DEAN’S MESSAGE  GETTING TO YES

The announcement last semester of plans to relocate less-used library materials to an offsite storage facility some distance from campus generated some intense reactions from faculty and students. Following my conversations with the University Senate in November, students staged a peaceful protest in Bird Library and subsequently presented me with a petition containing over 1,000 signatures that requested more space on campus for library collections. A number of faculty members in the Humanities also submitted a letter expressing their concerns. Overall, the plan for offsite shelving generated many questions about the role of the Library, the need for print collections, the nature of contemporary scholarship, and the scarcity of financial resources for the Library.

Now, with some distance from those events, I know without a doubt that, first and foremost, SU students and faculty care deeply about the Library, which many describe as an essential component of their academic endeavors. Their views of what they need specifically from the Library, however, vary considerably. Given our current fiscal situation, our need for more library space, and the fact that our shelves are nearly 100% full, how should the Library respond?

In recent weeks I have had the opportunity to talk with a number of students and faculty, both individually and in groups, and to hear from attendees at two open forums organized by the Library. I am gratified by their willingness to share their opinions and have learned more about their needs and hopes for the Library. Our librarians have continued to reach out to faculty across campus, working with them to develop our collections and related services. Staff in the Learning Commons are collaborating with partner organizations daily to understand and address the needs of undergraduates. Our Program Management Center has been conducting surveys and gathering data on library use to inform program and service development.

We used all of this input to develop a plan, at the Provost’s request, to address short- and long-term collections and facilities needs. I am hopeful that we will be able to make incremental improvements and begin the process of ameliorating some of these long-standing issues.

The Library has a tremendously talented staff committed to student and faculty success. We look forward to working with you to ensure that the Library is able to meet campus needs into the future. Please continue to share your ideas with me.

Cordially,

Suzanne Thorin, Dean of Libraries
The SU Library and Humanities Center hosted “Replay, the Syracuse University Symposium on Sound Sampling,” on April 9, at Lubin House in New York City. The day-long, invitation-only event featured conversations about the culture, technology, and law of sound sampling with a panel of experts. The symposium was webcast live online at sampling.syr.edu. Panelists included:

» HANK SHOCKLEE
  Shocklee Entertainment and co-founder of Public Enemy

» WILLIAM PATRY, ESQ.
  Senior Copyright Counsel, Google Inc., and author

» DAVID WOLFERT
  Composer, songwriter, and producer

» PHILO T. FARNSWORTH
  Founder, Illegal Art

» SUSAN BUTLER
  Executive editor, Music Confidential

» LOREN CHODOSH, ESQ.
  President, Loren Chodosh, P.C.

» PRIMUS LUTA
  Performance artist and editor, AvantUrb.

The panel and audience engaged in a lively discussion about all aspects of sound sampling, including:

» The business of sampling and the economics of securing rights clearances;

» Sampling as a form of creativity;

» Evolution of digital samplers; and

» Recommendations for the use of recorded sound.

“Replay” was produced by the Syracuse University Library, Belfer Audio Archive, and the SU Humanities Center and supported by a grant from the Andrew W. Mellon Foundation for the CNY Humanities Corridor, which also includes Cornell University and the University of Rochester.
ROVING LIBRARIANS  BRINGING THE LIBRARY TO YOU

Library resources are more abundant than ever. The amount of information, and misinformation, available can especially overwhelm a novice researcher. It makes sense, then, that librarians’ expertise in navigating these resources is in demand. Syracuse University librarians are working every day to connect users to the resources they need. But what are the best ways to do this in the 21st century? Our librarians have developed an innovative approach—the Roving Librarian.

Jenna Mayotte is Syracuse University Library’s Librarian for Business and Management, Sport Management, and Hospitality Management, and liaison to the Martin J. Whitman School of Management. When she joined the Library in the fall of 2008, her objective was clear: connect with Whitman faculty and students and enable them to make effective use of the wide variety of business and management resources that are relevant to their work.

Jenna’s approach to librarianship is straightforward and practical—meet users where they are. Since her primary clientele spend the majority of their time in the Whitman School, Jenna arranged to set up shop in Whitman’s atrium once a week, with the support of Whitman’s Dean Melvin T. Stith. To advertise her services, Jenna worked with designer Penelope Singer to create a banner that proclaims, “Search better. Find more. Ask your Librarian.” Jenna believes this sign serves multiple purposes: it reinforces the Library brand and reminds Whitman faculty and students of the Library’s purpose to support them in their work.

Her presence there has paid off. Jenna is always busy, consulting with and answering questions not only from passersby, but from students sent to her directly by faculty who know she is there to help. “Business research tools can be complicated, so students and faculty are really grateful for this service. I am constantly being thanked by faculty for helping their students develop their research skills,” she says.

When she is not at Whitman or Bird Library, Jenna keeps in touch via her web site, instant messaging, and email. She also maintains a blog, Business@Bird, to keep Whitman up-to-date on the Library’s latest resources. Regardless of her location, Jenna is a great example of how the Library is reaching out to support the campus.

STUDENT EXHIBIT  FIBER ARTS

Students in Janet Ambrose and Mary Giehl’s fiber architecture class have installed their final projects in Bird Library’s Learning Commons. The class draws students from design, architecture, sculpture, fiber arts, and other majors.

Students drew inspiration from the Learning Commons spaces and designed their work to fit. Sculptures are wrapped around columns, suspended from ceilings, and situated in unexpected locations. By displaying here, the artwork will be seen by hundreds of people. In addition, a public setting like Bird provided students with real-life experience working in an environment with less control and predictability than a gallery.

The result of an ongoing partnership between the Learning Commons and the College of Visual and Performing Arts’ COLAB, the projects will remain on display through the end of the semester.
The Belfer Audio Laboratory and Archive, home of the Library’s premier collection of historic sound recordings, is finally getting the attention it deserves. In the course of cataloging 78 rpm records for a recent Andrew W. Mellon Foundation grant (see Fall 2009 issue), project librarian Mary Laverty unearthed dozens of gems: fun and interesting recordings that haven’t been heard in decades.

She shared some of these songs with David Murray, Assistant Dean for Advancement, who previously worked in public radio, and he had a brainstorm. Why not create a radio show that highlights the most interesting items from Belfer’s collections? Such a project would have numerous benefits, bringing amazing performances to a new audience of listeners and raising the profile of the Library and the University.

David produced and previewed a couple of sample segments and Sound Beat was born! Following the model of 90-second public radio shows like Pulse of the Planet and Stardate, Sound Beat incorporates selections from Belfer with educational narration that places the recordings in context.

This semester, the Library is producing a series of pilot episodes in collaboration with WAER, the campus’s NPR affiliate. WAER’s program director, Ron Ockert, will share the pilot episodes with his peers at other public radio stations and gather their feedback. If they are supportive of the concept, production will begin next fall.

The Library hired Jim O’Connor ’04 to produce the pilots. O’Connor, whose background is in education, does research on the artists, labels, and songs to be featured and develops a script for each segment. He was pleased to find that many of his own music idols, such as the Grateful Dead, found their inspiration in the artists represented in the Belfer collections. O’Connor also discovered some more unusual recordings. For example, there are several recordings by Syracuse native Nathan Provot, who trained canaries to sing harmony with classical music on the vaudeville stage.

Recognizing the educational value of this project—conducting researching, developing scripts, and editing and recording for broadcast—O’Connor and the Library teamed up with faculty from across campus. Associate Professor Rick Wright assigned his Newhouse students to work on Sound Beat, as did Associate Professor Stephen Meyer in the Department of Art and Music Histories. This semester, students in Professor Meyer’s History of Recorded Sound class are working in groups to produce Sound Beat modules as their final class project.

O’Connor notes that music follows the “timeline of history.” He and the Library’s Special Collections staff see Sound Beat as an opportunity not only to highlight the University’s unique audio archive, but also to provide an innovative way to showcase our nation’s cultural, social, and political heritage.

For more information about Sound Beat or to underwrite the show, contact David Murray, Assistant Dean for Advancement at 315.443.2537 or drmurray@syr.edu.

Correction: The original concept for a public radio show featuring Belfer recordings was developed by David Marc, Communications Manager of Syracuse University Magazine and member of the Library Associates Board of Trustees.
Elaine Coppola retired from Syracuse University Library in February after more than 30 years of service. Elaine’s contributions to the Library were numerous and extensive. When she arrived as a catalog librarian in 1979, libraries had already begun their inexorable transition to the digital realm and Elaine’s career paralleled that development. After volunteering at the reference desk for several years (and receiving a Master’s Degree in Social Sciences from SU), Elaine moved to the Reference Department. She served as the Reference Desk Manager and head of the Reference Department. Most recently, Elaine was Learning Commons and Government Information librarian. She was promoted to full librarian status in 1994.

Elaine was an early advocate for the migration from paper indexes to online databases and she purchased subscriptions to some of the very first e-book packages. A team under her direction also created the Library’s first chat-based reference service in 2002. Elaine was deeply involved with collection development, serving as subject specialist for Political Science, Public Administration, International Relations, European Studies, and Middle Eastern Studies. She was the Social Sciences Coordinator on the Collection Development Committee for many years.

Active in the University, professional, and community circles, Elaine was a University Senator for two terms and served on two Senate Committees, the Curriculum Committee and the Instruction Committee, which she also chaired. Within the Library, Elaine served on and chaired committees too numerous to mention.

Beyond the University, Elaine has been active in professional organizations, and in particular, the
The Library provides a number of essential resources and services to assist undergraduate students in their academic life and learning. Through collaboration with other campus providers, such as the Tutoring and Study Center and the Academic Integrity Office, the Library offers a central location where students may obtain tutoring, research assistance, information skills instruction, and other services, regardless of their school or college. However, students may not become aware of these services until they are struggling academically and their success is in jeopardy.

The University provides academic support services for undergraduate students, but the primary locus of this support lies within the school and college infrastructure. The path students must navigate to obtain the help they need for academic success can be daunting and is not well understood by those outside the system.

To provide more effective support for student achievement, the Library has begun a project to create a comprehensive “roadmap” of student academic support services. This roadmap will enable Library staff to help students succeed by integrating Library services with other providers in the system.

For more information on this project, contact Lisa Moeckel, Associate Dean for Undergraduate Education at 315.443.9790 or lemoecke@syr.edu.

Beginning in March, the Library to Go faculty delivery service was expanded to include new locations and additional types of material. Delivery service will now be provided to the Warehouse downtown and the Comart building on South Campus. In addition to circulating books, Library to Go will also deliver DVDs and videos, interlibrary loan items, and requested books (holds and recalls) to faculty in participating departments.

A link to request delivery appears in the catalog record for eligible items. The Library will also pick up books from departmental offices. To request a pick up, use the online form located under Getting Help > Request Forms on the Library web site.

This popular program now encompasses a large number of departments, including the
Syracuse University Library recently received a gift from award-winning artist Hunt Slonem, thanks to the efforts of two New York City alumni. Slonem’s *Lincoln* (2009), a 30 x 40-inch oil painting, will soon be installed in Bird Library, enlivening the space and inspiring creativity. Some students will benefit even more: Stephen Zaima, professor of painting in the College of Visual and Performing Arts, will bring his students to tour Slonem’s studio and talk with the artist during Maymester 2010.

The University had previously acquired other Slonem canvasses, but the gift of this painting came through non-traditional channels. Eric Sherman ’91, a member of the Library’s Advisory Board, was introduced to Slonem by a mutual friend. At that meeting, he also met Eric Gleason ’05, Slonem’s representative at the Marlborough Gallery in Chelsea. These two alumni secured the gift and delivered the painting to Syracuse. Gleason is now working to acquire other pieces of contemporary art by current American artists for display in Bird Library.

In addition to Bird Library, Slonem’s work appears in museum collections around the world including the Guggenheim, Whitney, and Metropolitan museums in New York; the National Gallery in Washington, D.C; and the Everson Museum of Art in Syracuse. Slonem has also been the subject of more than 50 solo exhibitions worldwide.

Slonem was born July 18, 1951, in Kittery, Maine, and received a Bachelor of Arts from Tulane University, New Orleans. He studied at Skowhegan School of Painting and Sculpture in 1972 and has been active in the New York art scene since the mid-1970s. His website is huntslonem.com.

**GIVING ALUMNI HELP ACQUIRE MODERN PAINTING**

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GIVING **STRENGTHENING THE UNIVERSITY’S CORE**

In the last three months, three new gifts of $100,000 or more have been made in support of academic libraries and research at SU. These gifts mark a new era in library fundraising, where those who care broadly about SU join those with specific library interests, moving the University forward together. We thank every donor who has contributed to the Library’s recent successes and those yet to come.

The three gifts outlined below are significant steps toward meeting the Campaign for Syracuse University’s $18 million Library fundraising goal by 2012. These funds will allow Syracuse University to provide the spaces, services, and research materials today’s faculty and students demand because they balance donor interests with University needs.

The Taishoff Family Foundation, led by ROB TAISHOFF ‘86 and LAURIE BEAN TAISHOFF ‘84, made a $1 million commitment in February to improve the Library’s spaces and collections. Their gift is the first million-dollar gift in support of libraries at SU since 1973, when Ernest Stevenson Bird ‘16 helped construct the library building that bears his name.

Like the Taishoffs, JUDY MOWER ‘66, G’73, G’80, G’84 and ERIC MOWER ’66, G’68 support the Library because it benefits everyone on campus. The Library will receive approximately half of their recent $1 million commitment to the Campaign for Syracuse University.

A four-time Syracuse graduate, Judy is a voracious consumer of information—both a traditional researcher and a Kindle devotee. She is also a believer in the inspirational power of library spaces. Judy serves on the Library Advisory Board and the Syracuse University Board of Trustees; Eric is a former University Trustee.

The Taishoffs’ gift will help the Library’s Special Collections Research Center build on its international renown. The Taishoffs know that stronger collections of primary source materials attract better students and faculty and increase the University’s reputation overall.

In addition to the Library, the Taishoffs also support financial aid, the School of Education, the Maxwell School, and the Newhouse School. Rob is a member of the Syracuse University Board of Trustees and the Library Advisory Board.

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Library Associates new member benefit

Library Associates members now have access to 2,900+ online publications thanks to a new benefit: online database access.

The Alumni Research Library database provides full-text access to a wide variety of journals and newspapers in many subject areas, including arts, business, education, health, humanities, international studies, law, psychology, sciences, and social sciences.

The ABI/Inform database provides in-depth coverage of business conditions, trends, corporate strategies and tactics, management techniques, competitive and product information, trade and industry news, and coverage of regional business publications.

Library Associates is devoted to the enrichment of the SU Library and the Syracuse community. Members share an interest in books, learning, and the preservation of knowledge. Members receive invitations to lectures and events, free event parking, discounts at the Bookstore and SU Press, custom research assistance, and much more.

Membership is open to everyone. Annual membership begins at $50. To join or learn more, visit library.syr.edu/libassoc/.

Together, the Mowers also support the Newhouse School, athletics, financial aid, and numerous other projects campus-wide.

Suzanne Thorin

SUZANNE THORIN is more optimistic about the future of libraries at SU than anyone. As Dean of Libraries and University Librarian since 2005, she’s played a significant role in shaping that future. But big ambitions require big investments, so last month Suzanne made a personal $100,000 commitment to the Campaign for Syracuse University.

Suzanne’s gift will supplement the University’s research collections for generations to come. One of the first things that impressed Suzanne at Syracuse University was its commitment to giving students and faculty access to the University’s treasures. SUArt’s paintings and sculptures and the Library’s manuscripts and rare books are in constant use, not stuck in permanent storage. Every item is available for students to examine and faculty to employ, bringing history exquisitely to life. Suzanne is a member of the Chancellor’s Cabinet and serves on the iSchool Board of Advisors.

Harry Greenwald ‘51

These donors join HARRY GREENWALD ’51, who was highlighted in the Fall 2009 edition of this newsletter. Harry gave $105,000 in 2009, allowing the Library to develop a research collection in the history of plastics.
Syracuse University gratefully acknowledges the following donors who made financial contributions to the Library between July 1, 2008 and March 31, 2010. This list includes all members of the Syracuse University Library Associates.

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GIVING DONOR SPOTLIGHT
CAROLYN A. DAVIS
Syracuse, NY

Carolyn Davis ’64, G’67 has devoted her life to making Syracuse University better. She grew up in Syracuse, earned her degrees at SU, and spent her career as a librarian at Syracuse University Library. For decades, she watched the evolution of students, technology, and research itself, and gained appreciation for the unique value of library resources and services. She also came to appreciate the power of donor funding to make new things happen. Carolyn’s unrestricted gift of life insurance will allow the Library to launch new projects, purchase new equipment, or acquire new resources. The result will be a more ambitious, more effective, more modern library.

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Bob McCabe ‘62 wants everyone to understand the value of Syracuse University Library. Bob and his wife, Ellie, got to know the Library last spring, when they hosted a “Treasures of Syracuse University Library” presentation for alumni and friends. Afterwards, Bob lamented that the presentation had reached only those in attendance. He suggested the Library harness the power of television to bring its message to a wider audience. The McCabes’ gift allows the Library to create powerful video marketing materials that tell the Library’s story and inspire donors to contribute time, money, or research materials. The result will be increased awareness of the Library’s mission and improved services for students and faculty.
When a good friend of Marc Seigle G’70 passed away, Marc wanted to honor him with a meaningful and lasting tribute. Marc’s friend, Ted D’Amato, had long been interested in the 1920’s trial and execution of Sacco and VanZetti. At the same time, Marc knew SU had extensive research collections on 20th century American radicalism. Marc decided to honor Ted by helping the Library expand those collections. Marc and his family’s gift allows the Library to purchase Sacco and VanZetti-related correspondence, photographs, diaries, newspapers, and other raw materials of history. The result will be improved resources for researchers and greater prominence for the Library’s Special Collections Research Center.
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Charlotte Hess, Associate Dean for Research and Scholarly Communication, gave the keynote address “Constructing a New Research Agenda for Cultural Commons” in January at the First International Workshop on Cultural Commons in Turin, Italy. Also in January, Charlotte was featured in a podcast on commons governance sponsored by the Environmental Defense Fund. Peter Suber also discussed the work of Charlotte Hess and Elinor Ostrom in his article “Knowledge as a Public Good” in the November 2009 issue of Open Access News (earlham.edu/~peters/fos/newsletter/11-02-09.htm).

Lisa Moeckel, Associate Dean for Undergraduate Education, and subject specialist librarian Patrick Williams along with Noreen Gaubatz of the University’s Office of Institutional Research and Assessment, gave a presentation entitled “New Approaches to Teaching Information Literacy in Writing Program Classes at Syracuse University” at the Western New York/Ontario chapter of the Association of College and Research Libraries this past November in East Aurora, NY.

Lisa Moeckel assumed responsibility for librarian personnel matters on March 1st. Her new title is Associate Dean for Undergraduate Services and Librarian Personnel Administrator.

Pamela McLaughlin, Director of Communications and External Relations, was appointed to the SUNY Chancellor’s Taskforce on Library Access, which developed recommendations to be incorporated into a new SUNY-wide strategic plan.

David Murray, Assistant Dean for Advancement, was co-chair of the fundraising track and led a session on planned giving at the Council for the Advancement of Secondary Education District II conference in Philadelphia in February. David also served on the program committee of ALADN, the Academic Library Advancement and Development Network, and gave a presentation at its annual conference in Santa Monica in March.

Melinda Dermody, Head of Access Services, was appointed to the CLIP Notes Committee of the Association of College and Research Libraries, College Library Section.

Lydia Wasylenko, Subject Librarian for Economics, History, Classics, and Germanic and Slavic Languages & Literatures participated in the USC Shoah Foundation Institute’s International Digital Access, Outreach, and Research Conference at the University of Southern California in March.

Special Collections Librarian Susan Kline gave a presentation entitled “Opportunities for Research: Editorial Cartoon Collections at Syracuse University” at the Joint Journalism Historians Conference held at the CUNY Graduate School of Journalism in March. She also presented “Not Another Rerun: Bil Keane’s Cultural Critique of Television in the Cartoon Channel Chuckles” at the National Popular Culture & American Culture Associations Annual Conference in St. Louis in April.

Librarian John Olson has assumed responsibility for government documents, with the retirement of Elaine Coppola.


The historic game took place in Rochester on October 31, 1950, when Lloyd was a member of the Washington Capitols. He later spent six seasons with the Syracuse Nationals basketball team and was the first African American starter on an NBA championship squad in 1955. Following his time in Syracuse, Lloyd went on to play for the Detroit Pistons, retiring in 1960. He was inducted in the Naismith Memorial Basketball Hall of Fame in 2003.

Moonfixer’s forward was written by Dave Bing ’66, Lloyd’s longtime friend and famous Syracuse University alum. Bing, who is widely considered to be the greatest basketball player in SU history, was scouted by Lloyd to play for the Detroit Pistons, which he later did.

For more information, visit syracuseuniversitypress.com.
John Zogby, founder and CEO of Zogby International, a worldwide leader in market research and public opinion polling, will present his talk, “America’s First Globals™ and Their Impact on the 21st Century.” He will address a rude economic reality: the number of Americans “working for less” has steadily climbed for decades. Even before the current recession this was the case for more than a quarter of the population, a statistic that strikes at the heart of the American dream.

In probing the national mood, Zogby discovered that the traditional materialism defining success in the US may have lost its allure for a variety of Americans, including a group he describes as the “First Global Generation.” He explores the implications of this for marketing, politics, and American culture.

A lifelong resident of Utica, Zogby made the city the headquarters for his internationally respected company. A senior advisor to Harvard’s Kennedy School of Government, he serves as a trustee of his alma mater, Le Moyne College, and holds a master’s degree in history from SU. His talk is based on his new book, The Way We’ll Be.

Following the presentation and question-and-answer session, Zogby will sign copies of The Way We’ll Be.

Tickets are $25 for Library Associates members, $30 for non-members. To RSVP or for further information, call Kathleen White at 315.443.8782 or kswite@syr.edu.