

Spring 2007

Library News, Spring 2007

San Jose State University Library

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The Dr. Martin Luther King, Jr. Library represents a unique collaboration between San José State University and the City of San José. Since 2003, the library has combined academic and public services in the nation's largest joint library. Serving as both the university library for San José State and the main branch of the San José Public Library System, the King Library provides resources and services for a lifetime of learning.

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Endowment enables expansion of art collection

More than 60 people gathered last fall to celebrate the creation of the library's first major named endowment: the Ruth Ann Moore Memorial Library Art Collection Endowment. Numerous donors made the endowment possible, and many of them gathered to reflect on the contributions of Ruth Ann Moore—an SJSU alumna from the School of Library and Information Science—whose many years of support for the library were honored by establishing the fund in her memory.

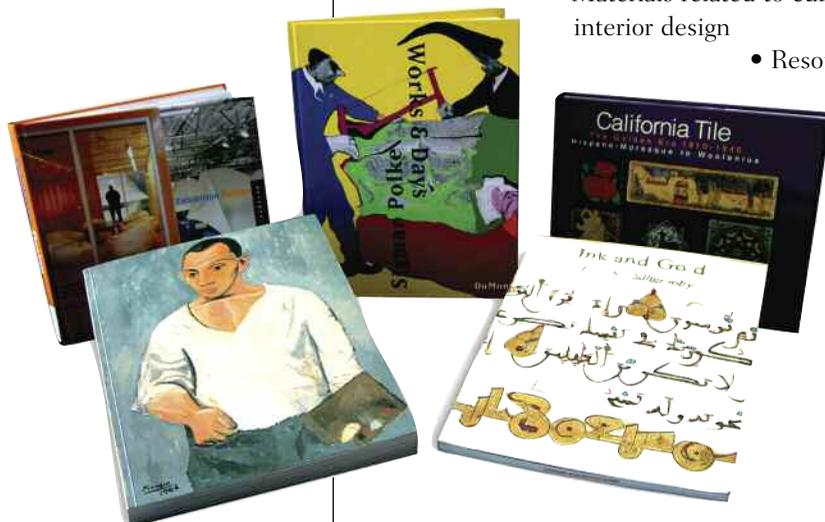
A highlight of the evening was the unveiling of a painting by Ruth's longtime friend, Diane Brandenburg. Diane worked tirelessly to generate support for the endowment, and she lovingly created a beautiful painting that celebrates her friend's joy of learning. The painting can be found in an alcove on the seventh floor of the library, and is also featured in a bookplate that will be placed in all materials purchased with endowment funds.

Endowment funds will be used to purchase a range of art-related resources that will be available to all library users, including:

- Art history books to support graduate research
- Books on animation and illustration techniques
- Materials related to current work in graphic, industrial, and interior design
- Resources that represent the cutting edge of contemporary art in new media



Diane Brandenburg with John Moore, Ruth Ann Moore's husband.



Information regarding how to honor a loved one with a named endowment, or how to contribute to an existing endowment, can be found on the back page of this newsletter.

MESSAGE FROM THE DEAN



Welcome to the inaugural issue of *LibraryNews*, the San José State University library newsletter. The partnership between SJSU and the San José Public Library to create a center for lifelong learning—known as the Dr. Martin Luther King, Jr. Library—continues to thrive. As a result, library resources that support the university's academic programs have become more

robust. Our commitment to supporting SJSU's students and faculty is our top priority. As we strengthen our collections, explore innovation in service delivery, provide timely programming, and expand our technological capacity, we enhance our students' learning and support the teaching and research of SJSU's faculty.

The true beauty of our partnership is that when the university's library grows, the entire San José community benefits. Our graduates are the mainstay of Silicon Valley's workforce, and will have the opportunity to continue learning throughout their lifetimes—in the same library that served them while they earned their degrees.

This newsletter is designed to highlight the many collections, programs, and learning opportunities available at the library. We hope that as you learn about the growth of our print and digital collections and the many activities held at the library, you will be as proud as we are to be a part of the King Library community.

Ruth Kifer, SJSU Library Dean

Did you know?

The library's archival collections include **5,000 photographs taken by John C. Gordon** that chronicle daily life in the Santa Clara Valley during the first half of the twentieth century.

Free First Thursdays events

The King Library's Special Collections units proudly host First Thursdays events—public lectures and presentations on a variety of themes. The fall series runs from September through December, and the spring series runs from February through May. All events start at 7:00 p.m. on the first Thursday of the month.

Recent programs include book readings by well-known authors such as James D. Houston, discussions by historians, and performances on the Beethoven Center's 1823 fortepiano. The next event, on the first Thursday in September, will explore the civil rights movement as seen through the eyes of SJSU alums from the 1960s and 1970s.

For more information about the First Thursdays program or the many other free events held at the King Library, please visit our web site at <http://www.sjlibrary.org>.

Special Collections units at the King Library

Ira F. Brilliant Center for Beethoven Studies, the largest collection of Beethoven materials outside of Europe.

Martha Heasley Cox Center for Steinbeck Studies, the largest archive in the world devoted to the study of this Nobel Prize-winning author.

California Room, a collection of materials on state and local history, including area maps and photos.

SJSU Special Collections and Archives, which holds rare, valuable, and fragile materials documenting local and regional history as well as SJSU's history.

LibraryNews is published by the SJSU King Library. For more information, visit the library web site at <http://www.sjlibrary.org>.

COEDITORS

Lisa Valdez, SJSU library development coordinator

Mary Nino, SJSU strategic planning and community outreach coordinator

CONTRIBUTORS

Danelle Moon, head of SJSU Special Collections and Archives

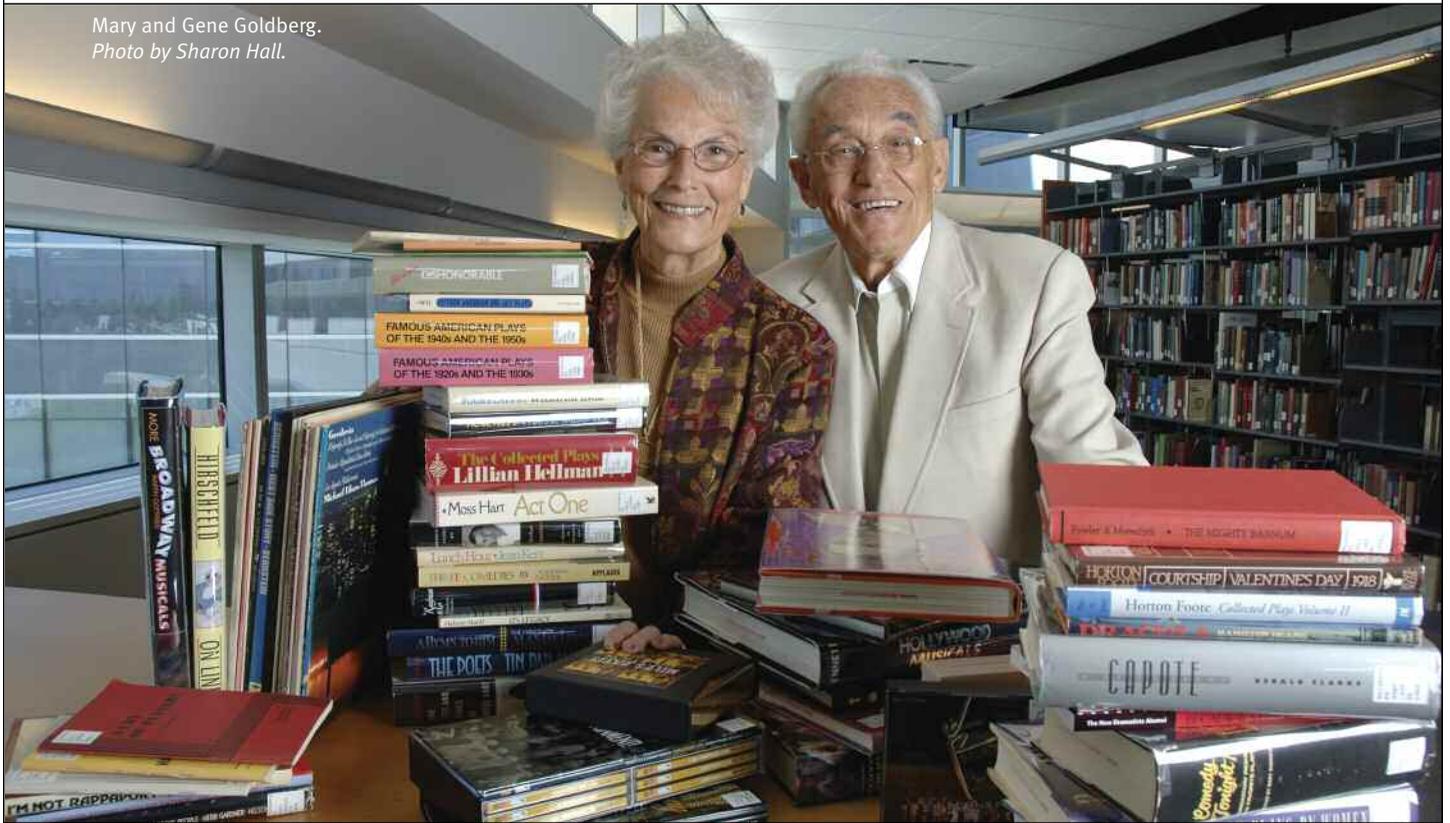
Edith Crowe, interim head of collection development

Jeff Paul, Cultural Heritage Center librarian

Goldberg family celebrates a legacy

SJSU alums donate musical theater collection to library

Mary and Gene Goldberg.
Photo by Sharon Hall.



What began as a huge loss for the Goldberg family has turned into a celebration of life at the library. Two years ago, Mark Trent Goldberg died unexpectedly of a heart attack at age 49. His parents, SJSU alums Gene and Mary Goldberg, were devastated by the sudden loss of their son. But they decided to turn the loss into an opportunity to honor their son and serve students and scholars at SJSU.

Born in San José, Mark Trent Goldberg was well known as a premier archivist in the world of musical theater. Mark devoted the last 25 years of his life to overseeing the archives of lyricist Ira Gershwin, investing his time and energy in keeping alive the material of Ira and his brother, composer George Gershwin. Mark worked closely with Michael Tilson Thomas, music director of the San Francisco Symphony, to feature Gershwin's music in symphony programs. He also worked with the Library of Congress on its Gershwin collection and was familiar with the many arrangements of each piece, including the wide range of versions done for Broadway. He served as executive director of the

Ira and Leonore Gershwin Trust, which licenses Gershwin music and provides historical information for use in shows and films.

Last year, Gene and Mary Goldberg decided to donate their son's large collection of musical theater materials to the library. Valued at about \$40,000, the collection includes sheet music, sound recordings, and print materials. The Goldbergs also decided to honor their son's memory by establishing a named endowment that will allow the library to purchase new materials in the areas of music and theater. "The university is deeply honored to be the recipient of this gift," says Dean Ruth Kifer. "Through our unique library partnership, the resources will be available to all library users."

Gene and Mary Goldberg both have fond memories of their days at SJSU. Mary was an education major ('55) and still works as a substitute teacher. Gene was a recreation major ('53) and played for the Spartan football team. In 1955, they were the first couple to be married in the memorial chapel on campus.

For more information on how to honor a loved one with a named endowment or to contribute to an existing endowment, see the back page of this newsletter.

History of model nonprofit preserved in SJSU Special Collections

Founder of Parents Helping Parents donates agency archives

The library recently received a donation of personal papers from Florene Stewart Poyadue, an SJSU alumna and founder of Parents Helping Parents (PHP). This nonprofit organization is recognized as a national model for family resource centers that benefit children with special needs, emphasizing parent-to-parent support.

Florene's personal papers document the administrative history of PHP and include photographs, event files, newsletters, news clippings, speech files and keynote addresses, awards, scrapbooks, and audio-visual materials. In addition, the collection includes information relating to her community involvement, poetry, and philosophy.

Located in Silicon Valley, PHP is an information powerhouse for families that have children with special needs. PHP guides parents through the maze of services available, helping parents determine the most appropriate services for their children so they can reach their full potential.

"We are very pleased to include Florene's papers in our special collections," says Dean Ruth Kifer. "Other



Florene Stewart Poyadue with her son.

nonprofit leaders, as well as students and scholars, will benefit from access to information regarding PHP's successful model."

Florene is a registered nurse who also holds a bachelor's degree in education and a master's degree in marriage and family counseling. After her fourth child was born with Down syndrome, Florene learned first-hand about the challenges faced when raising a child with special needs. This led her to establish PHP 30 years ago. She directed the organization for more than 20 years, and provided mentoring as numerous chapters were formed across the country and internationally.

Florene is also the author of several publications, including her most recent book, *The Parent to Parent Handbook: Connecting Families of Children with Special Needs* (2001). In addition, she has received many awards for her contributions and community service, including the Senator Lloyd Bentsen-Surgeon General's Conference Award in 1987, the Family Achievement Award from the Joseph P. Kennedy Jr. Foundation in 1990, and the 1990 Women of Achievement Award from the *San Jose Mercury News* and the Women's Fund.



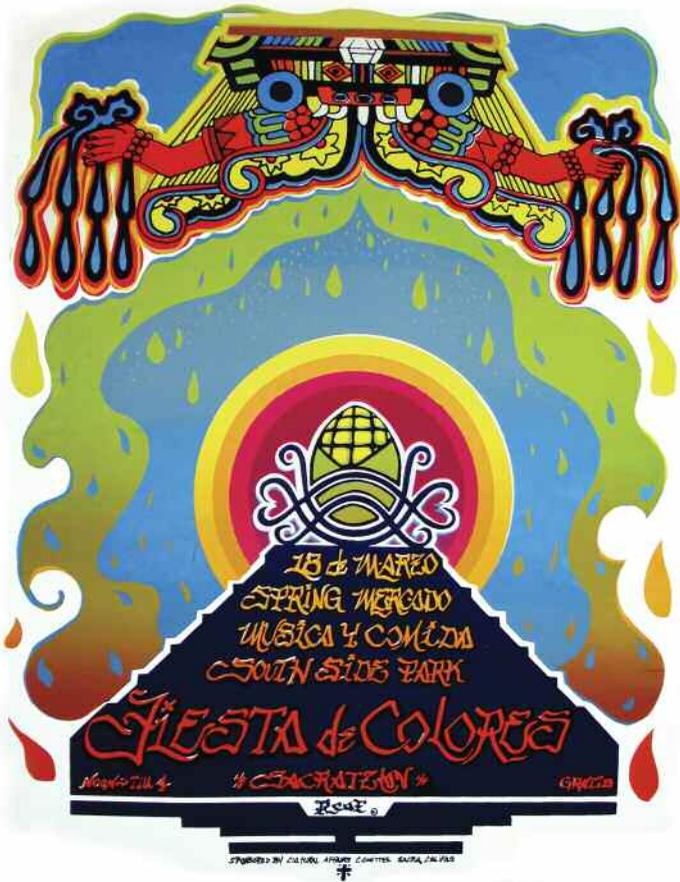
Ebook evolution comes to King Library

How do you add 30,000 books to a library collection in less than 24 hours, and yet have exactly as much space in your building the next morning as you had the day before? What may seem impossible was accomplished recently when the library subscribed to ebrary Academic Complete, a collection of electronic books (ebooks) designed for university libraries.

Ebrary guarantees readers around-the-clock access to complete books from their computer desktops or from computers available in the library. There is no limit to how many people can use the same ebook

simultaneously, and ebrary eliminates the frustration of waiting for a book that is already checked out. All titles are listed in the online library catalog, just like any other book.

"Remote access to ebooks is a boon to the university's distance education students and faculty," says Edith Crowe, head of collection development for the library. "The convenience of ebooks also benefits people with physical disabilities and those who are just too busy to hunt down resources on site at the library. We are excited about the opportunity to offer this vast pool of information to the community."



Chicano artwork enlivens Cultural Heritage Center

Fiesta de Tlaloc (left) by Juanishi Orosco is one of nearly 200 posters, lithographs, and prints recently donated by professor Ricardo Favela to the library's Special Collections and Archives unit. The donated artwork was created between 1971 and 2005 by members of the Royal Chicano Air Force, a group of Chicano artists devoted to expressing their culture, history, and struggle for equal rights. Posters from the collection are on display in the library's Cultural Heritage Center, and additional works are available for viewing through the university's Special Collections and Archives unit on the library's fifth floor.

Did you know?

The SJSU library purchases access to 228 research databases, nearly 60,000 electronic journals, and 30,000 ebooks, and provides access to an increasing number of open access journals.

Digital resources provide 24x7 access for SJSU students

The King Library is much more than a beautiful building filled with books. It is also a place for group study and collaborative learning as well as the gateway to a vast collection of online resources.

The Web era began in 1993, and many of us now use this online resource on a regular basis to conduct the daily business of our lives. As the Web has evolved over the last decade, academic resources have been migrating from print to electronic formats. For example, by the mid-1990s, electronic encyclopedias became widely available online, and during the first few years of the new millennium, a wide variety of specialized reference materials—ranging from *America: History and Life* to *Web of Science*—became available in digital format. At the same time, scholarly journals began converting to digital format, and use of print journal articles began to decline dramatically. Students and faculty now routinely use online databases to search literature and locate scholarly material.

Although the migration from print materials to electronic resources for reference works and scholarly journals has progressed rapidly, the migration of books to digital format is still in its early stages. Academic books in electronic format—known as “ebooks”—started becoming available in the late 1990s. In 2004, Google announced its intention to digitize millions of books found in university and research libraries, and we expect this trend toward the creation and use of ebooks will continue.

As we transition from the era of printed materials to digital resources, the King Library will continue to serve as a gateway to information for students, faculty, and the community. Our collection reflects this growing reliance on electronic information resources, and our librarians continue to help library users navigate those resources, supporting the teaching, learning, and research of the university and the lifelong learning of the entire community.

While we continue to acquire print materials to develop a quality book collection, online resources are accessible to all who visit the King Library. They are also available remotely to university students and faculty 24x7 from home, dorm rooms, offices, or via their laptop computers in a local coffee shop.

Historical exhibit opens *Library hosts celebration of university's 150th anniversary*



Dignitaries at the ribbon-cutting ceremony included (left to right): Michael Fulton, president and chief executive officer of Comerica Bank's western market; Chuck Reed, the mayor of San José; Ruth E. Kifer, library dean; Don W. Kassing, SJSU's president; and John Boldt, director of global field marketing for Hewlett-Packard. Not pictured is event emcee John Farley, an SJSU alum and chief meteorologist for NBC 11.

More than 500 people gathered at the King Library in January to celebrate the opening of an exhibit tracing the 150-year history of SJSU. The exhibit, "Where Tradition Meets Tomorrow," was created as part of the university's celebration of its 150th anniversary. The exhibit will be open to the public throughout 2007 on the second floor of the library.

"The exhibit pays tribute to those who helped build SJSU into Silicon Valley's largest institution of higher learning," says President Don W. Kassing. "We honor our 180,000 distinguished alumni as well as the many employees and friends of the university who made SJSU what it is today."

The exhibit explores SJSU's evolution from teachers' college to major metropolitan university using a never-before-seen collection culled from personal and university archives. Founded in 1857, SJSU is the West Coast's first public institution of higher learning and the eldest member of the California State University system, the nation's largest university system. Therefore, SJSU's 150th anniversary marks a milestone in the history of higher education in California.

At the exhibit, visitors can view an ornate graduation gown from 1880, examine an antique microscope once used in SJSU labs, or salute those honored by a memorial flag adorned with a star for each SJSU student who served in World War II. Experts from the SJSU Special Collections and Archives unit spent countless hours searching through the university archives to identify artifacts to showcase in the exhibit, such as course catalogues and student notebooks from the late 1800s and student publications from the early 1900s through the 1930s. They also worked closely with many generous alumni who loaned items used in the exhibit.



At the exhibit opening (left to right): Fernando, Cecily, Katie, and Tom Zazueta.

The generous support of Hewlett-Packard, Comerica Bank, and NBC 11 helped make this event possible.

Advisory council leads library's fundraising efforts



Front row (left to right): Tom Zazueta, Nancy Wiener, Ruth Kifer, Diane Brandenburg, and Rich Roth. Back row (left to right): Alyssa Byrkit, Jennifer DiNapoli, Kimberly Mulcahy, Genevieve Rolla, Mary Lou Taylor, and Mona Onstead. Not pictured: Lisa Blasé and Christopher Warnock.

The advisory council for SJSU's library is a group of distinguished community and business leaders who share a commitment to ensuring that the library remains an award-winning resource for students while continuing to serve as a center of pride for Silicon Valley. Their role includes raising funds and working diligently to generate community interest in the King Library, a unique partnership between San José State and the City of San José.

The council recently established the Library Leadership Endowment to provide permanent support for the university library's collections and services. With income from invested endowment funds available year after year, the endowment will provide a secure base of resources to help sustain the library's educational mission and impact student success well into the future.

Longtime library leader honored

After 33 years of unparalleled service to the university, associate dean Jo Bell Whitlatch retired last year. From the start of her career at SJSU as a cataloging librarian in the Wahlquist Library to her role as associate dean, Jo Bell was a dedicated champion for the library, building collections and facilities that provide exceptional services to the students, faculty, and staff of SJSU and to the greater San José community.

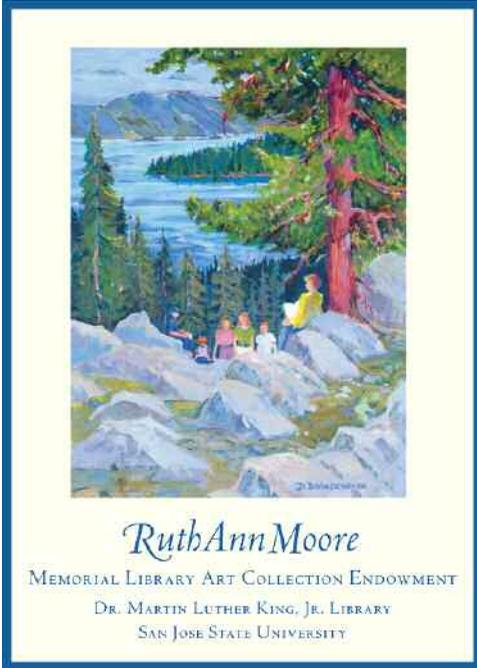


Jo Bell was invaluable in planning Clark Library in the 1980s. Two decades later, she was a moving force in planning and implementing the complex and extremely successful King Library—a unique collaboration with the San José Public Library that provides a lifelong learning center for the entire community. She also served in the School of Library and Information Science as an adjunct professor.

An endowment honoring Jo Bell's significant contributions was recently established to support the development of the history collection—one of the areas of the library that Jo Bell deeply loves. More than 70 individual donors, including faculty from the King Library, the SJSU History Department, and the SJSU School of Library and Information Science, came together to create the Jo Bell Whitlatch History Collection Endowment.

"Jo Bell's commitment to the King Library and SJSU is enduring and deep," says Dean Ruth Kifer. "She is the consummate librarian and will be missed greatly. We are grateful to everyone who played a part in honoring her years of service and leadership."

Major contributors to the Jo Bell Whitlatch History Collection Endowment include the Brandenburg Family Foundation, the Farrington Historical Foundation, and the Kline Family Foundation.



You can make a difference

Honor a loved one with a named endowment

Endowments help fund library programs and collections that are vital to the university's educational mission. In this issue of *LibraryNews*, we recognize and celebrate the newest collection endowments established in support of the library.

If you would like to establish a named endowment that honors a loved one, contact **Alyssa Byrkit** at **(408) 924-1474** or visit our web site at **www.sjlibrary.org/support**. Your support can help ongoing efforts to enrich the library's collections and offer enhanced services that will foster student success for years to come.

At left, the bookplate created for the Ruth Ann Moore Memorial Library Art Collection Endowment.



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