

# Linking Libraries

Volume 27, No. 3  
October 2007

## Continuing Education



**Save these dates on your calendar!**

**Tuesday, October 9** Popular trainer and customer service expert **Bob Brancato** returns to RRLC to talk about *Planning and Organizing Your Priorities*.

**Wednesday, October 10** Learn more about marketing your library with *"Marketing as a Team Sport"* and *"What's a Database Anyway?"*, presented by library consultant **Peggy Barber**.

**Thursday, October 11** Are you a genealogy buff? Find out how to use the online resources of the National Archives, and identify the ancestors you're looking for.

**Tuesday, October 30** Being aware of your own communication style, and the preferences of your colleagues, can be a big help in discussions and meetings in the workplace. Join **Bob Brancato** for *"Working With Others: Communication Styles"*.

## Monday Night @ the Council "Pizza and ....." is back!



**Monday, October 15** - Pizza and Health Resources with **Barbara Ciambor**

**Monday, October 22** - Pizza and iPods & MP3 Players, with **Barbara Moore**

**Monday, October 29** - Pizza and the Basics of HDTV, with **Aanand Parthasarathi**

**Monday, November 5** - Pizza and the Reference Interview, with **Kim Davies Hoffman**

**Monday, November 12** - Pizza and Blogs and Wikis with **Barbara Moore**

**Monday, November 19** - Pizza and Science.gov with **Bonnie Swoger**

**Monday, November 26** - Pizza and WebJunction with **Barbara Ciambor**

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## Carole Joyce New CLIC-on-Health Project Director



**Carole Joyce**, former Director of the Rochester Public Library and Monroe County Library System, has been appointed Project Director of **CLIC-on-Health**, replacing **Linda Phillips**, who retired at the end of the summer. We wish Linda well in her retirement!

Carole is very familiar with CLIC-on-Health, having been part of the original "steering committee" that leveraged the resources and knowledge of public, school, and medical librarians to create the quality and award winning consumer health website we have today.

Carole's experience, connections into the community, and enthusiastic attitude will continue the success enjoyed by CLIC-on-Health!

Contact Carole at RRLC and via email at [cjoyce@rrlc.org](mailto:cjoyce@rrlc.org).

## Your New Regional Catalog: Customizing the WorldCat FirstSearch Interface



If you have traditionally used ROARing Cat to locate regional holdings, you will want to make the switch to WorldCat since ROARing Cat has been phased out over the summer. To learn more about WorldCat go to <http://www.rrlc.org> and click on the "Information about WorldCat" page.

RRLC member libraries can use WorldCat FirstSearch when looking for materials in Rochester area libraries. All RRLC member libraries have the capability of customizing their WorldCat FirstSearch interface. RRLC can make these changes for you, if you prefer. The customization makes local and regional holdings show up first in the list of search results. Users can then link to the owning library's online catalog to determine shelf status and availability.

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## RRLC Member News

### Jewish Literature – Identity and Imagination

**Monroe Community College (MCC) Libraries** has been awarded a *Let's Talk About It: Jewish Literature – Identity and Imagination* grant from Nextbook (<http://nextbook.org>) and the American Library Association. This award will finance a five-part book discussion series of works examining the diverse literature of the Jewish experience.



*MCC Libraries' Public Programming Committee developed the Project. From left to right: Peter Genovese, Lori Annesi, Alice Harrington, Bess Watts, and Debbie Mohr.*

From the list of offered themes, the Libraries have chosen *Between Two Worlds: Stories of Estrangement and Homecoming*. The five titles associated with the chosen theme explore the issue of identity in which, according to Nextbook, “writers from Egypt, Brazil, Poland and the United States take up [the] central theme of Exodus, exploring questions of home and away and what it means to belong.”

Professor Barbara Lovenheim of MCC's English/Philosophy Department will introduce each book in the series.

Partners that will help the MCC Libraries support and promote this project, include the Monroe County Public Library System, which will display promotional materials and link to the project's official website at MCC.

The dates and book titles for the upcoming events are:

- Oct. 23, 2007: *The Centaur in the Garden* -- Moacyr Seliar
- Nov. 13, 2007: *Kaaterskill Falls* -- Allegra Goodman
- Dec. 4, 2007: *Out of Egypt* -- André Aciman

All discussions will be held at 6:30 pm in the Forum in MCC's Campus Center (Brighton campus). More information is available on the library's Web site.

### Roberts Wesleyan Golisano Library Celebrates Grand Opening

**Roberts Wesleyan College** has officially opened its \$11.2 million B. Thomas Golisano Library, declaring it “a library for the 21st century.” Located at the academic heart of the campus, the two-story, 43,000-square-foot library incorporates unique design elements, is built with the environment top-of-mind, and fosters a spirit of learning among its students. It is also available to the public.

The Golisano Library features a state-of-the-art Information Commons comprised of a 1,600-square-foot café, a computer lab, numerous group study rooms, large meeting rooms, and wireless capability throughout the facility. Other features include a graduate study room, a reading room, and an up-

graded archives and special collections area enhancing the more traditional library services available. Visually, exterior copper design elements call attention to the commanding building.

“The interesting architecture, the beautiful landscaping,

*(Continued on page 4)*

### Monroe County Library System (MCLS) has a new "Visual Catalog"!

The **Monroe County Library System (MCLS)** has a new "Visual Catalog"! Visitors to <http://www.libraryweb.org> will see a new option for the Visual Catalog. The traditional catalog is still in place, but the new catalog offers a variety of new features.

AquaBrowser Library is a library catalog search tool that works with the library's existing catalog. It offers revolutionary search capability for library patrons and serves as the interface that the user sees. It finds items using associations, context and spelling alternatives automatically generated from the library catalog.

The visual catalog actually helps users in their quest. It automatically creates associations, or "tag clouds", when patrons enter search terms. These associations link users to an unimaginable array of potential paths to explore. Search results are displayed with an indication of the type of material (book, video, DVD, etc.) and images of book covers, links to reviews, annotations and excerpts where those are available. Users can check availability and place holds on items if desired.

You can go to the new catalog directly by going to: <http://visual.rochester.lib.ny.us>. AquaBrowser is also used to power Rochester Museum and Science Center's interactive online catalog.

### "Let's Get Ready to Read" Program

The **Irondequoit Public Library** in Rochester NY has launched a new educational program called “Let's Get Ready to Read”. The program will provide emergent literacy materials and services to parents and caregivers of children under the age of 5, and is being developed by IPL children's librarians Mary Gleason and Ruth Otto and emergent literacy consultant Keary Pender. It's made possible in part by a \$44,000 Family Literacy Library services grant from the New York State Education Department, and is based in ALA's “Every Child Ready to Read @ Your Library” program.

Through a series of workshops, parents and caregivers will learn the six major skills a child needs before he or she can successfully learn to read and write, and tips on incorporating these skills into the child's daily routine. First, parents will attend an informational workshop detailing the six skills. Then, they will be eligible to sign up for a 3-session interactive workshop with their child. The interactives consist of a

*(Continued on page 4)*

## RRLC People in the News

**Rosemarie Maldonado** is the new part time reference librarian position at **Newark Library**.

**Adam Traub** is the new Systems Librarian at **St. John Fisher College**. Adam previously was an Associate Librarian at the Strong National Museum of Play.

**Edward G. Miner Library** is pleased to announce the following appointments:

**Donna Berryman** as Assistant Director of Education and Information Services. Donna recently relocated from Massachusetts, where she was Outreach and Education Coordinator for NNLM's New England Region at the University of Massachusetts Medical School.

**Valorie Hallinan** as Education and Reference Librarian. Valorie received her MLS from SUNY Buffalo in 2007. She also holds an MS in Broadcast Communications from Syracuse University.

**Elizabeth Kettell** as Health Sciences Librarian, Basil G. Bibby Library. Beth is completing her MLS degree requirements at SUNY Buffalo.

**Pamela White** as Community Outreach Librarian. You may know Pamela from her involvement in CLIC-on-Health, her position as Health Sciences Librarian at Highland Hospital, and her former position as Health Sciences Librarian, Basil G. Bibby Library.

**Eileen O'Hara, champion of Library Assistants** Many may not know the background of Eileen O'Hara in connection with Rochester Regional Library Council Library Assistants' Group and New York State Library Assistants Association (NYSLAA). Eileen had been an intricate part in advocating and developing a runway for library support staff. It was through her insight and passion that the RRLC group was started.

Eileen O'Hara was the first recipient of the now named Craig Koste Award for Outstanding Service that is presented annually at the NYSLAA Conference.

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## Continuing Education *(Continued from page 1)*

### E-Briefs

RRLC is working with library consultant Lou Wetherbee to develop a series of E-Briefings on emerging technology tools, Internet applications and/or innovative library customer service concepts. Each 20-minute webcast presentation will be devoted to a single topic, and will be delivered live and then archived for viewing on demand. This series will offer leaders an effective and time efficient way to learn about new topics. Proposed topics include social software, specialized search engines, online workplace applications, online survey/feedback tools, Blogs/RSS, the Invisible Web, Google Gadgets, useful applets, folksonomies, social search, and gaming in libraries. The first E-Briefings will be scheduled in mid-October. Please check the RRLC Website for details.

## **New Regional Catalog** *(Continued from page 1)*

Here are examples of some of the customization of settings that will allow you to take advantage of all that WorldCat offers:

### **Change your default search screen from Basic to Advanced**

Advanced searching allows for the application of specific limits and index searching not available via the Basic search interface.

### **Set your Library Holdings Display to the VRSU/RRLC Union List Group**

When this is set as the default, local/regional libraries will show first when displaying holdings information.

### **Display All Libraries**

Check On to be able to display the holdings of all WorldCat libraries.

### **Display My Union List Data in FirstSearch**

Display holdings linked to your library

### **Links to Your Library's Catalog**

You can enter the URL for your library catalog's opening page.

### **Library Catalog Search**

"Deep Linking" has FirstSearch prompt a library's OPAC to conduct ISBN, ISSN, or OCLC record number searches.

You can use your First Search administrative authorization/password to make these changes. You may direct RRLC to make any of these changes on your behalf by contacting Barbara Ciambor at (585)223-7570 or [bciambor@rrlc.org](mailto:bciambor@rrlc.org).

School library holdings are not in WorldCat but are found in SchoolCat. SchoolCat (<http://schoolcat.library.net>) is the union catalog of the Greater Rochester Area School Library Systems -- Genesee Valley BOCES SLS, Monroe #1 BOCES SLS, Monroe#2 Orleans BOCES SLS, Rochester City School District SLS and Wayne-Finger Lakes BOCES SLS.



## **CLIC-on-Health Project wins Exhibits Award**

The RRLC's CLIC-on-Health Project has received an Exhibits Award from the National Network of Libraries of Medicine, Middle Atlantic Region. The award of \$1,385 will be used to support CLIC-on-Health's participation in the 2007 Alesi Family Health Fitness Fair on October 4, 2007 at the Dome Center. Part of the money will be used to purchase a 24 inch monitor to be used at the Fair to demo the CLIC-on-Health website and Medline Plus databases. Exhibit award recipients are also provided with a tabletop exhibit kit, which promotes the products and services of the National Library of Medicine.

## **Roberts Wesleyan Golisano Library**

*(Continued from page 2)*

and the resources inside the library make it quite inviting for students,” said T. Richard Greer, facilities director for the college. “The library can hold more than 300,000 books and features movable shelving that’ll make it easy and efficient for students to get the information they need. It also offers unique areas such as a children’s section, an instructional lab, a fireside reading room and a graduate research room. . . we incorporated unique features to add warmth and comfort such as movable seating and fireplaces — elements that encourage collaboration and learning.”

The library will be considered for LEED (Leadership in Energy and Environmental Design) certification and incorporates such economical, energy-saving aspects as:

- Renewable materials such as cork flooring and carpet squares made of highly recycled content and sunflower board cabinetry (a rapidly renewable resource made from real sunflowers);
- Innovative geothermal heating and cooling systems (its pumps draw water from beneath the earth’s surface instead of from outside air to provide heating and air conditioning);
- 100 percent “green E” power — energy derived from wind or bio fuels;
- Natural light leveraged throughout to extend energy efficiency, including white paint and solar shades that are used to reflect the direct rays of the sun and bounce light to specific areas.

Congratulations to Roberts Wesleyan on their new library!

## **"Let's Get Ready to Read" Program**

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series of play stations which replicate real life venues such as grocery stores, and doctor’s or post offices. Opportunities for reading and writing will be available at each station.

Separate informational and interactive workshops will be held for parents and caregivers of children aged birth through 23 months, 2-3, and 4-5. Workshops will be held at both library branches, the Irondequoit schools, and Irondequoit’s Stepping Stones Learning Center.

The libraries are adding and labeling relevant parenting and children’s materials to the collection, and will also be creating “literacy kits” for each of the three age groups, with books, CD’s, and informational material to support emergent literacy development at home. Kits will be available for loan throughout the MCLS. Finally, the children’s librarians are incorporating the six skills into their weekly story hours.

*Mary Gleason, Children’s Librarian*

## **New and Improved NOVELNY Website**



The New York State Library is pleased to announce the launch of the new and improved NOVELNY website – <http://www.novelnewyork.org> which provides convenient access to the NOVELNY databases, promotional materials for librarians, and information about the NOVELNY program. This improved website is an important component of the NOVELNY Statewide Education & Information Program Communication Plan. Announcements and other publicity will be appearing in the coming weeks to increase public awareness of the NOVELNY site.

Novelnewyork.org allows users to access the databases using their driver license number or directs them to their local public library’s website to either register for or use their public library card for remote access.

The State Library is requesting that individual libraries and library systems revise their current websites and printed handouts to include the new NOVELNY logo and to add a direct link to NOVELNY from their websites by using the sample HTML code available at [novelnewyork.org](http://novelnewyork.org). The logos and HTML code can be obtained from the Librarians section of the site by clicking on Toolkit, then scrolling down to “Link to NOVELNY from Your Site.”

The following “credit” paragraph (also available at the NOVELNY site) should appear on your library’s database web page or other materials relating to NOVELNY:

“Provided by the New York State Library, NOVELNY connects New Yorkers to 21<sup>st</sup> century information. NOVELNY is supported with temporary federal Library Services and Technology Act funds from the Institute of Museum and Library Services (IMLS). The New York Knowledge Initiative is a proposal for permanent state funding for NOVELNY.”

Novelnewyork.org also contains an improved Toolkit to help librarians promote NOVELNY to their patrons, with items readily available in English and Spanish. These items can be easily downloaded and customized by individual libraries. Such items include brochures, rack cards, bookmarks and mailers.

Please contact David Fiske at the State Library, Division of Library Development, for questions regarding [www.novelnewyork.org](http://www.novelnewyork.org) by calling 518-486-4857 or by email at: [dfiske@mail.nysed.gov](mailto:dfiske@mail.nysed.gov)

### **Guest Use Policy**

RRLC is updating the Guest Use Policies for RRLC Academic Libraries. Please remember to look at the information for your institution and send any additions and/or revisions to [rclc@rrlc.org](mailto:rclc@rrlc.org) by October 31. The current list can be found at <http://www.rrlc.org/orgmain.asp?sid=&orgID=37>

## Academic Libraries Receive CCDA Funding

Area academic libraries received a total of \$118,078 in Coordinated Collection Development funds as part of the New York State Education Department program, and as a result of their membership in RRLC. Two libraries that previously received funding under the umbrella of the University of Rochester – Sibley Music Library and the Edward G. Miner Medical Library – now receive their own funding, based on the State criteria that these libraries are separately funded and administered.

The total amount of funding available statewide for this program is just under \$2 million – and that total has not been increased since 1984. A book that costs \$25 in 1984 would cost \$50 today if inflation alone were factored in.

The New York Library Association as part of its 2008 Budget Proposal to the Governor and Legislature is proposing that these funds be doubled. Libraries receiving these funds agree to share the materials with people throughout the state through interlibrary loan. Many academic libraries already have "direct loan" agreements, such as Connect NY, and premier information delivery services such as IDS, with other libraries across the state. This additional State funding will encourage more such agreements. Students and faculty of approximately 200 public and nonprofit independent colleges and universities and millions of library users statewide will benefit from this increased funding.

CCDA grants received locally were:

Finger Lakes Community College	\$7,906
Hobart and William Smith College	\$6,364
Monroe Community College	\$17,481
Nazareth College	\$7,713
Roberts Wesleyan College	\$6,486
Rochester Institute of Technology	\$17,701
St. John Fisher College	\$8,017
SUC Brockport	\$12,865
SUC Geneseo	\$ 10,175
University of Rochester	\$14,570
University of Rochester-Eastman School of Music	\$ 4,400
University of Rochester Medical Center	\$4,400
<b>TOTAL</b>	<b>\$118,078</b>

## RRLC Access Card Program

As the new school year begins, RRLC member institutions should be aware of how they can assist their faculty, graduate students, professional and research staff involved in long-term research. The RRLC Access Card Program facilitates researchers by allowing use of the collections of RRLC libraries outside of their home library.

The RRLC Access Card Program is a direct borrowing program in which many RRLC libraries participate. Access cards are available to current faculty, graduate students, and professional and research staff of participating institutions.

RRLC Access Cards are issued by the user's own library; and issued to users needing extensive use of other participat-

ing library collections. While not designed as a replacement for interlibrary loan, the program will assist researchers in need of resources outside the collections of their home libraries.

Additional information about the RRLC Access Card Program, including brochures, is available on the RRLC web site at [www.rrlc.org](http://www.rrlc.org), Products & Services, Access Cards. Brochures may also be obtained by calling the RRLC office at 223-7570.

## Are you turned on to OCLC E-Serials yet?

If your library has a serials management system such as Ebsco, Serials Solutions or TDNet and you aren't subscribing to E-Serials, what are you waiting for? By turning on eSerials in OCLC your Library not only increases visibility of its e-journals collection to users through the FirstSearch databases, but offers the ILL department an additional tool to catch e-serials titles your library owns electronically and therefore won't need to request through traditional ILL.

Hesitant because you think ILL traffic will increase due to your collections new found visibility? Familiarity with your library's major e-journal provider's ILL licensing agreements will have you and your ILL workforce in agreement that 'gathering' e-journal articles from databases and importing/delivering them out via Ariel, Odyssey, or e-mail is so much faster and more efficient than pulling heavy volumes from the stacks and then scanning page for page. This increased efficiency will more than compensate for the slight increase you'll see on in-coming ILL requests off your e-serials collection.

And did I mention it's free and very easy to sign up for? Check it out at:

<http://www.oclc.org/eserialsholdings/default.htm>

*-Christine Sisak, Director of ILL Services at Nazareth College (XNC), user of the e-Serials service since January 2007 and loving it!*

## People in the News *(Continued from page 3)*

**Eileen O'Hara** made the decision to go back to school for her Master of Library Science degree to be better equipped to continue to meet her goals. This year she was the recipient of the 2007 SUNY Chancellor's Award for Excellence in Librarianship.

Eileen retired from SUNY Brockport this summer. We wish her the best!

**Mary Rinaldo** has been hired as School Library Media Specialist at **Webster Schroeder High School**. Most recently Mary was at a school in the BOCES II area. She comes to Schroeder with seven years experience as a school librarian.

**Erin Ells** has been hired as the K-12 Library Curriculum Supervisor for the **Webster Central School District**. She will supervise all building librarians and coordinate the library curricula.

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# Linking Libraries



## Rochester Regional Library Council

390 Packett's Landing  
Fairport, New York 14450

Executive Director: *Kathleen M. Miller*  
Assistant Director: *Deborah Emerson*  
Business Manager: *Susan Vanderwall*  
Administrative Assistants: *Sally Collins,*  
*Georgia Learn*

Clerical Assistant: *Michelle Costello*  
Regional Archivist: *Preston Pierce*  
CLIC-on-Health Project Director: *Carole Joyce*  
Outreach Librarian: *Barbara Ciambor*

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### RRLC Calendar

- Oct. 15 Pizza & Health Resources, Featuring Medline Plus  
6:00 PM—8:00 PM RRLC Training Center
- Oct. 16 NOVELNY Thomson Gale Database Training  
10:00 AM—Noon RRLC Training Center
- Oct. 22 Pizza & iPods and MP3 Players  
6:00 PM—8:00 PM RRLC Training Center
- Oct. 25 Nylink Training Program: WorldCat Collection  
Analysis 10:00 AM—3:00 PM RRLC Training  
Center. For questions and registration go to:  
<http://nylink.org/education/>.
- Oct. 25 Monroe #1 BOCES Liaison Meeting 2:30 PM—  
4:30 PM RRLC Conference Room
- Oct. 29 Pizza & Basics of the New High Definition TV  
6:00 PM—8:00 PM RRLC Training Center
- Oct. 30 Working with Others—Communication Styles  
9:00 AM—1:00 PM RRLC Training Center
- Oct. 31 NOVELNY Ebsco Database Training 3:00 PM—  
4:30 PM RRLC Training Center
- Nov. 1 RRLC Board of Trustee Meeting Noon—1:30  
RRLC Conference Room
- Nov. 5 Pizza & the Reference Interview  
6:00 PM—8:00 PM RRLC Training Center
- Nov. 6 Budgeting for the Non-Financial Person  
9:00 AM—4:00 PM RRLC Training Center
- Nov. 7 Monroe BOCES #1 Training 3:30 PM—5:00 PM  
RRLC Training Center
- Nov. 8 Finance for Non-Financial Professionals  
9:00 AM—3:00 PM RRLC Conference Room
- Nov. 8 Nylink Training Program: What's New with Cli-  
ent 2.0? 10:00 AM—4:00 PM RRLC Training  
Center. For questions and registration go to:  
<http://nylink.org/education/>.
- Nov. 12 Pizza & Blogs & Wikis 6:00 PM—8:00 PM  
RRLC Training Center

- Nov. 13 Communicating “360”: Listening, Questioning &  
Assertiveness Skills 9:00 AM—1:00 PM  
RRLC Training Center
- Nov. 14 Library 2.0 Technologies 9:00 AM—Noon  
RRLC Training Center
- Nov. 19 Pizza & Science.gov (and other science resources)  
6:00 PM—8:00 PM RRLC Training Center
- Nov. 26 Pizza & WebJunction 6:00 PM—8:00 PM RRLC  
Training Center
- Nov. 27 Nylink Training Program: MARC Essentials  
10:00 AM—4:00 PM RRLC Training Center. For  
questions and registration go to:  
<http://nylink.org/education/>
- Nov. 27 MiracleNet/HLSP Meeting 2:30 PM—4:30 PM  
RRLC Conference Room
- Nov. 28 Nylink Training Program: Masterful Metadata  
EAD 10:00 AM—4:00 PM. For questions and  
registration go to: <http://nylink.org/education/>

**For more information on any of these events go to:  
[www.rrlc.org](http://www.rrlc.org) and click on calendar & RRLC Events**

### Employment Opportunities

#### **Weekend Supervisor - Reserve/ILL/Serials**

Lorette Wilmot Library

**Full Time Newspaper and Microtext Manager**, River Cam-  
pus Libraries

**Administrative Assistant**, South Central Regional Library  
Council for our office.

**Reference Librarian**, Nixon Peabody LLP Rochester, NY  
office.

**For more detailed descriptions of these and other jobs, go to  
[www.rrlc.org](http://www.rrlc.org) and click on job postings.**