Transforming with Staff Expertise

It is essential for the modern library to maintain the human resources necessary for not only a continuation of past practice, but for the expansion of the institution by incorporating new ideas and talents. To that end, the University of Texas Libraries has recently filled several positions left vacant by staff departures.

The Libraries is happy to announce Gregory Perrin as our new Assistant Director for Development. Gregory comes to the Libraries from the College of Liberal Arts at The University of Texas at Austin, where he served as an Assistant Director of Development since 2005. Gregory’s previous experience of 19 combined years in fundraising and higher education provide a solid foundation for his new position at the Libraries.

Gregory is a native of San Antonio, and he earned his Bachelors and Masters of Fine Arts degrees from the University of Houston in Theatre. Previous to joining the College of Liberal Arts, Gregory honed his skills at a bevy of non-profit organizations including the Houston Grand Opera, AIDS Foundation Houston, and the Austin Lyric Opera. He also served as a fundraiser and consultant for Greenlights for Non-Profit Success in Austin, an organization dedicated to improving the capacity of nonprofits in Central Texas.

As the chief development officer, Gregory will serve as the primary liaison for donors to the Libraries and will work to secure corporate and foundation monies for a range of initiatives including both physical and intellectual resources. His prior experience in and around the Houston and Austin area will be an asset in cultivating new donor relationships and building on existing ones.

“The Libraries welcomes with great anticipation these new additions to the staff.”

In this issue:
1 New Hires Help to Enhance Direction
2 Free the Books
3 New Core Curriculum
4 New Endowment Honors Fred Heath
5 The New Library Hydrology Fund
6 Susan Ardis Recommends
7 New Life Science Library Endowment
8 Staff Highlighter
9 Science Meets Pop Culture
10 Third Annual Nilsson Lecture
11 ALADN Conference
12 Vice Provost’s Thoughts

See New Hires on page 1
Free the Books

This winter, the University of Texas Libraries launched “free the books” (http://blogs.lib.utexas.edu/freethebooks/), a blog designed to interest students, faculty, researchers and the general public about the Libraries’ efforts to make the full-text of books in the public domain available online.

A mass digitization program now underway aims to digitize over a million books from the Libraries’ collections within the next six years. Digitization of 800,000 books in the Benson Latin American Collection began late this summer. A companion research project was initiated this fall to develop an authoritative process for determining the copyright status of books published in various Latin American countries and to identify works published abroad that are in the public domain.

The initial results of the research project include prototypes of legal evidence tables and draft guidelines by which books, wherever published, may be determined to be in the public domain.

As a Google Library Partner, the UT Libraries commits to communicating to the Libraries’ constituents as well as to the other Google Library Partners the results of our research as well as the steps we follow in the process. The progress and results of the digitization and research efforts will be documented and posted on the blog along with links to useful legal and bibliographical resources online. From time to time, we will highlight discovery strategies on Google Book Search as the digitized books “go live.”

Current technologies make it feasible to provide virtual access to the Libraries’ unique collections for study anywhere. A tangle of international treaties and copyright laws, however, confuse the terms of use and distribution of works published abroad. Lack of understanding of the rules and customs regulating the global public domain constrain the library partners from providing full public access to those books no longer protected by copyright. The risks of misinterpreting the multiplicity of laws weigh too heavily on institutions whose mission is to nurture discovery and creation not discord.

Like many other researchers grappling with the conjugation of copyright laws internationally, Library Partners need simplified and reliable guidelines for utilizing works in the public domain and rescuing orphan works while respecting copyright laws.

Collaboratively, we can develop the tools to defensibly disentangle uncounted thousands of books already in the public domain from those under copyright protection.

For more information please email Maria E. Gonzalez at freethebooks@gmail.com

Maria E. Gonzalez serves as Research Assistant for the UT Libraries’ mass digitization program.

New Hires: continued from cover

metropolitan areas insure a continuance of work with our core philanthropic constituencies, and his experience throughout Texas and the larger nation will offer many possibilities for expanding on past efforts.

“We feel lucky to have Gregory on board with us,” says Director Fred Heath. “It’s important to establish a strong presence for the Libraries in public consciousness, and we feel he has the experience and ideas to open us to new possibilities.”

“Gregory’s willingness to serve as the first line of contact with existing and potential donors and his connections with the larger development community at the University will help to establish new, and continue traditional relationships with the individuals and entities that can help move us towards our greater goals,” says Heath.

The Libraries are also happy to announce replacements in two other vital areas.

Beth Dodd has been named Head Librarian at the Architecture & Planning Library. She has served as the interim Head Librarian at the library since the departure of Janine Henri. She has continuously served as Curator of the Alexander Architectural Archive for the past 12 years.

Dodd is a native Midwesterner and earned her Master’s from the University of Michigan. She has held positions with libraries of note at the University of Pittsburgh, Columbia University and at the University of Nebraska, where she earned her Bachelor’s degree.

In her new role, Beth will take on the administrative functions of the library on a permanent basis and continue her management of the archive. In the coming weeks, we will launch a new recruitment for a subject specialist who will focus on collection development, reference, and instruction for the library.

April Kessler was recently promoted as the Libraries’ Business Librarian.

As the Business Librarian, April provides research assistance, course-specific instruction, and collaborates with library colleagues and business school faculty to enhance the library’s business services and collections of print and electronic materials. She earned her MBA from Wichita State University in Kansas and her Master’s in Information Studies from UT. Prior to the Business Librarian position, she worked for Austin Ventures as a research analyst for a year after serving as Business and Economics Librarian for the University of Texas Libraries from 2004-2006. In addition to her research experience, she also has over 10 years of experience in marketing, advertising and public relations.

The Libraries welcomes with great anticipation these new additions to the staff.
Information Literacy and the New Core Curriculum

In September 2004, the Commission of 125 released a report to then University President Larry R. Faulkner with recommendations for the future of the University. One of those recommendations was to revamp the core undergraduate curriculum. President Faulkner appointed a faculty committee to explore the issue and make a proposal, which they did in October 2005. The result is that a new core curriculum will be in place by 2010.

In September 2006, Dr. Paul Woodruff, Darrell K. Royal Professor in Ethics and American Society from the Department of Philosophy, was appointed as the first Dean of Undergraduate Studies to institute and oversee this core curriculum.

The new core curriculum includes a requirement that every freshman take a signature course – interdisciplinary lectures with small discussion sections or 18-person seminars that are proposed and taught by UT faculty and designed to encourage the development of critical thinking skills.

Although the Libraries have been working with freshmen courses for years including the Freshmen Seminars program that was a precursor to the new signature courses, a primary impediment to comprehensive success has been an inability to reach every student. Our goal, to teach all freshmen baseline information literacy skills (how to find, evaluate and ethically use information), has never been achievable because there were no courses common to every freshman. Woodruff understood this essential need and accepted a Libraries proposal to fully integrate information literacy into the signature courses by 2010.

The Libraries will work with individual faculty teaching signature courses to customize instruction to the course, while simultaneously ensuring that all the proposed foundational learning outcomes are covered. The Libraries involvement may take the form of library instruction sessions, tutorials, assignments, tailored research guides or a Train the TA model for lecture courses.

The new core curriculum will also incorporate existing Freshmen Interest Groups, or FIGs – learning communities of 20 to 25 freshmen who are either enrolled in three classes together or live in a dorm together. Each week, FIGs meet with a mentor, an upper-division undergraduate, to learn about some aspect of the University. The Libraries are working with students from the Senate of College Councils Students for Academic Integrity committee and writing experts from across campus, to develop a curriculum that teaches freshmen what plagiarism is and how to avoid it.

The Libraries are also partnering with Undergraduate Studies to enhance the undergraduate experience. A new book discussion program for undergraduates and a panel program during which UT faculty discuss a hot topic tied to signature courses were instituted in the Spring 2008 semester.

For more information about the core curriculum, see:

Libraries involvement:
www.lib.utexas.edu/services/instruction/faculty/literacy/core.html

Undergraduate Studies:
www.utexas.edu/ugs/index.html

Michele Ostrow is Head of Library Instruction Services for the University of Texas Libraries.

Roberts Creates New Endowment Honoring Heath

Austin arts patron and munificent Libraries' donor Mrs. Jan J. Roberts has created an endowment honoring Dr. Heath's leadership of the University of Texas Libraries.

The Dr. Fred M. Heath Library Excellence Fund recognizes Dr. Heath's "exceptional vision in creating a transformational strategy for the University of Texas Libraries," and will provide the means for implementing this strategy for generations of Libraries directors to come.

"The many achievements made in the last two years (in the Libraries) are a credit not only to Fred, but to his whole staff. I am proud of them all," states Mrs. Roberts, who for the past two years has served on the Libraries Advisory Council.

In 2006, Mrs. Roberts created the Richard T. and Jan J. Roberts Excellence Fund to enhance the Fine Arts Library at the University of Texas. To honor Mrs. Roberts for creating this fund, the University renamed the reading room at the Fine Arts Library the Richard T. and Jan J. Roberts Reading Room.

In addition to her work as a member of the Libraries Advisory Council, Mrs. Roberts is active in the UT QUEST program, a part of the Osher Lifelong Learning Program in the Division of Continuing Education.

An avid explorer, Roberts' travel has taken her to Iceland, the Amazon, Central America, Mongolia, Nepal, Antarctica and the North Pole.

We are indebted to Mrs. Roberts for her generous and sustained support of the UT Libraries.
The New Library Hydrology Fund

Around 1989, it became clear that the water sciences were going to see big growth in the years to come. Locally, Texas population growth and water management issues were driving research, and Austin area state and federal water agencies were shrinking their libraries to deal with state funding constraints.

Globally, the same patterns were emerging - more people, climate and budget uncertainty, and ever increasing need for clean water. The UT Geology program, long focused on oil and gas, also increased emphasis on water, with new faculty and new courses, so it was time to ramp up the library focus as well.

Professor John (Jack) Sharp, the leader of the hydrology sequence in the Department of Geological Sciences, was particularly interested in diversifying and expanding information resources in all areas of the water sciences, and he and I began to discuss a separate library endowment in the Geology Foundation to complement what we could afford with Library allocations and the Walter Fund. We both talked about this idea to anyone who would listen, but it took effort over many years and some luck to make it a reality.

In the fall of 2005, we brought together a small group of hydrology PhD graduates in the Austin area to talk about developing a more formal strategy. From this came a draft proposal with some specific language and goals, and we decided to seek seed money to get the fund raising effort started. We talked amongst ourselves, refined our ideas, and continued talking to anyone who would pay attention.

Then, in the summer of 2007, I came in on a Saturday to tour the Geology 1960’s alumni reunion group through the library and attend a luncheon for them. I mentioned to the group that we were looking for a challenge donor to get us started on the quest to establish a new Library Fund for Hydrology, with an establishment goal of $25,000, and the intent of building a major information resource in the water sciences, broadly conceived. At the luncheon Mike Wiley (MA 1963, PhD 1970), a structural geologist, approached me with an offer of $5,000 to get us started, and it was off to the races.

With the support of many members of the Austin Geological Society, a number of Geology Department hydrology alumni, and several members of the Geology Foundation Advisory Council, we made our establishment goal in less than 6 months. We are particularly indebted to Ken Barrow and the Hood-Barrow Foundation for their support. The Barrow family has also funded the Barrow Periodicals Fund in support of the Walter Geology Library.

Over time, we hope to build the new Hydrology Fund to $250,000, in order to allow us to acquire a truly international collection of journals, books, conference proceedings, technical reports and electronic resources in all areas of the water sciences: ground water and surface water, modeling and theory, water systems and storage, water economics and policy, water chemistry, quality and remediation.

Dennis Trombatore is Head Librarian at the Walter Geology Library at The University of Texas.
The book is amazingly lively. You get insight into the personality of a woman who thought Jesus told her to wear white, live apart from her husband and give voice to her religious opinions loudly and continually. Her neighbors, her child and her husband complained regularly about her religious activities. The book gives dramatic accounts of every day experiences, in Margery’s home town, in many English regions, and as far away as Brandenburg, Rome and Jerusalem. Just reading about how she traveled in Europe and how she got to Jerusalem is illuminating.

How did tobacco seduce people?

I’m not one for conspiracy theories but this was a fascinating book. I never would have thought that tobacco growing and selling played such an important part of our history. One factoid tells the tale: when Benjamin Franklin was sent to London to negotiate a peace treaty between Great Britain and the future United States he was also given the task of negotiating the loans George Washington and Thomas Jefferson owned to merchants in England on their tobacco holdings.

This book is essentially about how drawing smoke from a plant grew from a ceremonial activity in the new world to a social activity that spread around the world. It is now hard to find a culture where tobacco smoking is not evident. The subtitle tells it all — “a cultural history of how an exotic plant seduced civilization.” The story is fascinating and the book is very well written.

A different kind of string theory

The best parts of this book are the chapters on the development of string. Barber’s hypothesis is the ability to make string is an important precursor to the development of civilization. Her point is that once people can make string, then they can tie things together. This means you can make rope and rope can be used to tether an animal or child, it can be used to make fishing lines, fishnets, bags and just as importantly you can use string to carry items on your back. Once you can carry loads then you can begin to move goods. And once you can do these things you are on track to make coiled pottery and weave.

What interested me the most was the description of how easy it is to make string. The easiest way is to use already existing vines, the second step according to Ms Barber is to take plant fibers and roll them on your leg to make an every expanding string. Rope is merely a number of strings put together. The evidence cited in this book is pottery and wall paintings, since most fabric doesn’t survive. Barber examined thousands of early pots and paintings looking for evidence of early cloth making.

So why is sushi now as American as yoghurt?
The Zen of Fish : The Story of Sushi, From Samurai to Supermarket by Trevor Corson, 2007.

The story starts in medieval Japan with the development of proto sushi which is whole fish pressed on top of rice in a specially designed weighted box through the development of sushi rice and finally to how sushi developed in Japan after World War II. Once you have this background the story moves to the United States. The author delves into how sushi became an American food item now sold in grocery stores across the country. Corson shows that it was the development of sushi schools in California that made it possible for sushi chiefs to be trained more quickly than in Japan. These schools also lead to sushi innovations that would eventually travel back to Japan—the inside out roll being a classic example. Truly an American tale of taking something very foreign and making it American.

Susan Ardis is Head Librarian at the McKinney Engineering Library at the University of Texas.
Staff Highlighter: Glen Worley

**Position:** Manager, Library Services  
**Age:** 54

**Hometown:** Ardmore, Oklahoma – Located on I-35 halfway between Dallas and Oklahoma City, it’s a place almost everyone passes through sooner or later. Next time you are there, stop and stimulate Ardmore’s economy. Attractions: Turner Falls (about 15 miles north of Ardmore), Lake Murray State Park (just south of Ardmore).

**Years of service:** 26

**Your job at UTL:** Manager, Monograph Acquisitions and Approval Plans. I manage the 32 different approval, blanket order, and selection plans used by UT Libraries. Much of my time is spent interacting with bibliographers as to how best to use the approval plans to compliment their collection development work.

I also oversee the Acquisitions Mail Room and Firm Order Unit in Acquisitions, though the heavy lifting is done by those units’ supervisors, Cal Hill and Carol Lockett, who report to me. Currently I am the chair of the Millennium Statistics Group, and I am also a member of the Integrated Library System Coordinator group, the UT Libraries Quality Council, and the Technical Services Planning (TSP) group.

**Something you didn’t expect:** Well, I didn’t expect to be here for 26 years. I started working at the Library after I dropped out of the Chemistry PhD program to play guitar in a rock ‘n’ roll band. I was planning on quitting as soon as I became rich and famous. I didn’t get rich, though I was semi-famous for a short period of time, as predicted by Andy Warhol.

**Favorite books:** Hornblower and the Hotspur by C.S. Forester. Horatio Hornblower, commander of one of the smallest ships in the British Navy during the Napoleonic Wars, saves the British Empire by his daring and decisive action, but sacrifices fame and fortune while doing it.

**You’re a musician, right? All time best album:** Sex, Love and Rock ‘n’ Roll by Social Distortion. After my wife gave it to me for Christmas, I listened to it almost every day for two years. My favorite artist is Tom Petty. The most important song ever: The Kingsmen’s version of ‘Louie, Louie’. Play that song anywhere in the world, and people get up and dance. It’s the song that launched a thousand bands.

**Hobbies:** I continue to play the electric guitar whenever given a chance. Last December, I returned to the stage as part of ‘The Soulphonies’ and hope to make additional appearances in the future. I also enjoy burning up non-renewable fossil fuels while riding my two BMW motorcycles: 1978 R80/7 and 1994 R1100RS (my ‘new’ bike) on roads that appear as squiggly lines on the map.

**What’s the future hold?** In terms of work, I think the next few years will see my position smack in the middle of the effort to bring content into the Library via various, and sometimes competing, formats. This is already happening, but it will intensify as vendors and publishers ramp up to offer libraries the choice between print and electronic format just as they now offer paperback or hardback editions. I have no doubt that some approval plans will offer ebooks as an option, and that will require revising the current way we look at the approval plan process. I also see outsourcing of book processing as more and more common as even Amazon now offers PromptCat treatment for titles. However, using outsourcing usually means less locally customizable options, and I think I will be working with others to determine whether or not such services, or which ones, best serve the needs of UT Libraries.

The Science of Pop Culture

In September of 2006, the Life Science Library began hosting the Science Study Break series. Four times a year, students join UT faculty members for cookies, chips, and chat about movies and TV shows.

Librarians Nancy Elder and Roxanne Bogucka came up with the idea for the series after talking about the popularity of science- and health-related entertainment. Realizing that many viewers passively accept scientific information presented in movies or on TV, Elder and Bogucka decided to ask faculty members to evaluate the science in these presentations. Bogucka works with the researchers to choose movie or TV scenes that they will use to illustrate scientific principles and to present library resources students can use to check the facts.

Over the course of this series, attendees have learned:

- “CSI” not only rips its crime stories from headlines, but its scientific methods from journals
- the writers of “24” were chillingly accurate users of bioterrorism research
- to be better diagnosticians than “House MD” by consulting two library databases
- actual spiders have mightier superpowers than Spider-Man

A recent Science Study Break took on the show most requested by attendees of previous programs—“BONES.” Dr. John Kappelman (Dept. of Anthropology) gave a fascinating presentation on tuberculosis in a Homo erectus skull, as a lead-in to the discussion of what scientists can and cannot deduce from skeletal remains.

Future programs will examine the science of the Jurassic Park movies (with Dr. Timothy Rowe, director of the Texas Memorial Museum) and critique Indiana Jones’ archaeological methods (with Dr. Lauri McInnis Thompson, Dept. of Anthropology).

Roxanne Bogucka is Science Instruction Librarian for the Life Science Library at The University of Texas at Austin.
Third Annual Nilsson Lecture Features Local Playwrights

The third annual David O. Nilsson Lecture in Contemporary Drama took a new slant this year with the convening of a panel of notable Austin playwrights to discuss the past, present and future of their art on both a local and universal scale.

Notable authors George Brant, Kirk Lynn, Steve Moore and Sherry Kramer addressed their position as straddlers – young, critically-acclaimed playwrights whose early successes in the 20th Century presaged the theatre’s trajectory into the 21st.

Though not necessarily natives, the featured playwrights all have some connection to Austin. George Brant is in the final year of a fellowship at the University’s Michener Center, and his most recent play, Elephant’s Graveyard, was chosen as one of the ten best by the Austin Chronicle. Kirk Lynn is the founder of the Rude Mechanicals theatre collective. His play The Method Gun, plays at the newly opened Long Center for Performing Arts in April. Sherry Kramer is an NEA fellow and New York Drama League awardee (What a Man Weighs) who is currently in residence at the Michener Center. Steve Moore is a Chicago native and University of Texas MFA graduate whose acclaimed works include Not Clown, and the very Austin play Nightswim about Roy Bedichek, J. Frank Dobie and Walter Prescott Webb.

The Nilsson Lecture was founded through the generosity of Dr. David O. Nilsson, a retired former faculty member of the University, now independent scholar and Ibsen aficionado. Past events have featured the Swedish novelist Lars Gustafsson (speaking on paradox in Ibsen’s The Wild Duck) and director of Shakespeare at Winedale James Loechlin (on Stanislavski’s contrarian production of The Cherry Orchard).

The panel discussion – which took place on April 10, 2008, at the Salvage Vanguard Theater – was moderated by artist, director, actor and Austin Chronicle arts editor Robert Faires. A reception preceded the event.

UT Libraries hosts annual ALADN Conference June 1-4, 2008

UT Libraries will host the annual Academic Libraries Advancement and Development Network (ALADN) conference this year at the Driskill Hotel in downtown Austin.

Organized in 1995, the group strives to offer networking and mutual problem-solving for professionals involved in advancement and development for academic and research libraries – through annual conferences, electronic listserv participation, and networking.

An annual conference is held each year, the first in 1997 at the University of California at Irvine. Attendance has steadily grown as the point where we expect upwards of 200 conferences at ALADN 2008 Austin. The conference spans 2-1/2 days, with a pre-conference as an additional day, designed to orient those new to library fundraising to the unique opportunities and challenges inherent to development activities in an academic unit without alumni.

This year’s conference will be held June 1-4, 2008 at the Driskill Hotel in Austin, Texas. Based on feedback from our constituents, programming will be focused primarily on marketing and branding libraries: introducing new technologies to prospective donors; and strategic and campaign planning. Linda Abbey chairs the conference planning. Norma Devries and Jeff Stuenkel are managing the on-line registration, with programming and support activities from ALADN colleagues representing the top academic research libraries in the country.

Registration is now underway. Learn more about ALADN by visiting the conference website: http://www.lib.utexas.edu/aladn/.
From the Vice Provost

The modern research university library embraces an exhilarating array of events, resources, and services. The day-to-day experience of working with the University of Texas Libraries certainly exemplifies that reality. As I review the scope of material laid out in this issue of our newsletter, I am struck anew by how fully engaged the Libraries are with the dynamically evolving practice of research, teaching, and publishing in our 21st century world.

From technical developments such as “Free the Books” blog that bring our resources to the digital “front door” of online users, to new endowments supporting the acquisition of critical materials in the life sciences, to the annual David O. Nilsson Lecture examining trends in contemporary theater – all of which you will read about in this newsletter – our libraries are active across the full spectrum of critical inquiry in the arts, sciences, and professional disciplines. Regardless of where your focus rests within this range, however, a constant and irreducible factor is the requirement for disciplined, innovative professionals who can imagine, assess, and deliver the necessary services.

This reality is firmly embedded in the Libraries’ current strategic goals, which include a commitment to invest in the requisite talent and expertise needed for a preeminent research library. We must develop a staff with strong management skills and who have the ability to provide leadership in the new information environment. It is also important that we continue to develop and recruit a staff with the bibliographic and technical skills and knowledge required in a complex research library. And it is essential that we foster a staff committed to providing the highest quality services.

Our new business librarian April Kessler brings real world experience to her charge that is invaluable in her ongoing relations with members of the University academic community as they train the next generation of business leaders. Kessler will be able to fulfill the needs of the University and, at the same time, a primary mission component of the Libraries through a hands-on interaction with the greater community aimed at shaping and delivering the service requirements of faculty and students.

Beth Dodd brings to her new position as Head Librarian for the Architecture & Planning Library years of experience and a connective familiarity as curator of the Alexander Architectural Archive. Having a long-standing member within the discipline’s community take the helm at the library ensures that there will be a continuity of past efforts and professional expertise based in practical experience with the principle constituencies of the library. Dodd is a prime example of the Libraries’ commitment to the nurturing and advancement of professional talent in the organization.

Associate Director for Development Gregory Perrin comes to the Libraries most recently from the College of Liberal Arts and previously from the non-profit community, providing him a broad base of experience from which to draw resources for the Libraries’ individual support and structural needs. Gregory meets a commitment to cultivating staff expertise in an area of principal importance in modern higher education – that of resource development for the needs of an institution in transition.

As we move forward in altering the established currents towards a dynamic modern library, we feel up to the task thanks in large part to the professional staff that serves as the foundation of our efforts.