DEAN’S MESSAGE  TODAY’S RESEARCH LIBRARY

In gearing up for the start of the new academic year, the entire Library staff gathered in mid-August for a “Fall Kick-off and Idea Exchange.” The main purpose of the session was to reflect on what it means to be a research library today and to brainstorm ideas for improving library services to researchers and faculty.

To sharpen our understanding of issues faculty face, a panel consisting of faculty members Carol Faulkner (History), Samantha Herrick (History), Erin Mackie (English), and Stephen Meyer (Art & Music Histories) graciously described in some detail how they go about doing their work. They chronicled their tenure process and requirements, which conform to a national “standard,” cited the challenges in balancing research and teaching, the complexities of finding a publisher, and time pressures in tracking citation rates for their various publications. They also highlighted their various interactions with the Library, identified resources and services that they value, and identified unmet needs that the Library might address.

In assessing the session, an overwhelming majority of staff said the faculty panel was one of the most useful aspects and that the information shared was new to them. Library departments are now planning follow-up meetings to identify actions and specific goals that will fine-tune our services to faculty and researchers.

As an example, the Library to Go campus delivery service was identified by the panelists as highly valued. The service was expanded this semester to include desktop delivery of scanned articles from the Library’s print journal collections. In fact, this delivery service closely resembles what an off-site storage facility would offer and provides a useful model as our proposed facility comes closer to fruition.

Many of our ideas come with a price tag, and the Library has been fortunate in securing additional funding for collections from the Chancellor. We have expanded our electronic journal backfiles, particularly in the Sciences, and purchased a number of big-ticket resources, including Early American Imprints, Early English Books Online (EEBO), Eighteenth Century Collections Online (ECCO), Digital Pravda, the online Chronicle of Higher Education. With help from Campus Planning, Design, and Construction, we are moving ahead with a plan to renovate the Carnegie Library, described more fully inside.

I’ll write more about our progress in the next issue. In the meantime, I welcome your ideas of ways the Library could improve support for faculty and research.

Cordially,

Suzanne Thorin, Dean of Libraries
As space needs continue to escalate, Library staff have been working hard to find innovative solutions. Additional stacks have been deployed on the upper floors in Bird Library and there is a new “Quiet Campaign” to promote quiet study spaces throughout the Library. The most significant component of this strategy, however, involves a major renovation of the historic Carnegie Library, which opened in 1907.

In collaboration with Campus Planning, Design, and Construction (CPDC), SU Library has developed plans for an overall renovation of the Carnegie Library, including its grand reading room. The multi-year project will outfit the building for contemporary use and be completed in at least five phases. The initial phase will commence this semester.

Phase I involves relocating the Department of Mathematics functions to the first floor and a substantial renovation of the second floor reading room—floor, ceilings, furniture, and lighting. In addition, the glass wall at back of the reading room will be removed and a self-checkout kiosk, help desk, and security system gates installed. This phase will also see the installation of an ADA-compliant ramp to the front of the building.

In Phase II, tentatively scheduled for next summer, renovations to the second floor will be completed and new Mathematics classrooms will be constructed on the first floor. The library circulation desk will be relocated to a new first floor library entrance.

The building’s main front entrance and lobby area, closed for decades, will be reopened in Phase III, with new glass doors and railings on the exterior stairs. In addition, classrooms will be removed from the space adjacent to the lobby and four new restrooms will be added to the building.

The shelving areas will be refurbished in Phase IV and a wheelchair-accessible elevator capable of providing access to all four floors of the building will be installed in Phase V.

To address programmatic changes to Carnegie Library, librarians have begun to engage in conversation with campus constituents about which collections, resources, and services should be located there.
Happenings Vaudeville Star Flossie Turner Lewis Records at Belfer Audio Archive

Flossie Turner Lewis, 77, a star of the vaudeville stage, recently visited the recording studio at Syracuse University Library’s Belfer Audio Archive to record voice-overs as a guest host for Sound Beat, the Library’s radio show set to launch in early 2011. Sound Beat will feature 90-second modules highlighting Belfer’s most interesting and unique recordings.

Vaudeville audiences knew Flossie as “Little Hot Mama” when she performed with her family’s troupe, the Turner Family Revue, beginning as a 2 year old in 1935. The Turner family traveled the minstrel show circuit and performed on “Little Broadway,” the entertainment district in historic Overtown, Miami.

In addition to the voice-overs, Flossie recorded her signature tune, “Happy as the Days Is Long,” written for her by a vaudeville star and family friend. This was Flossie’s first experience in a recording studio, and after rehearsing for an hour with the band—guitarist Mike DeLaney, drummer Liz Strodel, and pianist Jerry Neely of the local band, the Delinquents—she made the recording in a single take! The song will be available as a podcast on Sound Beat’s website following its launch next spring.

While on campus, Flossie spoke to Dr. Theo Cateforis’ Music and Gender class about her show business career and adult literacy. After being illiterate for most of her life, Flossie learned to read at age 65. A few years later, she received the National Award for Excellence as the Outstanding Student of 2002 at the Laubach Literacy/Literacy Volunteers of America National Literacy Conference in San Diego. There she met Paula Meseroll, director of marketing and communications at Syracuse University, who collaborated with Flossie to co-author Little Hot Mama: the Flossie Turner Lewis Story. The book was published by Stay Thirsty Publishing and is available at Amazon.com, http://www.littlehotmamabook.com/, and http://www.staythirsty.com/. Fifty cents of every book sold is donated to ProLiteracy in Flossie’s name to support adult literacy.

Places Take a Virtual Tour of the Library

Over the summer, several Learning Commons librarians embarked on a complete overhaul of the Library’s virtual tour. The brand-new tour, available in web, video, and slide show versions, provides an overview of the SU Library’s locations, services, and collections for new and returning students. Members of the development team included Tina Chan, Abby Kasowitz-Scheer, Pamela Thomas (chair), and Fantasia Thorne.

Take the virtual tour at http://library.syr.edu/about/tour/.
NEW RESOURCES **LIBRARY AND NEWHOUSE SCHOOL COLLABORATE ON EXPERIAN SIMMONSSM CHOICES 3 CONSUMER DATA**

Simmons surveys of adults and teens across the U.S. have long facilitated the in-depth analysis of consumer attitudes, product and brand preferences, media consumption habits, and demographic and lifestyle characteristics and other habits of American consumers. Although primarily marketed to advertisers, agencies and media companies, top academic libraries also make this valuable data available to their campuses.

In 2010, Syracuse University Library partnered with the Newhouse School’s Advertising Department to expand access to Simmons data through a product called Choices 3. This Newhouse–Library partnership now provides access for up to four users, widening the campus commitment to an important tool for consumer research.

Chairperson of the Newhouse School Advertising Department, Professor James Tsao, is enthusiastic about this resource, saying, “Choices 3 is extremely helpful for meeting the Newhouse educational mission. Research is the foundation of advertising planning. Almost every ADV class requires students to conduct some type of primary and/or secondary research before completing advertising planning and creative executions. With Choices 3 data available, students can save time and focus on data analysis rather than on data collection. Choices 3 has become a standard skill for new practitioners in the advertising business. Most of our peer schools, such as the University of Texas at Austin and Northwestern University, use this software to teach courses in media planning and research methods.”

Choices 3 is available on computers in Bird Library’s third floor Geographic and Statistical Information Center (G-SIC). The Library is also making one laptop computer ‘seat’ of Choices 3 available to those interested in presenting instructional demonstrations that highlight the actual datasets, rather than screenshots.

For more information, contact Michael Pasqualoni, Public Communications Subject Specialist Librarian, at mjpasqua@syr.edu or 315.443.3715.

**EXHIBIT THE SILENT SCREAM: THE ORIGINAL GRAPHIC NOVELS**

SU Library’s Special Collections Research Center has amassed a fine collection of graphic novels, or novels without words. Striking specimens of the genre from the 1920s and 1930s are included in an exhibition entitled The Silent Scream: The Original Graphic Novels. Selections were made in keeping with this year’s Syracuse Symposium theme: “conflict.”

In addition to conflict, novels without words often portray a quest for self-fulfillment or social justice. Because of their historical context, they may also depict the struggle between the individual and the industrialized world. Similarly, the law, the police, and the armed forces may all be viewed as instruments of repression in graphic novels.

Artists represented are William Gropper (1897–1977), a caricaturist, cartoonist, book illustrator, and
social activist in the causes of labor; Laurence Hyde (1914–1987), who produced wood engravings and linocuts for books, as well as pen-and-ink illustrations for various left-wing journals; Frans Masereel (1889–1972), creator of stark and moving woodcuts; Giacomo Patri (1898–1978), who helped promote the growing labor movement through illustration of union organizing pamphlets; John Vassos (1898–1985), commercial artist and book illustrator; and Lynd Ward (1905–1985), wood engraver known for his portrayal of quests after social justice and the fulfillment of human and artistic potential.

The exhibition runs through January 3. It is free and open to the public, 9 a.m. to 5 p.m., Monday through Friday, excepting holidays, on the sixth floor of Bird Library.

Research in higher education has documented that one of the most important keys to promoting student engagement is to help students make meaningful social and academic connections within their first year—the earlier the better. The SU Office of First Year and Transfer Programs focuses on this transition process. One of their main events is Syracuse Welcome, in which 27 Library employees participated this year.

The motivation for Library participation in this significant campus event is three-fold: (1) to increase the Library’s involvement in new undergraduate students’ transition to campus life, (2) to integrate the Library more fully and visibly into campus efforts to support new students, and (3) to help make new connections with other campus staff who support undergraduate students.

In August, when 3,500 new students arrived on campus, hundreds of volunteers were awaiting their arrival, ready to help them navigate their new surroundings. A number of Library volunteers participated in the Move-in Volunteer Program, where they greeted and assisted students and their families as they arrived at residence halls. Library staff also participated in information fairs like “Taking Care of Business” and the “Resident Advisor Information Fair.”

Staff News Recent Conference Presentations and Other Accomplishments


Pamela McLaughlin, Director of Communications and External Relations, was named to the Board of Directors of the Empire State Center for the Book, hosted by the New York State Council for the Humanities and the New York Library Association. She also moderated a panel discussion on academic library collaboration at the spring 2010 meeting of the Eastern New York chapter of the Association of Research Library at Colgate University.

Lesley Pease spoke on the Learning Commons’ partnerships with COLAB and others in a talk entitled “The Win–Win Collaboration of Design Programs and the Library” at the 5th Annual Canadian Learning Commons conference in Kingston, Ontario in June.


Michele Comb, Manuscripts Processing Librarian in the Special Collections Research Center (SCRC) has been appointed as a consultant by the Smithsonian Institution’s Archives of American Art (AAA). She will conduct a gap analysis study for the AAA and nine other Smithsonian units to identify informational gaps in their finding aids against two description standards. To be completed in March 2011, this analysis will help the Smithsonian determine the feasibility of a mass EAD (Encoded Archival Description) conversion. Over the past five years, Michele has converted or created over 1,800 of SCRC’s print finding aids to EAD format, representing 85 percent of all SCRC manuscript collections.
NANCY TURNER, Research and Assessment Analyst in the Library’s Program Management Center, was featured speaker at three events in October. She presented “Do Students Really Search Differently?” at the Library Research Seminar V, sponsored by the Library Research Roundtable of the American Library Association and the Institute of Library and Museum Services, and “You Can DIY: Learning from Best Practices in Library Assessment” at 2010 annual meeting of the Upstate New York and Ontario chapter of the Medical Library Association. Nancy also presented “Librarians Do It Differently: Comparative Usability Testing with Students and Library Staff” at the Library Assessment Conference, sponsored by the Association of Research Libraries, the University of Virginia Library, and the University of Washington Libraries.

CAROLE VIDALI, subject librarian for music and member of the Research, Collections, and Scholarly Communication unit, retired from Syracuse University Library in July after nearly 17 years of service. Carole provided collection development, research assistance, and instruction, and developed many productive relationships with faculty in the School of Music and the Department of Art and Music Histories. She served as project manager for the Belfer Cylinders Digital Connection project, funded by the Delmas Foundation, which provides online access to several hundred Belfer cylinder recordings. Beyond the Library, Carole taught as an adjunct instructor in the Setnor School of Music and the Department of Fine Arts and has been active in the community as pianist with the East Wind Quintet and as accompanist for Schola Cantorum and the Suzuki School of Syracuse.

IN THE NEWS  LONG LOST BOOK RETURNS HOME

Marcella “Jean” Walsh Provencher ’54 of West Long Branch, NJ, is our hero. While sorting through her book collection, Jean found an SU Library book—The Italian Painters of the Renaissance—that she or her husband Fred checked out in September, 1952 and never returned. Rather than assume that the Library had written it off by now, Jean mailed the book back. With it, she included a letter and a check for $1,055—her calculation of the overdue fine that would have accrued for something 58 years overdue.

Jean wrote, “We had some wonderful times at Syracuse University and spent many hours in the library doing research for papers. It was a wonderful place and now I know it is even greater.”

Dean Suzanne Thorin was so taken with the Provenchers’ story that she cited it as an example in a fundraising letter. That placed it in the hands of master storyteller, Dick Case, who featured it in his August 10 column in the Syracuse Post Standard.
With over 2,000 manuscript and archival collections and 145,000 printed works, Syracuse University Library’s Special Collections Research Center (SCRC) draws scholars from all over the world. Since early 2008, they have logged 3,500 in-person visits (and twice as many virtual reference transactions). More than three dozen of these visitors came from locations outside the U.S., including Canada, England, Ireland, France, Germany, Switzerland, Belgium, Italy, the Netherlands, Korea, and Japan.

Claude Conter is one such example. Conter and his colleague from the National Center of Literature in Luxembourg visited SCRC recently to peruse the papers of Hugo Gernsback (1884–1967), the subject of a fall exhibition at their center. A Luxembourg native who immigrated to the United States in 1903, Gernsback published the first science fiction magazine, *Amazing Stories*, in 1926 and became known as the “father of science fiction.” He was also an entrepreneur in the electronics industry, founding the Wireless Association of America in 1909 and two magazines about electronics. As Conter observed, “SCRC has the largest publicly accessible collection about Gernsback.”

The rewards of scholarship at SCRC are many and, sometimes, unexpected. As Conter went on to say, “We found letters and documents providing an insight into Gernsback’s private life and his business, as well as into the story behind his journalistic and literary works.... Altogether, there were a lot of pleasant surprises—details of his works, photos, writings and a marvelous scratch book—just mentioning some of those documents is very exciting.”

Not all international visitors to SCRC visit the collection personally. They may visit SCRC’s website, ask reference questions remotely, consult the online finding aids, or request scans, photocopies, or publication permissions. These visitors represent a wide variety of countries, most recently Australia, the Czech Republic, Hungary, the Philippines, Singapore, and Turkey.

To learn more about Syracuse University Library’s Special Collection Research Center visit http://library.syr.edu/find/scrc/.
GIVING DAVID MARC, LIBRARY CHAMPION

David Marc, associate editor of Syracuse University Magazine, is a longtime friend of the SU Library. His contributions are many and varied, and include the initial proposal in 2009 for a radio show featuring gems from the Belfer Audio Archive's collections. The Library is now committed to seeing such a series become a regular part of the public radio landscape. To be known as Sound Beat, the program has a planned launch date of 2011. It will raise the profile and reputation of both the Library and the University.

The author of six books and some 200 articles and book chapters, David is a member of the Library Associates, the Library's friends group, and serves on its board of trustees. In his role as program committee chair, he oversaw dramatic increases in the quality and diversity of Library Associates’ lectures, improvements that have been reflected in increased attendance. The lectures enhance campus life and help the Library build stronger connections with faculty and students, benefiting our work in other areas.

David has also advocated for the Library at SU Magazine, insuring coverage of Library achievements and events. He can be credited with creating “University Treasures,” a regular feature of SU Magazine that spotlights the holdings of the Special Collections Research Center. David has written pieces for the “Treasures” page on the recently acquired Plastics Collection and on Bauhaus architect Marcel Breuer, subject of a recent National Endowment for the Humanities grant to the Library. David has also been closely connected to the Television History Archive, housed in the Special Collections Research Center. He wrote and executed several grant projects, producing oral history recordings and transcripts of key figures in the creation of the American television industry.

The Library is fortunate to have captured David’s interest and we are sincerely grateful to him for his ingenuity and hard work on our behalf. Many thanks, David!

Correction: The spring 2010 Library Connection newsletter included an article headlined “New Public Radio Show Planned.” In it, we incorrectly credited the idea for a Belfer radio show to a Library employee who was organizing the project.

IN THE NEWS CARNEGIE LIBRARY GETS NOTICED

The editor of College and Research Libraries News selected this photo of a researcher in the stacks of the George Arents Rare Book Room in Carnegie Library, circa 1957, as the cover of the September 2010 issue. The image is from the Carnegie Library 1907–2007 digital collection, which was created in 2007 to celebrate the 100th anniversary of the Library. The historic photographs were digitized from the Syracuse University Archives’ collection of campus building photographs. Syracuse University’s Carnegie Library is one of the few remaining active academic libraries funded by Andrew Carnegie. To view the full collection of images, see http://library.syr.edu/digital/splash/carnegie100/.
PBS’s popular science series NOVA came to Syracuse in July to film at the Library’s Plastics Center. A film team from Powderhouse Productions spent a day filming at the Library’s storage space at the Warehouse for the upcoming four-part series “Making Stuff: Stronger, Smaller, Smarter, Cleaner,” hosted by New York Times science writer David Pogue. The series, which will air nationally this winter, “aims to introduce the public to the exciting field of materials science and the role materials have played in advancing human civilization.”

Pogue interviewed Jeffrey L. Meikle, professor of American Studies at the University of Texas at Austin and author of the seminal book American Plastics: A Cultural History (Rutgers University Press, 1995). Amid bins of historic plastic materials, Meikle and Pogue discussed the history of plastics and especially the early synthetic plastic Bakelite, using items from the Library’s plastics collection as illustrations. Among the items discussed were a Bakelite radio and telephone receiver, part of the National Plastics Center collection now on deposit at SU Library, and several other cast phenolic plastic objects from the 1930s. Among these are a music box, a cologne flask, and other toiletry articles and souvenirs from the 1939 World’s Fair.

Bakelite was the first entirely synthetic plastic. Its invention by Dr. Leo Hendrik Baekeland in 1907 launched a century of science, technology and commercial development in plastics that has transformed almost every aspect of life and continues today.

The Plastics Center at Syracuse University Library was founded in 2008 with support from Harry Greenwald and the Greenwald-Haupt Charitable Foundation and is the largest university-based resource on the history of plastics. Its purpose is to serve as a research and programming center to advance the study and understanding of plastics in modern society, including its role in chemistry, technology, industry, marketing, health, art, design, and other fields. The Plastics Center is home to an expansive collection of books, periodicals, manuscripts, and plastic objects produced from the late 19th-century to the present day. The Library maintains an active acquisitions program for all areas of the Plastics Center collection.

According to Plastics Center Director Dr. Samuel Gruber, “NOVA recognized that Syracuse has a unique research collection dedicated to plastics and we were happy to assist their production. The history of plastics is an essential part of modern history. It is hard to understand much of what we now take for granted in many areas of our lives, such as medicine, entertainment, sports, computers, construction, food production, packaging and even space travel, without understanding the role plastics play.”

Syracuse University Library will host an exhibit of the works of Robert Bogdan, co-author of Beauty and the Beast: Human-Animal Relations as Revealed in Real Photo Postcards, 1905–1935 (Syracuse University Press, 2010) in conjunction with a Light Work lecture by Bogdan on Thursday, December 9 at 5 p.m. The lecture, which is free and open to the public, will take place in Watson Theater at Light Work, 316 Waverly Avenue on the SU campus. Bogdan will be available to sign copies of his book following the lecture. The exhibit will be on display in December on the first floor of Bird Library, adjacent to Pages café.

Beauty and the Beast explores the complex relationship between humans and animals as depicted through photo postcards. Recognized as the “people’s photography,” photo postcards were typically taken by photographers who were part of the community they were photographing. Their intimacy with the people and
places they captured resulted in a vernacular record of the life and times of the period unavailable in other kinds of photography. Bogdan and his co-author Arnold Arluke use these postcards to tell the story of human-animal relations in the United States from approximately 1905–1935. During these years, Americans experienced profound changes that altered their connection with animals and influenced perceptions and treatment of them today. Wide-ranging in scope, Beauty and the Beast looks at the variety of roles animals played in society, from pets and laborers to symbols and prey.

Robert Bogdan is Distinguished Professor Emeritus of Social Science and Education at Syracuse University. He is the author of several books dealing with photo postcards, including Real Photo Postcard Guide: the People’s Photography, also published by Syracuse University Press.

Syracuse University Press recently released The Imprint of Alan Swallow: Quality Publishing in the West by W. Dale Nelson. The book chronicles the life of Alan Swallow, a pioneering western publisher whose authors included such literary luminaries as Anaïs Nin, Allen Tate, and Yvor Winters.

A native of Wyoming, Swallow (1915–1966) chose to study literature and poetry when he realized he was not suited to a life of farming and ranching. He studied literature at the University of Wyoming, earning a fellowship to further his studies at Louisiana State University. It was there, under the influence of Robert Penn Warren and Cleanth Brooks, that Swallow began his almost three-decade-long career as a publisher, teacher, and poet. He founded the Swallow Press after moving to Colorado and dedicated his life to bringing literary authors, both regionally and nationally recognized, to print in high-quality yet affordable books.

In Swallow, W. Dale Nelson brings a forgotten episode of publishing history back to life, shining a bright light on the literary legacy of the West. Nelson spent 40 years as a reporter for the Associated Press and received the Aldo Beckman Award for excellence in reporting about the presidency. He is the author of numerous books including Who Speaks for the President? The White House Press Secretary from Cleveland to Clinton and Gin before Breakfast: the Dilemma of the Poet in the Newsroom, both published by Syracuse University Press.

For more information on The Imprint of Alan Swallow and other SU Press books, visit www.syracuseuniversitypress.syr.edu.

Syracuse University Library and Gaylord Brothers, a library supplies vendor, recently entered into a partnership. In the new agreement, Gaylord will provide $5,000 to support a post-professional internship in the department of Preservation and Conservation at the Library, as well as funding the intern’s attendance at the annual American Institute of Conservation conference. Gaylord will also make a $5,000 in-kind donation. In return, SU Library staff will provide content for Gaylord’s new quarterly e-newsletter and be available to answer preservation-related questions raised by Gaylord staff and their customers. Library staff will also provide feedback and suggestions on Gaylord’s products.

Initiated by Peter Verheyen, Head of Conservation and Preservation, who previously worked for Gaylord as an archival product manager, this agreement will allow the Library to hire an intern, who will gain valuable conservation experience working with the Library’s diverse collections. In addition to this hands-on experience, the intern will learn about the archival product market by helping staff Gaylord’s booth at the American Institute of Conservation conference.

Gaylord benefits by having access to the expertise of the Library’s staff. The content the staff will provide for Gaylord’s e-newsletter will focus on general preservation and conservation themes, such as environment, storage, disaster preparedness, and adapting products for special needs. Library staff will also provide feedback on Gaylord’s new library furniture lines.
LIBRARY ASSOCIATES  SPRING 2011 LECTURES

Mark your calendars now for the Library Associates’ spring lectures! All events are held in the Peter Graham Scholarly Commons located on the first floor of Bird Library, unless otherwise noted. Free event parking is available in Booth Garage, one block from Bird Library. More information available at http://library.syr.edu/libraryassociates/.

A JOURNEY INTO THE WORLD OF GRAPHIC NOVELS

Thursday, February 17, 5 p.m.
Frank Cammuso, Cartoonist

REMEMBERING THE 1960s: BLACK POWER

Thursday, March 31, 5 p.m.
Jane Rhodes, Author

PALMYRA AND MORMONISM

Thursday, April 21, 5 p.m.
Jan Shipps, Historian

SPRING LUNCHEON

Friday, May 6, noon
Dean Melvin T. Stith, Whitman School of Management
Sheraton Syracuse University Hotel