

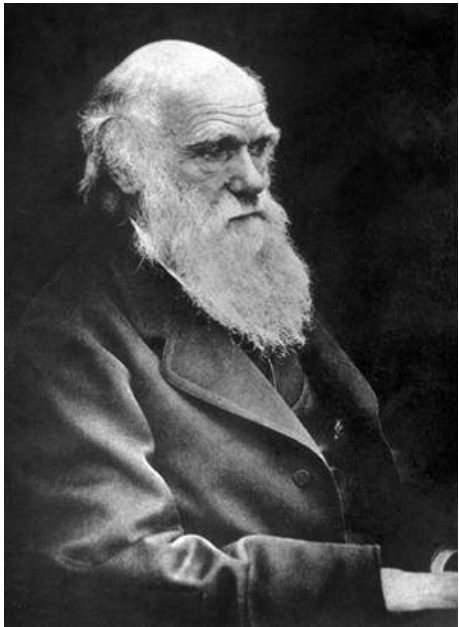


Oklahoma Library Association

Volume 59, No. 1
January/February 2009

Oklahoma LIBRARIAN

CHARLES DARWIN 200TH ANNIVERSARY YEAR ACTIVITIES: *DARWIN BOOK OF THE MONTH*



Throughout the calendar year 2009, the University of Oklahoma Libraries will conduct regular activities to recognize the 200th anniversary of the birth of Charles Darwin and the 150th anniversary of the publication of the first edition of *On the Origin of Species*. These activities will be coordinated through a “Darwin Book of the Month” effort designed to foster conversation about Darwin by emphasizing one work each month from February through December. The library will prepare an online companion to each month’s selected work that will include a synopsis, a selection of key passages, a set of discussion questions for small group use, a short bibliography of related resources, links to available modern editions and a free pdf facsimile of the first edition. In addition, the original work will be on display, along with related works by contemporaneous authors, in the History of Science Collections of Bizzell Library, and a panel discussion by university faculty will be held near the beginning of each month to publicize the main themes of each work.

Reading nearly a dozen works by Darwin, roughly in chronological order, will facilitate recognition of the astonishing breadth of Darwin’s contributions to several major fields of science. It is hoped that the monthly reading program will prompt wide-ranging discussion across a variety of academic units on campus, both in the humanities and the sciences. In February the Book of the Month will introduce Darwin as a voyager: *Darwin’s Journal of Researches* (1839), a travel narrative that was later entitled *The Voyage of the H.M.S. Beagle*, remained Darwin’s best-selling work throughout his lifetime. There will also be discussion of the magnificent, hand-colored natural history illustrations of the *Zoology of the H.M.S. Beagle* (1838-1843). As a result of the Beagle voyage, Darwin gained a reputation as a geologist, so the focus for March turns to his *Geological Observations on the Volcanic Islands* (1844). Darwin’s comprehensive interests were drawn together by the common thread of his theory of descent with modification by means of natural selection, announced to the world in *On the Origin of Species* in 1859, the focus of discussion in April. Later works elaborated upon evolutionary themes, including *On the Various Contrivances by which ... Orchids are Fertilised by Insects* (1859, May) and *The Variation of Animals and Plants under Domestication* (1868, June-July). In August and September discussion will turn to human evolution, psychology, and sexual selection as explored by Darwin in *The Descent of Man* (1871) and *The Expression of the Emotions in Man and Animals* (1872). The following two months will explore Darwin’s contributions to botany in *Insectivorous Plants* (1875) and *The Formation of Vegetable Mould* (1881). Finally, the program will conclude in December with *Darwin’s Autobiography*, first published in the posthumous *Life and Letters* (1887).

The Darwin Book of the Month program will enable the University Libraries to play a central role in support of campus activities sponsored by many academic programs related to the Darwin year. For more information Google “OU Darwin 2009” to view the university-wide Darwin website. Book of the Month information will be linked from this website by mid-January.

—Kerry Magruder, University of Oklahoma

President's Column: An End and a Beginning

As this column is written, the holiday season has arrived, and it seems appropriate to take a look back from the end of one year and forward to the beginning of another. My president's view of the Oklahoma Library Association (OLA) began in Summer 2008, and from this perspective, important OLA activities have included:

- Collaboration with Rose State College on the *Information Matrix Camp*, a project funded by the Institute of Museum and Library Services, introducing librarianship to young people from middle schools across the state (July 13-19). Among the many OLA members who supported this project were Project Director Sharon Saulmon and Lead Instructor Melissa Huffman.
- The University and College Division's (UCD) sponsorship of the workshop *Reaching the Millenials – Taming Technology* (August 8). Leading UCD's endeavors is Michele Siekel.
- OLA activities at Encyclo-Media. Committees that participated included: Marketing and Communication (Co-chairs Sharon Saulmon and Bill Young), Festival of Books (Co-chairs Sara Schieman and Valerie Kimble), Membership (Chair Leslie Langley), Vendor Appreciation (Chair, Dana Belcher), Sequoyah 50th Anniversary (Chair, Lynda Reynolds), Sequoyah Committee Administrative Team (Chair, Kathy Logan)
- Co-sponsorship of the First Amendment Congress, in Oklahoma City, October 22-23.
- The Technical Services Roundtable's workshop *Buy, Borrow, or Steal: Acquisitions and Interlibrary Loan* (October 24), with planning by Chair Muhammad Afzal.
- Sponsorship of the Festival of Books at the Stillwater Public Library, October 30. Co-chairs Valerie Kimble and Sara Schieman led the planning for the conference which featured guest speakers Jacqueline Woodson, Susan Campbell Bartoletti, and Eric Rohmann.
- The Support Staff Roundtable's Co-chairs, Jill Vessels and Christe Blackett, planned and organized the workshop *Supporting Your Support Staff* (November 6) in Midwest City.

Other OLA committee activities include those of the Program Planning Committee (Chair, Kathleen Lienke) and the Local Arrangements Committee (Co-chairs Shari Clifton and Melissa Huffman) which are attending to the details of OLA's Spring 2009 conference. The Legislative Committee (Co-Chair, Lisa Wells) has overseen the successful recruitment of the new OLA Governmental Relations Representative Vickie White Rankin, and the Legislative Committee has recommended the OLA 2009 legislative goals. And all of the OLA activities have been supported by many members and committee members who have contributed their time, their resources, and their creativity to our organization. OLA definitely lives its mission "to strengthen libraries, library services, and the librarianship in Oklahoma."

What is less predictable than were the accomplishments of OLA in Fall 2008 is the context in which libraries, library services and librarianship will exist in 2009. Surprises in 2008 included the inflation of world oil prices, which was not completely bad news in a state with oil and gas reserves. Then came frozen credit markets, cash infusions, and bailouts. Most of us are baffled about where today's decisions will take us tomorrow; however, we are aware that in Spring 2009, the context will continue changing. These times will surely present new challenges; however, more importantly, they will also present new opportunities. These new opportunities are explored in LIS professional organizations like OLA and the American Library Association (ALA).

For example, a new ALA document that addresses the role of libraries in 2009 is *Library Funding to Help Get America Back on Track* (<http://www.ala.org/ala/aboutala/offices/wo/woissues/washfunding/fedfund/stimulusfund.cfm>) (accessed December 20, 2008).

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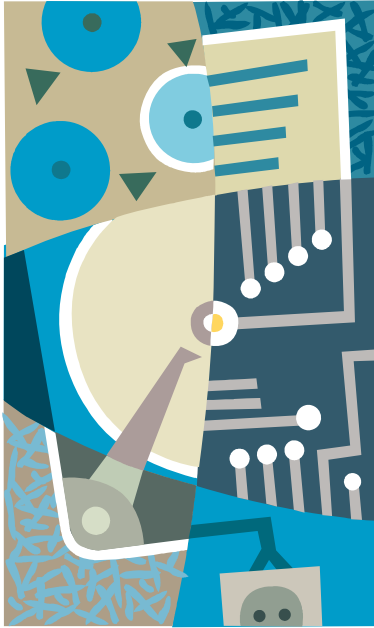
According to this publication, "More people, in more communities, in every state are turning to their local public library for access to information and services to help them in today's economy." At their libraries, they

- access the Internet
- develop economic literacy (regarding, for example, taxes, investor education, and access to financial books and periodicals)
- find employment opportunities (including continuing education and job-seeking skills, such as interviewing and resume writing)
- tap resources useful to small businesses (e.g., information for development of small businesses, grants, and special collections).

As noted in the ALA document, these benefits support the need to "supplement evening and weekend hours," to expand "employment activities and services," to "promote financial literacy," and to "acquire additional resources."

This view of the arrival of 2009 and its special challenges makes it especially important that each Oklahoma library is represented by a clear vision and develops equally clear statements about services and potential services. Although the above measures are specifically addressed to public libraries, there are comparable roles for all types of libraries. And, as OLA continues to live its mission "to strengthen libraries, library services, and the librarianship in Oklahoma," we will contribute to a better 2009.

—Kathy Latrobe, University of Oklahoma SLIS



INFORMATION MATRIX CAMP 2009

Please invite middle schoolers (age 12 to 14) to be part of the Information Matrix Camp this summer, July 19-25. An application is available at <http://www.rose.edu/lrc/careers/camp.asp>. Participants are asked to pay \$50 as a registration fee for the week. (All transportation, entrance fees, and lodging are paid by a grant. Food is partially paid by the registration and by the donation of many donors, like Friends of Libraries in Oklahoma and other Friends' groups, individual donors, and cooperating libraries, which furnish food. Some Friends' groups paid the registration fees for local campers.)

Each application includes a recommendation from a librarian who knows the student. Many OLA members in both school and public libraries have been wonderful PR people for the camp. Several children of librarians attended the camp. (What better way to get new librarians than to grow them?) So the Career Recruitment and Retention Committee is again counting on you to encourage students to apply for the camp. Thirty applicants will be accepted. All of the attendees have given us very positive feedback on the camp. Photos and blogs of the past camps are also available at the link above.

Last year we had 29 come together for a fun-filled week of visiting many types of librarians and many kinds of libraries, playing library-related games, and exploring information sources and much more. We prowled the energy records of Devon Energy, stalked the law materials in the Jan Eric Cartwright Memorial Library at the State Department of Libraries, explored services of the Library for the Blind and Physically Handicapped, purchased books for children and distributed them in the Telstar Elementary School neighborhood, and visited many wonderful places (University of Oklahoma libraries, Memorial Institute for the Prevention of Terrorism, OU Health Sciences Center Library, Integris Baptist Medical Library and Computer Center, Downtown Library, and more).

The Oklahoma Library Association and Rose State College received a three-year grant from the Institute of Museum and Library Services to sponsor the camp and encourage library careers (or, at the least, great library advocates). In 2008 we had seven returning campers who attended the previous year. One of the home schoolers who attended both years has decided to become a school media specialist. Second-year campers were hosted by Cathy Adams at the Moore Public Library, Pioneer Library System, for three days with very creative programming. David Oberhelman and Laura Teske assisted with the "advanced group." (They loved to job shadow.) Sam Richards, then at the Midwest City Public Library, Metropolitan Library System, hosted the whole group two evenings.

At the hotel in the evening computers, games, videos and a pool were available for recreation. A fabulous group of Oklahoma librarians, mainly academic librarians, volunteered for the week. Mark Hopkins and Mike Coffman from OUHSC and Christine and Katie Thompson kept the halls quiet after our 11:00 pm "lights out" at the hotel. (A true blessing for the other librarians staying at the hotel—Marty Thompson, Melissa Huffman, Deanna Tirrell, Sarah Clark, and Sharon Saulmon.)

If you would like to volunteer for the 2009 camp, have questions or need brochures to distribute, please contact Sharon Saulmon, Project Director, ssaulmon@rose.edu or call 405-736-0259.

--Sharon Saulmon, Rose State

Oklahoma Webpages: Southern Plains Indian Museum, Anadarko

http://www.doi.gov/iacb/museums/museum_s_plains.html

The Southern Plains Indian Museum in Anadarko was founded in 1947/48. It displays the arts of the Kiowa, Comanche, Kiowa-Apache, Southern Cheyenne, Southern Arapaho, Delaware, and Fort Sill Apache tribes in historical and contemporary arts and crafts. The museum states that they are strong in their collection of historic clothing, shields, weapons, baby carriers, and toys. But this website features their art exhibits. The work of such noted native artists as Rhonda Williams, Dennis Belindo, Nocona and Quanah Burgess, Jon Tiger, and others is here.



CURRENT EXHIBITIONS

This takes you to the current exhibition that's on display in the museum and is also featured on the website. The website information always includes a biography of the artist and some examples of his/her art. The current exhibit posted is from July to September of 2008.

PREVIOUS EXHIBITIONS

Past artists are listed in chronological order, with the most recent at the top of the screen and the oldest at the bottom. The earliest exhibit posted is from 2003/2004.

ROSEMARY ELLISON GALLERY

This profiles the gallery in the museum in which the permanent and current art exhibits are displayed.

LOCAL EVENTS

This features information about the annual *American Indian Exposition* held each August at the Caddo County Fairgrounds, which is next door to the museum. This gathering of native peoples is open to the public, and features ceremonial dances, native foods, greyhound racing, parades, exhibits of arts and crafts, and more.

LOCATION, HOURS OF OPERATION, ADMISSION FEES, AND ADDITIONAL INFORMATION PAGE

The most important thing to note here is that admission is free.

—Steve Beleu, Oklahoma Department of Libraries

©opyright advisory network

American Library Association
Office for Information Technology Policy

ALA COPYRIGHT ADVISORY NETWORK TEAM MEETS

Members of the 2005 and 2007 classes of the OITP's Copyright Advisory Team met in Washington in mid-December at the ALA Washington office to discuss current copyright issues and the incoming administration, and to work on a review of the network's website, <http://www.librarycopyright.net/>. Look for major changes in the next few months as the site's resources and reference materials are moved to an easy-to-navigate wiki. The CAN site is an excellent resource for copyright information for librarians and educators, and the forums are a great place to pose your most complicated copyright questions.

—Janet Croft, University of Oklahoma, 2007 CAN Team Member



Need databases? Check out freebies from U.S. Agency websites!

Many non-depository librarians don't realize that there are free government databases out there which often can substitute for expensive purchased databases you cannot afford. Let's look at a few which have relevance to our present economy and health concerns.

The USDA has two databases important to agricultural states. The *Plants* database on the USDA website (<http://plants.usda.gov/>) contains everything you want to know about plants, ranging from photos and physical descriptions to technical reports on various topics. You can find plant names and classifications and information on endangered species, as well as data on noxious and invasive weeds, alternative crops, culturally significant plants, and wetland indicator status. You name it and it is here. Check out this site for both the casual gardener and for the environmentalist and/or agriculturalist among your patrons.

For nutrition-conscious patrons the USDA provides the *National Nutrient Database* (<http://www.nal.usda.gov/fnic/foodcomp/search/>). This database gives information on nutrients contained in various foods. It contains information on a remarkable 115 year history of composition of foods in the U.S. Most of the data can also be downloaded to your PC. This database contains information formerly available in the *Agriculture Handbook*, which has not been available in paper since 1992. Good for the nutrition conscious patron, or for the agriculturalist.

The National Library of Medicine, courtesy of the National Institutes of Health, offers the *Household Products Database* (<http://householdproducts.nlm.nih.gov/>). This database provides information on toxicity and/or safety of various products used in nine major categories of personal products, including auto, pesticides, person care (make up), home maintenance, pet care, and arts and crafts products such as glues and adhesives. The information tells you what to do if products are inhaled or ingested (to wash or not wash, to call poison control, etc.), and provides contact information for the manufacturer if you have further questions. Sort of a home first aid kit in a one-stop shop for all the do-it-yourselfers among your patrons.

A parallel to this database is the EPA Occupational Chemical Database (<http://www.osha.gov/web/dep/chemicaldata/#target>). For accidents or exposure on the job this database provides information for exposures, physical properties, and emergency response information. You can search under the name of the chemical for complete information on action to take following exposure. Great for school systems too!

The Food and Drug Administration (FDA) has created *Drugs@FDA* (<http://www.accessdata.fda.gov/Scripts/cder/DrugsatFDA/>) to help you identify and learn about side effects, etc., from brand name and generic prescription and over-the-counter drugs. Drugs approved as far back as 1939 are included. On this database you can find (cheaper) generic equivalents to brand name drugs or therapeutically identical drugs to one your system might not tolerate. You can trace the history of a particular drug and find out when it was approved, or when it was taken off an approval list. There is a *Flash* guide to using the database available at the site. This is sort of an online version of the *Physician's Desk Reference* for consumers, only not as technical.

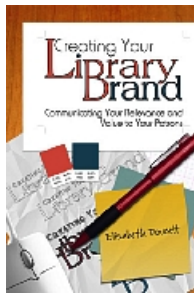
Finally, there is *fueleconomy.gov* (www.fueleconomy.gov). The database provides information on fuel economy for your vehicle, greenhouse emissions, alternative fuels, alternative vehicles, as well as gasoline prices country wide and tips on driving more fuel-efficiently. Here your patrons can become experts on the greening of autos in the U.S.

If you are wondering about additional databases available from the government, go to *FDLP.gov*, the Federal Depository System's Database, and look under "GPO Cataloging" for *New Electronic Titles*. This will give you information on new government titles on the web, both databases and individual titles. If it is too confusing, contact your Depository Library and they can check for you. We live to serve!

—Barbara Miller, Oklahoma State University



REVIEWS



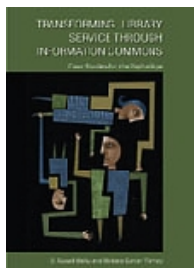
Doucett, Elisabeth. *Creating Your Library Brand: Communicating Your Relevance and Value to Your Patrons.* Chicago: American Library Association, 2008. xiii +124 pp. 978-0-8389-0962-1. \$50.00.

A good library brand, Doucett tells us, conveys the role of the library to its public and ensures that the library stays relevant within the community. The foundation of a brand is a clear and meaningful message. This is the library's story, and it must be defined before any other branding work can proceed. Other key elements of a great brand are: an attention-grabbing visual identity (logo and other design elements); consistent use; and an ongoing effort to ensure that the brand stays honest (i.e., the library must be able to deliver on its promises). Doucett emphasizes the need to involve key stakeholders (staff, board, and members of the community it serves) during all points in the process of developing a brand. This will ensure that everyone is on board with the need to have a library brand and make it easier to implement the new branding. Doucett offers practical advice on hiring and working with an outside consultant, if it is within the library's means to do so; however, she states that it is entirely possible for a library's staff to oversee the process, with one staff member acting as project leader. In one of the last chapters, the author includes "Common Pitfalls and False Assumptions" to avoid *en route* to a new library brand. Also, I found Doucett's discussion of "Blogs and Brands" to be right on target; she points out that libraries can use blogs to have conversations with their public and use the feedback to improve library services. All in all, an excellent short guide to the branding process. —Christine Dettlaff, Redlands Community College.



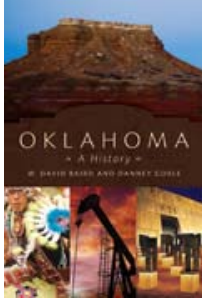
Kidwell, Clara Sue. *The Choctaws in Oklahoma: From Tribe to Nation, 1855-1970.* Norman: University of Oklahoma Press, 2007. 978-0-8061-4006-3. \$19.95.

This extensively researched book is a fascinating read. The title is a little deceiving, in that Choctaw history in Mississippi is outlined first, but this is an extremely helpful aid to understanding the later experiences of the Choctaws in Oklahoma. The author has succinctly written a clear and understandable account of a very complicated people, and their sometimes contentious and often disappointing alliance with the United States Government, over many years; for example, Dr. Kidwell has been successful in untangling the intricate decades-long history of the Net Proceeds Case. Especially interesting was the relationship between the Choctaws and their Chickasaw brothers, as both tribes reached "Indian Territory" after the Removal, sharing much of what is now southern Oklahoma; and the strain caused by some Choctaws' participation with the Confederate States during the Civil War. Chapter 13, "A Family History," is extremely interesting and describes the author's family and their experiences in Oklahoma and Indian Territory. Readers will come to understand the fine line all Native Americans walk as they tread the dual path of citizens of the United States and citizens of their tribe. I only wish there had been more historical maps and pictures. As a non-Native-American, I was often disillusioned at the behavior of the United States Government, and at the same time gratified by the courage and perseverance of the Choctaws. This comprehensive text gives us the opportunity to look back over many years, appreciating the contributions of all to our state: the good, who were many, thank goodness, and the bad, who were few. —Robin Leech, Oklahoma State University.



Bailey, D. Russell and Tierney, Barbara Gunter. *Transforming Library Service Through Information Commons: Case Studies for the Digital Age.* Chicago: ALA, 2008. 978-0-8389-0958-4. 155 pp. \$60.00.

Enhanced understanding of and new ideas about the concept of information commons will reward those who read this book. The book's first five chapters provide information about the commons concept itself--the history of its development and issues related to planning, implementation, and assessment. The authors do not directly connect the information contained in the initial chapters to the case studies themselves, as a reader might expect based on the book's title. Presentation and discussion of case studies--fourteen focused on large libraries, seven focused on small libraries--comprise the last three of the book's eight chapters. Each study provides information about the institution where the commons is housed and its physical description. Service transaction statistics, staffing, software available, and photographic images enhance the descriptions. Sections focused on assessment activities, governance structures and "lessons learned" provide information useful to those with existing or potential administrative and managerial commons area responsibility. Although connecting the information contained in the first five chapters with that contained in the case study chapters would have lent additional coherence to the book, its authors succeed in providing practical and theoretical information that should help librarians, campus administrators and others think productively about the information commons concept in light of specific institutional circumstances. —Sherry Young, Cameron University Library



Baird, W. David and Goble, Danney. Oklahoma: A History. Norman: University of Oklahoma Press, 2008. xiv, 342 p., ISBN 0806134828. \$ 24.95. One of the few recent, comprehensive histories of Oklahoma, this narrative for the general reader relates the state's geography to the succession of peoples who have lived here. Noted Oklahoma historians, Baird and the late Goble, have been faculty members at OU and OSU, respectively. Nearly two-thirds of the book, written by Baird, concerns the encounters of social groups in Oklahoma before statehood: the earliest known hunters and gatherers, the Prairie Farmers and Mound Builders, explorers from Europe, traders and their Indian suppliers, and the early U.S. explorers of Louisiana Territory. Baird details the forced relocation of the Five Civilized Tribes and numerous other Indian groups, and their struggles to re-create their societies in Oklahoma. After the dark years of the Civil War new colonists, African American freedmen and a burgeoning number white settlers, sought farming and ranching land, and the Plains tribes were forced to accept reservations. With 1889 came the Twin Territories and the allotment of Indian lands, most of which soon passed into white hands. Political maneuvering culminated in statehood in 1907. Goble takes up the narrative with statehood, outlining the social, economic and political dramas that have characterized Oklahoma history during the oil boom, the Depression and Dust Bowl, World War II and the latter twentieth century, and the challenges faced by Oklahoma's citizens today. *Oklahoma: A History* is a good read, with lively stories illuminating our triumphs and tragedies. An appendix features places that represent the Oklahoma past and invite visitors. While a lack of footnotes will disappoint some readers, bibliographic essays point to classic and reliable books. All Oklahoma libraries should have this book. As companion volumes libraries should consider *Historical Atlas of Oklahoma*, by Charles Robert Goins and Danney Goble (Norman, University of Oklahoma Press, 2006. xvii, 286 p., ISBN 0806134828; \$39.95), and the pictorial-biographical "You Know We Belong to the Land": the Centennial History of Oklahoma, by Paul F. Lambert and Bob L. Blackburn (Oklahoma City, Oklahoma Heritage Foundation, 2006. xvi, 239 p., ISBN 1885596553, \$39.95). —Helen Clements, Oklahoma State University

New Faces, News, and Farewells



The Bartlesville Public Library recently welcomed two new full-time staff members. Pictured are Karen Kerr (left), the Library's new Literacy Coordinator, and Nadine Hawke, the Library's new Reference Librarian.

Barb Pfrehm is changing jobs from Director, Library Media/ITV at the State Dept. of Education, to Coordinator, Library Audiovisual Services at Rose State College. We are very excited about her joining the Learning Resources Center team. She brings a broad range of experience, knowledge, and skills.

OLA Executive Secretary Kay Boies was surprised with a cake, a party, a lovely pearl jewelry set and an OLA Anniversary paperweight at the December meeting of the OLA Executive Board, in honor of her (first) twenty-five years of service to the Oklahoma Library Association. Additionally, a donation is being made to the OLA Endowment Fund in her honor. Thanks again, Kay, for all you do for OLA!



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2009 OLA Scholarships Available

The Oklahoma Library Association is offering three \$500 scholarships to students currently enrolled in graduate Library and Information Studies programs in Oklahoma.

To be eligible, students must:

- Be an Oklahoma resident.
- Be a current member of the Oklahoma Library Association at the time they apply.
- Hold an undergraduate degree.
- Have completed at least six hours in a formal course of graduate study that will result in either a library degree or certification from an accredited Oklahoma university or college.
- Have at least one semester of graduate study remaining.

More information and the application are available on the OLA website, www.oklibs.org, under Scholarships. The deadline to apply is February 16, 2009, and the scholarships will be awarded at the 2009 Annual Conference next April.

Ginny Dietrich (gdietch@ou.edu) and Kathryn Lewis (klewis@norman.k12.ok.us) are the co-chairs of this year's Scholarship Committee. Please contact either Ginny or Kathryn for more information.

OLA 2009 Legislative Goals

The OLA Legislative Committee has announced our legislative goals for this year. Please join us at Legislative Day this spring to help us reach our state legislators!

Support the Oklahoma Department of Libraries' budget request to:

- Increase State Aid for Public Libraries by 10 cents per capita
- Continue providing online research resources to all Oklahoma Citizens and Businesses
- Replace Federal funds previously used to pay key State Library staff

Support equal access to information for all Oklahomans

Keep library governance local

Ensure quality school library programs for students staffed by certified master's level library media specialists

Protect and enhance existing tax base or revenue streams