



SIMMONS COLLEGE LIBRARY NEWSLETTER

Fall 2006

Online: <http://my.simmons.edu/library/newsletter.pdf>

Phase 1 of New Library Open!

The Simmons Library moved into Phase I of its new home in May, and members of the community – students, faculty, staff, alumnae/i, and friends – have been thoroughly enjoying it ever since. The new library is everything we hoped for and more!

The library occupies the two floors just above the entry level of the new building. Once inside, visitors can choose from a wide variety of seating options and work spaces, including three group study rooms with built-in technology (11 more are coming). It has quickly become an extremely popular place to be; in the first three weeks of the fall semester alone, the electronic “gate” counted more than 56,000 “entries,” and more than 100 groups used the group study rooms. That’s much heavier use than in previous years.



Technology and Library Resources conveniently located in the Information Commons of the New Library

The feedback from the community has been overwhelmingly positive. The adjectives people use most frequently in comments posted on our website are “beautiful,” “comfortable,” “warm,” “spacious,” “bright and sunny,” and “a huge im-

provement.” What’s particularly gratifying is that people find the space “conductive to studying and learning,” and “motivating.” That’s what it’s all about.

Everyone appreciates the new library’s convenience and functionality. The Library and Technology collaborated



Welcome to the New Beatley Library!

to make available the Information Commons on Level One. The Information Commons provides conveniently adjacent computers, study spaces, print and online resources, and expertise to support the academic success of students. There are three service points to help students in the Information Commons: Circulation/Reserves Desk staff lend books and reserve items and troubleshoot copier, ID and other access problems; Reference Desk staff provide research assistance and help library users find and evaluate information; and Technology Desk staff provide technical assistance and help using hardware and software. The library offers 240 places to sit (including 92 computer

workstations at spacious cherry wood carrels), 21 laptop computers, and a building-wide wireless network. And that’s just Phase I of the library renovation and expansion project!

To make transition to the new space easier, we offered in-person tours at the beginning of the fall semester, and also introduced audio tours that library users can take any time the library is open by simply dialing a number on their cell phone. The audio tours are also available by downloading the tour from the website <http://my.simmons.edu/library/tour> to your own MP3 player or by borrowing an iPod with the tour loaded, at the Circulation Desk. In addition you can take a virtual tour, complete with photos, on the library website.

Work is well underway on Phase II, which is due for completion next June. This phase involves the complete remodeling of the Lefavour Hall interior so that it flows seamlessly into the new building; the two structures already share a striking brick and glass exterior. Phase II will double the seating available and provide more computer work stations and printers, a multimedia lab, additional meeting rooms, an instructional computing classroom, and a new home for the College Archives (temporarily located in MCB, Room E103).

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Simmons Research Celebrated in Style!

By Terri-Leigh Hinkle



Bravo! recipients and guests enjoy the reception

In spring 2003, the Simmons College Library and the Office of Sponsored Programs launched a joint initiative designed to support the research activities of Simmons College faculty and senior administrators. The Bravo! Award was designed to further assist recipients of either a Simmons College Fund for Research grant or an externally funded grant by financing the additional purchase of research materials or equipment necessary for the grant recipient's project work. In the last three years, there have been seventy-five faculty and administrators who have received research grants who in turn became eligible for the Bravo! Award. To celebrate the innovative and creative research being conducted at Simmons, the Library and the Office of Sponsored Programs decided in early spring 2006 to co-host a reception in the awardees' honor. Over 60 faculty, staff and students gathered on May 2, 2006 in the Trustman Art Gallery and met with many of the grant recipients, learning more about their respective research activities while enjoying hors d'oeuvres and a wine bar. Remarks were provided by GSLIS Dean Michèle Cloonan, CAS Dean Diane Raymond, Jon Kimball, Director of the Office of Sponsored Programs, and Terri-Leigh Hinkle, Acquisitions Librarian & Coordinator of the Bravo! Award.

MassBLAST Summer Blast

By Doris Ann Sweet

The appeal and power of film was apparent this summer at Simmons, as seven college students brainstormed topics and learned how to plan out a short video, write a script, capture still and moving images, add sound, and edit a final product. They also developed other media pieces, such as a poster, brochures, newsletter articles, and a MySpace page, and they documented their work on a wiki. The students, all former MassBLAST interns, learned new skills from their instructors, Angelica Brisk, a WGBH producer, and Amy Kolosseus, a recent GSLIS graduate with a specialty in technology and media. The talent of the students, combined with their new skills, resulted in an enormous enhancement for the MassBLAST program.

The MassBLAST program, funded by the Institute for Museum and Library Services and the H. W. Wilson Foundation, is a joint effort of the Simmons and UMass Boston libraries and the Simmons Graduate School of Library and Information Science, to provide library internships for high school stu-

dents. The grants have allowed us to hire staff to develop curriculum and other program support materials that will eventually be on a MassBLAST website, available to any library anywhere that wishes to implement its own internships. The underlying premise is that students who learn what librarians really do may one day decide that the profession of librarianship is a career choice they want to pursue. The target audience for the internships is students who are minorities or who are the first generation of their family to attend college.

The aim of the six-week program this summer was for the students to produce media of various types about libraries and research that would appeal to their peers. With only that very general directive, the former interns created a series of amazing products that can be used in the curriculum for MassBLAST, as well as for recruiting and public relations. Most of this material, including the videos, will be posted to the MassBLAST website, scheduled to be up and running within the next few months. The students

developed material that speaks to their peers with words, humor, images and allusions that emanate from the current culture of young adults. The result is very different from what we, as older adults, might have produced, and we are very excited and eager to present their creative work to high school students.

The videos bear titles such as "Power, Knowledge & the Library," "How to Get a Man 101," "Office Hours: Ask for Help," "Then and Now," "MBTV Cribs," "El Salvador" and "How to Survive Your First Research Paper in College." "El Salvador" came about because one of the former interns, France Belizaire '09, joined a Cambridge Sister City trip to that country and interviewed a local librarian. "Office Hours..." and "How to Survive..." reflect the interns' recent college experiences and feature advice to younger students. Video screenings have been held for Simmons staff and others and we are looking forward to making all the videos and other media available on the forthcoming MassBLAST website.

Library Welcomes New Staff Member

By Kate Price

The Library is pleased to welcome Nathan Mealey '05LS as the new Systems Librarian. Nathan came to Simmons from Pilgrim IT in western Massachusetts. Pleased to be working in an academic environment, Nathan is enjoying collaborating with colleagues throughout the College to try new ideas and to improve existing systems. A most notable advancement Nathan has made possible since his arrival is the implementation of Illiad, the new Interlibrary Loan system, which makes requesting and tracking interlibrary loan materials easier for both library users and staff. Welcome Nathan!



Corporate Social Responsibility Resources

Linda Schuller Wolf and Kathy Berger

Interested in learning more about corporate social responsibility? Corporate Social Responsibility (CSR) is “the commitment of businesses to contribute to sustainable economic development by working with employees, their families, the local community and society at large to improve their lives in ways that are good for business and for development” (**Source:** International Finance Corporation (IFC)).

Need help getting started with your research? Here are some great resources that will provide you with news and information on corporate social responsibility.

Websites:

Business for Social Responsibility (BSR) website

<http://www.bsr.org/>

Business for Social Responsibility is a global nonprofit organization that provides resources and advisory services to help promote corporate social responsibility.

CSRwire.com

<http://www.csrwire.com/directory/>

CSRwire.com provides news and information on corporate social responsibility. Included in this website is an online directory that provides information on organizations that are working on corporate social responsibility.

International Business Ethics Institute

<http://www.business-ethics.org/>

International Business Ethics Institute is a nonprofit, educational organization that works on increasing the awareness of business ethics issues and information. This website includes a business ethics primer as well as links to business ethics websites and a business ethics bibliography.

Journals:

Business Ethics Quarterly: The Journal of the Society for Business Ethics - This journal contains scholarly articles on the subject of business ethics and its application to the business community. (Online; SOM current 3 years)

Corporate Responsibility Officer (Previously titled Business Ethics) - This journal focuses on issues and topics pertaining to business ethics and corporate social responsibility. This journal also includes an annual list of the “100 Best Corporate Citizens.” (Beatley PER 5387 .B87, 1995 to present; SOM current 3 years)

Motto (formerly Worthwhile) - The premiere issue of Motto initiates an exciting new journal, and the rebirth of the journal formerly called Worthwhile. It contains numerous feature articles and interviews on people who are changing the world or using their power to make a difference. (SOM current issues)

Books:

Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause by Philip Kotler and Nancy Lee. (SOM HD60 .K67 2005)

Leaving Microsoft to Change the World: An Entrepreneur's Odyssey to Educate the World's Children by John Wood (Beatley LC5148.S64 W66 2006)

Megatrends 2010: The Rise of Conscious Capitalism by Patricia Aburdene. (Beatley & SOM HF5388 .A28 2005)

The Market for Virtue: The Potential and Limits of Corporate Social Responsibility by David Vogel (SOM HD60 .V64 2005)

True to Yourself: Leading a Values-Based Business by Mark Albion (2006) (on order)

What Matters Most: How a Small Group of Pioneers is Teaching Social Responsibility to Big Business, and Why Big Business is Listening by Jeffrey Hollender and Stephen Fenichell (Beatley HD60 .H65 2004)

Notable Women Digital Library Project

By Jason Wood

This fall, the Simmons College Archives and the Simmons Library, in cooperation with the Graduate School of Library and Information Science, is proud to present The Notable Women of Simmons College, a digital library project focusing on the academic and social experiences and accomplishments of selected Simmons College alumnae from the College's early days.



**RUTH MITCHELL WUNDERLY
SCRAPBOOK**
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In 2005, a digital library was created from the scrapbook of Marion Pearl Ayer, a Simmons graduate of 1917 in the Business program. This fall's virtual scrapbook highlights the Simmons experience of Ruth Mitchell Wunderly, a 1919 graduate from the Home Economics program; residence life, sports events, group outings, and a romance with a University of Maine student are told in

For the past several years, students from LIS 462, the Digital Libraries course taught by GSLIS Professor Candy Schwartz, have selected a scrapbook from the Archives' collection to digitize and present in an electronic format. The students' work encompasses all aspects of the production process, including content, descriptive metadata, digitization, web development, intellectual property, and marketing. The library is built using Greenstone



Page from Wunderly scrapbook

Digital Library open source software.

photographs, letters and notes, dance cards, and train tickets, among other items. The Wunderly Digital Library also provides a wealth of further information on life at Simmons and in Boston in the early 20th century, as well as information on developing and using digital libraries. Students have overseen these semester-long endeavors from conception through creation, stopping just short of making them available on the web. The College Archives is now pleased to invite the entire Simmons community to view and experience these projects through the Library's website at <http://my.simmons.edu/library/notable>.

New Microfilm Machine in Beatley Library

By Rex Krajewski

Beatley Library is pleased to announce the availability of a new, state-of-the-art, digital microfilm reader/scanner. The new machine uses a scanner to capture images from microfilm and sends them to a PC. Special software called ScanWrite allows for easy editing, saving, and printing of images. The Library is excited to offer this new microfilm reading/scanning option because it makes accessing information easier for users. It also enhances internal functions such as interlibrary loan processing and e-reserve preparation.

The quality of the documents captured by the new microfilm machine is far better than a traditional machine because ScanWrite automatically processes scanned image for optimum readability. Additionally, patrons can manipulate documents to suit their needs. For example, a patron could darken

text or brighten background.

Once each page of an article is scanned and processed, the pages can be printed, saved to USB flash drives, saved to personal folders on the file server, or sent as email attachments.

Saving pages digitally allows more flexibility in working with microfilm content. For example, a patron may not need an entire article, but wouldn't know that until she gets a chance to read the whole thing. Before, she would have either read it on the microfilm reader/prINTER screen, or paid to print it all out. Now, she can save it to a USB flash drive and read it on her computer screen at home at her leisure. If she decides to print out one or two pages, she has saved the expense and waste of having to print the whole thing in order to get just the two pages she needs.

Also, if a patron wants to cap-

ture an image or graph embedded in an article to use in a Microsoft PowerPoint presentation for class, he can easily crop it out of the digital file captured on the machine and plop it into what ever document he wishes. Before, he would have had to print the desired page out of the microfilm reader/prINTER, scan the printed page on a separate scanner, crop out the desired object from the scanned document, and work with it from there. Clearly the new system will save him time by eliminating extra steps.

The new machine is located at the Reference Desk on Level One of the Beatley Library. Staff at all three Information Commons service desks—the Reference Desk, Technology Desk, and Circulation Desk—are prepared to assist users in operating the microfilm reader/scanner.

Audio Tours of New Library

By Joleen Westerdale

With technology provided by the California-based company, Guide-by-Cell, and a grant from the Pottruck Technology Resource Center, the staff of Beatley Library has developed a self-guided audio tour of our new library.

Taking the tour is easy. Simply dial the number on the self-guided tour pamphlet, and use your cellphone to complete the tour. If your cell phone plan does not offer unlimited minutes, you might consider using one of our two iPods, instead. You can check one out at the Circulation Desk.

Because the tours are self-guided, they are available to take year-round, at your convenience and you can start and stop where and when you want. During the tour, you can learn where collections are located, find a quiet study space, and learn about the different services offered at the various service points such as the Circulation/Reserves desk, the Reference desk, and the Technology desk.

The tour is evolving. We asked MCC students to take the tour as part of the preparation for our Library Jeopardy program and they provided excellent

feedback, including where they felt the tour was weak and what we should emphasize more. We are grateful for their contributions and hope to incorporate many of their suggestions! If you take the tour, which lasts approximately 20-30 minutes, please remember to complete one of our tour evaluation forms, which are available at the Reference Desk. Your comments will help us make the tour even better. For more information on the tour, visit the Beatley Library Self-Guided Tour site: <http://libfs2.simmons.edu:9000/librarytour/>

Power Searching on the Web: Tips for Better Results

By Megan Fox

When we need information or have a question, our first instinct is to go to www.google.com and type in one or two words. Chances are, we get back *millions* of pages, and may or may not find what we need in the first few results of this list of seemingly endless web results that Google provided. In order to make your search for information faster and easier, here are a few power tools for faster, easier ways to get better results.

Instead of looking through the long list of web pages that Google provided, look *above* the list of web pages and see if Google also provided an **answers** section at the top of the page. Google, and most other search engines, have lists of actual answers they provide in addition to just returning lists of web pages that match your subject term. For example, type in weather boston or amzn (Amazon's ticker symbol). At the very top of the page, above the long list of millions of search results, you'll actually get an answer box, such as the actual current weather in Boston, or the current trading price for Amazon. Built-in "answers" services from the major search engines include: Google's *OneBox*, Yahoo's *Shortcuts*, Ask.com's *Smart Answers*, and Live (MSN)'s *Instant Answers*.

Use Google's **synonym** command to get terms related to the word you type, for a more flexible search: Use the tilda ~ to ask for synonyms. For example, ~child would find child, children, youth, teens, kids and more.

Use your **phone to search**. You can text Google at 46646 to get answers to quick questions such as a phone number, sports score, stock quote, or directions. Similar services are available from 4Info <http://www.4info.com>, Synfonic <http://www.synfonic.com>, and AskMeNow <http://www.askmenow.com>. If you have internet on your phone, you can use the mobile version of the major search engines for powerful information searching while on the go: Google <http://www.google.com/mobile>, Yahoo <http://mobile.yahoo.com>, AOL <http://mymobile.aol.com>, Live Search (formerly MSN) <http://mobile.msn.com/search>, and Ask <http://m.ask.com/>.

Build **your own search engine**. Use Rollyo <http://rollyo.com>, Yahoo Search Builder <http://builder.search.yahoo.com>, Gigablast's Custom Topic Search <http://www.gigablast.com/cts.html>, or Google's Custom Search Engine <http://www.google.com/coop/cse/overview>, to build your own customized search engine. You can choose a specific subset of web pages to search at the same time, instead of searching the entire web or just one site. Searching your own trusted list of quality sites reduces the false hits in your results and gets better results faster. You can also search an existing specialty search engine also called a **vertical search engine**, that is, a search engine that doesn't search the whole web, but just searches within a specific subset of content in one subject area. For example, for health topics, try <http://www.kosmix.com>.

Use **shared bookmarks**. Social bookmarking sites like furl.net and del.icio.us allow users to add tags to their bookmarks, that is, to add specific subject terms to better describe the content of a page. Instead of just plugging a word into the generic Google search box, try starting your search in one of these sets of bookmarks to get pages that expert users have decided are about a particular topic. Google's new Co-op site <http://www.google.com/coop/topics> works on similar principles.

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Online Version:
[www.simmons.edu/library/
newsletter](http://www.simmons.edu/library/newsletter)

Beatley Self-Checkout Station

Beatley Library patrons can now check books out from the library with ~~Patrons~~ ~~at the~~ ~~Circulation~~ ~~Desk~~. Our new self-checkout station, located on Level Two of the library, lets you scan your Fenway Card, and the barcodes on the books you need, without having to get assistance from the library staff.

Self-checkout takes care of *everything*. It charges the books to your library account, desensitizes the books (so you'll be able to pass through the exit gate), and prints a receipt listing each book and its due date. Of course, you can't check out non-circulating items, such as journals and reference books, and you won't be able to check a book out if another patron has already placed an online request for it.

The station displays easy-to-understand instructions on its screen, and isn't that different from checkout machines found at the supermarket. Just scan your Fenway Card, then scan each book's barcode, which is usually on, or just inside of, the back cover. As each book is scanned, its title will display on the screen, and you'll hear a "THUNK" when it has been desensitized. As soon as you're all done, press "Print Receipt" on the screen, take your receipt, and pack up your books. *It's that easy!*

With self-checkout, you also have the option of pressing "Account Info" on the screen, which will display the number of items you have charged to your account, and the total amount of any fines you owe for lost and overdue materials.

Need help using the self-checkout station for the first time (or at any time)? There's a campus phone right next to the station, so you can call down to the Circulation Desk for assistance.

Why not give self-checkout a try on your next visit to Beatley Library? The self-checkout station is located on Level Two, next to the photocopiers.

LLiad: New Interlibrary Loan System

By Nathan Mealey

On November 14th the Library debuted ILLiad, a new interlibrary loan software system, and forever changed the face of ILL services at Simmons – literally. With the implementation of ILLiad the library introduced not only a brand new web interface for ILL services, but also a host of changes that will benefit patrons and staff alike. In recent years the volume of ILL requests has been steadily increasing, putting a strain on the ILL staff, their workflows, and the software that is used to manage all of these requests. In response to this, the library purchased ILLiad, which offers a number of improvements over the previous system:

- Patrons now access the ILL system using the same password (their webmail password) that they use to access all of the other library systems, so that they no longer have to remember multiple passwords to access library information.
- Once patrons have registered in ILLiad (which happens the first time that they log in) they don't need to input any of their personal information again. The system stores their department name, email address, etc., making it easier for patrons to make requests and helping to prevent errors that can occur when they are asked to input this information with each request.
- Patrons have more options for viewing their past requests, including the ability to resubmit previously cancelled requests.
- The staff workflow in ILLiad is significantly improved from the previously used system.
- The web interface that patrons see is a complete makeover from the previous system, representing a more user-friendly and standards-compliant interface.
- And from an infrastructure perspective, ILLiad represents a more stable application base for the library to rely on as the volume of ILL requests continues to grow.

The original plan had scheduled the implementation of ILLiad to "go live" in the beginning of January 2007. The opportunity arose to push this timetable forward dramatically, with the "go live" date changed to mid-November! Despite this shortened timeframe, ILL staff outdid themselves in preparing for the switchover to ILLiad, and in quickly adapting to the new system and their changed workflows. In just a brief time following the switchover, ILL staff are comfortably working in ILLiad and exploring new ways to refine and improve how they use it and how it suits their workflows. With only a short time working in ILLiad under their belts, ILL staff have clearly demonstrated that the decision to go with ILLiad will prove beneficial for the library and its patrons alike.