

Fall 2001

## Unplugged- Fall 2001

Newsletter Staff

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# Unplugged

Issue 10, Fall, 2001

NEWS FROM THE RONALD WILLIAMS LIBRARY

## *From the Director:*

"If you build it, they will come." This line, borrowed from *Field of Dreams*, has been an historic guiding principle of academic libraries and library directors. Given the importance of library research to the academic enterprise, we have assumed that building attractive buildings, strong collections and offering quality library services are enough to fulfill our true mission. Marketing is an academic program that we support, but traditionally not a discipline we have felt a need to apply ourselves.

Libraries in the "dot com" information age do face a significant marketing challenge. Faculty and students clearly now have many options to meet their information needs besides entering the doors to the library. As documented in a newly released study entitled "The Internet and Education: Findings of the Pew Internet & American Life Project," ([www.pewinternet.org/reports/](http://www.pewinternet.org/reports/)) many students begin and end their quest for information these days on the open Internet, overlooking much higher quality print and web-based resources the library can provide to them.

The Ronald Williams Library is undertaking a new marketing and outreach initiative this year to increase awareness of the resources and services readily available for NEIU faculty and students. The campaign will include everything from ads in the *Independent*, a contest for a new library logo to promote brand identification, new programs for the university community (such as the panel discussion on *To Kill a Mockingbird*), to ongoing surveys of faculty and students. The campaign will hit full speed in 2002 as we feature a series of events to honor the 25<sup>th</sup> anniversary of the opening of the Ronald Williams Library next September.

Interested in what your library has done for you lately?

To quote one of our campaign slogans:

**Check IT Out @ your library.**

Bradley F. Baker,  
University Librarian





## New Article Scanning and Course Reserve Services

The Ronald Williams Library is delighted to announce new options for faculty for making journal articles available for students. In addition to making photocopies of articles available via our traditional course reserve service, the Library does support full electronic reserve service. With this option, Library staff convert print articles into digitized PDF files that can be retrieved by students anytime-anywhere by searching the ILLINET Online Reserve Room under instructor's name or course name. All that is needed is a connection to the Library's website and Acrobat Reader. In response to many requests, the Library is extending this service beginning this fall to faculty members wishing to provide direct access for students to scanned articles via their course sites in Blackboard or via faculty produced course websites. With this option, the digitized articles are returned via email to the faculty member as PDF files. These PDF files can be easily linked to course reading lists using the Blackboard course management system.

Making use of these new article scanning reserve services is easier than ever. Copies of the forms for use by faculty members in requesting course reserve support are included as an insert with this newsletter. Simply fill out the *Article/Non-Book Reserve Request* form indicating the services desired and return the form with the article to the Library Circulation/Reserve Desk. A traditional *Book Reserve Request* form is also provided for your use (sorry, no electronic book support is yet available).

For more information, contact Craig Althage or Debbie Stevenson in the Library at ext. 4400 or consult the FAQ on Course Reserve Services available via a new Library Services section on the Ronald Williams Library website ([www.neiu.edu/~neiulib](http://www.neiu.edu/~neiulib)). Downloadable copies of reserve request forms are also available there.

Craig Althage, LTA II,  
works in the Circulation  
Department.



Edmund Hansen is the Director  
of the new Center for Teaching  
and Learning.

Patty Zavala, LTA I, splits her  
time between Acquisitions and  
Cataloging



Welcome  
to the Library!

## E-Journals From Your Desktop



Users often want to know if a particular journal is available in electronic format from any of the journal article databases to which the Library subscribes. Because the Library has access to 8,626 unique full text titles, keeping track of which database contains the full text can be daunting. This academic year, the Library is pleased to provide access to a new on-line database which identifies and links to other databases for which the full text is available.

*Electronic Journals by Title*, provided by the company Serialsolutions, can be found from the Library's web site at <http://www.neiu.edu/~neiulib>. Click on either Databases or Library Catalogs to get access to it. It will help users do research from their desktops!



Harper Lee's



# "To Kill a Mockingbird"

The videotape version of the story will be shown in the Library.

Wednesday, October 3, 2001

2:10 PM

5:10 PM

Thursday, October 4, 2001

1:30 PM

5:30 PM

There will be a panel discussion of the book on Tuesday, October 9, 2001, in the Library Lower Level Classroom, from 1:30 – 3:30 PM. The panelists are:

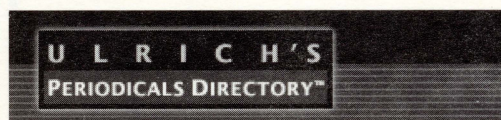
**C. Jeriel Howard**, History Department

**Timothy Libretti**, English Department

**BarBara Scott**, Sociology Department

**June Sochen**, History Department

**Charles Gray**, Maine West



*The global source for periodicals information since 1932*

## Electronic Ulrich's

*Ulrich's Periodicals Directory* is now available from the Databases-General Interest Databases page of the Library's web site. The electronic version makes it easy to identify referred journals by subject area!

## Library Instruction

Last year, librarians and library staff provided 308 library instruction sessions to 5444 students. We can provide group instruction sessions to help students locate authoritative, reliable information. Call 773-442-4419 to schedule a session.



## 2001: A Library Space Odyssey

Ask any student what they would like to see in an ideal library setting and they will likely describe a modern Barnes and Noble or Borders bookstore. While we will not be introducing a new coffee service, the Ronald Williams Library is delighted to announce the arrival of 48 new lounge chairs and 24 coffee tables. These chairs have been placed in groupings on the first and third floor of the Ronald Williams Library.

The new lounge furniture purchase is phase one of a larger project to eventually replace all of the study carrels, tables and chairs in public reading areas of the Ronald Williams Library. The new space and furnishings plan for the Library is the result of the combined efforts of Library staff, Facilities Management Staff and Educational Consulting Services, a space consultant engaged to complete a thorough review of library space utilization. The ECS study, which was completed in March, included recommendations for new furnishings as well as changes in Library floor plans to better isolate quiet study space from group study space.



**Grand Opening**  
of the  
**Center for Teaching and Learning**

Northeastern's new resource center for the teaching needs of all faculty  
and part-time instructors

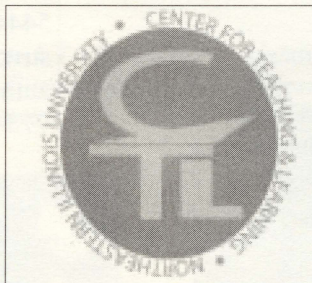
**TUESDAY, SEPTEMBER 25, 2001**  
**1:00—4:30 PM**

The Center is located in the northwest corner of the 3rd floor of the Library.


There will be door prizes, refreshments, and the NEIU Jazz Ensemble.

The official ribbon-cutting is at 2:00 PM.  
Mark your calendar and join the celebration!

[www.neiu.edu/~ctl/](http://www.neiu.edu/~ctl/)



**Explore your options @ your library**

**BOOK SALE**  
  
**NOVEMBER 7-9**

*In the exhibit space:*

|             |                            |
|-------------|----------------------------|
| 9/30-10/13  | Alexander Gunn, Painting   |
| 10/2-10/17  | Anti-Violence Display      |
| 10/14-10/27 | Margo Berg, Painting       |
| 11/7-11/9   | BOOK SALE                  |
| 11/12-11/25 | Children's Book Display    |
| 12/1-12/15  | Malgortzata Zych, ceramics |



**Northeastern Illinois University Ronald Williams Library**  
**Book Reserve Request**

Instructor: \_\_\_\_\_ Date: \_\_\_\_\_

Course Name & Number \_\_\_\_\_ Number of Students \_\_\_\_\_

Semester \_\_\_\_\_

I wish to have the attached books placed on Reserve:

*Please mark one Reserve loan option:*

\_\_\_\_\_ Room Use Only – 2 hour loan

\_\_\_\_\_ Overnight – 2 hour In Library loan before 4:00 pm ;  
Overnight charge beginning 4:00 pm

\_\_\_\_\_ Two day

\_\_\_\_\_ Three day

\_\_\_\_\_ One week

\_\_\_\_\_ One month

*\*Note: Please allow 3 days processing time for Reserve items ~ Thank You.*

Instructor Barcode Number 2 1224 \_\_\_\_\_ or Instructor SS# \_\_\_\_\_  
(14 digit number on your ID)

E-Mail Address \_\_\_\_\_

Department Name \_\_\_\_\_ Office Room # \_\_\_\_\_

Campus Phone# \_\_\_\_\_ Home Phone# \_\_\_\_\_ (optional)

*Please attach this form with course materials and return to  
Library Circulation/Reserve desk.  
Please use one form for each course.*



**Northeastern Illinois University Ronald Williams Library**  
**Article/Non-Book Reserve Request**

Instructor: \_\_\_\_\_ Date: \_\_\_\_\_

Course Name & Number \_\_\_\_\_ Number of Students \_\_\_\_\_

Semester \_\_\_\_\_

I wish to have the attached article/non-book materials placed on:  
(Please mark all that apply)

\_\_\_\_\_ Traditional Reserve

*Please mark one Reserve loan option*

\_\_\_\_\_ Room Use Only – 2 hour loan

\_\_\_\_\_ Overnight – 2 hour In Library loan before 4:00 pm ;

\_\_\_\_\_ Overnight charge beginning 4:00 pm

\_\_\_\_\_ Two day

\_\_\_\_\_ Three day

\_\_\_\_\_ One week

\_\_\_\_\_ One month

\_\_\_\_\_ Scanned for Electronic Reserve (PDF files – grayscale only)

\_\_\_\_\_ Scanned for faculty members Blackboard Site or Website (PDF files – grayscale only)

Articles are to be scanned and sent to this e-mail account \_\_\_\_\_

*\*Note: Please allow 3 days processing time for Reserve items ~ Thank You.*

Instructor Barcode Number 2 1224 \_\_\_\_\_ or Instructor SS# \_\_\_\_\_  
(14 digit number on your ID)

E-Mail Address \_\_\_\_\_

Department Name \_\_\_\_\_ Office Room # \_\_\_\_\_

Campus Phone # \_\_\_\_\_ Home Phone # \_\_\_\_\_ (optional)

*Please attach this form with course materials and return to the  
Library Circulation/Reserve desk.  
Please use one form for each course.*

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