

LIBRARY COLUMNS

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Library Columns is published periodically by the University Libraries at The University of North Carolina at Greensboro. It is intended to inform faculty, staff, and Friends of the UNCG Libraries members about the Libraries.

In her August 15 State of the Campus Address, Chancellor Linda Brady asked these critical questions:

- How do we enhance student success?
- How do we leverage technology to enhance access and learning outcomes?
- How do we respond to state and federal financing challenges?

What's the future of community engaged scholarship?

As we start the new academic year, here are a few responses from the University Libraries:

Digital Media Commons Opens in Jackson Library



The University Libraries are excited to announce that on August 20, the **Digital Media Commons** (DMC) opens in the lower level of Jackson Library. This is a great new

resource for students as they take on multimedia projects.

What is the DMC?

The DMC provides the space and resources for UNCG's students, faculty and staff to create and refine their multimedia projects, including web pages, digital images, digital video, digital audio, PowerPoint and more. Patrons can receive assistance with selecting, using, and citing media resources, as well as consult with experts on the rhetorical, aesthetic, and technical aspects of developing and communicating their ideas through media.

Who staffs the DMC? The DMC will provide expert staff from the University Libraries, digital literacy consultants from the Undergraduate Studies' Multiliteracy Centers Program, and graduate assistants from the Media Studies and Library and Information Sciences departments.

To learn more about the DMC and the tools and services we offer, please visit our [website](#). We also invite you to a special Open House on Tuesday, September 18, from 4-5:30, to meet our staff and see our space in action.

See more photos of the DMC [here](#).

To inquire about naming spaces in the Digital Media Commons, contact Dean Rosann Bazirjian at rvbazirj@uncg.edu or Director of Development Linda Burr at lgburr@uncg.edu.

Tony Horwitz and John McCutcheon Lead Series of Library Events Scheduled for Fall, Most Free and Open to the Public

Here's a list of our public events this fall semester. If you don't see a link to a blog entry, we will provide more information on this blog nearer to each event, but suggest you save the dates and times on your calendar for those you are interested in.

Friends of the UNCG Libraries Book discussions Fall discussions are September 17, October 29, and December 3.

See <http://www.uncgfol.blogspot.com/2012/07/20122013-fol-book-discussion-schedule.html>.

Friday, September 7. Author Tony Horwitz, Jackson Library Reading Room, 4-5 p.m. <http://www.uncgfol.blogspot.com/2012/07/author-tony-horwitz-to-visit-uncg.html>.

Monday, September 10. Author, storyteller and musical artist John McCutcheon, Elliott University Center Auditorium. 7 p.m. See <http://www.uncgfol.blogspot.com/2012/05/john-mccutcheon-to-appear-in-greensboro.html>

Wednesday, September 12. Author Doc Hendley, whose book *Wine to Water: A Bartender's Quest to Bring Clean Water to the World* was the campus read this summer. Aycock Auditorium. 7 p.m. For more about his appearance, click [here](#).

Friday, October 5. Dedication and naming ceremony of Harold Schiffman Music Library, Music Building. 4 p.m. See [http://](#)

www.uncgfol.blogspot.com/2012/06/uncg-receives-major-gift-to-support.html

Monday, October 22. Free Screening of documentary film, *Semper Fi: Always Faithful*, Elliott University Center Auditorium, 7 p.m.

The film chronicles the efforts of U.S. Marine Corps Master Sergeant Jerry Ensminger on behalf of Marines and their families exposed to toxic drinking water at Camp Lejeune Marine Corps Base in Jacksonville, NC. These efforts resulted in the introduction of the Janey Ensminger Act in the House and the Caring for Camp Lejeune Veterans Act in the Senate. The act is named after Mr. Ensminger's daughter who died of leukemia in 1985 at the age of nine.

We are delighted to announce that Mr. Ensminger will join us for the film screening to update us on the story since the film was made and lead a discussion of it.

Thursday, October 25. Talk and book signing by Kelly Ritter, author of *To Know Her Own History: Writing at the Woman's College 1943-1963*. Hodges Reading Room, 4 p.m. In her recent book, Professor Ritter (English Department) chronicles the evolution of writing programs at Woman's College during the postwar period.

Thursday, November 8. "Virginia Dare in Fact and Fancy," presented by author Marjorie Hudson in celebration of the birth of the first English child born in America 425 years ago. Sponsored by the Friends of the UNCG Libraries as part of the Around the House series and in honor of the 75th anniversary of the Virginia Dare Room at the UNCG Alumni House. Free and open to the public. 4 p.m.

Saturday, November 10. "Women Veterans Historical Project Luncheon and Panel Discussion," featur-

ing a panel discussion with activists who work on different military-related issues such as student veterans, homelessness, and sexual assault and trauma in the military. The program is open to everyone, with a special focus on veterans, their friends and families. Tickets will be \$12 for all military veterans and \$16 for non-veterans. Table sponsorship opportunities to sponsor students will be available for \$300. Invitations will be sent in late September. For more information contact Beth Ann Koelsch at bakoelsc@uncg.edu or 336/334-5838. See <http://uncgspecial.blogspot.com/2012/07/mark-your-calendars-for-annual-women.html>

UNCG Business Librarian Works with German Fulbright Students



Steve Cramer, the UNCG business librarian, led a feasibility workshop with 25 visiting German university students on August 6. They were Fulbright students from all over Germany participating in a month-long entrepreneurship-themed Summer Institute Program. The students are engaging in language development, community service, and entrepreneurship education, as well as enjoying field trips to the North Carolina mountains, Disney World (in part to get a taste of its intern program), and Washington D.C. Only about half of the students are business majors.

Joe Erba, a UNCG Entrepreneurship faculty member who often collaborates with Steve, had been working with the

students and introduced Steve. Joe and Steve began by asking each student to describe his/her Germany-based business idea, which they were assigned to come up with over the weekend. One interesting proposed idea was a kangaroo farm in Bavaria to sell the meat (including a kosher herd). Another student was impressed with a recent breakfast visit to Cracker Barrel and proposed opening a German franchise.

The students next reviewed what kind of information or data an entrepreneur wants to find when considering the feasibility of an idea. The final segment of the workshop was having the students find relevant German demographic data using the official German census sites that Steve provided easy access to via a library research guide. Steve also had the student use the library's subscription-based market research databases to investigate trends and data on German consumers. Steve reported that he enjoyed working with these highly-motivated students, and the students enjoyed the hands-on research into their business ideas.

Departing Diversity Resident Reflects on Her UNCG Experience

Friday, July 27th, we said goodbye to our excellent Diversity Resident Librarian, LaTasha Velez. LaTasha was with us for two years and worked in Reference and Instruction, Special Collections and University Archives, the Harold Schiffman Music Library, Electronic Resources and Information Technology and Library Administration. LaTasha leaves us to continue her educational journey by pursuing her doctoral degree at the University of Illinois at Urbana-Champaign. Below please enjoy a video of her end of Residency Remarks. Thank you for all your hard work, and good luck LaTasha! Listen to the remarks at <http://irmasworldatuncg.blogspot.com/2012/07/good-luck-latesha.html>

How the University Libraries at UNCG Save Taxpayers Money

When the talk turns to saving money, as it often does, the University Libraries at UNCG have a story to tell. And so do their colleagues in other libraries in the area.



In 2005 the University Libraries at UNCG conceived and established the [Carolina Consortium](#) to leverage the buying power of the state's libraries to acquire access to electronic journals and databases. Less than ten years later, the Consortium now covers North and South Carolina and includes more than 140 libraries. "Total cost avoidance savings for the UNC system libraries alone amounted to more than \$100 million last year and more than \$500 million since the group was formed," says Tim Bucknall, Convener of the Consortium and Assistant Director of the University Libraries at UNCG. "As a result of the Consortium's deals, the libraries in the region have better access to electronic information resources at a cost far below what it would cost each of them to acquire the resources alone."



The story doesn't end there. Open access to scholarship is a major issue in the world of libraries and scholarly communication, and the UNCG libraries are advocates of maximizing access to that scholarship at an affordable cost. Through the leadership of Dean Rosann Bazirjian and others such as Collections and Scholarly Resources Coordinator Stephen Dew and Bucknall's Electronic Resources and Information Technology Unit, UNCG's University Libraries championed and created a partnership with other UNC system libraries including those at Appalachian State, East Carolina, UNC Pembroke, UNC Wilmington and Western Carolina to create [NC DOCKS](#), an electronic database offering the scholarly output of faculty from those universities to the general public for free over the Internet. Dew says, "NC DOCKS has had 584,105 full text document views since 2008, with 443,203 from UNCG alone." That's about half a million articles

and other scholarly products accessed by students, faculty, researchers and the general public without cost, which Bucknall estimates would have amounted to more than \$20 million if obtained from sources other than open access resources such as NC DOCKS.

So the value of libraries is great, even in ways that aren't always visible to the user community. When we are operating in this way, leveraging our heritage of cooperation and collaboration, libraries are uniquely suited to bring a wealth of knowledge to scholars and the public at an affordable and containable cost.