



# Bulldog Bytes

J . F . D R A K E M E M O R I A L  
L E A R N I N G R E S O U R C E S C E N T E R  
A L A B A M A A & M U N I V E R S I T Y

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**TO OUR READERS**

If you have an interesting article or event you would like to see in the next issue of the LRC Bulldog Bytes, please contact one of the editorial staff listed on the last page.

We welcome photographs or artwork submitted for inclusion in the Newsletter on a CD-ROM or via e-mail.

Contributions from stu-

**AT YOUR SERVICE: UPDATE**  
*The Hub of the University*



**Mr. Gary Bush,**  
**Acting Director**

on-going efforts to improve customer service. Responding to feedback generated by our 2006 Lib-Qual Assessment Survey, Alabama A & M students, faculty and other patrons, emphasized a need to increase LRC's e-journals and electronic resource subscription databases.

With this in mind, LRC completed its first year Strategic Planning Online (SPOL) goals. This included encouraging every Alabama A & M student to become patrons utilizing all of LRC's resources, particularly, accessing our electronic resource subscription databases and the AMCat online cata-

log; providing library materials (books, electronic resources and audiovisual materials) for students, faculty and staff to enhance teaching, learning and research skills; embracing effective customer service models and engaging LRC personnel in professional activities thereby strengthening and enhancing their job knowledge and skills.

This past year, the LRC faculty was able to reach a quarter of the student population providing bibliographic instruction / information literacy sessions held either at the 'Information Commons' or in one of the first floor Streaming Labs. The LRC's main function is to support students, faculty and staff educational resources and research needs. By constantly improving access to resources and services, the LRC provides a centralized hub where access to information supports the educational goals of the

University's Quality Enhancement Plan (QEP).

The LRC supports the QEP by preserving, selecting and providing access to information, provided by qualified and knowledgeable personnel to fulfill the research needs of the faculty, staff and students. To keep abreast of the most up-to-date state of the art technology and products offered to academic libraries, LRC staff attended several library conferences, participated in poster sessions and attended a number of webinars.

Despite budgetary constraints, the LRC's library budget has responded to and addressed patrons' needs. Over the past 5 years, the LRC budgetary allocations reflect an exponential increase in electronic resources subscription databases with at least two-thirds of its expenditures. (con't pg. 3)

**GUEST COLUMNIST: ALFREDA HANDY-SULLIVAN**



At the beginning of the semester, students enrolled in English Composition II participated in the first of two scheduled LRC orientation sessions. One of the main goals of this session was to enhance the learning experience for beginning student researchers. Teachers participating in the first session brought their students on January 26 - 28 to the J.F. Drake Memorial Learning Resource Center. Students were introduced to the library staff and the various resources avail-

able to them. Although English instructors use the composition textbook and other instructional tools to teach students how to conduct research, the physical walk through the library appears to help students recognize the value of library research. After the LRC orientation, many students appeared confident that the sources they found were relevant and reliable. They said that they now know where to go to obtain credible information. The feedback from the students also reveals that most of them

have a new appreciation for the library staff. One student commented that she was glad to meet the librarian who led her session. She said he was friendly, knowledgeable, and eager to help her find useful information for her paper.

Several teachers created library assignment worksheets to help strengthen the overall library experience. The types of worksheets varied. One question called on students to

(con't pg. 3)

## NAAL MAKES CAREER DATABASES FREELY AVAILABLE ONLINE

The Network of Alabama Academic Libraries (NAAL) – has developed a partnership with two database producers, Facts on File and EBSCO Publishing, for access to selected career information resources. These resources will be available at no cost to all residents of Alabama on the Alabama Virtual Library ([www.avl.lib.al.us](http://www.avl.lib.al.us)) from January 2011 through June 2011. The award-winning Facts On File database *Ferguson's Career Guidance Center* will provide Alabama residents the ability to research profiles of nearly 3,400 jobs and 94 industries, find guidance on building job-hunting and workplace skills, and explore more than 55,000 career and industry resources.

A new feature of this database is the comprehensive school search database—with current data provided by Peterson's Nelnet, LLC—of more than 4,000 schools offering two- and four-year degrees in the U.S. and Canada. The Career Interest

Assessment feature helps users identify interest areas and related jobs.

EBSCO Publishing's *Career Library*, an information resource for career and college research provides information on over 2,500 occupations and almost 4,000 2-year and 4 year colleges and universities. Some of this database's major components include sections for assessing career interests and exploring information pertaining to occupations and higher education; searching web resources related to colleges/universities, careers, and curriculum; and test - GED, ACT/SAT, etc - preparation materials.

EBSCO Publishing is also providing complimentary access to the *Small Business Reference Center* which can help small business owners with buying/selling a business, managing employees, writing a business plan, understanding legal information, marketing a business, and other related issues. The database

includes current information on relevant topics from starting a company, operations management and sales to growing or rescuing a business.

The Alabama Virtual Library (AVL) is a collection of over 60 authoritative, trustworthy and up-to-date informational databases that are freely available to all Alabamians. The databases, which consist of thousands of full text journals and magazines, full text books, encyclopedias and other reference materials, are available from home, public libraries, schools, and universities. Through the AVL, an equitable core of information sources is available to every student and citizen in Alabama, raising the level of excellence in schools and communities across the state. Since 2000, the Alabama Legislature has funded the AVL.

— Leonard, Ron. "NAAL Makes Career Databases Freely Available Online" Network of Alabama Academic Libraries. January 7, 2011 Print.

## LRC FACULTY ATTEND 1890 ASSOCIATION OF DEANS AND DIRECTORS AND HBCU ALLIANCE MEETINGS

### Fall Meeting of 1890 Association of Library Deans and Directors

On November 14-15, 2010, twelve institutions' library deans/directors including Alabama A & M University met in Atlanta, Georgia to discuss the future of the 1890 group and to elect new officers. Some of the challenges discussed were how the organization could increase its visibility, feasibility and marketability in light of dwindling resources and a lackluster economy faced by all the institutions.

The focus was on making the right choices to sustain the 1890 library institutions.

The Atlanta, Georgia meeting was a perfect setting to exchange ideas with

colleagues met a few weeks prior at the HBCU Library Alliance Biennial Meeting in Montgomery, Alabama. Exploring strategies of advocacy and strengthening 1890 institutions' libraries were the focus of our discussions. Also some of the issues discussed were the future cooperation of the 1890 union catalog, the 1890 live project and determining the feasibility of having the association's website hosted by an independent server.

While operating under limited time constraints, the 1890 group successfully approved a number of motions designed to strengthen our institutions. As representative for Alabama A & M University, J.F. Drake Memo-

rial Learning Resources Center, Acting Director Gary Bush was appointed to the Executive Board.

### HBCU Alliance Meeting

Mr. Gary Bush, Acting Director and Ms. Carla Clift, Technical Services Associate, attended the Fourth Biannual Membership Meeting held in Montgomery, Alabama on October 23-26, 2010. The program's theme was "Looking Back, Moving Forward: HBCU Libraries Using Digital Technologies to Reach, Teach, and Connect." Keynote speaker was Dr. Joseph Silver of Clark Atlanta University.

## LRC LIBRARIANS PARTICIPATE IN NATIONAL CONFERENCE

Connie Mack and Diane McArthur participated in the 7th National Conference of African American Librarians held at the Sheraton Conference Center in Birmingham, AL on August 6, 2010. They presented a workshop entitled “Libraries and Universities in Second Life” which focused on the activities and huge presence of academia within the virtual environment of Second Life.

Workshop participants were able to take a tour of the incredible educational builds and campuses

located within Second Life’s immersive environment as well as hear Ms. Mack and McArthur explain how they established a virtual copy of the J.F. Drake Memorial Learning Resources Center at Alabama A&M University.

Everyone shared their own experiences and interpretations regarding the increasing usage of “virtual worlds” in academia and the potential benefits of using these worlds.



Connie Mack presents Second Life as a tool to librarians from k-12 to University at the National Conference of African American Librarians, Birmingham, AL.

## LRC HOSTS 30TH ANNUAL ADSAL CONFERENCE

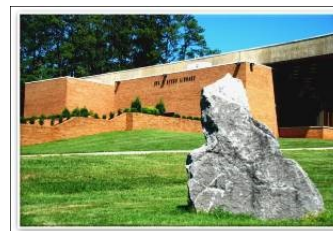
Mrs. Prudence W. Bryant, Reference Librarian was among the attendees and participants at the 30th Annual Association of Seventh Day Adventist Librarians held June 15-21, 2010 at Oakwood University, AL. Libraries 2020: Visioning and planning in the next Decade was the Conference theme.

The conference included presentations and poster sessions by librarians from Southern Adventist University, Andrews University, Canadian University College, University of Tennessee, University of Alabama Huntsville, Walla Walla Univer-

sity, Pacific University, Florida A&M University etc. The topics covered included student retention and Library Services, Client Centered Marketing Approach, Globalized Databases, Building Information Literacy into the University undergrad Curriculum.

Mrs. Bryant’s presentation included information on the impact of the Adventist religion on the Mississippi Delta and developing research skills with high school University collaboration. Mrs. Paulette Johnson, Director of the Library at Oakwood University, and Mr. Joel Lutes of

Pacific Union College, served as Co-Chairpersons of the Conference Planning Committee.



Eva B. Dykes Library  
Oakwood University, Huntsville, Alabama, site of the ASDAL.

## GUEST COLUMNIST: ALFREDA HANDY-SULLIVAN (CONTINUED)

fill in the operation hours of the library while another question asked them to give titles of articles on a specific subject. Since teachers tailored the orientation to fit their individual classes, some students got to tour each floor of the library, check out books, and search AMCAT, the AAMU online catalog.

English instructor Lee Harris said the orientation session was different this year in that students were able to get more

hands-on experience. One student was chosen from her class to demonstrate how to search the databases. Unlike previous years, graduate assistants were enlisted to work with students. “Mr. Bruce Swoopes was able to engage the students in a way that challenged them,” she stated. Harris went on to explain that Swoopes asked them specific questions about their research assignments to make sure that they fully understood what to do. He then gave them hands-on experience to research

those specific assignments. The library staff continues to work with the English instructors to serve students as they engage in research.

Over the years, LRC Acting Dean Gary Bush, Head Reference Librarian Prudence Bryant and other library staff have been especially helpful in accommodating the English faculty and students as they strive to improve information literacy at Alabama A&M University.

## NEW ADDITIONS TO REFERENCE SERVICES

The LRC proudly announces our newest additions to our Reference Services. A Graduate Study Suite -LOCATED IN Room 226 - is available for Graduate and Doctoral students and Faculty engaged in Research. Please come by the Reference Department or call 372-4712 for more information.

We have also added an AV Resources Viewing Room-LOCATED IN ROOM 232-in the Public Services/Reference Department. Come by and check it out!

The Electronic Resources and Public Services Departments held QUICK START classes each day during the week of Fall Semester. Intended as an intro-

ductory session to Web based resources, they cover the following topics:

1. Basic Database Searching
2. Advanced Database Searching
3. Advanced Web Searching and Deep Web Tools
4. Using Online Tools To Organize Your Work
5. Using the Online Catalog at the J.F. Drake Memorial LRC -Finding Print and Online Sources -Includes information on NetLibrary and other E-Resources.

Each workshop was offered once a week, with special advanced Resources Research being offered on Fridays for upper classmen or any interested person! One on

one instruction with a Librarian is offered so you may get the most out of your Research Resources at the LRC.

Look for a new schedule of workshop for the Spring Semester by visiting the [LRC Blog](#) (AAMUlrclblog) for information as well as other items of interest.



## SERIAL SUBSCRIPTIONS INCREASE DESPITE ECONOMIC DOWNTURN

Serials subscriptions often consume the largest portion of a library acquisition budget. As they have the past several years, serial subscription costs for 2010 increased 7-9 %. Generally, subscriptions in the sciences increased beyond the average with some increasing more than 100%. While increases for 2011 are projected at a lower rate of 3-4%, these will impact libraries greatly, because they are combined with the trend of funding libraries with a smaller portion of general university budgets.

During the last decade or so, bundled e-journal (electronic journal) packages (often referred to as "Big Deals"), were purchased by many libraries seeking to bolster their

serials collections. Indeed, consortium pricing made these arrangements the cost-effective choice; however, reduced budgets caused by the recession have many libraries reconsidering this model. In a recent survey conducted by EBSCO Publishing, their library customers revealed that many of them are taking a hard look at their "Big Deal" packages and "unbundling" titles that have consistent low use.

To determine what portions of their serial collections are receiving low use, librarians are looking even more closely at usage statistics collected from e-journal packages and manual statistics collected

from shelving their print titles. These statistical information is used to reduce costs by cutting low use content from the collection. Depending on what the statistics show, low use content might include the print component of print + online subscriptions or deciding which subject database provides the most unique content and coverage. As libraries make use at the journal level the "bottom line" of whether a title continues to be collected and the price of e-journal packages rises, the "Big Deal" may become unsustainable for most libraries.

- "Serials Price Projections for 2010". EBSCO Publishing, Sept. 8, 2010. <http://www2.ebsco.com/en-us/Documents/customer/SerialsPriceProjectionReport-2011.pdf>

## AT YOUR SERVICE: THE HUB OF THE UNIVERSITY (CON'T)

Currently, the LRC has over 55 electronic resource subscriptions databases that patrons can access from anywhere on campus as well as remote locations. From on campus, patrons can go to the University's website, move the cursor over the word 'Library' and select "Databases" from the drop down menu list. 'In order to access from remote locations, one must have a valid *Outlook* or *Gmail* account plus a valid password. Patrons should contact the Information Technology (IT) department to receive such authorization at (256) 372-5993. The usage statistics below reflects how often patrons accessed the following databases:

<u>RESOURCE</u>	<u># of SESSIONS</u>
EBSCOhost research databases	334,592
Academic Search Premier	7,211
ScienceDirect	6,550
JSTOR: Ecology and Botany	569

Every academic library strives to ensure that services offered are fully utilized. Toward this end, the LRC's Reference Department stands ready to conduct additional bibliographic instructions/information literacy presentations. The LRC, however, needs the support of faculty to encourage their students to utilize our electronic resource subscription databases. Also, LRC staff asks that faculty accompany their students to the library to see

what services are offered. The LRC faculty is also exploring different avenues to increase student involvement in using library resources. The '*embedded librarian*' is a novel concept that has been adopted by many academic libraries throughout the United States. The basic premise is it allows a librarian to become the point person for a particular class assignment throughout the semester. Students can ask questions directly via email or in person. If you are interested in pursuing such collaboration, please do not hesitate to contact Mrs. Prudence Bryant, Head Reference Librarian or Mr. Sebastine Nwaneri, Inter-library Loan Librarian at extension 4712 for assistance.

## DATABASE HIGHLIGHTS

These subscription databases are available 24/7 for your research needs. As this is a selected list, please check the LRC Database page for a full list of our research databases at [http://www.aamu.edu/library/Database Title list.aspx](http://www.aamu.edu/library/Database%20Title%20list.aspx).

**MathSciNet** is a comprehensive database covering the world's mathematical literature since 1940. It provides Web access to the bibliographic data and reviews of mathematical research literature contained in the Mathematical Reviews Database. MathSciNet fosters the navigation of mathematics literature by providing links to original articles and other original documents, when available, and by encouraging links from journal article references to MathSciNet. MathSciNet includes linked reference lists from selected journals.

- **Contents:** some full text
- **Dates of Coverage:** current
- **Publisher:** American Mathematical Society

**Military and Government Database:** Designed to offer current news pertaining to all

branches of the military and government, this database offers a thorough collection of periodicals, academic journals, and other content pertinent to the increasing needs of those sites. The Military & Government Collection provides cover-to-cover full text for nearly 300 journals and periodicals and indexing and abstracts for nearly 400 titles.

- **Contents:** includes full text
- **Dates of Coverage:** current
- **Publisher:** EBSCOhost

OUP includes more than 150 scholarly journals from the **Oxford University Press**, many with full text back to 1998. Disciplines include Humanities; Social Sciences; Law; Economics, Business, and Finance; Biological Sciences; Medicine; Public Health and Epidemiology; and Mathematics, Statistics, Computing, and Physics.

- **Contents:** full text; many titles from 1998
- **Dates of Coverage:** 1998 -

- **Publisher:** Oxford University Press

**PsycARTICLES** is a definitive source of searchable full text articles on current issues in psychology. The PsycARTICLES database covers general psychology and specialized, basic, applied, clinical and theoretical research in psychology. The database contains more than 35,000 searchable full text articles from 41 journals published by the APA and eight journals from allied organizations.

- **Contents:** full text
- **Dates of Coverage:** 1987-Current
- **Publisher:** American Psychology Association

There are more databases covering every subject listed on our website! If you need help, don't forget to ASK A LIBRARIAN.

## UNIVERSITY ARCHIVES STAFF DISCOVER LETTERS FROM THE 1880's

The staff of University Archives here at Alabama A&M University recently made a historical find in their collections. An archival request was submitted to University Archives from a Tuskegee University alumnus, Mr. Lamar Braxton. Mr. Braxton inquired if there were documents to confirm that Dr. William Hooper Council, founder and first President of Alabama A&M University and Booker T. Washington corresponded with each other. University Archives staff preceded with their research. Within their vault was found two letters of interest. One was signed by Frederick Douglass, the other by Booker T. Washington. Both were addressed to Dr. William Hooper Council. These communiqués are truly valuable artifacts, evidence of the social prominence Dr. Council possessed during his tenure as President of this institution.

WAFF Channel 48 covered the story on their morning and evening news and late night edition. Mr. Gary Bush, Acting Director and Head of Public and Infor-

mation Services in the J.F. Drake Memorial Learning Resources Center introduced Mr. Jack Madison, field reporter for WAFF Channel 48, to Ms. Carla Clift, Interim Archivist and Technical Services Associate and Mr. Bruce Swoopes, Graduate Research Assistant and they shared the significance of the discovery in the interview. Both Dr. Washington and Frederick Douglass were prominent world figures, in politics and education, during a time when African Americans rights' as citizens were infringed upon severely.

Though the content of the letter from Frederick Douglass is incomplete, it can be interpreted. Mr. Douglass communicates in his later years to Dr. Council that he would not be attending a convention in 1894. The second letter from Booker T. Washington to Dr. Council is a professional correspondence between two Negro Educators. Dr. Washington recognizes Dr. Council's prowess as an educational leader and salutes the presentation and content of an essay prepared

by Dr. Council for the State Teachers Association. Throughout the interview, Ms. Clift and Mr. Swoopes expressed the excitement and relevance of the find. The interview concluded with Mr. Bruce Swoopes, Graduate Research Assistant, expressing the gravity of the find considering the character and contributions to society of the three personalities.



Carla R. Clift, Technical Services Associate and Bruce V. Swoopes, Graduate Research Assistant

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