



# The Same Page

Plough Library Newsletter  
 Christian Brothers University  
 (see our online version at [www.cbu.edu/library](http://www.cbu.edu/library))

**May/June 2005**

Summer Hours

- Mon-Thurs: 8:00 am-8:00 pm
- Friday: 8:00 am-4:30 pm
- Saturday: Closed
- Sunday: 6:00 pm-11:00 pm

Hours may vary during holidays and breaks. Please call 321-3432 to verify hours, or check our website at [www.cbu.edu/library](http://www.cbu.edu/library).

**Contact the Library:**

**Telephone:** 321-3432  
**E-mail:** [library@cbu.edu](mailto:library@cbu.edu)  
**Fax:** 321-3219  
**Website:** [www.cbu.edu/library](http://www.cbu.edu/library)

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**Students**

**Good luck on finals!**

**Have a safe summer vacation!**

**Congratulation seniors!**

**Encompass Update**

By Suzanne Mangrum

This summer the library staff will be busy with several new projects. Faculty, staff and returning students in the fall will see significant changes in our online searching features. In mid-June the Plough Library staff will begin training for ENCompass, a tool for federated searching. Federated searching allows researchers to decide what resources of the library they would like to use and apply a single keyword search to them. For instance, right now in the library a patron wanting to research the government of Peru might use the following research routine: first, check the OPAC for any books on the government of Peru, then search a few of the databases using the same keyword search. Wouldn't it be nice if you could search the OPAC and the databases at the same time? Enter ENCompass. With this new interface, patrons will be able to choose which resources they want. ENCompass will

allow users to search several databases at once, include websites, and much, much more. We will be working hard this summer to get the process started.

**Curriculum Lab**

By Elizabeth Jackson

The Curriculum Laboratory will open this fall on the library's lower level. The present curriculum lab is located in Kenrick Hall. The Library and the Department of Education have cooperated in organizing this facility to support education students. The Curriculum Lab has resources for use in preparing lessons or creating instructional materials. It holds the Teachers' Collection of print materials, which includes sample copies of elementary and secondary

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 Curriculum*

**@Your Library**

**Longtime Library Employee Remembered**

*Elaine Prentiss Wall*

**1921 – 2005**

*By Barbara Hill*

Elaine Wall, retired periodicals librarian, died April 8, 2005. She was 83. Elaine worked at Plough Library for 30 years starting out as a part-time library assistant. She retired in May 1998.

Elaine was proud of the fact that she was the first woman to qualify for a pilot's license in Muskogee, Oklahoma. Other interests included swimming, tennis, golf, crossword puzzles, and acoustic stringed instruments like the autoharp, guitar, and mountain dulcimer.

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 Employee*

## From the Director

Margaret Cardwell

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On Apr. 28, the university recognized and celebrated staff and faculty achievements. Our own Angelia Sparrow was awarded her pin for 5 years of service to CBU. Angelia began her work at Plough Library in August 2000 in the newly created position of Circulation Supervisor. In addition to her circulation duties, Angelia helps keep track of our budget, orders our supplies, and helps with the book ordering process. She is also responsible for the supervision of our evening student workers. When our long time librarian Jane Fleet, who had been responsible for the library during the evening hours, retired last year, Angelia volunteered to take her place. She works the late afternoon, evening, and weekend hours so that the library has consistent coverage. Congratulations Angelia, and thank you for your contributions to our CBU library.

## Instruction

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## **Information Literacy at CBU Revisited**

Information Literacy is a term of professional jargon in the library profession. To some it is vague and meaningless, even though it has been used in the library profession for over twenty years. Academic librarians, in particular, have embraced and promoted this concept. What exactly is Information Literacy?

To librarians at Plough, it means providing instruction to students, faculty and staff that will equip them with new or enhanced skills that can be

used to locate, evaluate and use needed information.

To the American Library Association (ALA) it means:

“... a set of abilities requiring individuals to ‘recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information.’” (American Library Association, 1989.)

The Association of College and Research Libraries (ACRL) expanded upon the ALA definition in 2000. ACRL stated:

Information literacy forms the basis for lifelong learning. It is common to all disciplines, learning environments, levels of education. It enables learners to master content and extend their investigations, become more self-directed, and assume greater control over their own learning.

An information literate students is able to :

- Determine the extent of information needed
- Access the needed information effectively and efficiently,
- Evaluate information and its sources critically, Incorporate selected information into one’s knowledge base,
- Understand the economic, legal and social issues surrounding the use of information ethically and legally.

(<http://www.a.a.org/acrl/ilintro.Html#ildef>)

At CBU, the library instruction program’s mission and goals includes not only providing introductory information literacy instruction to 1st year students through the new GER program, but to graduate students, faculty and staff. Our mission also is to incorporate specialized instruction in every class with a writing component where needed.

## **More Adjunct Professors Take Advantage of Plough Library and Instruction**

This Spring saw an increase in adjunct professors who provided their students the opportunity to become more information literate. Dr. Lisa Hickman, adjunct professor of English, has been doing this for several semesters. Dr. Hickman feels it is essential for students to be able to recognize when information is needed and be familiar with the tools and processes needed to locate the information. “It is also important for students to be able to distinguish between the types of information sources”, according to Dr. Hickman.

She always requests instruction on the different types of databases available from Plough Library, how to search them and how to distinguish between different types of resources and their appropriate use.



Dr. Lisa Hickman, adjunct Professor of English

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Adjuncts*

## **Staff News**

Margaret Cardwell, Deborah Babb, and Suzanne Mangrum attended the Voyager ENDuser meeting in Chicago in April.

Barbara Hill has returned to work and is doing well.

### Electronic Resources

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#### Oxford English Dictionary (OED) Online

Do you know that students, faculty, and staff have online access to the Oxford English Dictionary (OED)? The OED is an unsurpassed guide to the meaning, history, and pronunciation of over half a million words. It traces word usage through 2.5 million quotations from a wide range of international sources—from classic literature to film scripts and cookbooks. OED Online is constantly updated, with 1,800+ new or revised entries quarterly.

Check out the latest vocabulary! Do you give a DIDDLY-SQUAT about BRAND IDENTITY? If you are an IT GIRL you probably do - but it's very unlikely that you will suffer from HELMET HAIR or wear a SCRUNCHIE!

Use OED Online to see how words have evolved over time. For instance BUCCANEER came from the French *boucanier* meaning 'one who hunts wild oxen' or *boucan* 'a barbecue'. The name was applied to French hunters in the New World who prepared the flesh of wild oxen like the Indians did. Later, the name was given to pirates who infested the Spanish coasts in America.

Access the OED Online from the Plough Library homepage at <http://www.cbu.edu/library/>.



Go to the "Jump to Database" menu on the right-hand side of the page, and select OED.

### BUC CAT Online Catalog: "More Like This"

A new feature of Plough Library's Online Catalog is the "More Like This" view. When you find an item in the catalog that looks interesting and want to see other items like it, click on the



button. The "More Like This" view offers you links to browse for other items in the catalog by the same author or on the same subjects. Also, if the item is part of series, you can find other works from the same series.

### PLOUGH'S PERIODICALS

By Barbara Hill

This edition of the newsletter will highlight journals useful to students in the SCHOOL OF BUSINESS.

In the area of Accounting/Taxation, we subscribe to Accounting Horizons, Accounting Review, National Tax Journal and Tennessee CPA to name a few.

Students interested in Economics/Finance should look at ABA Banking Journal, American Economic Review, International Economic Trends, Journal of Finance, National Economic Trends and Survey of Current Business.

In the area of Information Technology Management, we receive Information Systems Journal, and MIS Quarterly.

We have several journals relating to Management including Black Enterprise, Harvard Business Review, Management International Review and Workforce Management.

The area of Marketing is covered by the following journals: Advertising Age, Industrial Distribution, Journal of Consumer Research, and Sales & Marketing Management.

Forbes, Fortune, Inc., Memphis Business Journal and the Wall Street Journal.

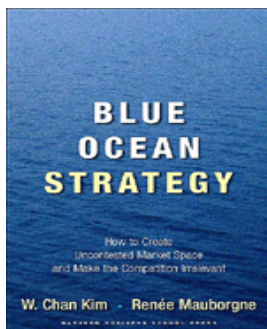
Other materials useful to students in the School of Business can be found in the reference section on the main floor. Look for Standard & Poor's Bond Guide, Standard & Poor's Stock Guide, Standard & Poor's Industry Surveys, and Standard & Poor's Corporation Records as well as the Value Line Investment Survey.

### Interim Gallery Manager

Susanne Mangrum, Public Services Librarian at Plough Library, is interim manager of CBU's Ross Gallery while Gallery Manager, Brother Robert Werle, is on sabbatical. Susanne, who came to Plough Library in May of 2004, is a graduate of the University of Southern Mississippi with a MLIS in Library and Information Science. She has varied work experience, including a year of teaching and touring in China.

### Ross Gallery

Ron Herd (R2C2H2)  
"In the Black"  
April 8- May 13, 2005  
~  
The Art of the National League of American Pen Women  
June 3-July 29, 2005



*netlibrary Book of the Month*  
*Read Online-@Electronic Books-netlibrary*

Since the dawn of the industrial age, companies have engaged in head-to-head competition in search of sustained, profitable growth. They have fought for competitive advantage, battled over market share, and struggled for differentiation. But are these hallmarks of competitive strategy really the best way to create profitable growth in the future?

In a book that challenges everything you thought you knew about the requirements for strategic success, W. Chan Kim and Renee Mauborgne argue that cutthroat competition results in nothing but a bloody red ocean of rivals fighting over a shrinking profit pool. Based on a study of 150 strategic moves spanning more than a hundred years and 30 industries, the authors argue that lasting success comes not from battling competitors, but from creating "blue oceans"--untapped new market spaces ripe for growth.

**Curves**, the Texas-based women's fitness company, entered the oversaturated fitness market to acquire more than two million members over six thousand locations with total revenues exceeding the \$1 billion mark.

In less than twenty years, **Cirque du Soleil** grew to levels of revenue that took Ringling Bros. and Barnum & Bailey over a hundred years to achieve.

Such strategic moves--which the au-

thors call "value innovation"--create powerful leaps in value that often render rivals obsolete for more than a decade. Blue Ocean Strategy presents a systematic approach to making the competition irrelevant and outlines principles and tools any company can use to create and capture blue oceans.

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*Employee*

Funeral services were held on April 12, 2005. Mary Cargill, retired technical services librarian Jane Fleet, and retired media specialist Carol Pollard had special readings during the service. Several Brothers and other friends from CBU attended the service. Elaine is survived by her two daughters, Mary Baddour and Larkin Bryant. The family requested that any memorials be sent to Christian Brothers University.

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*Adjuncts*

Mr. Robert E. Klyce, adjunct professor of religion, provided library instruction to three of his religion classes this Spring. According to Mr. Klyce, "it is important for students to know what sources are available for needed information." "It is also important to have hands on [experience]. There is so much information available today through the internet, and it is important for students to be familiar with solid, basic sources in an area."



Mr. Robert E. Klyce's Religion Class

Dr. Hickman indicated that she noticed the impact the library instruction had on her students. Mr. Klyce voiced similar expectations for his students.

## Betta Fish Naming Contest

The fierce betta fish naming contest ended on May 2, 2005. There were 51 entries. The name selected was Sal (short for La-Sallian. It was entered by CBU senior Manish Patel. The top four were Sal, Alpha Betta, Buddy and El Capitán. Thanks

## Liaison Program

By Suzanne Mangrum

This year the library established a liaison program with the faculty to collaborate on the collection development process. The most enjoyable part of the process was getting to know faculty members as they came into the library with lists of materials they wanted, order cards, suggestions, and questions. I had the pleasure of sitting down with Dr. Vincent O'Neill about every month for a quick conversation about the literature department and the library. Through our conversations I not only learned what kinds of books I needed to buy, but how the process is working and how it could be improved. These short conversations contributed perhaps more than anything else in the liaison program because I could see how well our techniques were helping others reach decisions, and Dr. O'Neill gave feedback on other collection development methods that would appeal to the teaching faculty. In the coming academic year I hope that more faculty members come in to chat with us.

to all for participating.

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*Curriculum*

school textbooks, as well as activity guides, teaching aids, and educational games. In addition, the Curriculum Lab has a small but growing collection of educational software and multimedia programs appropriate for school use.