whether students congregated in groups or used the library individually. The busiest time was between 1-2 A.M. although students used the library continuously during the overnight hours.

If there is enough usage of the library from this project then a change to this schedule for three terms of the academic year will be considered if there are additional funds made available.

— *summary of an article appearing in OSU Today*



One City's Wilderness: Portland's Forest Park, due to be published in October, is the first book in a new OSU Press series on nature and the environment. *One City's Wilderness*, by OSU alum Marcy Houle, is the authoritative and complete guide to one of our country's premier urban forests. The completely updated third edition includes full-color trail maps by Eric Goetze.

The new series is funded in part by an endowment created by a \$100,000 gift to the OSU Libraries from past OSU president John Byrne and his wife Shirley, a gift tied to Byrne's service as a Board member of Burlington Resources years ago. The Byrnes, long-time supporters of the Libraries, are passionate birders.

The endowment is the first of its kind for OSU Press and will allow the publication of books that, in the past, were considered too expensive to produce. Upcoming books planned for the series include a field guide to Oregon dragonflies and damselflies, a book about OSU alum and internationally known birder Noah Strycker's studies in the Antarctic, and a guide to Oregon's rivers penned by award-winning author and photographer Tim Palmer.

For more information about the OSU Press: Call 541-737-3166 or click <http://oregonstate.edu/dept/press/>

Inspiration Through Travel— Learning Space Investigations

by Valery King, Social Sciences/Humanities Librarian

When it was completed in 1999, The Valley Library Information Commons was a cutting edge learning space. Many other academic libraries used it as a model to establish their own Info Commons, including as it did a large number of computers configured with a variety of productivity software, online access to journal and database resources, and internet access. Since then, our student population has been evolving and their demand for services and technologies has become more sophisticated. OSU students want to interact not just with computers but also with their learning spaces and with each other. Responding to these changing needs, academic libraries around the world are moving away from Information Commons, with their focus on technology, towards Learning Commons which also incorporate learning spaces that address our students' changing needs for education and research activities. We asked ourselves, "How should this learning space evolve so that it continues to enhance the OSU student learning experience?"

Six librarians from the Library's Instruction and User Services (IUS) department identified libraries throughout the country that were on the leading edge of learning space design. With the help of the **Robert Lundeen OSU Library Faculty Development Award**, pairs of librarians were able to visit seven institutions, investigating the learning environment, public services, and technologies in each library. By giving the IUS librarians an opportunity to see the latest innovations in action, they would bring back recommendations for changes to The Valley Library learning spaces. This would include not only the Learning Commons itself, but the Collaborative Learning Center, library classrooms, and possibly other spaces throughout the library. It would have direct impact on the students, faculty and staff that use the OSU Libraries.

The librarians came back from their visits loaded with new ideas, some of which have been instituted already (such as tablet-sized white boards at classroom workstations letting students display their names or topics, making interactions with the librarian more meaningful). Many others will be incorporated with suggestions and recommendations that library researchers are currently gathering from surveys and focus groups of current OSU students. Our goal is to design a new, dynamic, flexible Learning Commons and Library, relevant to both today's and tomorrow's OSU student and researcher. ❧

Gift for Mechanical Engineering Materials

A gift in memory of George M. (class of '38) and Katherine E. (class of '40) Cunningham was received earlier this year from the Cunningham family. This generous gift has allowed us to expand on our Mechanical Engineering collection by 25 much needed items.

Some of the titles Margaret Mellinger, Engineering Librarian, selected for purchase include:

- Characteristics of Polymers (2 volume set)
- Essentials of Materials Science & Engineering, Mechanics of Liquids and Gases
- Thin Film Shape Memory Alloys: Fundamentals and Device Applications
- Welding Handbook Set (5 volumes) and Welding Technology for Engineers

The books will have a memorial bookplate placed in them to commemorate the Cunningham family's gift; a paver will also be engraved in their honor. ❀

In Memory of Cliff Dalton

June 13, 1944–April 2, 2010



Cliff and his wife, Donna, at the 1999 dedication of The Valley Library.

Cliff Dalton passed away earlier this year at the age of 65. We would like to take this opportunity to remember the wonderful work that Cliff did for OSU over the 28 years he worked here. We would especially like to speak to his efforts during the 1990s for The Valley Library building campaign. The first campaign of its type for the campus, the results were not just an expanded facility that students and

faculty could use for study and research but a lifetime of connections to you who made this happen for the students and faculty at OSU. Cliff was the person who engaged so many of you in the fundraising for The Valley Library. Memorial gifts received by the library since his passing will be spent according to the family's wishes. A celebration of Cliff's life was held in Dallas, Oregon May 8. ❀



Karen is shown here in Special Collections in front of a portrait of OSU's famous alumnus Linus Pauling.

Karen Shaw is our new Director of Development. She comes to us with over 20 years of experience in fundraising and has kicked off 2010 with a great start. Karen started her career as a County Extension Agent in Georgia and then moved into nonprofit work with the YMCA and Girl Scouts. Karen's career in academic fundraising has taken her to the Colorado School of Mines, the University of North Carolina at Greensboro and the University of Oregon before arriving at OSU in 2007. In addition to her work with the OSU Libraries, Karen serves as the Director of Development for Community, Diversity & Inclusion.

With Karen's help we will continue progress on our campaign goals and funding priorities which include:

- Endowed Faculty Positions
- Endowed & Current-use Funds for Collections
- Technological Innovation Funds and
- Graduate Fellowships

Karen is available to help you design a giving plan that is right for you—whether it may be donating items to the library or giving monetary donations through a bequest, annuity, or a pledge over time. You can contact her at 541-737-8274 or at karen.shaw@oregonstate.edu.

Library Undergraduate Research Awards

The OSU Libraries Undergraduate Research Awards recognize and reward OSU students who, through the comprehensive use of the OSU Libraries, demonstrate outstanding research, scholarship, and originality in writing a paper. We congratulate this year's winners and thank the Library Advisory Council for supporting these awards.

This year's winners are: **Douglas Schulte** for "How the west was won: An investigation of the rise and evolution of the cowboy as an American popular culture icon." and **Robinson Taylor** for his paper "Processing facial emotion: Can it occur without attention?"

Both papers have been added to ScholarsArchive@OSU: Doug Schulte's paper at <http://ir.library.oregonstate.edu/jspui/handle/1957/14971> and Robinson Taylor's paper at <http://ir.library.oregonstate.edu/jspui/handle/1957/14970>

These two students were honored at a formal ceremony with their family and friends April 22 at The Valley Li-



Library Advisory Council member and Corvallis mayor Charlie Tomlinson (center) with Doug Schulte (right) and Robinson Taylor (left).

brary. For more information and links to previous winners visit: <http://osulibrary.oregonstate.edu/awards/ugresearchawards.html> ☼

Totten Award Winners

The Totten Graduating Senior Award this year went to **Douglas Schulte**. Doug, as you just read above, also won an undergraduate research award. He has excellent attention to detail, a great sense of humor, is independent and reliable and is a valuable member of our professional team. Not only has Doug won several awards at the OSU Libraries, he was also the Student Employee of the Year for OSU and the state of Oregon in 2009. The consummate "well-rounded" student, Doug has also served in leadership roles in the Air Force ROTC program, as Recruiting and Retention Squadron Commander and Arnold Air Society Squadron Commander. He will be deployed in late fall to Europe and will graduate with a BA in History.

The three Totten Scholarships were awarded at a formal ceremony May 26 with the Annual Library Awards. This year's winners are **Eric Hepler**, **Joe Nguyen**, and **Stephanie Silver**—all student workers in the Digital Access Services Department. These three outstanding student workers will stay with the OSU Libraries while continuing their studies at OSU.



Eric Hepler



Stephanie Silver



Doug Schulte



Joe Nguyen

OSU Faculty—Third Resident Scholar

by Chris Petersen, Faculty Research Assistant,
Special Collections

Oregon State University Associate Professor of History Dr. Mina Carson is the third person to have presented work supported by the Resident Scholar Program at OSU Libraries. A professor of American Social and Cultural History, Carson's research interests have thus far included the Progressive and New Deal eras, the gay and lesbian movements and the recent history of women in music. A licensed social worker, Dr. Carson has also written and lectured on the history of psychotherapy in Western Europe and the United States.

Her latest project hits closer to home for those of us working in the Pauling collection: Dr. Carson is in the early stages of researching and writing the first full-length biography of Ava Helen Pauling. As she is just six months into what promises to be a lengthy project, Dr. Carson has thus far focused on identifying a few important themes that seem to have, at least in part, defined Ava Helen Pauling's remarkable life. Certain of these themes include

- Ava Helen's transformation into feminism—Dr. Carson's preliminary research indicates that Ava Helen was not initially what might now be defined as a "complete feminist";
- the emergence, in her sixties, of Ava Helen as a charismatic force within the peace and women's movements, a



"Marathon to Athens Peace March," Greece. May 1964.



Dr. Mina Carson, Resident Scholar, and Judy Freeman, who with her husband supports the Special Collections Resident Scholar Program through the Peter and Judith Freeman Fund.

development which led her to question some of the choices that she made earlier in life, especially her acceptance of a conventional gender role within her marriage and household;

- Ava Helen's role in balancing the tensions that likely grew out of the pressures on Linus Pauling's time, as peace activism began to envelop the scientific work that was his true professional love.

Dr. Carson's Resident Scholar presentation also raised a number of questions about how one goes about writing a biography of a figure like Ava Helen Pauling. For one, there exists the temptation to write about Ava Helen chiefly as a means to shed further light on the life of Linus Pauling. However, Ava Helen was an important historical figure in her own right and deserves to be treated as such.

On the same token, any biography of Ava Helen must likewise be a biography of the Pauling family—hers was the life of the activist and the homemaker intertwined—so the work needs to incorporate an evaluation of her roles as center of the household, family administrator, and social spark plug.

As Dr. Carson herself attested, much work lies ahead for this project. We have no doubt, however, that the end result will constitute a major addition to what the chemist and historian Derek Davenport has termed "the Pauling canon." ❧

Virtual Beauty

by Chris Petersen, Faculty Research Assistant,
Special Collections

"People have sometimes stated that Pauling's model of the alpha-helix or his incorrect model for DNA gave us the idea that DNA was a helix. Nothing could be farther from the truth. Helices were in the air, and you would have to be either obtuse or very obstinate not to think along helical lines. What Pauling did show us was that exact and careful model building could embody constraints that the final answer had in any case to satisfy. Sometimes this could lead to the correct structure, using only a minimum of the direct experimental evidence."

—Francis Crick, *What Mad Pursuit: A Personal View of Scientific Discovery* (1988)

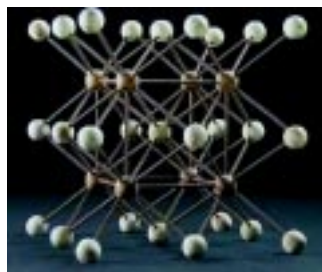


Jane Nisselson

Documentary filmmaker Jane Nisselson is the most recent of our Resident Scholars to present work conducted in Special Collections. Nisselson, founder of the film and design studio Virtual Beauty, has used her residency in the OSU Libraries to build the foundation of a film project documenting the importance of scientific model making to researchers past, present, and future.

According to Nisselson, the project—a feature-length film which she hopes to have completed in two years—is not meant to be a scientific history of model-making, per se. Rather, she hopes for the documentary to answer two primary questions: 1) Is science a visual process as opposed to a purely mathematical pursuit? 2) Looking forward, how might molecular modeling evolve as new molecules are designed for use in all types of endeavors, both commercial and academic?

Nisselson was first exposed to Linus Pauling's model-making through a colleague, who brought her attention to Roger Hayward's pastel drawings of molecules published in *The Architecture of Molecules*, a text co-authored with Pauling. From there, Nisselson learned of the extensive model collection housed in the Ava Helen and Linus Pauling Papers. Because he was both a terrific popular



One of Nisselson's photographs



Drawing by Roger Hayward.

communicator as well as a prolific builder of models, Pauling, in Nisselson's estimation, is "a perfect guide into chemistry."

After laboriously poring over mounds of manuscripts and calculations related to Pauling's structural chemistry (as well as his correspondence with, among others, sculptor and mobile artist Alexander Calder), Nisselson enlisted the assistance of both a high-definition videographer as well as a still photographer to capture artistic images of Pauling's finished models.

The results are breathtaking. Filmed in rotation, one is able to clearly see the often-complex symmetries inherent to many of the constructions. "Each model," in Nisselson's words, "is a whole world to visually explore." On the same token, the models also serve as representations which allow scientists to better understand observed behaviors. Viewed in these terms, the models are equal parts research tool, communicative device, and aesthetic achievement.

Nisselson's work on Linus Pauling is just the first step in what promises to be a lengthy and fascinating process. Her ultimate ambition for the completed film is to present a visual survey of the molecule in twelve chapters, featuring segments on, among other topics, fragrance systems, drug design, and the emerging discipline of molecular gastronomy. In the end, it is hoped that the film will not only walk its audience through the popular iconography of the molecule as it has developed over time, but also spark interest in complex scientific topics by explaining chemical research in terms of creative endeavor.

The OSU Libraries Special Collections Resident Scholar Program is generously supported by the Peter and Judith Freeman Fund. Past recipients have included Dr. Burt Davis of the University of Kentucky's Center for Applied Energy Research, and Toshihiro Higuchi of Georgetown University. *For a brief video clip of Nisselson's work:* http://vbnc.com/portfolio/LP_FRAME.html ☒

The Future is Mobile: Library in Your Pocket

by Laurie Bridges, Business & Economics Librarian & Kim Griggs, Programmer Analyst

OSU Libraries' mobile Web site enables students, faculty, and other patrons on mobile devices to find books, view computer availability, ask a librarian questions, and much more. As University Librarian, Karyle Butcher explains, "Students are always connected and on the go. Our new mobile services are one more way for OSU Libraries to engage our users in ways that work for them." The Web site is compatible with a wide range of Web-enabled mobile devices. Instead of trying to navigate the libraries' full Web site, mobile patrons can use the specially formatted mobile Web site. This makes the most sought-after information readily available—as well as adding new features that make use of the mobile phone's capabilities, such as sending text messages.

The OSU Libraries are the first in the Oregon library system, and among the first in the country, to develop a custom mobile catalog. The mobile catalog allows patrons to search for library materials by keyword, title, author, call



Two different views of mobile Web site features

number, and ISBN. When a patron finds an item in the mobile catalog, she can then e-mail the record to herself or text the call number to her cell phone. Other features include the ability to search course reserves, limit searches to a specific OSU library branch, and set the number of results per search.

One of the most popular features of the mobile Web Sites, especially during finals and mid-terms, is the computer availability map. The map provides real-time status on the number and type of computer workstations in use or free in The Valley Library.

This Spring OSU Libraries launched another mobile service called "Text a Librarian." Using their mobile phones, patrons can ask questions by sending text messages. Librarians answer on a web-based interface, keeping a "living archive" of all the questions and answers. Using the service is simple. Patrons compose a new text message with the first word BEAVS and then ask a question. They then send the message to 66746. Standard message rates apply. ☒

To access these services:

Mobile Site: <http://m.library.oregonstate.edu>

Ask a Librarian: <http://osulibrary.oregonstate.edu/reference/>



Setting up the Text a Librarian service seemed like the next logical step in a continuing series of new mobile service developments.

Introducing BeaverTracks Historical Locations and Tour

Rleased May 6, BeaverTracks is an interactive mobile guide and walking tour of Oregon State University's historical locations. History comes to life on the Oregon State campus, using the latest technology to open a window into the past.

The BeaverTracks release coincided with Historic Preservation Month and the annual walking tour led by University Archives.

The BeaverTracks Team Kim Griggs, Tiah Edmunson-Morton, and Laurie Bridges welcome your feedback and suggestions. Email us at: beavertracks@lists.oregonstate.edu

Read more about this innovative project at:
<http://osulibrary.oregonstate.edu/beavertracks>



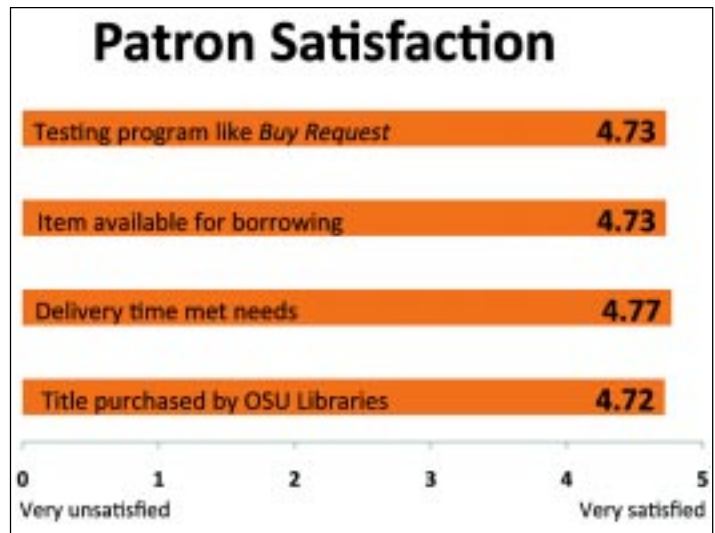
A test drive in the Learning Commons of Steelcase furniture's Media:Scape product. By hooking up their laptops, students can project their work on large screens for comparison and easier viewing.

“Buy Request”: A Book Purchase Pilot Program

by Uta Hussong-Christian, Reference & Instruction Librarian

Generous donor support of OSU Libraries matters! How do we know? Consider this recent comment from a very happy OSU Libraries patron, “This is a dream come true: something is needed but is not available...and then you make it available. Please go on, if at all possible!” To what, you ask, was that patron referring? The answer is...the recently completed “Buy Request” book purchase pilot program. The program name, of course, is a play on words—we bought books requested “by” our patrons. This one-year pilot program, funded with donor gift funds, allowed for the purchase (rather than the normal inter-institutional loan) of interlibrary loan requests that met specific, pre-determined criteria. While the “Buy Request” program was made available only to OSU graduate students and faculty, all patrons benefit now that 190 new items have been added to the Libraries’ collection and are available for checkout by any patron.

The success of the pilot was measured in several different ways. First we tracked turn-around time, from patron request to patron notification that the item had arrived. On average, we met our target of 5–6 days which is on par with our normal interlibrary turnaround times and significantly shorter than the time it takes to purchase and receive items through our normal book purchase program. Second, we tracked circulation statistics of the “Buy Request” items. On average, these items circulated three times more often than items we purchase through traditional means. Third, we surveyed “Buy Request” patrons to see if they were satisfied with



Patron satisfaction with various aspects of the Buy Request pilot.

their experience of the pilot program. On a scale from 1 to 5 (1 = very unsatisfied; 5 = very satisfied), our patrons responded with an average score of 4.74 across four different aspects of the program (see figure). Finally, 67% of the patron comments we gathered through the survey indicated full support for this pilot program, while another 25% indicated qualified support. In addition to being well received by patrons, this pilot also featured a highly collaborative effort both on the part of the cross-departmental task force which designed the pilot and on the part of the staff, from five different library departments, which worked together to make sure each item was quickly available for patron use.

In all areas, the “Buy Request” Task Force deemed the pilot a success and has recommended that library administration convert the pilot to a regular service of OSU Libraries. This opportunity to be innovative would not have been possible without the generosity of OSU Libraries’ donors, thank you for your support. ❁



Word cloud of patron feedback.

Oregon Explorer Spatial Data Library

by Janine Salwasser, ARRA Project Coordinator & Ruth Vondracek, Head of Research & Innovative Services

Need data? A powerful new data access tool for Oregon researchers, students, public agency staff, private industry, and citizens launched on National GIS Day—November 18, 2009. Part of the Oregon Explorer (www.oregonexplorer.info), this portal provides easy and convenient ways to find, access, and share geospatial data. Developed in partnership with OSU Libraries, the Institute for Natural Resources, and the Oregon Department of Administrative Services Geospatial Enterprise Office (DAS-Geo), the Oregon Spatial Data Library features access to all statewide “framework” data available for Oregon. These datasets serve as “base data” for a variety of Geographic Information System (GIS) applications that support research, business, and public services. Framework datasets include administrative boundaries, transportation, land use and ownership, water, hazards, and wetlands. Users can select an area of interest from a map or by a location, select that area from the database, compress images for efficient transfer, and elec-



The home page for this Oregon Explorer portal.

tronically transfer the files to themselves. Users can also create reports of known hazards in specific areas using the Hazards Reporter tool. University of Oregon Libraries is also collaborating with Oregon Explorer to contribute additional geospatial data sets to the Oregon Spatial Data Library. Currently, more than 200 datasets can be accessed and downloaded. Give it a try! ☼

For more information:

<http://spatialdata.oregonexplorer.info/GPT9/catalog/main/home.page>



Merging online collections for increased efficiency.

support the teaching and research mission of the Oregon University System. The collections are composed of unique digitized and born digital materials including photographs, journal articles, sheet music, manuscripts, ephemera, and more. The collections are managed by UO Digital Library Initiatives under Metadata Services and Digital Projects and OSU Libraries Digital Access Services. For more information: <http://oregondigital.org/>

Ducks and Beavers Collaborate

by Michael Klein, Digital Applications Librarian

Oregon State University and University of Oregon Libraries recently merged their online digital collections under a single portal. This new offering is part of a digital collections partnership that began with the Oregon Maps collection celebrating Oregon’s sesquicentennial, and represents one of several ongoing collaborations between the two libraries.

Other collaborative projects include cross-site borrowing arrangements, shared collection development efforts, and the creation of common installations of software applications.

The OSU and UO Libraries’ Digital Collections are created to

The OSU and UO Libraries’ Digital Collections are created to support the teaching and research mission of the Oregon University System. The collections are composed of unique digitized and born digital materials including photographs, journal articles, sheet music, manuscripts, ephemera, and more. The collections are managed by UO Digital Library Initiatives under Metadata Services and Digital Projects and OSU Libraries Digital Access Services. For more information: <http://oregondigital.org/>

Variations on a Beaver: The Many Faces of Benny in the OSU Archives

by Karl McCreary, Archivist

On shirts, letterhead, bumperstickers, hats, and other spots proud of their association with OSU, there seems to have been a Benny Beaver for every mood and personality. Currently, a fierce, competitive growl of a Benny is the one we mostly see in print and on the web along with the impish grin of Jr. Benny, which is, in every way, the new kid on the block. Meanwhile, the image of a “friendly” Benny in a slanted sailor cap and wide smile still resonates among many in the OSU community. This Benny reigned as the official campus beaver from the 1950s until its replacement in 2001 by the snarly one we know today.

These three might be the most visible and well-known versions of the OSU beaver, but as a search of the OSU Archives will show, there have been many variations throughout the years. The various beavers that have represented OSU for nearly a century have taken on many forms that have included plaster, paper, plastic, sticker stock, and fabric.

Before Ken Austin became the first person to cheer on crowds in a Benny costume in 1951, a plaster beaver on a cart was rolled out to serve as the official mascot at football games. As one of the most enthusiastic users of the beaver logo, the Intercollegiate Athletics Department used letterhead from the 1960s through the 1990s showing a trio of giddy and kinetic beavers dancing at the top of the page.



This plaster beaver was the OSU mascot at games prior to 1951.

Other representations of the OSU beaver in the Archives are more obscure and less known to the public. In what looks like the offspring of an unfortunate union between the friendly and the angry beavers, an alarmingly scruffy beaver emerged sometime in the 1990s complete with a five o'clock shadow. This particular incarnation, luckily, was rarely used. In documentation reflecting the development of a new beaver logo in 1999, drawings of possible new Bennys include a beaver swimming in the waves and one that appears to resemble a combination of a cougar and a mouse. The outcome of this design process resulted in the current beaver logo for OSU. ❄️

HOW BENNY HAS CHANGED



1952–1961



1961–2001



Circa 1980s–1990s



2001–Present

Assessment, What Is It and Why Should We Do It?

by Jennifer Nutefall, AUL for Innovative User Services

What is your definition of assessment? In the library world it is about qualitative data that can be analyzed to better our services. Not just gathering statistics such as gate counts or how many items are checked out but more about why these types of numbers are up, down, or about the same. In looking at how people use the resources and services we provide we can make changes that both improve those services and impact decisions we make in the future.

What numbers and data do you gather for meaningful results? What is the industry standard? What can we do with the results of our research and surveys? To find out the answers to these and many more questions about assessment, I embarked on designing a series of workshops on assessment for the OSU Libraries beginning November 2009.

For the first workshop we brought in Steve Hiller, Director of Assessment and Planning at the University of Washington Libraries, who has overseen assessment efforts at Washington and leads their assessment team. He works with library staff on assessment activities, analyzes and reports data, evaluates the effectiveness of assessment efforts, and recommends ways to strengthen the libraries assessment and measurement program. Steve provided us with definitions of assessment, described current assessment efforts in higher education and libraries, and outlined various assessment methods and techniques.

After the faculty and staff had an awareness of the importance of assessment, it was time to bring a second presenter in to have a more candid discussion about what types of evidence we should collect to show our success or failure in providing service and resources to our patrons. Debra Gilchrist, Dean of Library/Media Service at Pierce College Library, discussed her experience with assessment and used one of the OSU Libraries' goals in the strategic plan as an example for our faculty to work through: Cultivate a flexible library environment that supports community and engaged learning. The exercise was a way for us to uncover some methods for assessing this and other goals in our plan. It also became clear that there is not one particular process for everyone to use but rather a variety of ways

to uncover what our own institution should be doing and how to develop our plan for assessment.

Some of our questions for Debra:

- How do you prioritize assessment activities?
- How can assessment data be put to practical use?
- How can we be sure that we are interpreting quantitative data correctly—how do we move beyond the “wow” factor?
- How do you sustain assessment activities?



The final workshop was held in late April to discuss a library assessment tool called LibQual+, which is offered through the Association of Research Libraries. LibQual+ is a total quality survey that allows our customers to tell us how we are doing. The survey has 22 core questions covering three dimensions:

- Library as Place (issues relating to facilities)
- Information Control (library collections, access to resources)
- Effect of Service (relating to library staff and services)

The survey measures two service quality gaps—the difference between a user's minimum acceptable level of service and the level of service they perceive (adequacy gap); and the difference between a user's highest desired level of service and the level of service they perceive (superiority gap).

Our presenters, Martha Kyrillidou (Senior Director for ARL Statistics and Service Quality Programs at the Association of Research Libraries) and Raynna Bowlby (of Library Management Consulting), walked us through the aims and key features of this tool, the benefits to using LibQual+, ways to market the survey, and several frameworks for interpreting the results.

OSU Libraries will be participating in LibQUAL+ in February 2011. This will be a perfect lead-in to the accreditation of OSU, slated also for 2011, which always includes a thorough review of library resources and services. ❧



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OSU FOOD DRIVE 2010

Thanks Java II!

Raising the most money and food ever this year, OSU collected donations worth over 500,000 lbs of food for the Linn Benton Food Share. The OSU Libraries and E-Campus joined together in competition against other campus units and raised donations equaling more than 30,000 pounds of food. This year the Java II coffee shop employees added more than \$300 in collected donations from their customers totaling 1,500 lbs.

Thank you Java II!

For more information on the annual food drive: <http://oregonstate.edu/ua/events/food-drive>



Pictured here left to right: Lee Anne Spivey (manager), Elizabeth Whitman, James Russell, Krysti Weller, and Kelli Pallister.