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The Ultimate Search Engine is @ your library®

Library marketing? One of the current hot topics in libraries, marketing has become a necessary response to the revolution in electronic communication. Libraries have, of course, “marketed” their collections and services as long as they have existed, but with the overwhelming amount of information available over the Internet, there is now more of a need to make students aware of the resources and services available to them at no cost through their campus library. Libraries need to inform students that the “ultimate search engine is @ your library®.”

As a response to this need, the American Library Association launched an international marketing campaign called “@ your library®.” This campaign offers suggestions and examples for libraries to use or model in their own campaigns. At McMaster we were looking for a way to tap into this campaign to promote our library to undergraduate students, and decided to do a poster campaign using the @ your library® tagline with images of campus celebrities.

The campus celebrities we chose to use were student-athletes because we thought they would be recognized by most students. We approached the University’s Dept. of Athletics and Recreation and asked if the Dept. would be interested in partnering with the Library on this promotional campaign. Since the Dept. of Athletics

and Recreation values both athletic and academic performance, it welcomed the opportunity for student-athletes to participate in a campaign promoting the Library and academic achievement.



The next step was to identify the sports we wanted to highlight in this campaign and to photograph the student-athletes who volunteered to participate. A committee made up of library staff and a representative from Athletics and Recreation chose eight sports and then created catchy taglines appropriate to each sport which also conveyed a message about the importance of using the library. We had lots of fun with this part! Some of the posters show a basketball player shooting a basket in the library stacks with the caption: “shoot for A’s @ your library®;” two wrestlers in position to “wrestle with ideas @ your library®;” football players at the library’s Reference desk preparing to “tackle assignments @ your library®;” a baseball player with his bat ready to “hit the books @ your library®.” To see a slide show of all the posters go to: <http://www.mcmaster.ca/ua/opr/posters/>.

The Dept. of Athletics and Recre-

ation very generously offered to launch the series of posters on the University’s Mactron during the first Marauder football game on Labour Day (with an expected attendance of about 3,000 first year students) and the next two home games. In the week after the Labour Day game, posters were put up in Mills, Innis and Thode libraries and in other campus buildings. The images were also mounted as screensavers on all the library’s public computers.

Students loved the posters, and some have suggested additional sports or volunteered to participate in the next series of posters. What did we gain through this campaign? Can we say that more students are using the library now, or have an increased awareness of our resources and services? Unfortunately we can’t; what we can say is that we got their attention in an unconventional and fun way, got a lot of publicity for the

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library, and hopefully got across the idea that the library should be the starting point for students working on papers and assignments. ■

Anne Plessl

Women and War Exhibit at the Imperial War Museum, London, England

Three items from the Vera Brittain Archives have been loaned to the Imperial War Museum in London for an exhibition, *Women and War*, which runs from 15 October 2003 to 18 April 2004. This is a major exhibition, the most ambitious of its kind ever mounted on this theme, telling the story of servicewomen, nurses, land girls, factory workers, secret agents, pilots and peacekeepers from the First World War to the present day.

Vera Brittain (1893–1970) was a British pacifist, journalist and feminist. Her memoir *Testament of Youth* echoed the stories of the generation of young people whose lives were interrupted and forever altered by the Great War. Her books, journalism and lectures were widely known in Britain, Canada and the United States. This large archive was acquired by McMaster from Vera Brittain's widower, Sir George Catlin in 1971 after her death. The items loaned by McMaster's Library are Vera's manuscript diary for the period from September to December 26th, 1915 (with one sheet dated New Year's Eve 11:55 pm), a single sheet manuscript poem "Violets" sent to Vera by her soldier fiancé Roland Leighton in April 1915 (killed in action), and a copy of the first edition of her autobiographical memoir *Testament of Youth* (London, Gollancz, 1933). To read more about the exhibit please go to <<http://www.iwm.org.uk/women/intro.htm>>. The Vera Brittain archives are described online at <<http://library.mcmaster.ca/archives/findaids/fonds/b/brittain.htm>>. ■

Charlotte A. Stewart

Wong E-Classroom for Information Literacy

The Wong E-Classroom for Information Literacy is the second phase of an Information Literacy Project, generously funded by Alan ('71) and Brenda ('72) Wong. The purchase of three mobile teaching units from funds provided by the Wongs had already allowed librarians to take their presentations into the classroom where they could reach as many as 300 students at a time. This is a very efficient use of the "talking head" model of instruction, but there are occasions when only hands-on training will do! With a crowded orientation room containing only 6 user stations, instructional librarians had long felt the need to significantly upgrade our in-library teaching facilities.

At the recommendation of a consultant, we selected room 107, at that time a study room, because of its size and shape, and minimal required renovations (an auxiliary air handling system, and upgraded electrical and network wiring). By summer 2003, renovations were complete and custom built "pod" tables installed. The pod style was chosen to break the classes up into smaller groups, allowing the instructor to get around more easily to students requiring assistance. Next came a fresh coat of paint, new remote-controlled overhead projection system, and 20 new PCs with LCD screens. The sleek LCD screens, with CPUs mounted below the tables, result in a clear, uncluttered look and lots of room for taking notes. One valuable by-product of the project is that we have been able to convert the old orientation room into a study hall with Internet access via laptop plugins.

Response from students has been positive and our instructional librarians are ecstatic. For instance, for the first time, staff from the Map Collection are able to do lab-type instruction in which the students receive a brief

demo and then have supervised time to work on their assignment, asking questions as they arise. Up to now staff have had to assist individuals one at a time on the one *ArcView* station in the Map Collection.

Another instructional librarian comments:

It's wonderful to see the students actually trying the things we teach them, and to walk around the room looking over their shoulders and seeing them "get it". It's also VERY enlightening when they DON'T get it; it helps me understand how students experience the research process when they're doing it for the first time, and helps me figure out how to be a better teacher. ■

Sheila Pepper

Facing the Double Cohort

When the Library began to plan for the much anticipated "Double Cohort," we really didn't have much in the way of concrete information to go on. Estimates of actual numbers of incoming students varied widely, and there wasn't any way to tell whether registration would be up in all areas or would impact more on specific subjects fields (and thus on individual campus libraries), rather than everywhere. However, we did know that students were already demanding more of everything—more books, more journals, more equipment, more study space....

Obviously building new libraries or additions to existing ones weren't options. We had to make the best use of what we had, and work in one department often had a domino effect on another. For instance, the Library has been making a concerted effort to add resources available electronically and, therefore, remotely. This has meant not only that many students will be able to use our resources from home, but also that some of our print subscriptions can be cancelled. In Thode, these cancellations have enabled us to prune considerably the

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Library Celebrates Gift of Pigott Diaries

On Sunday, Nov. 2nd, the Library celebrated the donation of the personal diaries of Joseph Michael Pigott with a private reception held at the Hamilton Club. The diaries were donated to the Library in 2000 by five

of J.M.'s grandchildren: the late Joe Pigott, Mark, Brian and Stephen Pigott, and Judith (Pigott) Hendry, who inherited

the diaries from their father, Joseph M. Pigott II.

The 57 handwritten diaries span the years from 1910–1968, a turbulent time in Canadian social and economic history, and provide a glimpse into Pigott's private thoughts and insightful commentaries on issues of the day. They are important historical documents and will be of particular interest to researchers and scholars of 20th century local and Canadian history.



Judith Hendry, Brian Pigott & Elizabeth Pigott

Members of the Pigott family, personal friends, and friends from McMaster University were on hand to join President and Vice-Chancellor Peter George and University Librarian Graham R. Hill in thanking the Pigotts for their generous and extraordinary gift to McMaster's academic community. Dr. John Weaver, professor of history at McMaster, talked about the

importance of the diaries for historical research. (See his article describing the diaries in the spring/summer 2003 issue of the

McMaster Library News).

Brian Pigott and Joe Pigott's widow, Elizabeth, spoke on the family's behalf and expressed their pleasure in knowing that the diaries would make a significant contribution to research and scholarship at McMaster.

A description of the Joseph M. Pigott collection is available at: <http://library.mcmaster.ca/archives/findaids/fonds/p/pigott.htm>. ■

Anne Plessl

to open ports so that students can connect their laptops to Library resources. We're also able to offer 24 laptop connections in Mills room 405, thanks to funding from the Class of '55. Adding laptop connections to Innis is already in process, and we hope to extend the service to Thode soon. Coincidentally, although not done expressly for the double cohort, we've upgraded our Gateway pages again to reflect the new design of the University's web site. The new layout makes it even easier for students to find information about our services and resources.

We're re-arranging our study space yet again to try to meet current needs. Over the summer, we converted the McLay Reading Room on the second floor of Mills to "group study", leaving all other study areas in the library as either "silent" or "quiet". It's our hope that this will better meet current needs and will make it easier for staff to patrol the areas.

It's early yet in the term to tell how successful our preparations have been, but all libraries are very busy and there appears to be a brisk market for our services. ■

Sheila Pepper

Research Centres in Mills Library

Mills Memorial Library is the home of two data research centres: the Data/Text Centre and the Statistics Canada Research Data Centre (RDC). A fairly simplified explanation of how these operations differ would be to say that the Data/Text Centre provides assistance in accessing "canned" data and texts, while the RDC provides vetted access to more confidential material.

The Library's Data/Text Centre opened in 1999, in answer to an explosion in the publication of digital data and text. At that time, a growing number of data/text publications, among them census publications from Statistics Canada, were being made

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current journals display, freeing up space for expanding both shelving and study space. In Innis, the same kind of reorganization has permitted the addition of 8 carrels and one group study table. Additional funding has been made available for the purchase of more copies of reserve books and other heavily-used materials.

Twenty new PCs have been purchased for public use, 12 for the Reference area in Mills, and 4 each to Innis and Thode libraries. The space for the added stations in Mills was freed by the consolidation of the Reference and Bibliography

collections.

Instructional librarians in Mills, Innis, and Thode now have ready access to "mobile teaching units", funded by a generous donation from Alan and Brenda Wong, that allow librarians to take their presentations into large classrooms, reaching as many as 300 students at a time. The same donation has funded the renovation of one study hall in Mills into the Wong E-Classroom, with stations for 20 students to take hands-on instructional sessions. The old orientation room has been converted back into a study room, and the 5 Ethernet connections used previously for instruction there, have been converted

(Research Centres in Mills — cont'd from p.3)
available only as unformatted data. Such products can offer great flexibility in the way in which the user can extract and manipulate data, but often require special expertise in order to get the most value from them. The Library felt an obligation to offer assistance in downloading, formatting, and manipulating such data.

Benson Agi became the Library's first Digital Resources Specialist, charged with setting up the Centre. When Benson left the Library, his successor, Vivek Jadon, worked hard to build on Benson's initiatives, increasing user awareness and building contacts with faculty across campus.

Vivek and staff from other Library Services units have collaborated to develop a good sense of where printed and electronic publications intersect and which format will be of the greatest benefit to the specific user. Use of the Data/Text Centre in the 2002/03 report year tripled over use in the 2001/02 report year, with emphasis on geographical, business, economic, and other social sciences data.

In the fall of 2000 the RDC opened in space provided by the Library. The Centre was the first of its kind, aimed at ensuring access to confidential Statistics Canada master survey files for analysis by the broader research community in Canada. Since Statistics Canada is required by law to ensure the confidentiality of the data and to respect the privacy of survey respondents, a full process of project approval must be undertaken for each applicant. Although the RDC is not a Library operation, the potential attraction to the Library of researchers from across Canada was such an obvious bonus that the Library was happy to donate space for the creation of the Centre.

A congenial working arrangement has grown between staff of the Data/Text Centre and the Research Data Centre, the latest development being joint presentations delivered to various areas across the campus. To

learn more about these two services, check <<http://library.mcmaster.ca/datatext/>> or <<http://socserv.socsci.mcmaster.ca/rdc/>>. ■
Sheila Pepper

American Society for Eighteenth Century Studies

Catherine Rodriguez, a doctoral candidate in English at the University of Virginia, was the 2003 recipient of the McMaster-ASECS fellowship. Catherine spent four weeks at the Library in September–October 2003. Her research involves preparing a publication history of Frances Burney's *Cecilia* and she spent her time examining all McMaster's holdings of early editions of this popular novel. McMaster owns copies of the first six editions published in the eighteenth century and Catherine found it extremely valuable for her research to be able to examine and compare several printings and editions at the same time. She also found it helpful to have ancillary material in Archives and Research Collections and in the Library's stack collection available to her. ■

Recent Notable Gifts

The Library has received the following gifts from:

- ❖ Gerard Brender B Brandis, his archives dating 1964–2002 including correspondence, manuscripts, sketches and sketchbooks, artist's proofs of wood engravings, photographs, slides and audio cassettes.
- ❖ M.H.I. Baird, books and journals primarily on chemical engineering and television.
- ❖ George Bisztray, books on various topics.
- ❖ Janet Bryers, a collection of 19th century travel books.
- ❖ Rita Cossa, books on topics in business.
- ❖ Ray & Donna Findlay, a collection of 19th century Canadiana.

- ❖ Daniel J. Geagan, books and journals primarily on Greek and Roman history.
 - ❖ Milica Krneta, books on Croatian literature and history.
 - ❖ George M. Paul, a collection of books on classics.
 - ❖ Stephen Leacock Association, books nominated for the 1999, 2000, 2001 and 2003 Stephen Leacock Medal for Humour.
 - ❖ Robert Stevens, a collection of fore-edge books on various topics.
- We are grateful to all donors for their generosity to the Library. ■

Calendar

Exhibit in Archives and Research Collections, Mills Library:
January–March: "The Book as Art Object."

Events:
April 20, 2004: Luncheon for library retirees. ■

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