



The Link *Rentschler Library Faculty Newsletter. Summer 2010*

engage | explore | inform | innovate | seek | discover | inspire | preserve | create | support | communicate | imagine | transform



With the 2009/2010 academic year over and a new one set to begin, now seems to be a good time to look back at our accomplishments and to prepare for a new crop of eager researchers. Last year, we added new services like Research by Appointment and Text Message Reference, and we started “embedding” librarians into Blackboard course sites. We also boosted our online presence with a revamped website, a new blog, and a library facebook page (www.facebook.com/Go2Library). We made new friends, said goodbye to old ones, and drank a lot of coffee.

While we’re not sure what next year will bring, we can definitely predict a few things. Namely, we will continue to try innovative strategies to serve our students, explore new technologies that facilitate information discovery, and we will persistently seek to shatter library stereotypes. And we’ll probably drink a lot more coffee.

SHATTERED! Rentschler Library Dispels Common Library Myths

Myth #1

Nobody reads books anymore.

Reality: Rentschler Library boasted 8,889 total book checkouts during this past academic year, an increase of 27% over last year’s 6,997 book checkouts.

What We’re Doing: We’re making it easier for students to check out books from any OhioLINK library, to renew their materials online, and to return books at the time and place that is convenient for them. We are also working hard on building a collection that is current & relevant to their needs; in fact, we purchased 2,137 new items this past year.

What You Can Do: Check out our books! And, please give your Subject Liaison a copy of your syllabus each semester—this helps us select materials that support topics covered in your lectures and class assignments.

Myth #2

Libraries aren’t used in the “Age of Google”.

Reality: Visits to Rentschler Library increased 24.8%, from 48,132 the previous year to a staggering 60,073 visits this academic year!

What We’re Doing: Quite simply, we show students that we care about their success. As an active partner in the campus’s supportive learning network, we forge meaningful connections to our students that persist throughout their academic careers.

What You Can Do: Work with us to design research assignments that require students to use a variety of resources. Don’t allow your students to join the sad ranks of graduates who brag about getting a diploma without ever reading a book or using the library.

Myth #3

The library is open 7 Days a Week for a Total of 69 Hours During the Academic Year

Reality: True, but we also have a strong online presence that supports student research 24/7. Our redesigned website boasts 240 pages of new content & provides access to more than 30K electronic journals & 172K electronic books. From just March through June, the site had 9,257 visits from 3,431 unique visitors.

What We’re Doing: We’re meeting our users where THEY are: online via our website, blog, & facebook page. We’re providing access to electronic content that students can use any time, anywhere.

What You Can Do: Go to www.ham.muohio.edu/library & discover “the library that never closes” for yourself.

Myth #4

Today’s students are tech savvy (so they don’t need help with research).

Reality: Well, if this were true, we probably wouldn’t hear so many faculty complaints about the resources students choose (or have so many frustrated students that don’t know how to find, evaluate, OR cite them!)

What We’re Doing: Library instruction, individual research appointments, & replying to research questions via instant messaging, text, email, & facebook prompts. Fall semester alone we did 84 library instruction sessions—a 29% increase over the previous fall!

What You Can Do: Include the library’s website on your syllabus, use your Blackboard site to embed library video tutorials that demonstrate how to search library databases,

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SHATTERED Library Myths, cont.

& make sure your students know that we are here—and happy—to help them. Oh, and don't forget to schedule a library instruction session if your class requires research!

Myth #5

Shhhhh...the library is a quiet place .

Reality: The library is THE student collaboration destination on campus— we save our “shushing” for the dedicated “quiet zone” at the rear of the library.

What We're Doing: The library has been physically transformed to meet the needs of today's students. Two group study rooms offer space to design projects & rehearse presentations, while a variety of audiovisual materials, computer software, & digital equipment gives students the tools they need to complete today's multi-media assignments. Easily movable furniture allows students to transform study tables, computer stations, & the leisure reading area into areas for collaboration.

What You Can Do: Become familiar with all the library has to offer & encourage your students to use it.

Bonus Myth

Librarians get to read books all day.

Reality: We wish!!

What We're Doing: On an average day? We're fielding research questions, teaching library instruction sessions, analyzing our collection to make smart purchasing decisions, “weeding out” materials that are no longer accurate or suitable, troubleshooting technology issues, guiding faculty to copyright resources, serving on campus & regional committees, taking part in service opportunities, hunting down hard-to-find resources, promoting campus interests via displays & programming, creating bibliographies that support research, writing book reviews, & conducting /writing scholarly research of our own.

What You Can Do: Keep us busy...we love it. Really.

Library Staff News

Mark Shores presented “*Hard Times and Opportunities: Lessons Learned from the WPA Pack Horse Librarians*” at the Kentucky Library Association’s Joint Spring Conference.

Kathleen Pickens-French co-presented the poster session, “*Joining Forces with Faculty to Foster Information Literacy*” at the American Library Association’s National Conference.

Krista McDonald was elected to the Academic Library Association of Ohio’s (ALAO) Executive Board.

Kathleen Pickens-French is now Co-Chair of ALAO’s Distance Learning Interest Group.

“To ask why we need libraries at all, when there is so much information available elsewhere, is about as sensible as asking if roadmaps are necessary now that there are so very many roads.”

—Jon Bing, law professor at the Norwegian Research Center

Stats at a Glance: 2009-2010

Circulation	
Total Book Checkouts	8,889
Checked out to OhioLINK Users	1,799
Checked out to other MU Libraries	1,345
Increase from Previous Year	27%
Additional Checkouts: Miami Hamilton Students Borrowing from other Miami Libraries	3,174
Total Popular Reading (Bestsellers) Checkouts	682
Circulation Renewals	3,638
Total Print Reserve Checkouts	5,017
Total non-book checkout (video, cd)	1,173
Total checkouts of Laptops, Textbooks on Reserve, & Other Equipment	419
Library Traffic	
Total Visitors	60, 073
Increase from Previous Year	24.809%
Library Instruction	
Total Sessions	133
Increase from Previous Year	7.26%
Number of Students in Attendance	2,353
Increase from Previous Year	19.8%
Use of Online Resources	
Website Visits (*March-June 2010)	9,257
Unique Visitors	3,431
Instant Messages	95
Visits to Library Blog	76,249
Busiest Day=Monday, October 5th	789 views
Facebook Rentschler Library Page	250 fans
Collection Management	
Number of Items Acquired	2,137