

The Associate Library

Fall/Winter 2014

A newsletter for Friends of University Libraries



UNIVERSITY OF WYOMING

A Message from the Dean



University of Wyoming Libraries receives a number of gifts from our friends throughout the year. Private funds to UW Libraries enable us to develop initiatives that are not funded through state funding or provide a level of quality complementing university funding. For instance, private gifts support professional development for our staff, treats for students during finals, and artwork for our libraries. I am deeply grateful for the generosity of our friends. But there are many other types of contributions that support UW Libraries. Time is precious, and we have volunteers who serve on UW Libraries Development Board, contributing their time into speaking with potential donors, plan our annual author event, serve as hosts during library events, and write thank you notes to donors. Our board members dedicate a portion of their lives to further the goals of our development program.

In this newsletter, you will read about another way to contribute to UW Libraries through book

donations and in-kind gifts. Generous donors give to UW Libraries unique collections, and we sometimes receive a special or valuable item that complements our existing materials. Book and material donations are appreciated for their unique history and ability to strengthen our collections.

We are sometimes asked about how we manage donations. If the donated item fits within our collection guidelines and support UW curriculum, we add it. If we already have the item, we check the condition of the existing item and keep the best copy. Materials that are not added to the collection or are withdrawn go through a lengthy adoption process, including donating the materials to another library, selling them in our book sale, or giving them to a global book donor who fulfills book needs around the world. Our goal is to find a new home for books that we do not need and we do this quite successfully. In fact, you could say that libraries were one of the first “green organizations”

in sharing materials and finding new homes for excess books. In partnership with our many book donors, we are ensuring that books and other materials find a new life in expanding learning around the state and the world.

Our librarians are busy contributing to librarianship through their scholarship. As faculty, librarians not only have a responsibility to conduct research but a commitment to librarianship and education where we share our expertise and participate in the exchange of professional knowledge. This newsletters provides examples of some recent faculty research.

We had a delightful day with Ann Patchett when she was in Laramie. The event was sponsored by the McMurry-Spieles Library Excellence Endowment and our UW Libraries Development Board. Ann is an outstanding author who spoke not only about writing and literature but the importance of literacy and independent bookstores in the U.S. We will announce our author for April 2015 soon, so please plan on joining us for this outstanding event that brings international authors to Wyoming.

UW student Carolyn Hammersmark takes a break from her studies to read in the Alma Doke McMurry Reading Room.




University of Wyoming Libraries

about an hour ago 😊

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Nationally acclaimed author visits UW



By Rosanne Latimer
Stewardship Coordinator

UW Libraries Development Board hosted author Ann Patchett for a public talk and an evening fund raiser for UW Libraries in April 2014. Patchett spoke to the public, which included students, faculty, and fans of her books in the College of Education Auditorium. That evening, she addressed a group of library supporters after a lovely dinner in the Wyoming Union.

Board members were delighted with the turnout for both events. An author event is held annually to help raise funds for UW Libraries. Proceeds have been used to purchase collaboration (study) pods for student use. The units enhance collaborative study by allowing students to connect different electronic devices to one monitor

and to use the additional resources in the library.

Board Chair Lew Bagby is pleased with the board's progress since its inaugural meeting in 2004. The board's first author event was in a corner of Coe Library prior to its renovation and addition, with about 80 people in attendance. Each year attendance, interest, and support from the campus and community has grown. The board has attempted to bring authors of different genres to speak at UW. They work diligently to bring in authors that appeal to a broad audience.

With the recent establishment of the McMurry-Spieles Library Excellence Endowment by Carol McMurry and Pat Spieles, UW Libraries has been able to consider bringing well-known authors to Laramie in recent years.

Following the author event, Univeristy Libraries Development Board hosted their regular business meeting. Topics on the agenda included arrangements for the 2015 author event, introducing people in the community to the libraries and our resources, and the board's participation in homecoming events.

The Library Development Board's mission is to provide support and to raise funds for the Libraries' information resources, student services, and faculty research. It also is dedicated to the tasks of enhancing the libraries' technological profile and expanding

and preserving library collections. Board members seek to proactively develop relations with individuals and organizations in support of library services, which are provided to the campus, state, nation, and to the university's international partners.

If you are interested in learning more about our development board and its work within the libraries please e-mail Rosanne Latimer at rlatimer@uwyo.edu.

UW students utilizing one of the four group collaboration pods located in Coe Library. Funds from the author event helped purchase two pods. (UW Photo)





LEFT: William O. Van Arsdale, IV, his father William Van Arsdale, III and his mom, Minerva Van Arsdale.

Award-winning video collection gifted to UW Libraries

The late William O. “Bill” Van Arsdale, IV bequeathed his extensive video collection to UW Libraries. A cinemaphile, Bill once described his interest as “American movies from the start of the sound era to the start of WWII, French films, quirky/visual independent films, social issues documentaries, deadpan Scandinavian comedies, and whatever I was watching last night...” He became a cinemaphile after working at the media desk while pursuing his library degree at Indiana University.

Bill had a strong interest in film history as he worked his way through *A Personal Journey with Martin Scorsese Through American Movies* or his incomplete Film90 project; covering a film a day from each year from 1915 to 2004. He liked to share the pearls he discovered and tried to catalog them all on *Take 11*, a service that allows you to catalog and review your personal collection. At the time of his death, Bill had cataloged 1,103 movies.

The Van Arsdale collection is

based in part on winners of major film awards, Roger Ebert's Great Movies, and of the Van Arsdale family's annual Christmas trips to Denver to view films that probably wouldn't come to Laramie, Wyoming, unless they won Oscars.

Bill's parents continue to honor their son's love of cinematography and donate current films to the collection about once per week. They also continue the film pilgrimage to Denver.

The movie collection's most notable impact at UW is in the immense quantity and diversity of titles. The donation has added second copies to popular titles and added countless new titles, increasing patron satisfaction. The Van Arsdale collection of more than 1,900 titles has circulated nearly 11,000 times. UW Libraries Media Manger Pam Reeves commented, "As media manger I greatly appreciate the Van Arsdales' donation, and the library and community has benefited from their generosity."

UW Libraries media collection has more than 9,500 titles and can be browsed online or in-person. The collection covers a variety of subject areas aimed at current issues, as well as standard, timeless subject areas, including educational titles, popular movies, TV series, and children's films. The media collection also includes music CDs of nearly 1,800 titles.

Published Works by UW Librarians



Practical, step-by-step instructions useful to librarians

everywhere are offered in a new book edited by University of Wyoming librarians Kaijsa Calkins and Cassandra Kvenild. Published by the Association of College and Research Libraries (ACRL), *The Embedded Librarian's Cookbook* offers strategies contributed by librarians representing a wide range of institutions, including community colleges, private liberal arts colleges, regional public universities, and state flagship universities. It follows Calkins' and Kvenild's 2011 book, *Embedded Librarians: Moving beyond one-shot instruction*, a collection of case studies in embedded librarianship.



Proctor, Julia, and Sandra Barstow. "Partly Cloudy with a Chance of Entertainment: An Academic Library's Experience with a Popular Reading EBook Resource." *Journal of Library Administration* 53.7-8 (2013): 401-11. Print.

JCPenney's

rich past with agriculture

For the past forty years, JCPenney has largely been known to the general public as a suburban shopping mall department store no more associated with agriculture or small, rural towns than Macy's, Dillards, or Target. However, the JCPenney Company and its early stores had a rich rural genesis and identity that were largely reflections of their agrarian founder. Despite the significant relationship of James Cash Penney and his stores to American agriculture, little research and writing has ever been done on the topic, and few living people are even aware that such a relationship ever existed. As a result, Agricultural Research Librarian David Kruger used a six-month sabbatical in Fall 2013 to thoroughly research the relationship of JCPenney and agriculture, with the ultimate goal of distilling his research into a full-length book.

Kruger has had a lifelong interest in JCPenney since his 1970s childhood, when the company's department stores still lined the main streets in and around his small agrarian hometown of Baker, Montana. Through the years, his

childhood fascination with JCPenney has evolved into an academic one, with eleven historical articles now published on the topic, one of which received an award from the Nebraska State Historical Society in 2012. The Montana State Historical Society also invited Kruger to be one of the plenary speakers during their 2013 conference, addressing the role of Penney's stores on Main Streets throughout the state. The sources of Kruger's research have spanned numerous historical state libraries and the J. C. Penney Archives. Kruger also had personal meetings and dinner conversations with James Cash Penney's last surviving child, his grandchildren, and farmers and ranchers who were intimately acquainted with the agricultural side of the popular merchant.

Kruger's sabbatical involved organizing and synthesizing his previous research on the former Wyoming business icon and his rural stores. However, the centerpiece of his sabbatical activity was an extensive research trip to DeGolyer Library at Southern Methodist University (SMU), which awarded

him a \$2,800 travel grant to use their JCPenney archival collections from October through November. Kruger's goal for the four weeks he used these collections was to thoroughly explore James Cash Penney's myriad agricultural activities in and out of JCPenney stores, historical research essential to his book.

Working closely with SMU Archivist Joan Gosnell, Kruger examined the J. C. Penney Personal Papers collection, which contained numerous records and correspondence involving Penney's agricultural properties and projects. The collection also contained a number of pertinent images covering, not only Penney's numerous farm properties, but his award-winning

livestock, particularly his Foremost Guernsey herd in Dutchess County, New York, and his Home Place Angus herd near Hamilton, Missouri. Kruger's research also involved use of the J. C. Penney Company Files collection and the papers of Penney's wife Caroline, which provided additional detail and context for Penney's agricultural activities before and after his death in 1971. The Company Files collection also provided immense detail on rural JCPenney department stores which predominantly served small agrarian

Continued on page 10

J. C. Penney and one of his Angus bulls.
Photo Courtesy of Southern Methodist University, Dallas, TX.



JCPenney's rich past...

Continued from page 9

communities, particularly in the Midwestern states. These small-town locations were a predominant part of the chain from their inception into the latter half of the Twentieth Century.

Kruger's research has revealed that Penney's involvement in agriculture was deeply rooted in his northwest Missouri childhood, where he quickly became a student of melon raising and a productive hog operation that expanded until his father forced him to liquidate due to the smell. "Father said the neighbors were objecting because it didn't exactly resemble Chanel Number Five," the department store founder jokingly reminisced. In 1917, fifteen years after opening his first store in Kemmerer, Penney began to embrace agrarian life again, ironically in the midst of his business career in New York City. He bought a small farming estate near White Plains, and later acquired a large dairy farm in upstate Dutchess County, where he studied and bred Guernsey dairy cattle. Beyond his department store operations, Penney saw his agrarian activities as "golden rule" avenues for using his capital to improve the lives of rural Americans, largely through breeding better livestock. Over time, he expanded his agricultural projects to his home state of Missouri, Indiana, and a 120,000-

acre agricultural colony in Florida known as "Penney Farms," complete with its own agricultural institute and attractive opportunities for would-be farming families, all generously subsidized by Penney. Despite the failure of Penney Farms and Penney's own financial ruin during the Great Depression, he rebounded in the 1930s by becoming a highly respected breeder of Guernsey cattle, horses, and mules, eventually moving into breeding and marketing hogs, Angus cattle, and Hereford cattle. The crux of Penney's agricultural efforts was not simply to make money for himself. His generous contributions to the National 4-H Center before his death punctuated his lifelong devotion to the future of agriculture and rural America.

In the course of his research, Kruger also discovered that one of Penney's most unique rural endeavors was providing agricultural partnerships to poor but ambitious farmers near his Missouri hometown. If they showed potential and met Penney's moral standards, the national businessman would personally provide them with the capital to start a working farm, with a partnership based simply on an oral agreement and a handshake—the farmer and his family would then provide the labor to run the farm. In time, Penney and the farmer would split future profits together, just as he had done with partner-managers in his early JCPenney stores. Penney

J. C. Penney showing a jack foal to a child. Photo Courtesy of Southern Methodist University, Dallas, TX.



continued some of these agricultural partnerships into the late 1960s, personally engaging in the lives of the farmers' families and frequently staying at the farmers' homes during his returns to Missouri.

Although Kruger's sabbatical ended in December, he has continued organizing the structure of the JCPenney book and has now written half of the proposed 16 chapters. In early June 2014, he travelled to northwest Missouri for additional primary research, personally interviewing farmers whose fathers partnered with James Cash Penney in farming operations for more than

thirty years, on farms which Penney constructed and owned from the 1930s into the 1960s, when he was well past ninety. These "sons" are now approaching 80, but their families still reside on the farms Penney built, and they have fond memories of the iconic merchant's role in their agrarian lives.

Kruger has two more historical articles on JCPenney that were published this summer, one in *New Mexico Historical Review* and the other in *Annals of Wyoming*. When Kruger completes the manuscript for his book, he will submit a publication proposal to an academic press.

WySR: Providing long-term access to UW's scholarly research

By Kelly Visnak,
Scholarly Communication Librarian

New technologies are continuing to change the way our society communicates, publishes and accesses information. University of Wyoming Libraries is also changing. We are working to provide long-term access to UW scholarly materials and digital scholarship services that benefit UW researchers, faculty, students and the state of Wyoming. We have joined other institutions around the country in providing open access and dissemination of the scholarly out-put of the university. Over the past two years we have designed and completed the first phase of implementation for the University of Wyoming Libraries' digital scholarship repository.

Wyoming Scholars Repository (WySR) is an electronic collection of scholarship that is stored long-term and made available on the Internet. WySR holds a variety of content such as: faculty journal publications, conference papers and proceedings, presentation slides, working papers, book chapters and research data. WySR collections are open and widely available for educational use. UW Libraries has also worked with UWIT to provide audio and video

files. For example, you can listen to the scholarly lectures hosted on campus as part of the Libraries' Manifold Greatness exhibit, honoring the 400th Anniversary of the King James Bible (http://repository.uwyo.edu/manifold_greatness/) or see video essays created by student groups in Dr. Ryan Croft's Digital Humanities course (http://repository.uwyo.edu/starwars_litcrit/).

Studies have found that research available on the open web are more widely used and cited (Wagner, 2010). Our most popular item in WySR has been the *Expedition: Yellowstone! STaRRS Curriculum* created by Dr. Ana Houseal, assistant professor in the Science Teaching and Mathematics Center. Our collection of Dr. Houseal's 4th-8th grade supplemental science curriculum has had the highest number of downloads in WySR, and the interest for this collection includes science educators in Wyoming and across the country. Take a look online at this open educational resource at http://repository.uwyo.edu/starrs_curriculum/.

Content in WySR is full-text searchable, which means that users can search the repository for any term used in a document. UW Libraries is also working to optimize the

discoverability of each scholarly item with major search engines such as Google. Thus, WySR benefits UW faculty and students by making their work “Googleable.”

In addition to wider dissemination of our local research, the repository also provides a space for the UW community to create their own online author page in the SelectedWorks Author Gallery. In WySR’s SelectedWorks, scholars are able to announce and distribute

their articles, working papers, presentations, and lectures to a wider audience. UW Libraries will be providing SelectedWorks Workshops several times each semester to aid scholars in building their unique author page.

Wagner, A. B. (2010). Open access citation advantage: An annotated bibliography. *Issues in Science and Technology Librarianship*, 60. Doi: 10.5062/F4Q81B0W. Retrieved from <http://www.isrl.org/10-winter/article2.html>

WySR, also known as Wyoming Scholars Repository, is an open access initiative by UW Libraries to increase the visibility of UW’s scholarship. Faculty and researchers can create a SelectedWorks homepage to highlight and share their scholarly and creative works.



Wyoming Scholars Repository



Screen images of collections and SelectedWorks pages from WySR.

Ravage donates collection of books on Blacks in the West

By Rosanne Latimer
Stewardship Coordinator

UW Libraries recently received a donation of books from Dr. John Ravage, a former UW professor of journalism and telecommunications. Dr. Ravage is a nationally recognized scholar of blacks in the American West and he has produced books, journal articles and television documentaries on the black experience in the Trans-Mississippi West. In addition to his donation to UW Libraries, Dr. Ravage's manuscript collection resides at the American Heritage Center.

In the 1970s, Dr. Ravage began to research African American settlers in Wyoming and the American West. Later, he would start a course called *The Black West*, which he taught for several years at UW. While gathering materials for his course, he collected photographic images, stories, books, and articles about the black experience in western states—and later expanded to western Canada and Hawaii.

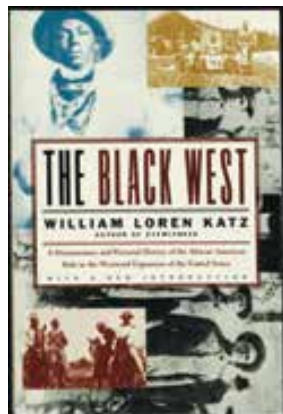
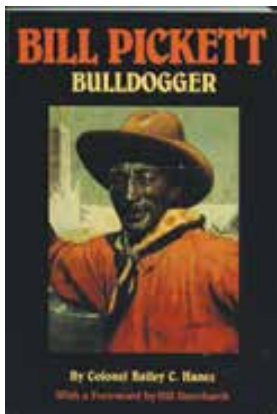
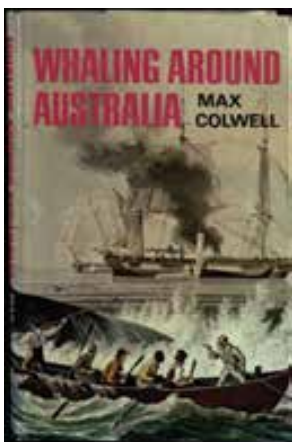
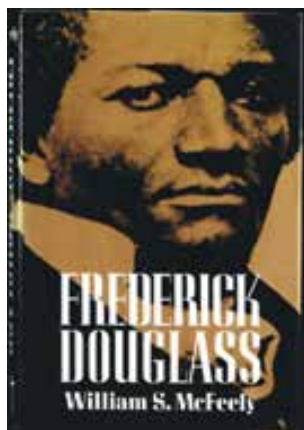
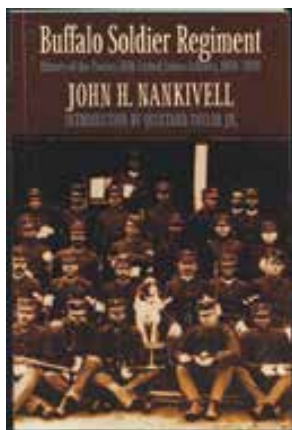
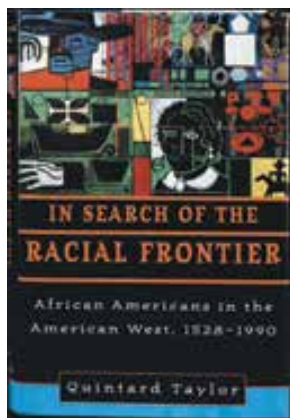
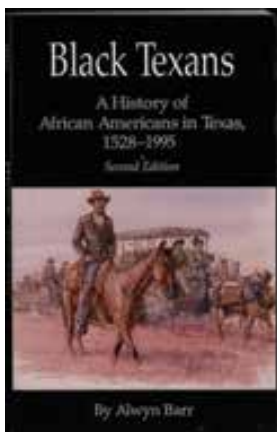
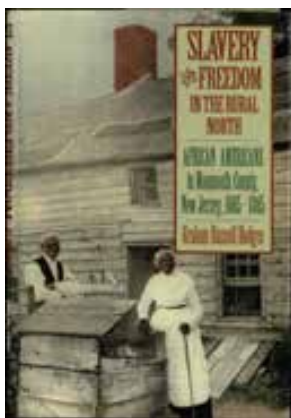
Dr. Ravage found that many libraries were, and continue to be, weak in historical ethnic studies. "In order to dig out what I needed, I had to collect materials about Buffalo Soldiers, migrant workers, Black Indians, runaway slaves, Canadian

exiles, women and children, whale men, mountain men and women, lawmen, bad men and women—and of course—black cowboys," said Dr. Ravage about the collection.

Among the stronger areas in the collection are those dealing with Buffalo Soldiers, Canadian pioneers, and the whaling industry (much of it based in the west, in Lahaina, Hawaii) that was dominated by the presence of black men for most of its history.

Dr. Ravage did not want his book collection on blacks in the American West to be scattered and ultimately lost. To keep the collection intact and accessible, he chose to donate the collection to UW Libraries. The collection will reside in UW Libraries Special Collections where researchers can access and research the books in the Chisum Reading Room.

Kaijsa Calkins, liaison librarian for University of Wyoming's African American and Diaspora Studies, says that the collection will become a useful teaching tool for students in a wide variety of disciplines. In particular, UW course "The Black West," taught by Dr. Kerry Pimblott, will benefit greatly. In Dr. Pimblott's class, students perform original research and give presentations on black Western experiences.





Milners establish literacy endowment

By Rosanne Latimer
Stewardship Coordinator

E. L. “Lee” Milner and Sue Milner donated funds to start a new endowment for University of Wyoming Libraries’ Literacy Excellence Fund.

This fund will help support literacy collections at the Learning Resource Center, a branch of UW Libraries. The Learning Resource Center supports the curriculum and teaching needs of the Albany County School District’s University Lab School and students in the University of Wyoming’s College of Education. This school library—managed by UW Libraries—provides the college with a modern laboratory for teaching Information Science and engaging with grade-school students. The Learning Resource Center

also supports library-led campus-wide and state-wide programming that promotes reading and literacy initiatives through the state of Wyoming.

The Milner family certainly stands behind learning and continuing education. Sue and Lee are both graduates of UW, and two of their daughters also attended UW, so their interest in UW and the campus was natural. When the Milners expressed an interest in UW Libraries, they were invited to campus for a tour.

Sue and Lee had been educators in Wyoming for 31 years. Sue was the art instructor at Eastern Wyoming College, and Lee was a Social Studies teacher and librarian at Torrington High School (20 years as librarian).



*What better way to help
so many people than by
giving to the University
of Wyoming Libraries?*
~ E. L. "Lee" Milner

In a statement from Mr. Milner, he explained that “the main reason for our endowment, which supports literacy at UW and across the state, is that we understand the importance of reading in our society. We believe that part of our success in life and our careers is directly related to our love of reading. We tried to instill that love of reading into our daughters’ lives, and we believe we were successful in doing that.”

“For this reason we wanted to support the university and to help as many students as possible with our gift. What better way to help so many people than by giving to the University of Wyoming Libraries?”

Mr. Milner emphasized their

appreciation
of library Dean

Maggie Farrell, and thanked her for her leadership: “We are impressed with the vision that Maggie Farrell and her staff have developed for the University of Wyoming Libraries. Maggie understands the importance of literacy for the students and citizens of Wyoming.”

UW Libraries appreciates the long-lasting impact this gift will have on current and future students. The entire campus will benefit from the generosity of Sue and Lee Milner.

Gifts-in-Kind:

making a deposit in the future of library collections

By Sandra Barstow
Head of Collection Development

In FY2013, the Libraries received more than 4,000 volumes as donations from retiring UW faculty members, UW alumni, students, staff, departments on campus, and other donors. Gifts have ranged in size from one or two books left anonymously at the Coe circulation desk to thousands of volumes lovingly collected over the years of a scholar's career. Some donors have developed an ongoing relationship with the libraries. For example, our patrons benefit by being able to view DVDs of movies that are donated within days of their release. Recent construction activities on campus have involved the razing of older buildings, which have been found to contain treasure troves of materials such as the Wool Library Collection and the Alan Beetle Collection. UW Libraries has benefited from these various gifts, which have enabled us to fill in gaps in our collections from the years in which budget constraints did not allow us to purchase monographs or media items.

University of Wyoming Libraries gladly accepts gifts of books and other library materials with the understanding that the materials become the libraries' property once received. If we don't already own a copy of a published work, we're almost certain to add it to our collections as long as it's in usable condition. Unpublished manuscripts or other specialized materials may be offered to the American Heritage Center for their collections. Gifts that are duplicates of items already in our collections are compared for condition and the gift copy might replace a worn copy currently in our collections. Any gifts not added are offered in our ongoing book sale, which generates funds for future purchases. Items not sold are sent to Better World Books by the UW campus recycling program.

In general, we do not accept donations of media in obsolete formats and unbound journal issues. To inquire about whether a donation will be of use to the libraries, please contact the Collection Development Office at cdooffice@uwyo.edu or (307) 766-4296.

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