Thumbs Up for the Calipari Room!
See page 15.
“The Digital Revolution [is] ripping through our lives like the meteor that extinguished the dinosaurs” – so writes Louis Rossetto, founding editor of Wired (June 2008). He goes on to say, “Practically every institution that our society is based on, from the local to the supranational, is being rendered obsolete. That is the world you [his children] are inheriting.”

I often think of this quote when people ask me “What is the future of libraries?” And, I think of another quote attributed to Charles Darwin, “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

What is the future of libraries? If libraries remain focused only on their traditional role of acquiring, cataloging and preserving print materials, there is not much of a future – libraries could become as extinct as the dinosaurs. And, we could serve the same purpose as dinosaur bones in museums do today – a reminder of prehistoric times.

But, if libraries evolve and adapt as we understand the impacts of the “Digital Revolution,” we will have a strong future. It is the transition that is difficult. How do we maintain appropriate “homage” to the print world while we struggle to understand and adapt to the changing digital world? As I mentioned to the Friends of the Library Board recently, libraries must aim to be the cockroaches of the “Digital Revolution,” not the dinosaurs.

On the cover: Students in Librarian Steve McGinty’s information literacy class approve of the new renovations in the Calipari Room.

Get Your Game On

The Du Bois Library was the site of the first ever “Get Your Game On!” party during New Student Orientation in September. Dozens of games, running the gamut from board games like Scattergories and Taboo to Jenga, Battleship, and Settlers of Catan. The Asian languages librarian, Sharon Domier, shared antique Japanese board games, while Best Buy sponsored electronic gaming stations, including previewing Sony Playstation’s Resistance 3 before it was released. The company also donated the grand raffle prize, a television gaming system. Every game was given away in a raffle at the end of the evening. All night long, gamers were treated to free popcorn, ice pops and candy … a sweet and fun start to the new academic year!

Libraries Celebrate the Launch of Credo

In October, Amilcar Shabazz (at right), chair of the W.E.B. Du Bois African American Studies Department, demonstrated a search on Credo, our new online repository of digital materials from Special Collections and University Archives (SCUA) that features the papers of W.E.B. Du Bois. The opening of Credo was celebrated with a star-studded program bookended by remarks from Chancellor Emeritus Randolph Bromery, who is responsible for UMass Amherst’s acquisition of the Du Bois papers, and Afro-American Studies Professor William Strickland, who for many years directly oversaw the collection. Scholars, authors, and librarians praised the ability to look more broadly, deeply, and efficiently for the many telling connections and cross sections in Du Bois’s life and letters, thanks to Credo: http://credo.library.umass.edu

Du Bois Happenings

We shared a cup of coffee with our users to find out what they really think of us. Then we listened.

UMass Amherst Libraries does a great job at information literacy. We are helping our users distinguish among trustworthy and untrustworthy information sources. Graduate students and faculty say the Libraries aid in the advancement of their academic discipline or work. Undergraduates love the spaces we provide for group work and quiet study.

How do we know all this? The LibQUAL+™ User Survey.

Before spring finals, the Libraries surveyed all faculty members and graduate students and a random sample of 2,800 undergraduates—we offered a free beverage at Procrastination Station for their thoughts. “It’s worth the price,” says assessment librarian Rachel Lewellen. “We use the results to improve our services, collections, and facilities.” The Libraries conducted surveys in 2004 and 2007, and the findings initiated many improvements, particularly in the Du Bois Library. “The results also indicate how our services compare to other institutions of similar size and mission,” adds Lewellen. “We listen closely to understand how to improve.”

Undergraduate and graduate students told us they need more comfortable and inviting quiet study spaces, more group workrooms and additional access to computers. (See “Learning Landscapes” on page 15 for how we are addressing these needs.)

Faculty and graduate students called for more online content. Similarly, these users are sometimes stymied by one of our new search tools – WorldCat. As a result we will be identifying strategies to facilitate searching, such as online tutorials.

In all, 1,777 users responded; more than 700 also offered comments on how to improve and adapt to meet our users’ needs in the ever-evolving digital learning environment.

Here are few of the great ones:

“I love going to the library. I find that it is very quiet and a great place to study or meet up for group projects. The staff are really helpful!”

“I have often used the “help from a librarian” function on-line, always with prompt and efficient responses.”

“I have had wonderful interactions with the Interlibrary Loan (ILL) staff, who have been particularly helpful; their document delivery service is one of the best the library offers.”


During the 2011 spring semester, ten faculty members at UMass Amherst were awarded grants of $1000 each to launch a textbook alternative program for their classes. The purpose of the grants is to allow professors the freedom to create course materials that could be completely open to students at minimal cost or even free.

Provost James Staros and Director of Libraries Jay Schafer funded the project after faculty from various fields gathered to create a medium for the usage of open access resources.

Professor of Environmental Conservation Charles Schweik has wanted to achieve such a system for a while, and took this opportunity because he believes in the importance of attainable resources. Professor Schweik has taken his own work and published it in an open access format. Students can now view the course pack for free online or receive a printed copy for just $13.

Chris Hewes, a student of Professor Schweik, views the initiative with the same joy as the faculty involved. “I didn’t have to spend money on expensive textbooks or deal with the stress of finding materials online to ship to my dorm after classes started.”

Building on this success, 20 such grants will be awarded for courses in the 2012-2013 academic year. Marilyn Billings, Scholarly Communication and Special Initiatives Librarian, believes the eventual goal is open education resources “everywhere...worldwide. Accessible to anyone, anywhere.”

To a standing room only crowd, American University professor of communications Pat Aufderheide kicked off Open Access Week in October. Dr. Aufderheide’s presentation, “Beyond the Copyright Wars: Fair Use, Free Speech, and Reframing the Policy Debate,” detailed the different perspectives on copyright statutes, how fair use comes into play, and how people and institutions are looking to change the copyright framework.

Aufderheide encouraged individuals to employ fair use, and for owners to make their materials more available to the public domain. This theme fit well with Open Access Week, which celebrated such innovative ideas as open source materials as a textbook alternative.

Other events during Open Access Week included workshops on the challenges and opportunities of data sharing, image use in teaching and research, sustainability resources, and a faculty panel.
When Masha Rudman plants stories, people grow. That is the legacy she nurtured, and it took permanent root at UMass Amherst Libraries this autumn. In September, when Masha and the Libraries launched her collection of children's books, the rapt crowd included librarians, schoolteachers, policymakers, administrators, education innovators, children and their parents. The multicultural event was an emotional rite of passage for all who have come to believe that children's literature must be more than pretty stories well told. The program included remarks by authors Jane Yolen (via Skype) and Jacqueline Woodson; Christine McCormick, Dean of the School of Education; Charles Desmond EdD ’92, Chair of the Massachusetts Board of Education; and Wilma Ortiz MEd ’97, EdD ’09, Massachusetts Teacher of the Year.

Rudman collected and catalogued 8,000 children's literature titles during her 40-year career as a beloved and distinguished professor in UMass Amherst's School of Education. She painstakingly sorted the books according to issue – gender, sibling, heritage, divorce, and more (available at http://guides.library.umass.edu/rudman) and then challenged us to accept the collection wholesale in order that educators and critical readers everywhere would benefit from a meaningfully catalogued collection, one uniquely deep in social and ethnic diversity. We gladly accepted, and we now proudly house the Masha Kabakow Rudman Issues in Children's Literature Collection on Floor 11 of the W.E.B. Du Bois Library. “One of the reasons I didn’t pursue retirement was that I didn’t want to toss out these books. I was so invested in this; it made me very sad to think that this would disappear,” said Rudman.

FACT: Of the 6,000+ children’s books published annually, fewer than 10% include depictions of multicultural or socially inclusive material.

Masha Kabakow Rudman
Issues in Children’s Literature Collection

School of Education professor emerita Dr. Masha K. Rudman was one of the first scholars to study children’s literature from an issues approach. Professor Rudman’s books include Children's Literature: An Issues Approach (she is currently finishing the 4th edition) and Books to Help Children Cope with Separation and Loss: an Annotated Bibliography. She has co-authored other books such as Critical Multicultural Analysis of Children's Literature: Mirrors, Windows, and Doors.

FACT: The Masha K. Rudman Issues in Children’s Literature Collection is weighted heavily towards literature and associated scholarly publications that illustrate the inclusiveness and social impact of children’s literature.

“I wanted my students to recognize positive models as well as the negative … These can be embedded in a delightful story such as Miss Jaster's Garden by N.M. Bodecker. This book treats elderly people (especially women) with respect, while at the same time acknowledging their shortcomings. Miss Jaster, who is somewhat near-sighted, produces a glorious garden. She and an ever-present hedgehog enjoy each other's company. Miss Jaster accidentally sprinkles some seeds on the hedgehog’s back. One fateful day, (in one of the best examples I've ever seen of ecstasy and despair), the hedgehog blooms … we have been given the opportunity, if we wish, to make some generalizations about some elderly women that contribute to a widening perspective. No longer is the norm that the aged are weak, feeble, crotchety, foolish and dependent ... Stereotypes die hard, but the more variety we can accumulate, the better are our chances.”

-Masha Rudman

From left: Charles Desmond, chair, Massachusetts Board of Education; Jay Schafer, Director of Libraries; Masha Rudman, Professor Emerita; Christine McCormick, Dean of the School of Education.
Kicking off the afternoon, Professor Robert A. Potash accepted the Siegfried Feller Award for Outstanding Service. Librarian Peter Stern recapped Robert’s (Bob’s) inspiring career as an expert on the subject of the Argentine military. Peter paid homage to Bob, drawing from his book *Looking Back At My First Eighty Years*, which traces Bob’s evolution from a childhood among the small Jewish community of Boston, to Boston Latin, Harvard University, the United States Army, the U.S. State Department, and to the newly-fledged University of Massachusetts in 1951 (formerly the Massachusetts College of Agriculture). The book is included in Bob’s professional papers, which he donated to the Libraries. The Feller Award recognizes his outstanding volunteer contributions that have built long-lasting support for the UMass Amherst Libraries. Bob has served on the Friends Board of Trustees for many years, and he and his wife, Jeanne, generously established an endowed fund for purchasing library materials pertaining to Latin America.

Vivid tales of an Argentinian-spiced intellectual odyssey and filmmaking foibles entertained the Library friends at our annual fall reception. Alumnus Mike Haley ’65 from Conway, Massachusetts, regaled the crowd with stories from his 40 years in the film business—a colorful preview of his memoir in progress. Working for most of his career as an assistant director, it was Mike’s job to handle the practical and organizational elements necessary to make a film, from securing unique locations to engineering difficult scenes. “I was the shop foreman,” he explained. He kept film crews happy and productive, and directors—such as Sidney Lumet, Barry Levinson, and Mike Nichols—on schedule. Mike’s talk was interspersed with film clips and stills from some of the most famous movies he has worked on, such as *Charlie Wilson’s War, A League of Their Own,* and *Angels in America.* Mike finished with a detailed account of how he and his crew created the famous scene in the Emmy-award winning *Angels* where an apartment ceiling explodes and angel Emma Thompson floats through it. Last year, Mike donated his papers to Special Collections and University Archives.

Moving Stories, Thanking Friends
Distinguished as a pillar of fairness and equity in employment issues, Dr. Kenneth Feinberg ’67 has entrusted UMass Amherst Libraries with his personal and professional papers regarding financial compensation and alternative dispute resolution for use in teaching and research. We celebrated his wonderful gift on September 11 in Cambridge and on campus on November 7.

A 1967 graduate of UMass Amherst, Dr. Feinberg has built an international reputation as a specialist in complex mediation, arbitration, and alternative dispute resolution. From early in his career, Feinberg emerged as an innovative leader in achieving comprehensive settlements in high profile tort liability cases and for victims of large scale manmade and natural disasters.

Among many other cases, Feinberg administered settlements for clients in cases involving the defective Dalkon Shield, the use of Agent Orange in Vietnam, and Hurricane Katrina.

He served as Special Master for executive compensation under the Troubled Asset Relief Fund (TARP) and as administrator of the Gulf Coast Claims Facility overseeing compensation relating to the BP oil spill disaster. Perhaps most famously, he served pro bono for 32 months as Special Master for the September 11th Victim Compensation Fund, distributing nearly $7 billion to the victims of the 2001 terrorist attacks on New York City and Washington.

The Kenneth R. Feinberg collection provides extensive documentation of a distinguished career in public service, with important materials relating to each of the major cases in which he was involved. In addition, the collection contains personal correspondence with historical figures including presidents, attorneys general, and members of the United States Congress.

MEMORIAL GIFTS 2011

The Library received gifts in memory of the following individuals:
(from June 1, 2010 - June 30, 2011)

John J. Bonisignore
Emily E. Dickinson
Barbara Durkee Desrosiers ’57
John Eddy
Bronislaw M. Honigberg
Joseph S. Hopkins
Edward T. Kingsbury
Michael A. Krzyztofik ’76
Virginia Evers Lattocco
Joseph D. Levens ’79
Carl P. Swanson
Jeffrey M. Tenenbaum
Oswald Tippo ’32
Juan Clemente Zamora

HONOR GIFTS 2011

We are pleased to welcome a new member to the Board, Marda Buchholz ’65. Marda worked in the former Goodell Library as both an undergraduate and while pursuing graduate studies. She has a BS in Mathematics from UMass Amherst and an MBA from the University of Colorado Boulder. Marda retired from IBM, where she worked as a programmer, Systems Engineer, and Program Manager for Application Software Market Development at IBM European HQ in Paris, finally retiring as Program Manager in International Marketing Support Systems. She is a lifetime member of the UMass Alumni Association.

Waterfalls and Windfalls

Helen “Kay” Galloway ’61 traveled the world as a teacher and high school principal in Department of Defense Schools in Canada, England, Germany, Italy, The Netherlands, and the Philippines. Now she brings a world of experience to the Friends of the Library Board. Someday she will deliver a windfall to the Library because she has included us in her estate plan. Kay directs her giving to facilities and technology and she also helped lead efforts to raise $100,000 for her 50th Class Reunion gift last year to establish an Artist in Residence program. Including the Library in her estate plan was easy; Kay linked up her financial advisor and her attorney to ensure her intentions were covered in her will. As a former teacher, Kay knows that keeping pace in the digital age is paramount for students and educators, and she sees the Library as the lynchpin in that process for the campus.

Thank you Kay!

Football began on campus in 1878 at what was then known as Massachusetts Agricultural College (M.A.C.). In 1947, the Yankee Conference was formed by the six land grant institutions in New England: University of Connecticut, University of Maine, Massachusetts State College (later UMass Amherst), Rhode Island State College, University of New Hampshire, and the University of Vermont. In 1997, the Yankee Conference was taken over by the Atlantic 10 Football Conference, with UMass Amherst having won more league titles (17) and games (160) than any other conference member. In the 1990s, the Yankee Conference was split in two, placing UMass Amherst in the New England Division. Beginning in 2012, the team will be playing in the Mid-American Conference (MAC).

The Libraries hosted an exhibit, “1,000 Cranes for Breast Cancer,” in the lobby of the Du Bois Library. Common-wealth Honors College students folded the cranes to raise awareness of breast cancer during October, Breast Cancer Awareness Month. A paper crane is an ancient Japanese origami pattern that symbolizes health and peace. Japanese legend promises that anyone who folds a thousand origami cranes will be granted a wish by a crane, such as a long life or recovery from an illness or injury.

The Library Landscape

Thanks largely to donors who contribute to our facilities fund, we continually improve and upgrade learning and study spaces for the UMass Amherst community. As well, campus funds target large-scale maintenance projects, such as replacing the elevators in the Du Bois Library. Some current project highlights:

Microforms Viewing Room: In June, we opened this facility on the Lower Level of Du Bois Library featuring new furnishings, lighting and equipment. In addition to moving existing film and fiche readers, we added a new state-of-the-art ScanPro 2000 microfilm reader with zoom lens, roll film carrier and micro opaque viewer. Cost: $23,000.

Stack Floors: In January 2011, we spruced up book stack Floors 20 and 21 in Du Bois Library with fresh paint, waxed floors and custom-made study carrel furniture. In January 2012, we will do the same on Floors 18 and 24. Estimated cost: $145,000.

Research Commons: Plans are underway for a renovation at the Science & Engineering Library in Lederle Lowrise to create additional seating for students. This winter, the west side of the second floor will be updated to a Learning Commons style arrangement. In addition, study tables on the third floor will be retrofitted for electrical power. Next summer, we’ll add more computing stations.

Garrett Room: We reopened this technology-based learning classroom on the Lower Level of Du Bois this semester after nine months of renovations including a new power floor, new furnishings and projection equipment, smart synch software to allow instructors to control student computer screens, and a ramp with automated door opener to serve people with disabilities. Cost: $92,000. (see cover photo!)

Elevator Project: By next fall, all five elevators in Du Bois will be brand new and will service all floors. In addition to the new elevators, new doors are being installed in the elevator lobbies on all floors in order to properly compartmentalize the lobbies in case of fire.

Café Expansion: The project to expand the Procrastination Station Café into the north half of the entry level of Du Bois Library is expected to begin by the end of this year and be completed by summer 2012. Estimated cost: $1 million

Multimedia Commons: Thanks to a successful student calling campaign through the Annual Fund last spring, donors contributed more than $200,000 to transform Floor 3 in Du Bois into a staffed facility outfitted with software, hardware, and production and editing spaces to accommodate the increase in academic assignments for students to create multimedia presentations. Work begins on the north side of the new Commons next summer.

Our Librarians came up with great fortunes to help students get the information they need.
Our tenth annual fundraising gala features Judson Hale of the Yankee Magazine and Old Farmer’s Almanac. We will be celebrating the gift of the Yankee Publishing Archives to UMass Amherst Libraries’ Special Collections and University Archives. Jud Hale has been at Yankee since 1958 and is editor-in-chief for Yankee Publishing. Jud's wit and wisdom have established him as a beloved New England icon and expert. He has appeared nationally on Good Morning America, Late Night with Conan O’Brien, and Larry King Live. He has written two books about New England: Inside New England and The Education of a Yankee.

Keith Stavely and Kathleen Fitzgerald have written two books together about New England food history: Northern Hospitality: Cooking by the Book in New England and America’s Founding Food: The Story of New England Cooking. Through lively presentations and sprightly give-and-take with their audiences, they bring the hidden history of New England foodways to light, along the way showing how a region’s food practices can illuminate its broader social and cultural history.

Also on the menu, the dinner will feature historical recipes including chowder in honor of the recent book, A History of Chowder, by Rob Cox, head of Special Collections and University Archives and UMass alumnus Jacob Walker ’09.