We are the library . . .

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"All things change, and we change with them." (Chinese proverb, Latin maxim)

The academic year of 2010-11 was a year of introspection, outside review, and change. It was a year focused on looking at who we are and what we do. It was the first time that the library and media services had an outside review and we took the year to look at what we have been doing, listen to what others have said about our efforts, and look for ways to improve. The self-study provided a great opportunity to look closely at the amount of change we have experienced in the past ten years and critically evaluate how we are doing in terms of meeting the scholarly and research needs of the faculty and students in the 21st century. The digital transformation of academic libraries has had huge implications for services, for delivery of information, and for the development of new services including expanding our role in publishing. The past year is just another example of how we continue to evolve and change to respond to new opportunities. We have continued to add new services including Kindles and bike check-outs and just last year, access to music practice rooms now located in the lower level of the library. These changes are always in the interest of meeting the needs of our users.

Our goal is to remain a major hub of activity for the campus, whether providing a quiet study spot or a place for groups to gather and work on projects. We see the bustling activity on the main level as clear evidence that we are providing essential services for members of our learning community and that the library as place continues to be important. As we continue to look at

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ways we can adapt and adjust to the changing landscape of scholarly information we also see an increased role in our work as educators. Helping students learn how to navigate the multitude of resources and then connect to the essential piece of scholarship that they need to help inform their understanding within the disciplines is becoming even more critical as the information universe continues to expand exponentially. As the library staff is comprised of individuals with various areas of expertise, we strive to find ways to help students feel welcome and comfortable in the library in a variety of ways.

The library has a commitment to represent and celebrate the diversity of our community. While our collections are one expression, we reached an important milestone this year with the completion of our Diversity Plan with Tommy Woon, Dean of Multicultural Life. We chose to express our values through a tangible piece of work, our Diversity Quilt. Now proudly hung in the North Reading Room—the Diversity Quilt expresses what makes each of us unique, and as a whole our contributions collectively make the library a welcoming place for everyone.

While we want to be as inclusive and welcoming as possible, change also means sometimes saying “goodbye.” We closed the 2010-11 academic year by saying goodbye to two long-time employees: Janet Sietmann and Jean Beccone. Janet and Jean experienced an incredible amount of change during their careers in the library over the past 23 years. We will miss their many contributions in making the library the place it is today, but most of all, we will miss their smiles, laughter, and enthusiasm.

We’re into the second decade of the 21st century. As you review this report, keeping in mind that change is constant, I hope you will find that the one constant for the library is to continue to move forward in a manner that protects the best of what we have to offer, while providing new resources, new spaces, and new services to meet the needs of the community in the best possible way. For us, change means constant improvement. We hope you will find that to be the case when you read this report, or come in to visit us either in person or virtually.

Terri Fishel
Library Director

Unveiling the Diversity Quilt - Spring, 2011
**MacReads:**

**Our Common Reading Program**

MacReads, co-sponsored by the DeWitt Wallace Library and Academic Programs, was reintroduced to the Mac community in 2010. It is a collaborative project that involves staff, faculty and student members from Academic Programs, Student Affairs, Multicultural Life, the Serie Center for Scholarship and Teaching, the Alumni Office, Campus Programs, SAC (Staff Advisory Council), and a student representative from MCSG. Our goal is to select a title each year that will connect new students to the community of Macalester College, provide students with a common intellectual experience, and serve as a resource for the first year required library session.

Our selection for 2010 was *The Latehomecomer* by Kao Kalia Yang. The author tells the story of her family’s journey from the refugee camps of Thailand to their new life in St. Paul, Minnesota. It is a compelling story that helps introduce readers to the Hmong community and develop a better understanding of the experience of looking for a “place to call home.” Kao Kalia Yang came to Macalester to speak about her book as part of the MacReads program. Professor Karin Aguilar-San Juan delivered the first lecture to incoming first year students by providing historical context for the book.

More information can be found on the MacReads website, [www.macaulester.edu/macreads](http://www.macaulester.edu/macreads), along with information on this year’s selection.
**Transition to New Book Vendor**

This year we began working with Coutts Information Supply after our longtime primary book vendor was acquired by a competitor. Instead of taking on the significant task of choosing a new vendor alone, we joined with members of the CLIC consortium in a shared exploration. By working together we were able to leverage our buying power for better terms, share the work of implementing the OASIS online ordering system, and consider myriad ways of working more efficiently and effectively as a group in the areas of acquisitions and collection development.

Phase 1 of our implementation has been completed. We are successfully using the system and services needed to facilitate and fulfill library orders. Phase 2, which we are currently embarking upon, will include introducing and training key staff and faculty on the OASIS system, considering improvements to work flow and processes, and working with CLIC for additional improvements in order to offer continued great service to our community.

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**Electronic Reserves – End of an Era**

Library staff were early pioneers in 1996 when we established electronic reserves. This system allowed faculty to place electronic PDF copies of course readings on reserve for students to retrieve through the use of computers. Library staff scanned and converted articles to PDF format, and paid copyright fees for any articles that were used beyond the initial first “fair use.” This system was in place well ahead of the development of course management systems. Our model was one that was duplicated by other colleges and universities. However, times change, and we discontinued electronic reserves at the end of the spring 2011 semester. Why?

Our course management system, Moodle, allows faculty to post articles for themselves, where students may see other course content. Faculty may also directly link to articles that are available in our electronic resources and databases. We have seen a gradual decline in the use of Library e-reserves as faculty worked with Moodle. Even though we have stopped providing e-reserves, we will continue to pay the copyright fee for articles exceeding “fair use.” In the future, we may find that Media Services reserves follows the same pattern as e-reserves. Streaming video may develop into the preferred delivery mechanism for media materials in courses, embedded directly into Moodle.
SELF STUDY AND EXTERNAL REVIEW

During the summer of 2010, library and media services staff completed a self-study in preparation for an external review. The library had not had an external review since it was moved to the current building in 1988. To try and summarize the amount of change that has occurred in the past ten years was a daunting task. A copy of the self-study will be found in the DigitalCommons (http://digitalcommons.macalester.edu/annrep/8/)

Included in the self-study were questions that were submitted to the external review team.

The external review team visited the campus in October and spent two days interviewing students, faculty, and staff. The report was received in January and a response to the external review was submitted to EPAG in April. Since this was the first external review for Library and Media Services, we took some satisfaction in the opening statement by the review team:

“DeWitt Wallace Library has been very successful in fulfilling its mission within the Macalester College Community. The library is well respected by students, faculty, and staff. Students view it as a popular place for study and they utilize it heavily for their academic work. An overwhelming percentage of faculty express satisfaction with the library.” External Review, page 1

At the same time, there were some issues raised that we felt needed to be addressed. Library and media services staff held a two-day retreat in May to review issues related to: service desks, organization and staffing, hours of service, special collections, and the Library Technology Conference. For the second day of the retreat, we invited Sam Demas, former College Librarian at Carleton, to assist us. With Sam’s help, we identified next steps that will be implemented during the summer and fall of 2011. In the fall, EPAG will be reviewing our response to the report and providing additional questions or comments.

This ten-year review was a valuable opportunity for us to reflect on many aspects of the work we do. We are often so busy “doing” that we don’t take the time to review and assess “what, how, and why” we have been engaged in certain activities and services. Therefore, this period of reflection has been a good exercise in helping us to identify areas where we can improve, while also acknowledging the successes we have had, and ultimately helping us with a framework for developing our next strategic plan.
On October 20, 2010, the DeWitt Wallace Library observed Open Access Week—an annual event recognized in cities and countries across the world. The week-long event creates awareness of the open access movement that is transforming scholarly communication. OA advocates promote the use of institutional archives to store faculty and student publications to make these works openly accessible to everyone.

The featured event of the week was a lunchtime gathering with three presentations. First, our Digital Scholarship and Services Librarian, Johan Oberg, gave an overview of the current state of scholarly communication issues. Second, Professors Dan Flath and Danny Kaplan provided interesting and insightful perspectives on textbooks and transitional textbook production. Their presentation was followed by a discussion around open access textbooks—what they are, and how they may fit into the textbook environment. Third, Library Director Terri Fishel provided an overview of an open access project between the DeWitt Wallace Library and Professor Sears Eldredge. Professor Eldredge and library staff are collaborating to publish, chapter-by-chapter, a book on World War II POWs in Burma. One chapter of the book is currently available online in Macalester College’s online digital repository, DigitalCommons.

The event was well attended. In addition to the presentations and conversations, attendees enjoyed refreshments and pizza.
2011 LIBRARY TECHNOLOGY CONFERENCE

More than 450 people attended the 2011 Library Technology Conference, participating in 65 concurrent sessions on emerging library-tech trends. The conference kicked off with an energizing address from keynote speaker Siva Vaidhyanathan, a prominent cultural historian and media scholar who teaches media studies and law at the University of Virginia. “One of the great joys I have in my job,” he told the opening-day crowd, “is that I often get to champion the work of libraries and librarians, in a variety of contexts.”

Vaidhyanathan discussed his newest book, *The Googlization of Everything (and Why We Should Worry)*, which takes a critical look at Google’s global impact and profit-driven motives—subjects of much interest and concern to the library professionals in attendance. “I couldn’t do what I do without you and the work you’ve done over the past 20 years—or more—as I’ve been trying to make sense of this moment,” Vaidhyanathan told the crowd of librarians. “And of course,” he said, “you’ve been not only making sense of this moment, but making this moment.”

The basic format of the Library Technology Conference is tried and true, but we did add a few new elements to this year’s schedule, including a series of early-bird sessions and a technology petting zoo. The early-bird sessions allowed sponsors to demo new products and share emerging technologies. WT Cox, Northern Micrographics, OverDrive, EBSCO, and OCLC showed off their latest tools, and early-bird attendees were entered into a special drawing for cool prizes. At the technology petting zoo, conference-goers got up close and personal with e-readers, high-tech collaborative workspaces, and other library-friendly innovations. We look forward to the conference’s continued evolution and success in 2012.
**Legacy Grant for Digitization**

In July 2010 the library was awarded a Legacy Grant of $10,888 from the Minnesota Historical Society. This grant came from the state Arts and Cultural Heritage Fund (H.F. 1231), which was established when Minnesota voters passed the Clean Water, Land and Legacy Amendment. The funds were used to digitize and provide online access to three historical publications, and to purchase archival storage boxes for preservation of the original issues. The publications that were digitized are: The College Echo (renamed The Macalester Echo) from 1886-1898; The Macalester College Bulletin from 1898-1944; and annual college catalogs from 1885-1923. Online access is being provided through the hosted online archive of historical Macalester newspapers and via the Archives webpage.

The content of the three publications document and provide insight into the history and development of the college from its earliest days. The college catalogs are rich in information about policies, the college’s academic programs, alumni, faculty, and staff, and also include photos and advertisements from local businesses. The Echo and Bulletin are also noteworthy because they include not only campus announcements, but also news and stories about the local neighborhood, other Minnesota colleges, and the Minnesota Presbytery.

Due to the age and fragile nature of these historical publications, providing electronic access makes these much more accessible to a broader audience and also helps preserve the originals.

**Kudos for Library Dashboard**

Library staff were pleased to discover in April 2011 that others are viewing our annual snapshot of library activities, and that they like what they see. For the most recent dashboard snapshot, see the next page or visit our web site, [www.macalester.edu/library](http://www.macalester.edu/library).
Snapshot of Library Activities in 2010-2011

DeWitt Wallace Library
Vision and Mission

- **436,949** Volumes owned
- **75,077** Items circulated
- **$58.70** Average cost of a book purchased by the library in 2010-11.

- **130** Class instruction sessions
- **1,873** Participants in instruction sessions
- **1** Diversity quilt created by library staff.

- **91,130** Visits to Macalester WorldCat
- **178,960** Papers and articles downloaded from DigitalCommons
- **13,930** Art images in CONTENTdm

- **11,657** Average number of people entering the library per week.
- **344** Questions answered via online chat
- **276** In depth consultations

- **3,844** Journal titles accessible online
- **404** Library online research databases.
- **6+6** Bean bags and squashtossers added to the Library.
Celebrating our Diversity Journey

On April 15, 2011, library staff celebrated the completion of our diversity quilt, a major milestone in our continuing diversity project. Attendees from across the Macalester community were present for the quilt’s unveiling in its new home, the library’s first floor Reading Room.

An expression of our exploration of diversity, this quilt is the visual representation of the library’s diversity plan. The quilt represents the staff individually and collectively, but also parallels the library’s commitment to represent and celebrate the diversity of our community. It is a symbol of both our individual values and the values of the “library,” and is intended to make everyone feel welcome.

The project began in April 2008 when Tommy Woon, Dean of Multicultural Life, invited us to work on a diversity plan. In a series of meetings, a representative group of library staff worked with Tommy to develop a plan that was “living,” not a document to be filed away and forgotten. During our discussions, we found we often used the metaphor of a patchwork quilt to express diversity. We turned the metaphor into reality. Each of the library’s twenty staff members contributed a square to the project.

The steering committee developed the key goals for the quilt project:

- To provide an opportunity to work together in a new way
- To celebrate our diversity
- To allow individuals to creatively express their ideas
- To increase and transform our understanding and awareness of diversity

Our individual squares express our uniqueness pieced together into a beautiful whole. As a staff we take pride in providing a space that is welcoming and includes collections to support the scholarship and interests of all students, faculty, and staff. We seek to create a place that provides opportunities for free expression and the exchange of ideas. We hope the quilt will connect the viewer to the library and our values. As expressed in one of the squares, we want everyone to feel they belong here.

An electronic version of the library’s diversity quilt, including comments by each square’s creator, may be viewed on our web site at [http://www.macalester.edu/library/quilt/](http://www.macalester.edu/library/quilt/).
Retirements

On May 6, 2011 the library hosted a festive celebration to honor long-time library staff and retirees, Jean Beccone ('68) and Janet Sietmann, pictured here with Mac piper Mike Breidenbach, who played at the event.

It is difficult to summarize the impact these two women had on library services during their more than 20 years at Macalester. Jean and Janet brought professionalism and a significant amount of joy to their work, despite the challenges of many changes, transitions, and new technologies. Jean’s many contributions to the library included helping to develop the library instruction program, transitioning interlibrary loan to more automated systems, working on grants and providing exceptional support for faculty and students. Janet was a pioneer in setting up electronic reserves, long before systems such as Moodle made it relatively easy to distribute online readings. Janet provided copyright support for print and electronic reserves, but it was her work in the past few years that built on her skills in reserves. Late in her career, Janet took on the project of building our institutional repository, DigitalCommons@Macalester, which we began in 2005. Janet was critical to the success of DigitalCommons, developing it into the robust archive and publishing system it is today.


Jean and Janet have received many accolades from faculty and students over the years for their exceptional service. We will miss them, the work and service they provided, but most of all their smiles and laughter and the sheer joy they brought to work each day. We wish them all the best as they start their new chapter of life.
STUDENT EMPLOYEES RECOGNIZED FOR EXCELLENCE

Congratulations to library student employees Nadia Stennes-Spidahl and Kaija Bergen, both of whom received recognition in April 2011 for excellence in service.

Nadia, a library circulation manager and four-year veteran of library service, is the 2011 recipient of the Jean K. Archibald Award for Library Service. This cash award is given annually to a graduating library student employee who has been nominated by library staff and who submits an outstanding essay to the selection committee. Nadia will be attending grad school in the fall at the School of Library, Archival & Information Studies at the University of British Columbia, Vancouver.

Kaija, a four-year employee of the library office and a member of the class of 2011, is the Macalester College Student Employee of the Year. This recognition is given annually to a Macalester student employee who has been nominated by a supervisor and who exhibits excellence and professionalism in the workplace. Kaija is also the Student Employee of the Year for the entire state of Minnesota, the first Macalester nominee to advance to the regional level of this national competition. Kaija will spend the next two years as a Peace Corps volunteer, teaching English to secondary students in rural Cambodia.

We are pleased to recognize these students’ significant contributions to the Macalester community, and would like to thank them and all our excellent student employees for jobs well done.
DESTINATION: LIBRARY
2010 - 2011

A typical, busy day in the library

Student Story Time with Faculty and Staff, Fall Semester Study Day 2010

Faculty Staff Happy Hour, co-sponsored by the Library and the Center for Scholarship and Teaching

Move-in Day Mini-Golf Work Crew

Above and to left: National Library Week READ Poster Unveiling 2011, including featured poster celebrities Oni Saloka, Margaret Beegle, and Vera Sidlova (with friends)
Library Instruction

2010 - 2011 Summary Statistics

Library Instruction: Number of Sessions by Division

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Library Instruction: Number of Students by Division

"Reference remains the best job in the world."
-- Anonymous Reference Librarian

Social Sciences

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Arts and Humanities

Sciences

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Reference Services
2010 - 2011

The Research Therapist Is In

◊ 276 research consultations
◊ 352 chat/email questions
◊ Lots of other questions

QuestionPoint and Chat Use

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<th>Chat 2010-2011</th>
<th>AskMN (our students’ chats with others)</th>
<th>AskMN (our chats with others)</th>
<th>QP contacts (emails, consultations)</th>
<th>Meebo (our students’ chats with us)</th>
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Reference Consultation Comparison

Reference Consultation Comparison

QuestionPoint and Chat Use 2010-2011

QuestionPoint and Chat Use 2010-2011

Library Annual Report 2010 - 2011
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Another example of the library’s role in producing new scholarship is the work done with an American Studies course. In the spring of 2010, Professor Jane Rhodes partnered with Terri Fishel, Library Director, to team-teach a 2-credit class in American Studies called Engaging the Public. The purpose of the class is to work with students to produce and publish an online student journal. The class provides an opportunity to cover issues related to scholarly communication including: copyright, intellectual property, author’s rights, and open access. Students have an opportunity to learn about editing and the process of preparing a journal article for publication. We began in the spring of 2010, and in the course of three semesters have formed two editorial collectives that developed the title and design, and selected and reviewed the works that are included in the inaugural issue of *Tapestries: Interwoven voices of local and global identities*. In addition to Terri, Janet Sietmann, Reserve Supervisor and DigitalCommons coordinator, and Jacki Betsworth, Office Manager and Publications specialist, assisted students with tasks related to formatting the journal and obtaining permissions from authors. The course has now become a permanent offering in the American Studies department. The goal is to produce an annual issue. The current issue will be found at [http://digitalcommons.macalester.edu/tapestries/about.html](http://digitalcommons.macalester.edu/tapestries/about.html)
Captive Audiences/Captive Performers:
Music and Theatre as Strategies for Survival on the
Thailand-Burma Railway 1942-1945

In the spring of 2011, library staff began the work of publishing an online multimedia book that will be openly accessible on the web. This has been a grand experiment working with Professor Emeritus Sears A. Eldredge, Theatre and Dance Department. The book tells the story of how music and theatre helped 61,000 POWs who were sent to camps in East Asia survive their ordeal. It is a story that is not well-known, but interest in this subject is increasing as more families become aware of the sacrifices their husbands, fathers, grandfathers, sons, or brothers made. It is a story that clearly demonstrates how music and theatre and the other arts are absolutely essential to a society’s life. Sears has conducted numerous interviews with surviving POWs, and taped them performing songs and playing instruments.

This is a collaboration that would not be possible without the work done by Johan Oberg, Digital Scholarship and Services Librarian, and Jacki Betsworth, Office Manager, who format and prepare the text for online presentation, and Chris Schommer, Digital and Special Projects Associate, who created the cover image. We expect to complete the book by the end of the 2012 academic year. Finished sections may be found on the DigitalCommons at http://digitalcommons.macalester.edu/thdabooks/1/
GREAT SCOTS COLLECTION: CELEBRATING MACALESTER SCHOLARSHIP

In the fall of 2010, the Harmon Room was selected as the location in which to feature a display of recently published works by Macalester faculty, staff, students, and alumni. The Harmon Room is frequently used for events such as lectures by department candidates, student scholarship presentations, and faculty/staff happy hours. Therefore, it is a good location for this visually pleasing and inspiring collection that celebrates Macalester scholarship. The intention is to feature not only published books, but art objects and other creative works. We were very pleased to receive a donation to the collection from Ruthann Godollei—a sculpture in the shape of a giant pencil that was hung from the ceiling. In the future, we hope to add science student poster presentations, as well as article and journal contributions. Banners were created for the Great Scots Collection in the spring of 2011, and the grand unveiling took place during National Library Week. The collection was featured during Alumni Weekend of 2011. We intend to keep the collection current, so materials that are older than 5 years will be moved to the general collection. We are hoping to be able to replace the furniture and create a more comfortable reading space in the coming years.

CLIC PLAGIARISM TUTORIAL TASK FORCE

During the summer of 2010, members of DeWitt Wallace Library collaborated with consortium partners on a different project, an online tutorial. Macalester representatives Beth Hillemann and Jean Beccone worked on content with representatives from three other CLIC institutions. Johan Oberg did the technical work. This was a project that would have been time-consuming to develop on our own, especially if each CLIC school had created its own plagiarism tutorial. Instead, six staff from four schools met over the summer and developed a tutorial that may be used by students and faculty at every CLIC school. Together, members investigated “best practices” tutorials from around the world, developed a list of features and “must haves” for our tutorial, divided up and then created the content, and designed our site. The group was efficient and effective, bringing in the tutorial on deadline. It really helped to have the synergy of staff from different schools, with different perspectives. This was a new initiative for CLIC. The tutorial is available at http://www.clic.edu/plagiarism/index.shtml
**Flexible Furnishings for Users**

The library received funding for flexible furniture as part of our 2010-2011 budget. We used part of the funds to purchase six Steelcase node chairs. These wheeled chairs feature swing-out laptop-sized tables and storage baskets for backpacks under the seats. We hope students will move them around the building and group them together as needed to truly create learning spaces that fit the needs of the moment. The balance of the new furniture funds went toward six LoveSac® beanbag-like chairs—the top choice of students who voted for their favorite furniture option in a straw poll survey. The chairs reside on levels one and three but are often relocated around the floors.

In other furniture news, we enjoyed the opportunity to try out a screen-sharing tech piece of furniture called media:scape®. Up to six people can connect laptops or other portable devices to the unit and then, with a touch of a button, share their screens on one of two large front monitors. The unit is designed so all can see the front monitors and also have eye contact with each other, for a high level of interactivity. Student feedback was quite positive, with one student commenting: “We should have one of these on every floor.” While our current budget will not allow that, we do have at least one of these units on our “wish list” for the next budgeting cycle.
Progress Toward Sustainable Printing

Public printing has become a topic of discussion within colleges and universities as electronic resources have begun to replace more traditional print materials. Macalester, like many of its peers, has experienced sharp increases in public printing costs in recent years. Library users printed 8% more in October 2010 than during the same period in 2009. Library and Information Technology Services (ITS) staff are using the PaperCut management system to gather information that will help the campus develop a plan for sustainable printing practices.

In January 2011, the library and Macalester’s Humanities Resource Center implemented changes related to public printing on campus. Before the changes, anyone who used the library could print directly from its computers to a public printer. Service desk staff collected a small fee per page, on the honor system, from users who were not part of the Macalester community. The new system requires those using library or HRC computers to log-in to their accounts in order to print, and guests must request a “guest login” if they wish to print.

The new log-in system benefits both the library and its users. Users can find their copies at the print release stations more easily because each job displays its user’s account name. Library staff will use data collected to study printing trends and identify areas where we might develop support and training to help groups of users increase their sustainable printing skills.

Library and ITS student employees and staff collaborated to promote sustainable printing practices during Printing Awareness Week in the Library.
We are the library . . .

Library Staff 2010 - 2011

Aaron Albertson  Jean Beccone  Jacki Betsworth  Dave Collins

Jack Davidsen  Angi Faiks  Terri Fishel  Katy Gabrio

Beth Hillemann  Ellen Holt-Werle  Ron Joslin  Carol King

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