Linking Scholars to Knowledge: Innovation, Collaboration, Service
Our Connections Work For You.

- Offering resources and innovative services for inspired scholarship
- Providing exceptional virtual and physical spaces for learning
- Fostering community and conversation
- Preserving and promoting the history of the college

Through our endeavors we enhance the transformational experience of a Macalester education, preparing individuals for global citizenship and lives that make a difference.

- Library, Media, & Web Services Vision Statement
From the Director:

2008 marks the 20th anniversary of the opening of the DeWitt Wallace Library. 2008 also marks the first decade of Google. There is no question that Google and other aspects of the Internet have dramatically changed how the library provides access to information and how students and faculty conduct their searches for information. The library, our collections, and the services we provide have been altered by technology in ways that can only be summed up in one word -- *transformative*. “Transformative” is a theme we will use throughout this report, the first annual report of the combined Library, Media, and Web Services departments (LMW). However, before we talk about the transformative changes, I would like to address what hasn’t changed.

Traditionally, the academic library has been considered the “heart of the university” and on our campus we are physically in the center. But more important than being the “heart” we are the intellectual center. The role of an academic library is to ensure all points of view are collected and made available for our communities. The library serves as the single best resource for anyone who wants to explore the wide range of discourse in a discipline -- or across disciplines. By supporting all areas of research and inquiry on campus, the library is, distinctively, the one location where all points of view, as well as the ideas of scholars, come together to be explored and shared. One of our ongoing goals is to continue and expand upon the tradition of the library as a community space. A space where civil discourse is encouraged, and where ideas that may be unpopular or different from our personal beliefs may be examined and discussed. This is an ideal that will remain the foundation of our library no matter what ongoing transformative changes may occur.

Another aspect that has not changed is our commitment to enhance the student experience and support teaching and learning. We have an extensive information fluency program to help students find and evaluate scholarly information. Our online and in-person reference service is always available for individual help. We support students in their technology needs, whether those be creating web pages, podcasts, a poster, or a multimedia project. We have always provided learning spaces for students, and continue to do so -- including new spaces in the library and Media Services for working with multimedia projects. The library location of the Center for Scholarship and Teaching (CST) has led to a rich collaboration that has enhanced and supported new campus programs and initiatives in teaching and learning for the entire community. The increased use of technology in the library parallels the increased use of technology in the classroom. Media Services, through their support of classroom technology, and Web Services, through their leadership in developing the campus portal, have aided and encouraged the ongoing integration of technology into the classroom and learning environments.

Finally, LMW continues to serve a key role in maintaining the memory of the college. Two projects of which I am particularly proud involve our use of technology to develop and retain student and faculty contributions to Macalester. The implementation of Digital Commons in 2005 led to our digitized collection of student Honors Projects which showcase the wide range of research conducted by Macalester students. In 2007 we embarked on a pilot project to collect oral histories
of retired College faculty. The pilot has developed into a highly successful oral history project, collecting the words of influential faculty, trustees, alumni, and others who have contributed so much to the development of the college. These two projects, in combination with our new initiative to collect and manage digital images using CONTENTdm, all contribute to the new digital collections that represent a growing service to support students and faculty. They serve as both a means of preserving information produced by students and faculty and as valuable information resources for scholars.

Returning to the theme of transformations, the rapid pace of change accentuates the need for LMW to continue to expand and adjust our services as well as our physical layout. We must continue the transition to more digital collections and services, and further integrate our collections into new services that support student and faculty research needs. Over the course of 2006 and into 2007, LMW focused on how best to improve our merged operations and take advantage of new opportunities for sharing expertise and collaborating on projects and services. As always, we are committed to excellence in service and innovation.

This report is a summary of the work the members of Library, Media, and Web Services have done during the academic year of 2006-2007. I want to recognize each of the staff members who work in LMW because it is their outstanding work, their individual contributions, and their commitment to excellence that helps us enhance the student experience and provide meaningful support for faculty and staff. Our theme is transformations. We will continue to evolve and transform ourselves to better meet the needs of our community. We dedicate ourselves to contribute to the transformative experience of students as they develop into scholars for the 21st century.

Terri Fishel
Library Director

“... the role of libraries will shift from primarily acquiring published scholarship to a broader role of managing scholarship in collaboration with the researchers that develop and draw upon it.”
- Clifford Lynch

Transforming Our Organization

In 2006 the Library developed a Strategic Plan to carry us forward through 2010. The Strategic Plan continued to focus on issues that were developed in our Strategic Plan of 2001-2005, but also addressed issues that were included in President Rosenberg’s “World Class:” Strategic Imperatives for Macalester College 2005-2015. Many of the goals from the Strategic Plan we developed in 2006 remain central to the Library. However, with the merging of Media Services with the Library and Web Services, our Strategic Plan has expanded to include all areas of LMW. Our story from the past year can be told in four areas:

- Transforming Spaces
- Transforming Collections
- Transforming Services
- Transforming Staff

Technology, legislation and generational changes are having a profound impact on traditional scholarly communication. One of the predicted trends in higher education is that “the current view of publication -- fixed, copyright, unchanging -- will be seen as lifeless and historically out of date” (ACRL Annual Conference 2007) As the foundation of our services is to provide access to scholarly publications, as well as instruction in the wealth of information resources available to our community, these changes will have short-term and long term implications for our future services. This report highlights some of the transformations underway, but these are just the beginning of a future that is bright with possibilities for ongoing changes that will help us continue to connect scholars to knowledge.
TRANSFORMING SERVICES

In Response To Changing Needs We Created And Enhanced Services

Web Services:

• **Implemented 1600grand**
  At the April 2 launch, the campus portal contained 53 channels including 11 channels that deliver information from Banner or provide links to data in Banner.

• **Developed Web Applications**
  such as:
  
  - Configuration and support for new MacForum software for admitted students.
  - Several new interactive features for admissions.
  - Environmental Studies ecological footprint online survey.
  - New titles list e-mail alert system.

Media Services:

• **Installed Satellite Dish System**
  to add Al-Jazeera to the Macalester cable TV lineup.

  - **Donated Used Video/Data Projectors** to the president of Genghis Khan University in Mongolia.

  - **Provided Sound Engineer** for the African Music Ensemble’s Spring Break tour.

  - **Created Podcasting Policy** for the campus community.

LMW Together:

• **Focused on Scholarly Communication**
  
  - **The Copyright and Emerging Technology Group** reviewed and revised the College’s copyright policies. [www.macalester.edu/library/copyright](http://www.macalester.edu/library/copyright)

  - **The New Scholarly Communication Task Force** was formed after the Library Director and Associate Library Director participated in the first Institute on Scholarly Communication held at UCLA in July 2006. The task force is comprised of faculty and staff and focuses on increasing faculty awareness of issues related to the future of scholarly communication. One of our primary initiatives is to increase faculty use of an addendum to retain their rights as authors when they submit articles to journals for publication. More information may be found at the Scholarly Communication website: [www.macalester.edu/library/resources/scholcom](http://www.macalester.edu/library/resources/scholcom)
**Library:**

- **Created a New Moodle Course** for Library Representatives.
- **Collaborated with ITS and CST** on New Faculty Orientation. This marked our sixth year of a highly successful program to introduce new faculty members to the staff and our services. In Fall 2006, over 40 new faculty members participated.
- **Collaborated on New Student Orientation Activities** with ITS and Campus Programs to provide:
  - 12 online tutorials covering basic resources and services.
  - Drop-in services to help students with their computers and accounts on move-in day.
  - A Welcome Week Treasure Hunt that drew students into the Library for a fun activity.
- **Information Fluency Initiatives:**
  - All first year courses received at least one Library/ITS session, jointly taught by a Librarian and an Academic Information Associate, covering basic Library and network resources. Many students received additional in-depth instruction in subsequent sessions.
  - Administered a Research Practices Survey. In collaboration with 11 of our peer institutions, we conducted a survey of incoming first year students. Over 160 Macalester students participated in a voluntary survey. We found Macalester students compared favorably with students at other schools, however they do need and want instruction in information fluency skills. The survey will form the basis for monitoring and evaluating student progress in information fluency during their four years at Macalester.
  - Hosted an ACM conference “Introducing the New Generation of Students to Academic Inquiry: Cross Campus Collaboration” for 44 participants from 12 ACM colleges.
  - Developed the Community of Inquiry Workshop. Originally developed to help first year course faculty integrate information fluency and writing skills into their courses, this workshop was modified in spring 2007 to include all faculty. We focused on assignment design, and facilitated discussions among faculty about successful assignments incorporating information fluency and writing skills. One of the many benefits of the workshop, as expressed by faculty evaluations, is the exchange of ideas among faculty from different disciplines.

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“[The Psychology Department is a huge fan of library instruction for courses at all levels of our curriculum. The programs are invariably informative and engaging, and the staff are exceptionally skilled at tailoring the program to meet the students' needs.” – Jaine Strauss, Psychology](#)

“[…a marvelous way to get students into the library and talking to librarians, who should be important allies in their work at Macalester but who are all too often strangers. I highly recommend both the program for First Year Seminars and the sessions for students in more advanced, research-based courses.” – Beth Severy, Classics](#)

“This workshop is by far one of the best ones I have participated in at Macalester. I truly appreciate the organization, clarity, expertise and willingness to help of all the presenters and workshop staff members.”

- Anonymous

“Thank you for organizing and conducting this workshop. How wonderful to meet and interact with folk from other departments as well as to meet the incredible individuals leading the session and who will work with us. My writing assignments and syllabus will be revised.”

- Anonymous
TRANSFORMING SPACES

The library building was designed to be a flexible space to meet the evolving needs of students. “Learning Commons” is the new term for spaces that bring technology, research, and learning together. Although the concept of a learning commons may be new to some, we have provided technologically up-to-date learning spaces since 1988. The library was the first space on campus to offer wired group space to enhance collaborative learning. It was the first building on campus to provide wireless access. As early as 1990, terminals dedicated to the catalog were replaced by computer workstations in the Reference area. The library building housed one of the original public computer labs on campus, and it is still the largest public lab on campus. We enhanced the lab by developing an imaging annex with high end computers and specialized software for student web projects. We have always provided help and instruction in library resources and the use of technology for scholarship. As we look ahead, we are preparing to reclaim areas used for print collections to further develop our learning commons.

Highlights from the year:

* **Upgraded Classrooms**
As part of our ongoing classroom renovation project, digital video/data projection systems were added to five classrooms in Old Main, Humanities, Art, and Carnegie. Aging video/data projectors in other classrooms were replaced.

* **MARC Goes Digital**
The LMW staff consulted with designers of the new athletic center to include state of the art audio/visual systems.

* **Weyerhaeuser Board Room**
*Wired for Sound!*
The 18 year-old system is being replaced with new digital technology.

* **Library As Learning Space**
We are transitioning from an emphasis on space for collections to more spaces for individual and group learning.

* **Social Spaces**
The library now allows food and drink in most areas of the library. The need for more spaces in which to gather and have conversations while using computers has increased so much that quiet study space is limited to the fourth level of the library.
TRANSFORMING COLLECTIONS

- **The Oral History Project**
  In January 2007, the Library Archives and Media Services conducted an Oral History pilot project to document and preserve rich and varied perspectives on the history of the College and to determine the feasibility of a permanent program. Eight individuals were interviewed by a student interviewer: five retired professors, a current professor/alumnus, a former Chair of the Board of Trustees, and a long-time staff member/alumnus. The pilot project garnered publicity and generated positive feedback from the campus. Due to the success of the pilot project, a permanent Oral History program started in May 2007. Thirty-four individuals, including retired professors, newly tenured professors, former Presidents, and alumni were interviewed by the end of July.

Interviews are audio and videotaped, and transcripts prepared. Interview materials will be preserved in Archives, made available for research, and shared with Macalester via the web. The Oral History Project will continue and will include former administrators, Trustees, and staff, faculty spouses or partners, alumni, and other friends of Macalester.

- **Mac Weekly Digitization**
  Ninety-two years of Macalester’s newspaper have been digitized and made available to the world. Issues appear in their entirety, with pictures and ads, and the text is completely searchable. New issues will continually be added. www.arcasearch.com/macalester.

- **Digital Commons**
  In the spring of 2005, the library implemented the Digital Commons to preserve scholarly work of our students and faculty in an online accessible environment. The collection has grown from the initial 10 student honors papers to over 180 papers, including three online peer-reviewed journals and the first faculty archived paper. digitalcommons.macalester.edu

- **Digital Images Repository**
  Building on our success with the Digital Commons, LMW embarked on a cooperative project with the CLIC consortium to implement CONTENTdm. This collaborative project includes the Art department, Media Services, and the Library. Our goal is to develop a robust system to provide campus-wide access to quality images used for teaching.

“I love it -- this will be very useful.” - Brian Rosenberg, on the digitized Mac Weekly.

“The oral history project is extremely important and long overdue.” - Virginia Schubert, in the Mac Today.

DigitalCommons@Macalester
organizing and sharing the creative works of the Macalester College community

- **BROWSE RESEARCH & SCHOLARSHIP**
  Browse research and scholarship by:
  - academic departments and organizations
  - journals and peer-reviewed series
  - authors
  - oral histories project
  - macalester today

We provide open access to the scholarly and creative works produced by Macalester students, faculty, and staff to increase the visibility of our scholarship, and to encourage collaboration and innovation in order to contribute to the ongoing development of new knowledge.
Library Celebrations

- **Come Together – and Say Cheese!**

  ALA-style READ posters were created for display during National Library Week. 12 campus “celebrities” were featured on the posters along with their favorite books. Everyone wanted a copy!

- **Community Celebrations in the Library:**

  - Tracy Kidder, Pulitzer Prize winning author, spoke October 9, 2006 on *Mountains Beyond Mountains*.

  - The annual Celebration of Faculty Scholarship & Artistic Accomplishment in 2006 was held on April 4, 2007 in the Harmon Room. This event is co-sponsored by the CST and celebrates the accomplishments of faculty. In 2006, Macalester faculty published more than 12 books, contributed chapters, essays, stories, and poems to more than 26 books, and published in more than 72 academic journals.

  - The Jean K. Archibald Award, named for a former Library Director, was established to recognize graduating seniors who are also outstanding Library student employees. Ashley Lambert was our first award winner.

Library staff Dave Collins (left) and Janet Sietmann (right) present the first Jean K. Archibald Award to Ashley Lambert (center).
CELEBRATING OUR STUDENTS

Student employees are vital to the library’s success in providing services to its users. In 2006-2007, the library employed over 110 Macalester students. Library staff hosted appreciation events each semester to acknowledge the service of all its student employees. Staff also celebrated seniors and their families at two events during Senior Week -- the Archibald Award Dinner, and a Harmon Room breakfast for all graduating employees and their families. In addition, graduating student employees were invited to participate in the Senior Book Project, an opportunity for each student to select a favorite book from the library’s collection to be displayed in the library and online during Senior Week. Each book was marked with a bookplate commemorating the individual who chose it.

“You must find the library to be a treasure house. It is a place of inspiration and encouragement. It is a place of insight and discovery.”

-- John B. Davis, Jr.
President of Macalester College, 1975 - 1984

STUDENT ORIENTATION

Library staff chose the words of former President John B. Davis for the 8th annual edition of our popular spill-proof library mugs.

In fall 2006, library staff expanded on the mug’s theme by welcoming first year students to the library with a treasure hunt that also served as an orientation to library spaces and services.
The Library provides computer and technology support to students.

- Located on the lower level of the DeWitt Wallace Library, the library computer lab is one of the busiest public computing labs on campus-- providing both PC and Mac desktop computers, high-speed network printing and a variety of other services.

- The lab is staffed with trained student employees who are able to provide assistance to students using any of the lab equipment or software as well as walk-up technology help for class-related projects. The Imaging Annex and Web Development Studio are areas in the lab designed to offer specialized software and services for student projects in web page development, graphics software, web video creation and editing. In addition to high end computer workstations, scanning and related equipment is provided.

- In collaboration with ITS we offer classes and one-on-one training on a variety of software packages and research tools, including Dreamweaver, Photoshop, Adobe Acrobat, RefWorks, Excel, and more. Through ElementK, a web-based self-paced training package with tutorials and resources, we provide elementary and advanced instruction for many more software programs and computer applications. We coordinate with Academic Information Associates to provide support for faculty who are using technology in their classroom teaching, and requiring students to complete assignments using technology--such as the creation of web pages. Students have been taught to use Flash for video projects, Photoshop for photo projects, and Dreamweaver for web projects.

- In the Lab, students are able to borrow everything from both Macintosh and Windows laptop computers to digital camera equipment.

"My Senior Art Show opening was a major success. I cannot stress how much I appreciate [the library's] help in lending an iBook when nowhere else on campus could. I was desperately running out of options as the event drew close. I cherish this service you provided me."
- Wei-Chuan Hsu, Art Major, Class of 2007

"Your help was really extraordinary. This was my first semester doing this and I gave the students almost complete control over everything, other than to tell them the goal--a website. Naturally they didn't fully appreciate the nature of the schedule that would be required, but they figured it out."
- Patrick Schmidt, Professor, Political Science
Statistics never provide the complete story, but they do provide a small measure of trends. The following pages provide just a few summary statistics for the 2006-07 academic year.

**Instruction Session Growth 1999 - 2006**

- **Macalester**
- **Oberlin Group Average**
- **Oberlin Group Median**
- **Macalester Individual Instruction***

*Individual Instruction tracking begins.*
LIBRARY INSTRUCTION
2006 - 2007 SUMMARY

DEPARTMENTAL DETAIL OF LIBRARY INSTRUCTION

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COURSE INTEGRATED INSTRUCTION
Summary by Division

- ARTS & HUMANITIES: 43%
- SOCIAL SCIENCES: 35%
- SCIENCE: 22%

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12
## Selected Statistical Comparison: Macalester vs. Oberlin Group Libraries

### Institutional Data

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### Expenditures

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### MACALESTER vs. OBERLIN GROUP

#### SELECTED STATISTICAL COMPARISON - continued

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<td>RESERVES, PAPER</td>
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<td>REFERENCE TRANSACTIONS (TYPICAL WEEK)</td>
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<td>INSTRUCTION SESSIONS</td>
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<td>GATE COUNT</td>
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#### Electronic Reference Growth 2003 - 2006

- **Electronic Responses to Patron Questions**

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</table>

TRANSFORMING STAFF

LMW = staff and students. Without staff, nothing would happen. We attended conferences, gave presentations, published articles and case studies, served on campus, and professional committees, redefined our jobs, and took on new responsibilities.

We are:

JACKI BETSWORTH
ELVI BRYNOLFSON
RON JOSLIN

JEAN BECCONE
BETH HILLEMANN
KATY GABRIO

AARON ALBERTSON
ELLEN HOLT-WERLE
KATY GABRIO

ELIAS ECHOLS
JANET SIETMANN
TERRI FISHEL

CAROL KING
JEAN BECCONE
LESLIE MOLLNER

DENISE TYBURSKI
ANGI FAIKS
DAVE REYNOLDS

LAURA SECORD
SUPHACHAI LAPTAVIJOK
MARY LOU STEINER

LEAH NORRIS
SARA SUELFLOW
BRIAN LONGLEY

DAVE COLLINS
LESLIE MOLLNER
BRIAN LONGLEY
FUTURE TRANSFORMATIONS

Future of Our Physical Space: From space for collections to space for learning and building community

The library of the future exists at the intersection of physical and virtual space, and will come to be known more for the engagement level of learners than for the size of collections. We are excited to head down this road.

What if we…

• Provided 24-hour access space for study that included a coffee shop and increased workstation availability on-campus during overnight hours?

• Created a flexible classroom with the latest technology that catered toward experimental pedagogy and offered students realistic practice/rehearsal/creation space for new forms of scholarship?

• Created flexible space and added easily movable furniture and white boards to allow learners to form their own group study spaces?

• Created a Faculty/Staff Reading Room with copies of all the current faculty publications, a space with comfortable chairs for reading, but flexible enough to be used to host readings, conversations, and other events.

macalester.edu

• Created more spaces for students to prepare and practice their presentations.

• What if you had an idea to share?

Submit your ideas to Associate Library Director Dave Collins at collins@macalester.edu.

Special thanks to all who contributed to the creation of this report: Aaron Albertson, Jean Beccone, Jacki Betsworth, Beth Hillemann, along with contributions by all the members of Library, Media, and Web Services.