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2012

## William H. Hannon Library Year in Review 2011 – 2012

William H. Hannon Library

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# William H. Hannon Library

2011 | 2012 BY THE NUMBERS

## EXPENDITURES

\$1,065,693	E-resources
\$3,523,756	Personnel
\$3,288,510	Capital print and electronic materials
\$898,815	Operating expenses

## PHYSICAL COLLECTION

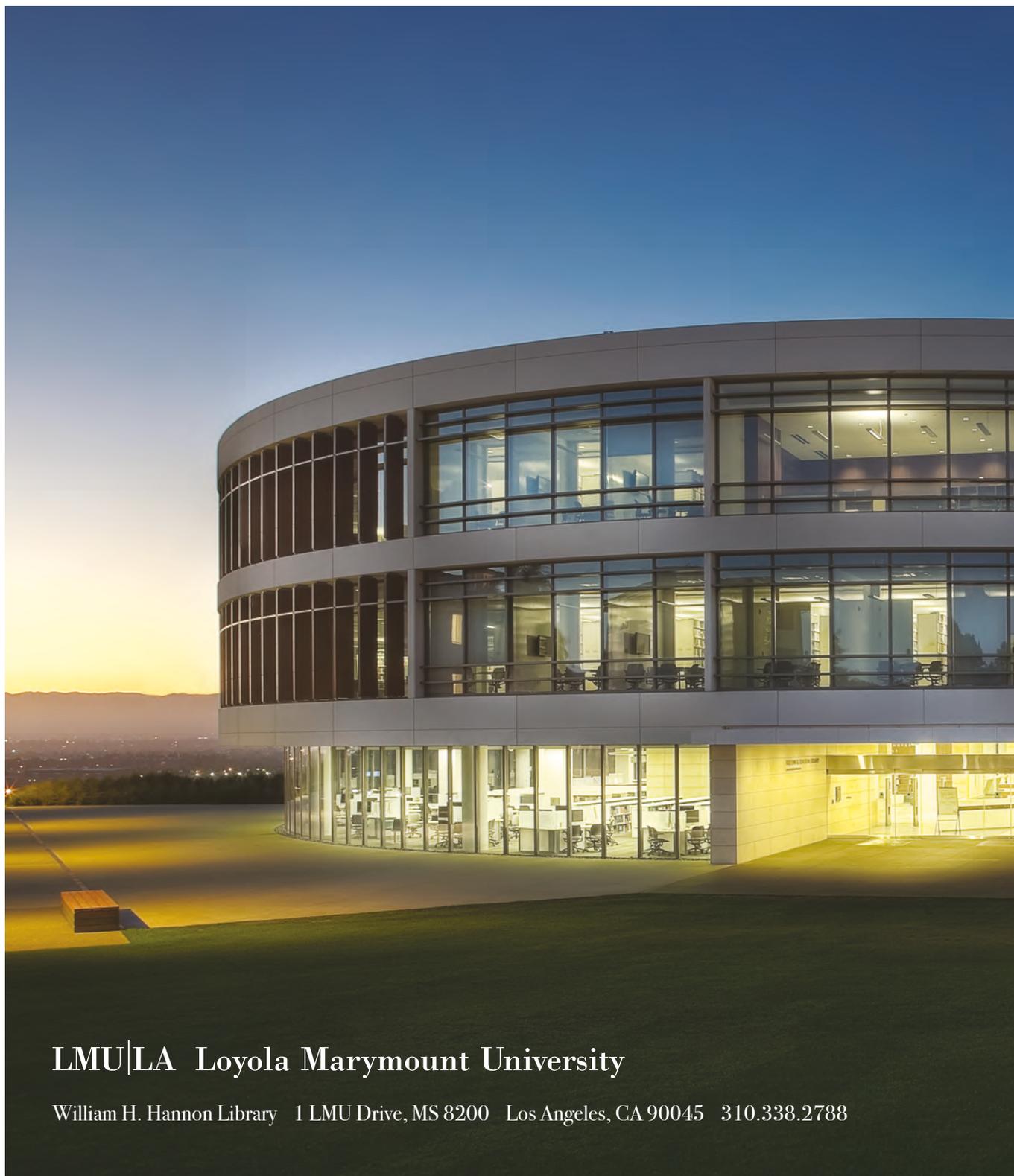
499,996	Books
98,447	Bound periodicals
29,700	CDs, DVDs, and other media
5,221	Archival collections (in linear feet)
1,310	Current print periodical subscriptions
1,030,584	Postcards

## ELECTRONIC RESOURCES

174,779	E-books
46,953	E-periodical titles
287	E-reference databases

## SERVICES

115,529	Check-outs and in-library use
156,753	E-reserve (ERes) document "hits"
534,793	E-resource document downloads
13,383	Reference questions
633,539	Total visitors
6,970	Students receiving library instruction
881	Laptops loaned
5985	Main stacks retrieval requests



LMU|LA Loyola Marymount University

William H. Hannon Library 1 LMU Drive, MS 8200 Los Angeles, CA 90045 310.338.2788

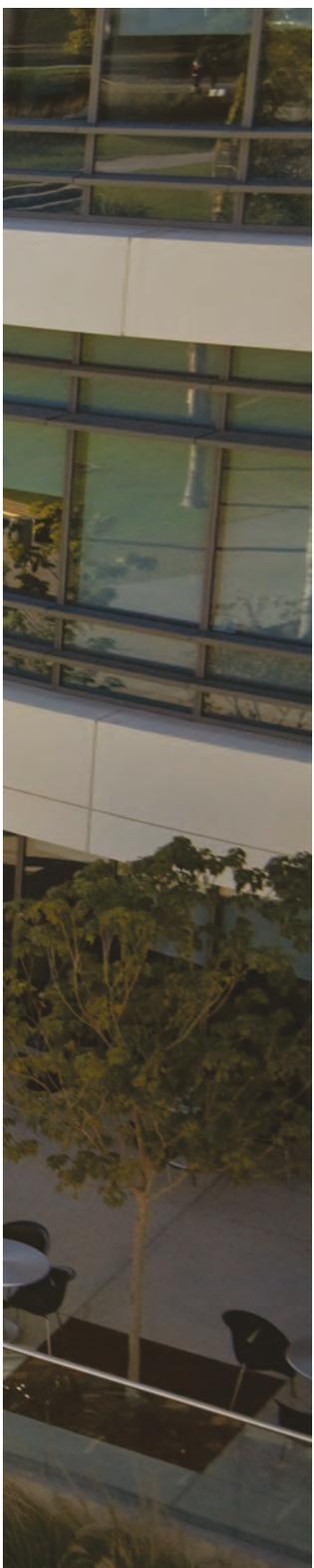


**YEAR IN REVIEW**  
**2011 | 2012**

William H. Hannon Library

**LMU|LA**  
Loyola Marymount  
University





## Message From the Dean

In 2011-2012, Loyola Marymount University celebrated its Centennial and on May 31, also closed the university's major fundraising campaign, "Right Place. Right Time. The Campaign for LMU." We are especially grateful for the thousands of donors who chose to give to the library during the Campaign. These donors gave a total of \$63,806,147 during the Campaign. This includes \$55.4 million given to build the William H. Hannon Library and approximately \$8.4 million given for other library needs. The William H. Hannon Library would not have been built without the generosity of our donors, especially the two foundations that gave the seminal gifts to kick off the effort to fundraise for the building, The William H. Hannon Foundation and The Bill Hannon Foundation. The library closed out the Campaign with two generous planned gifts from retired faculty Loretta M. Morris and Richard J. Morris and an anonymous alumnus. We begin the second hundred years of LMU's history secure in the knowledge that we have built a relationship with past and present donors that will carry us into the future.

As preparations were being made for the Centennial celebration, the staff of Archives & Special Collections in the library were hard at work with first Kevin Starr and later the printer of his monumental book, *Loyola Marymount University, 1911-2011: A Centennial History*. This book includes hundred of photographs and other images from our collections, with captions written by librarians and archivists. Digital images from the book may be viewed in our Digital Collections: [digitalcollections.lmu.edu](http://digitalcollections.lmu.edu). (Go to "The Atrium" and search for "Starr, K" or "Centennial.") Currently, there are approximately 350 images online, with many hundreds more to come in 2012-2013.

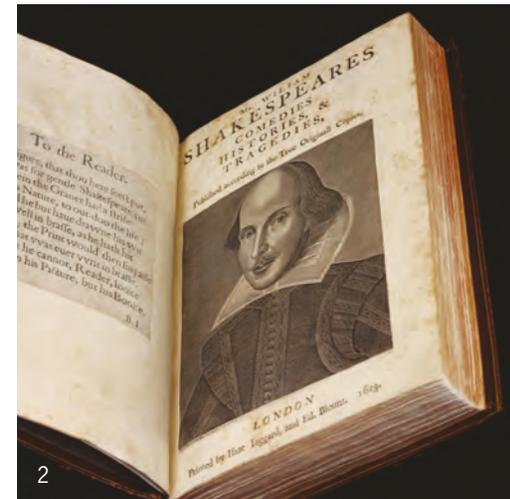
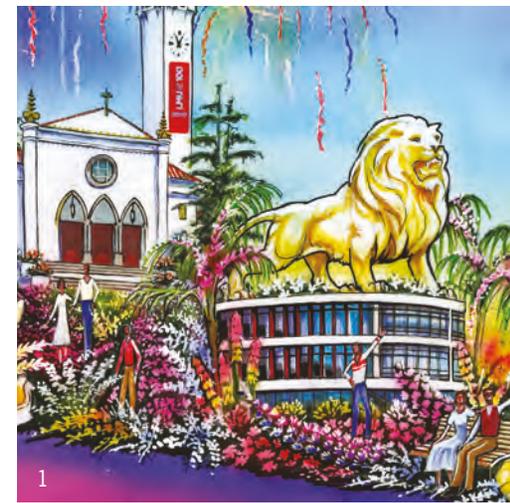
The library also honored its donors during the Centennial celebration. We featured gifts-in-kind and donor-funded gifts from our Archives & Special Collections in three exhibitions: *Sustaining Splendor: Art and Artifacts in the Library's Special Collections*, from October through December 2011, featuring works by Goya and Dali, Japanese netsuke and more; *Sustaining Scholarship: Archival Collections from the William H. Hannon Library*, from January through April 2012, including photographs, financial records, printed ephemera, author's rough drafts, diaries, maps, videotapes, and newspapers documenting the history of Los Angeles and the stories of Angelenos; and *The Heart, the Gift, and The Book*, from April through June 2012, presenting first editions, exceptionally beautiful specimens, and historically noteworthy volumes from our rare book collections. On April 23, we launched the exhibition with an evening of performances inspired by the works of William Shakespeare. It was a magical evening that reminded us how books and libraries uplift and inspire us, enriching and changing our lives. Please join us as we enter our second hundred years!

# Year in Review: LMU's Centennial

CYNTHIA BECHT | HEAD OF ARCHIVES AND SPECIAL COLLECTIONS, AND JAMIE HAZLITT | OUTREACH LIBRARIAN

Celebrating the university's Centennial was one of the library's highest priorities during the year. We were thrilled when the designers of the university's Rose Parade float chose to feature the William H. Hannon Library, along with two other icons, Sacred Heart Chapel and Iggy the Lion. The library's thematic focus may be captured in four words: alumni, students, donors, and collections. Our celebration included a wide array of programs and exhibitions, crowned with some significant rare book purchases (see page 10). Our programming was funded by the Academic Affairs Centennial Committee, the Bellarmine Forum, and the generosity of library donors.

In July 2011, the William H. Hannon Library opened the first of four exhibitions within the Archives and Special Collections gallery. The first was entitled *Learn. Lead. Serve: University Archives Celebrates 100 Years of LMU Student Life*. With our display of photographs, artifacts, and textiles, we introduced new students to our campus's rich history of student activity and reminded Alumni Reunion attendees of their own warmly-remembered past. Following our celebration of our students, we created a series of "show-stopper" displays, bringing out our greatest treasures in honor of the generous donors who gave them to LMU. Major collection highlights were grouped within the following exhibitions: *Sustaining Splendor: Art and Artifacts in the Library's Special Collections*, *Sustaining Scholarship: Archival Collections at the William H. Hannon Library*, and *The Heart, the Gift and The Book*. With these exhibitions, we explored the wonderful breadth of our resources, crowned by our magnificent First Folio (1623) of Shakespeare, the library's most valuable and noteworthy book. We pay tribute to our far-sighted and magnanimous donors whenever we display their gifts in gallery exhibitions or class visits but it was a memorable honor to thank them all as part of our Centennial festivities.



In spring 2012 we turned our spotlight to LMU alumni with a rousing literary series called “Alumni Authors,” which drew nearly 400 attendees over the course of the semester. The five alumni who returned to campus to share stories of how their time at LMU influenced their careers as authors and creative thinkers included Kelly Younger, Denise Hamilton, Gabriela Limón, Lisa See, and Kristen Tracy. For more information about these distinguished authors and their works, visit [library.lmu.edu/alumniauthors](http://library.lmu.edu/alumniauthors).

Near the end of the academic year, on Shakespeare’s birthday, April 23, we held a spirited and unique event created in partnership with the Marymount Institute for Faith, Culture and Arts. “The Heart, The Gift, and the Book: Shakespeare’s First Folio at LMU,” featured a choreographed performance essay of reading, film, and original music with a large cast that included faculty, alumni, staff, distinguished guests, and our university president. A viewing of our rare book exhibition and the Marymount Institute’s book launch of *In Possession of Shakespeare: Writing into Nothing* followed the performance. This, our final event, was part of the Bellarmine Forum’s celebratory series “Moving Forward, Looking Back: Imagining LMU’s Next 100 Years.”

1: IGGY THE LION PERCHED ATOP THE WILLIAM H. HANNON LIBRARY IN A RENDERING OF THE LMU ROSE PARADE FLOAT

2: DETAIL FROM THE HEART, THE GIFT, AND THE BOOK EXHIBIT

3: ALUMNA AUTHOR LISA SEE SIGNING BOOKS

The William H. Hannon Library Presents...

# ALUMNI AUTHORS

A series celebrating the creative literary accomplishments of alumni from Loyola Marymount University

**KELLY YOUNGER '94**  
Wednesday January 18, 2012 / 6 p.m.



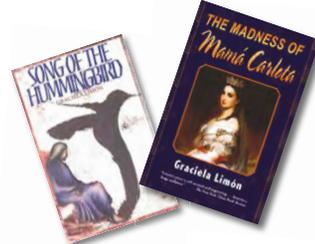
**DENISE HAMILTON '81**  
Wednesday February 8, 2012 / 6 p.m.



**LISA SEE '79**  
Wednesday March 7, 2012 / 6 p.m.



**GRACIELA LIMÓN '65**  
Wednesday March 28, 2012 / 6 p.m.



**KRISTEN TRACY '94**  
Wednesday April 11, 2012 / 6 p.m.



All events take place in the Von der Ahe Family Suite (Library L3)  
Free & open to the public  
Snacks and refreshments will be served

For more information, and to RSVP,  
visit <http://library.lmu.edu/alumniauthors>

LMU|LA Centennial Year

# Reading 1911

KRISTINE BRANCOLINI | DEAN OF THE LIBRARY

When brainstorming ideas for the Centennial, Head of Media & Access Services Rhonda Rosen posed this question: What if we read notable books published in 1911 and shared reviews of them with the LMU community? We wondered what people were reading when William H. Taft was our president. When the US population was 93,863,000, there were 46 stars in our flag, and the cost of a first-class stamp was only \$0.02. In 1911 a pilot crossed the U.S. by plane for the first time – and it only took 50 days.

For ten months in 2011-2012, librarians and guest reviewers selected titles to read and share, revealing in their reviews an early-20th century world filled with turbulent social, political, racial, and economic change – as well as whimsy and fun. The reviews were published on the Library News Blog and may also be read here: [libguides.lmu.edu/reading1911](http://libguides.lmu.edu/reading1911). Books and respective reviewers are listed below, along with the dates the reviews were published on our blog.

*Under Western Eyes*, by Joseph Conrad, reviewed by Glenn Johnson-Grau, Head of Collection Development, September 16, 2011.

*Jennie Gerhardt*, by Theodore Dreiser, reviewed by Kristine Brancolini, Dean of the Library, October 17, 2011.

*Ethan Frome*, by Edith Wharton, reviewed by Meghan Weeks, Systems Librarian, November 28, 2011.

*The Sea Fairies*, by L. Frank Baum, reviewed by Joseph Hellige, Provost, December 12, 2011.

*The Devil's Dictionary*, by Ambrose Bierce, reviewed by Walter Walker, Head of Cataloging, January 17, 2012.

*The Quest of the Silver Fleece*, by W.E.B. Du Bois, reviewed by Angela James, Associate Professor of African-American Studies, February 9, 2012.

*Wandering Stars*, by Sholem Aleichem, reviewed by Kevin Wetmore, Associate Professor of Theater Arts, March 9, 2012.

*The Montessori Method*, by Maria Montessori, reviewed by Ani N. Shabazian, Clinical Professor in the School of Education and Director of the Loyola Marymount University Children's Center, April 20, 2012.

*My First Summer in the Sierra*, by John Muir, reviewed by Christina L. Hennessey, Cataloging Librarian, June 27, 2012.

*The Innocence of Father Brown*, by G. K. Chesterton, reviewed by Tony Amodeo, Reference & Instruction Librarian, July 16, 2012.

# Bringing Service Staff Online @ LMU

JAMIE HAZLITT | OUTREACH LIBRARIAN

Back in 2010, led by library assistant Raymundo Andrade, we created a bilingual “Library Orientation and Tour” workshop geared towards predominantly Spanish-speaking staff in the university’s Facilities department in response to a growing awareness that this constituency was notably absent from any existing library outreach efforts. Because these staff members do not require a computer to perform the greater part of their job (thus keeping them “offline”), it was challenging to promote this workshop via our usual electronic methods such as email, the library’s homepage, e-newsletter, or news blog. Instead, we used grassroots efforts and word-of-mouth networks on campus to get the word out and generate support for this workshop.

Although this library orientation session received positive feedback from those who attended, overall attendance was poor. First through informal conversations with Facilities staff in break rooms across campus, and later through the results of a bilingual “LMU Service Staff Technology and Library Skills Survey” that we designed in partnership with Information Technology, we learned that our efforts to provide library skills to this group were premature; what they really needed were fundamental computer skills.

In 2011, using this data, we redesigned our approach to outreach and training with this group of patrons. In partnership with faculty, staff, and student volunteers from all across campus, Andrade redesigned the workshop to start with the very basics, and during 2011-2012, drew between 5-12 engaged attendees to each weekly drop-in session where bilingual volunteers were available to assist them one-on-one with exercises such as using a computer mouse, keyboard, and the very basics of web browsing. We intend to continue and expand this series; a unique community-building initiative that resonates with LMU’s mission of service and social justice.

1: RAYMUNDO ANDRADE ASSISTING SONIA MORALES DURING A WORKSHOP

2: COMPUTER WORKSHOP IN SESSION

3: CYNTHIA GONZALEZ, DIRECTOR OF DEVELOPMENT FOR LMU LATINO ALUMNI ASSOCIATION AND COMPUTER LITERACY WORKSHOP VOLUNTEER, WITH RAYMUNDO ANDRADE



# Undergraduate Library Research Award

ALEXANDER JUSTICE | REFERENCE LIBRARIAN

The seventh year of the William H. Hannon Undergraduate Library Research Award brought recognition to students from three different disciplines. The award recognizes undergraduate students who have made strong use of the library's holdings and resources to produce a paper or project of exceptionally high academic quality.

The 2012 first-prize winner (\$1,000) is senior history major Steven A. Solari for his research paper "Owens Valley on Tap – Early Los Angeles and the Quest to Quench Her Thirst." Stephen, who was nominated by Dr. Cara Anzilotti, made use of materials such as the J.D. Black Papers in the Department of Archives and Special Collections and primary sources available via library databases to tell the story of an early-20th century battle over water rights in southern California. As Los Angeles grew, the city had to find more water, but could only do so at the expense of other communities. The resistance of these smaller communities and the anguish of losing their way of life emerges from Stephen's research with poignancy.

The two honorable mentions each received \$450. Michael Madrinkian, a senior majoring in English, was nominated by Dr. Stephen Shepherd, for "The Lost Text: A Critical Edition of the Rych Cheyne." Michael's paper brought to light the probable origins and author of a manuscript held by the library's Department of Archives and Special Collections. Michael also received support from the library to travel to England on the trail of the manuscript's author.

Kelia G. McDonald, a senior natural sciences major, is now the first student to receive an honorable mention more than once, this year for "Effect of Training Mode on Post-Exercise Heart Rate Recovery of Trained Cyclists." Kelia's paper, nominated by Dr. Silvie Grote, presents original research into post-exercise measurements of heart rate to better understand the roles of the sympathetic and parasympathetic nervous systems in physical stress.

The university's institutional repository *Digital Commons @ Loyola Marymount University and the Loyola Law School* provides direct, free online access to these and all the winning submissions from the competition, and print copies are deposited with University Archives. We extend our warmest congratulations to our student winners and thank their faculty sponsors and judges for their participation.



# Digital Commons: Launching the LMU Scholarship Repository

TOBEYLYNN BIRCH | ASSOCIATE DEAN OF THE LIBRARY

In the summer of 2011, after a year of configuring *Digital Commons @ Loyola Marymount University and Loyola Law School* ([digitalcommons.lmu.edu](http://digitalcommons.lmu.edu)) and working with an advisory committee of LMU faculty members and academic administrators, we were finally ready to begin piloting procedures and workflows for uploading faculty publications. The initial scope of the project was to use C.V.s of advisory committee members to identify published articles for which publishers' permission to post to a repository was readily available. In fall 2011, the pilot would be expanded, with a formal campus launch of the repository scheduled for spring 2012. However, in August 2011 Carmen Mitchell, the Digital Projects Librarian leading the pilot, departed LMU, and work on the pilot was put on hiatus.

Meanwhile, Bepress contacted us about their Digital Commons™ Kick-Start service, through which a Bepress outreach team would (a) populate Faculty Works series for selected departments with publications; (b) create and populate SelectedWorks pages for faculty in those departments; and (c) provide training to library staff on repository best practices and workflows. Rather than risk losing momentum on the development of the scholarship repository, library leadership decided to contract with Bepress for the Kick-Start service. The project was funded from donations in the Dean's discretionary fund.

In November, the Bepress outreach team began compiling citation data for publications authored by current LMU faculty in the departments of accounting, finance, biology, mathematics, mechanical engineering, communication studies, economics, English, philosophy, political science, psychology, and theological studies. After performing rights-checking of publishers' policies for the 1,031 citations compiled, 112 publications were determined to have the appropriate permissions to deposit in an institutional repository. In January 2012, librarian liaisons contacted the faculty authors of these publications, informing them of the scholarship repository initiative and providing an opportunity to opt out of having their publications deposited. Only one faculty member declined.

By the end of February, 38 faculty SelectedWorks pages had been created and 106 faculty publications had been posted to *Digital Commons @ Loyola Marymount University and Loyola Law School* and faculty SelectedWorks pages. In the seven months since the faculty publications were posted to *Digital Commons @ Loyola Marymount University and Loyola Law School*, there have been over 6,500 downloads of 89 different articles across 11 disciplines.

1: STEVEN A. SOLARI WITH DR. CARA ANZILOTTI

2: MICHAEL MADRINKIAN WITH HIS MOTHER CAROLYN L. MADRINKIAN

3: KELIA G. MCDONALD (CENTER) WITH DR. TODD SHOEPPE (L) AND DR. SILVIE GROTE (R)

# Story Time Now in Session!

SILVIA GUTIERREZ | EDUCATION LIBRARIAN

The William H. Hannon Library strives for inclusiveness with all LMU community members and this includes our youngest students: the children from the Loyola Marymount University Children’s Center. In November 2011, the library added story time to our list of services. Each week, twenty preschoolers, with books tucked under their arms, skip into the library for their scheduled appointment – story time.

The children’s literature collection, added in August 2011, provides colorful picture books and beginning reader nonfiction for the weekly sessions with the youngsters. These books captivate the children’s attention as they are exposed to early literacy and language skills – expressive and receptive language, phonics awareness and print knowledge. The interactive sessions include puppets, props and flannel boards, as the children learn the importance and thrill of reading by listening to stories, playacting, and reciting rhymes.

The gathering concludes with the children exploring the shelves to browse the many books available, and selecting one to check-out.

These weekly visits may be their first formal introduction to the Hannon Library and many years from now they may return as university students and fondly remember sitting “criss-cross applesauce” for story time in room 117.



# Looking Forward: A New Path for the Library's Archival Collections

CYNTHIA BECHT | HEAD OF ARCHIVES AND SPECIAL COLLECTIONS

This year, the Department of Archives and Special Collections embarked on the complex path of processing and making available its first large-scale audiovisual collection. With the gift of The Bill Rosendahl-Adelphia Communications Corporation Collection of Public Affairs Television Programs, donated by Los Angeles councilmember Bill Rosendahl, the library addressed the need for media preservation and access within our department.

The collection contains over 3,450 public affairs programs from television shows such as *Week in Review*, *Beyond the Beltway*, *Local Talk*, *The God Squad*, *Mideast Perspective*, and *Personal Best*, which were originally broadcast between 1987 and 2006 on two cable access channels in Southern California.

In addition to documenting Rosendahl's career as executive, producer, and on-screen host, the collection offers an illustrative view of the broad range of programming that can be found on locally-produced, cable access stations. Most of the programs feature panels of journalists, politicians, and experts from various fields offering their views on political and social matters of the day. Rosendahl's election specials filled a gap in broadcast journalism in Los Angeles by featuring in-depth coverage of local and state campaigns that was virtually non-existent on commercial outlets. These program materials build upon the department's strengths in Los Angeles and Southern California history.

In the spring of 2011, the library hired a project archivist specializing in audiovisual preservation to process this large-scale collection. During the eight-month project, individual videotapes were inventoried, inspected, and re-housed in archival storage boxes. In December 2011, processing was completed and the searchable collection guide was published on the *Online Archive of California* (OAC): [www.oac.cdlib.org](http://www.oac.cdlib.org).

Just a few months after we opened the Rosendahl-Adelphia collection, we began to process another large archival video acquisition within the Leavey Center for the Study of Los Angeles Research Collection, donated by KCET-TV (see page 11). We are glad to have added both these unique, audiovisual collections to our rich treasure trove of cultural artifacts.

# Significant Acquisitions in Archives and Special Collections

CYNTHIA BECHT | HEAD OF ARCHIVES AND SPECIAL COLLECTIONS

During our university's Centennial celebration year, we selectively built upon the greatest strengths of our rare book collection. The following notable titles add depth to several of our key collecting areas, including Catholic works, English Reformation history, and British literature.

- ▶ Jane Austen. *Northanger Abbey* and *Persuasion*, issued together. London, 1818. Published in the year following Austen's death, these final novels to make their way into print were the first to reveal her identity, within the biographical preface written by her brother. They make a wonderful companion set to our long-held first edition of *Sense and Sensibility*, authored simply "by a Lady."
- ▶ Bible. New Testament. Douay-Rheims version. Antwerp, 1600. The Rheims New Testament is the first Roman Catholic version in the English language. It provided a rich vocabulary and phrasing that ultimately influenced the translators of the King James Bible. Our copy is the second edition.
- ▶ Eusebius of Caesarea. *Historia Ecclesiastica*. Mantua, 1479. This work by Eusebius, called the "father of Church history," is currently our oldest printed book, increasing our number of incunabula (that is, books printed within the first century of Gutenberg's invention) to five. We look forward to a time when we may count our incunabula on more than one hand, as they are a vital component to our sharing the history of the book with visiting classes.
- ▶ [Thomas More, death of]. *Expositio Fidelis de Morte D. Thomae Mori*. Basel, 1535. The first edition of the most famous translation of the "Paris-Newsletter," recounting the execution of Sir Thomas More within weeks of his death. It was printed by Johann Froben most likely under the guidance of Erasmus, both of whom had collaborated with More in happier times, producing the renowned 1518 illustrated edition of his *Utopia*.
- ▶ Herman Melville. *Moby-Dick, or The Whale* (New York, 1854). We ended our Centennial year with the purchase of a major "wish-list" title which had long been requested: the first edition of *Moby-Dick*. As we had dedicated the acquisition of *Jane Eyre* last year to the first Centennial graduating class of 2011, this year we dedicated *Moby-Dick* to the Centennial graduating class of 2012.

The acquisition of this American masterpiece was made possible by support from the T. Marie Chilton Endowment Fund, the Frank Sullivan Fund, and from Loretta M. Morris and Richard J. Morris.



1

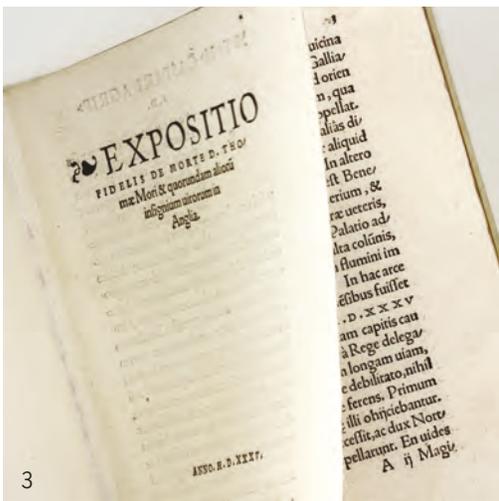
Gifts-in-kind to Archives and Special Collections this year were a special cause for major celebration as they represent the wide diversity of our collecting interests. Selected highlights from our year of gifts include the following:

- ▶ Sefer Torah manuscript scroll. Early 20th century. Gift of Dr. Martin Johnson.  
Our final donation of LMU's first hundred years is an extraordinary Hebrew Torah manuscript, written in a Jewish scriptorium either in Poland or Russia. The scroll is no longer deemed fit for ritual usage and was donated for research, exhibition and class visit use.



2

- ▶ Anton Grauel. Madonna and Child. Ceramic sculpture, 1954. Gift of Sister Frances Gussenhoven, RSHM.
- ▶ *Life and Times* and *California Connected* Media Collections. Gift of KCET-TV.  
In the spring of 2012, KCET, a Los Angeles-based independent television station, donated over four thousand videotapes and comprehensive production files from two of their popular and award-winning public affairs programs, *Life and Times* and *California Connected*. The programs, dating from 1992 to 2007, offer in-depth reports on local and statewide issues such as politics, education, the environment, demographics, transportation, science, culture and arts. This marks the second large archival media collection acquired by the library (see p. 9).



3

We are grateful for the generosity and thoughtfulness of all of our donors. Because of them, we are able to move into LMU's next century with a vibrant and growing collection to meet the university's academic needs.

- 1: SEFER TORAH MANUSCRIPT SCROLL FROM EARLY 20TH CENTURY
- 2: LIFE AND TIMES AND CALIFORNIA CONNECTED MEDIA COLLECTION
- 3: EXPOSITIO FIDELIS DE MORTE D. THOMAE MORI. BASEL, 1525

# Initiating Our Librarian-in-Residence Program

TOBEYLYNN BIRCH | ASSOCIATE DEAN OF THE LIBRARY

The American Library Association recently reported that diversity in the library workforce still lags behind diversity in our communities ([www.ala.org/offices/diversity/diversitycounts/divcounts](http://www.ala.org/offices/diversity/diversitycounts/divcounts)). Ethnic minorities account for 35% of the nation's population but only 12% of credentialed librarians. Overall, the LMU library has had a diverse staff, with ethnic minorities holding 36-40% of all library positions over the last couple of years. However, in 2010-11 only 8.7% of the 23 librarian positions were held by ethnic minorities. To address this disparity and to promote diversity in the broader library profession, we implemented a Librarian-In-Residence program.

The program offers a two-year residency to a recent library school graduate, who otherwise might have difficulty securing a professional position in a job market that often favors those with professional experience. The residency provides an overview of professional library work through four-month assignments in four functional areas, followed by an eight-month assignment in one of those areas for further specialization. Throughout the residency, the incumbent is afforded the opportunity to engage in professional development and service activities both on and off campus.

In September 2011, we began recruiting for our first Librarian-in-Residence. To help meet our goal of increasing ethnic diversity among our librarians, special attention was given to recruiting from underrepresented groups by posting the position with the Black Caucus of the American Library Association (BCALA) and the Asian Pacific American Librarians Association (APALA). Unfortunately, REFORMA (which serves as a network for Latino librarians) no longer posts job openings. Within three weeks, we had received 185 applications. There were many qualified and interesting applicants in this pool, which the search committee finally narrowed to five top candidates, of which four were interviewed. In January 2012, we welcomed Cynthia Mari Orozco as our first Librarian-in-Residence, but any one of the final four candidates would have been a fine addition to our library.



We not only gained a terrific librarian in this recruitment; we also gained some insights. First, there are a large number of talented library school graduates who, in the current job market, have been unable to secure full-time professional employment, even two years after graduation. Many are relying on internships, fellowships, or other part-time, temporary positions to add professional experience to their resumes. We are concerned that the window of opportunity to become professional librarians may soon close for some of these graduates, which leads to our second insight. Even without professional experience, many of these graduates demonstrate aptitude and talents that would benefit any library. We must reconsider our practice of preferring applicants with experience for what are essentially entry-level positions and instead embrace the opportunity of mentoring and learning from fresh recruits to our profession.

## Demand-Driven E-book Purchasing

CHARLES HILLEN | HEAD OF ACQUISITIONS AND SERIALS, AND GLENN JOHNSON-GRAU | HEAD OF COLLECTION DEVELOPMENT

The 2011-2012 year marked a major expansion of the library's collection of e-books. The library has offered e-books that can be used on both computers and dedicated e-book readers for over ten years, so we know that our patrons appreciate unlimited, 24/7 access to book content. We have mostly offered e-books through leased collections that provide a lot of "bang for the buck" with broad, multidisciplinary coverage and a critical mass of titles across all disciplines—all at a low cost per title. Our goal for the year was to expand the pool of available e-books while building a customized collection of resources that met the specific needs of LMU users, while ensuring LMU would own the titles rather than being subject to the vagaries of a rapidly changing publishing market in which titles can be pulled haphazardly from a leased collection. This complementary paradigm of leased collections for breadth and purchased titles for depth led us to adopt a model called Demand-Driven Acquisition (DDA). The DDA model provides a flexible framework in which the library provides patrons access to e-book titles through the library catalog that are only purchased only after the usage passes a certain threshold.

We view the DDA model as part of an incremental approach that allows us to transition from a largely print-based book collection to a largely electronic book collection over the next decade or more, giving us time to adjust as user behavior and publishing trends evolve. We anticipate that we will be buying print books for many years, but we anticipate the growth will be on the e-book side.

We implemented DDA in two phases. In phase one, from February through August 2011, we created a pool of DDA titles in a representative range of disciplines. Purchases in the pilot were substantial and continuous, demonstrating to us that patrons had a need for e-content that was unavailable in our existing leased collections. We also learned that retrospective publication dates were desirable and that e-books in all disciplines, including humanities titles, were highly used.

Phase two, a full implementation of DDA across all disciplines, was a major undertaking because it required us to match e-book purchase candidates against our collecting areas across the library. By October of 2011, we added over 40,000 DDA records to our catalog—the largest such project done to date by our e-book vendor, ebrary. This full implementation was a major success, although not without its challenges. For example, we had to quickly respond to issues centering on controlling multiple editions of works, confusing monograph series enumeration, and duplication among e-book providers. We also learned that purchases increased throughout the semester, making it difficult to project costs for the entire year. No clear pattern emerged.

From October 27, 2011 through May 31, 2012, 1096 e-book titles were purchased, or a bit more than ten percent of all the books we purchased during the period. The subject areas with the largest number of purchases were social sciences, history, and business and economics. These books came mostly from the major university press and trade book publishers, including Cambridge, Taylor & Francis, John Wiley & Sons, and ABC-CLIO. Front list titles from 2010-2011 were the most widely purchased, with the majority of the acquired titles published across the last ten years. Books published prior to 2002 represented 10.3% of the overall titles purchased, which exceeded our expectations for retrospective imprints. Many other disciplines were represented in the purchases as well, such as English, Education, Theological Studies, Fine Arts, Philosophy, and disciplines across the Sciences.

Unlike a more traditional “just in case” purchasing model, providing access that triggers a purchase at the point of need ensures that a title that was useful to the initial patron, but with DDA it will also be available to others in the LMU community in the future. With publishing in a tenuous state of flux for years to come, the efforts of the past year represent a more confident step down the path toward a future with an increasingly prominent role for e-books. However, many issues remain unresolved. The library will be challenged to continuously rebalance the ratio of print to electronic books and will have to realign our budget accordingly. We know that e-books are being used, but we also know that print books are still circulating—often the same books in both formats. We will regularly evaluate usage in both formats to determine when we have reached the print-to-electronic “tipping point.” That means that the collection will gradually transform from one of primarily print materials that are supplemented by e-books to a primarily e-book collection with an essential print component.

# Information Literacy and the New Core Curriculum

SUSAN GARDNER | HEAD OF REFERENCE AND INSTRUCTION

In spring 2011, LMU's faculty and librarians approved a new Core Curriculum that will be implemented in fall 2013. For the first time, information literacy is included in the university's Undergraduate Learning Goals and Outcomes. The new information literacy student learning outcome states that students will be able to identify information needs, locate and access relevant information and critically evaluate a diverse array of sources. Students today grew up in the information age, with information constantly at their fingertips. They approach research expecting it to be fast and easy, and look to Google as the main authority. An important part of a college education is learning how to evaluate information sources more critically. Because of the staggering amount of information readily available, today's students need more guidance than ever to judge different kinds of "arguments" or "proof." Finding information is easy, but they need to know how to evaluate the quality of these sources and where to get the "good" information.

The new Core Curriculum will institutionalize this important information literacy training, currently only provided at the request of faculty. The library is working to help faculty incorporate information literacy learning outcomes into the new Core. Three librarians served on various Core Curriculum committees, where they helped write the criteria for several courses. We also gave two presentations at the LMU Center for Teaching Excellence intended to educate faculty about information literacy.



Information literacy will be directly embedded in the First Year Seminar and Rhetorical Arts courses, both required courses for all freshmen. At least 10% of the course grade will be on the basis of assessed information literacy skills. In addition, all students are required to take an additional course at the upper division level that has been "flagged" for information literacy and at least 10% of the total course grade assesses information literacy skills appropriate to the subject and content of the course. Learning outcomes could include selecting information that provides relevant evidence, finding and using scholarly and discipline-specific professional information, and evaluating sources for bias, authority, and reliability. We look forward to collaborating with faculty to ensure that every LMU graduate masters these vital skills.

# Meet Our New Librarians

## Silvia Gutierrez

Silvia held a visiting appointment as Education Librarian from October 2011 through September 2012. Her assignment was to provide outreach to the LMU Family of Schools and the campus Children's Center and to expand the Curriculum Materials Collection children's book and textbook collections. For an article about Silvia's story times in the library, see page 8. Silvia came to us with many years of experience working as an elementary and secondary school librarian for the Long Beach Unified School District and Los Angeles Unified School District. She has also worked as Young Readers' Librarian at the Peninsula Center Public Library. Silvia holds a M.L.I.S. and School Library Media Credential from San Jose State University and her Multiple Subject Teaching Credential from California State University Dominguez Hills.



## Cynthia Mari Orozco

Cynthia is our first Librarian-in-Residence, a two-year appointment. Starting in Reference & Instruction, Cynthia will work four functional areas during her first year and then select a department in which to work for her second year. For more information about our Librarian-in-Residence Program, see page 12. Cynthia began work in January 2012. Prior to coming to LMU, she completed a remote internship for the Smithsonian Institution Libraries, an Association for Research Libraries Career Enhancement Program fellowship at the University of California, San Diego, and provided volunteer reference service at the Hirasaki National Resource Center at the Japanese American National Museum. She completed her M.L.I.S. from San Jose State University in 2011. She also holds an M.A. in Latin American Studies, with concentrations in Women's Studies and Anthropology, from San Diego State University.



## Shilpa Rele

Shilpa is the new Digital Program Librarian, a newly-expanded position that incorporates responsibility for both our Digital Collections and our *Digital Commons @ Loyola Marymount University and Loyola Law School* institutional repository. Shilpa arrived at LMU in January 2012. She returned to Southern California from the University of Miami, where she was Metadata Librarian. Prior to this position, Shilpa completed a number of digital library internships at UCLA, the Los Angeles County Museum of Art, and the Getty Research Institute. In 2010, Shilpa was selected to participate in the American Library Association's Emerging Leaders Program. In further recognition of her potential as a library leader, Shilpa was selected to attend the Minnesota Institute for Early Career Librarians from Traditionally Underrepresented Groups in July 2012. Shilpa received her M.L.I.S. from UCLA in 2009; she holds two additional master's degrees, an M.A. in History from the University of Mumbai and an M.A. in Art History from the University of Minnesota.

## Rachel Huichong Wen-Palotzian

Rachel holds a one-year visiting appointment to fill in for librarian Christine McGowan, who is on leave of absence for the 2012 academic year. Rachel arrived in July 2012. Her position is Special Collections Metadata Librarian; her primary responsibility will be to create metadata, working with the Digital Library Program's metadata team. She will also be cataloging rare books, including some Chinese-language titles, and assist in teaching classes that visit Archives & Special Collections. A native of Guangdong province in mainland China, Rachel is fluent in Mandarin and Cantonese. Prior to coming to LMU, Rachel was the Digital Project Coordinator for the UCLA Visual Resource Collection in the department of Art History. While in library school she completed internships at the Los Angeles Public Library, the USC University Archives, and the Art Center College of Design Visual Arts Library. She was also Graduate Archivist Fellow at the UCLA Center for Primary Research and Training. Rachel completed her M.L.I.S. from UCLA in 2011.

# Selected Works by Librarians

## Poster Sessions

Hazlitt, Jamie, and Courtney Hoffner. (April 2012). "Supporting our Invisible Patrons: Engaging Staff on a University Campus." (April 2012). Poster presented at *California Academic and Research Libraries (CARL) Conference*, San Diego, CA.

Hazlitt, Jamie, and Raymond Andrade. (June 2012). "The William H. Hannon Library: Bringing Under-served Staff 'Online' at Loyola Marymount University." Poster presented at the *American Library Association (ALA) Annual Conference*, Diversity and Outreach Fair, Anaheim, CA.

Masunaga, Jennifer, and Cynthia Orozco. (May 2012). "LMU Librarians." Poster session on Academic Librarianship presented at *Orange County REFORMA's Library Leadership for the 21st Century Conference*, Anaheim Plaza Hotel, Anaheim, CA.

## Presentations

Archambault, Susan Gardner. (June 2011). "Assessment of Student Learning in a Freshman English Library Instruction Program." *6th Evidence Based Library and Information Practice Conference*, Salford, UK.

Archambault, Susan Gardner, Eleanora Dubicki and Louise Gordon. (April 2012). "LibGuides Tips and Tricks: Thinking Outside the Box." *2012 Librarians Information Literacy Annual Conference (LILAC)*, Glasgow, UK.

Archambault, Susan Gardner. (May 2012). "In Search of Patterns at the Desk: An Analysis of Reference Question Tracking Logs." *QQML (Qualitative and Quantitative Methods in Libraries) 2012 Conference*, Limerick, Ireland.

Archambault, Susan Gardner and Kenneth Simon. (May 2012) "From Usability Study to Innovation: Implementing LibAnswers at Loyola Marymount University." *QQML 2012 Conference*, Limerick, Ireland.

Archambault, Susan Gardner and Kenneth Simon. (June 2012). "Apples and Oranges: Lessons from a Usability Study of Two Library FAQ Web Sites." 18th Annual Reference Research Forum, *ALA Annual Conference*, Anaheim, CA.

Hazlitt, Jamie, and Kenneth Simon. (March 2012). "Growing and Preserving an Academic Library Facebook Community." *Association of Jesuit Colleges and Universities (AJCU) Conference on Libraries and Information Technology Management*, Boston, MA.

Hillen, Charles, and Glenn Johnson-Grau. (November 2011). "Demand-Driven Success: Designing Your PDA Experiment." *The Charleston Conference: Issues in Book and Serial Acquisition*, Charleston, SC.

Johnson-Grau, Glenn, and Charles Hillen. (December 2011). "Demand-Driven Success: Designing Your PDA Experiment." *Southern California Technical Processes Group Workshop on Patron-Driven Acquisitions (PDA)*, Los Angeles, CA.

Kennedy, Marie R. (April 2012). "Collaborative Marketing for Electronic Resources." *Annual Conference of Electronic Resources and Libraries*, Austin, TX.

Kennedy, Marie R., Dani Roach, Anna Creech, Xan Arch, Derrik Hiatt, Mary Bailey, Martha Rice Sanders, and John Holm. (April 2012). "All You Can ERMS: Laying Out the Buffet of eResource Management Systems." Panel presentation at the *Annual Conference of Electronic Resources and Libraries*, Austin, TX.

Masunaga, Jennifer. (December 2011). "iRove: Roving Reference with iPads." *California Academic Reference Librarians Discussion Interest Group-South (CARL-DIG)*, CSU Channel Islands, Camarillo, CA

Rele, Shilpa. (January 2012). "Bibliographic Control: A Meeting Between Educators and Practitioners." *American Library Association Midwinter Conference*, Dallas, TX.

Simon, Kenneth. (June 2011). "Keeping a Gimlet Eye on Reference Data." RUSA MARS Hot Topics in Electronic Reference Discussion Group at *American Library Association Annual Conference*, New Orleans, LA.

Simon, Kenneth. (December 2011). "Replay Your Reply: Screencast on the Fly!" Reference Shopping Spree at *California Academic Reference Librarians Discussion Interest Group South (CARLDIG-S)*, Camarillo, CA.

Slater Acosta, Elisa. (May 2012). "The Assessment Buffet, Coming Back for Thirds." *LOEX (Library Orientation Exchange) Annual Conference*, Columbus, Ohio.

Slater Acosta, Elisa. (June 2012). "Navigating the One-Shot Instruction Session: Using Assessment to Drive Instruction." *LOEX of the West*, Burbank, CA.

Stalls, Clay (William). (April 27, 2012). "Shady Dealings? Daniel Freeman's Failed Centinela Land Company." *Annual General Meeting, Society of California Archivists*. Ventura, CA.

Walker, Walter. (June 2012). "Faster, More, and Not Worse: Improving Cataloging Workflows at LMU." *American Library Association Annual Conference*, Anaheim, CA.

## Publications

Amodeo, Tony. (March 2012) "Help! They just made me the Religion Librarian... and I'm only spiritual!" *Catholic Library World*, 82.3: 195-202.

Archambault, Susan Gardner. (2011) "Library Instruction for Freshman English: A Multi-Year Assessment of Student Learning." *Evidence Based Library and Information Practice* 6, no. 4: 88-106.

Hennessey, Christina. (April 2012). "ACM Digital Library." *The Charleston Advisor*, 13.4: 34-38.

Hennessey, Christina. (September 2011). "Practical Strategies for Cataloging Departments." *Online Audiovisual Catalogers (OLAC) Newsletter*, 31.3.

Kennedy, Marie R., and Kristine R. Brancolini. (2012). "Academic Librarian Research: A Survey of Attitudes, Involvement, and Perceived Capabilities." *College & Research Libraries*, 73, no. 5: 431-448.

Kennedy, Marie R. (2011). "Collaborative Marketing for Electronic Resources." *Library Hi Tech News* 28(6): 22-24.

## Awards

Hazlitt, Jamie. (July 2011). Awarded \$2500 National Endowment for the Humanities (NEH) grant to bring traveling exhibition *Manifold Greatness: The Creation and Afterlife of the King James Bible* to the William H. Hannon Library in January, 2013.

Hazlitt, Jamie. (March 2012). Constant Contact "All Star" designation for *Happenings @ Hannon*, the library's monthly e-newsletter. This designation is awarded to only 10% of Constant Contact's 500,000+ clients, and recognizes excellence in marketing and communication using their tools.

Hazlitt, Jamie. (April 2012). American Library Association PR X-change Honorable Mention. 2010-2011 William H. Hannon Library Year in Review (Category: Booklet); LMU Under the Stars (Category: Poster)

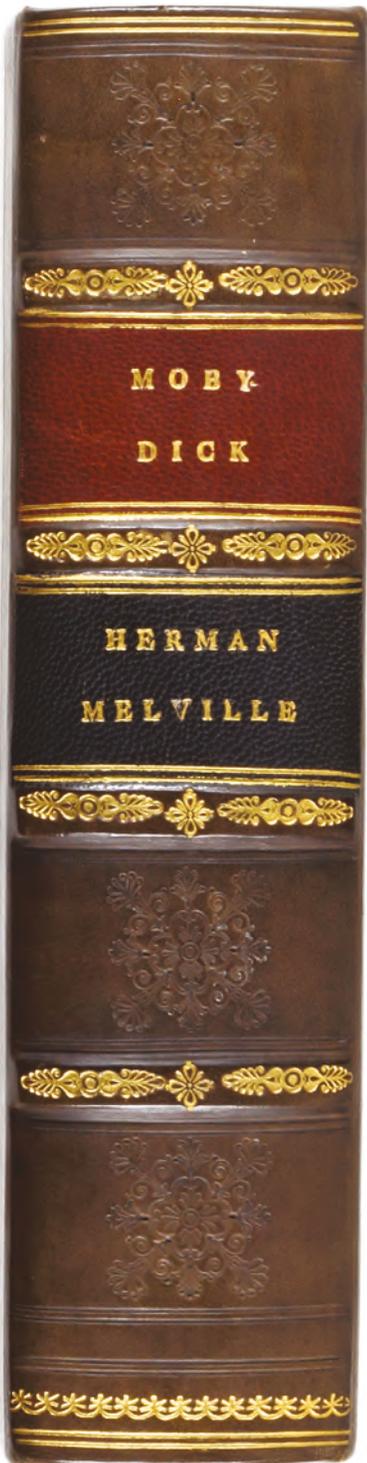
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