

Spring 2011

## Library News, Spring 2011

San Jose State University Library

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**SAN JOSÉ STATE  
UNIVERSITY**

## KING LIBRARY

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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*LibraryNews* is published by the SJSU King Library. For more information, visit the library website at [library.sjsu.edu](http://library.sjsu.edu).

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# librarynews

SPRING 2011



## University library goes mobile

### Library website now accessible on smartphones and other mobile devices

A new mobile website allows patrons to use their smartphones to access the university library while they are on the road, in class, at the local coffee shop or on the other side of the world. From [library.sjsu.edu](http://library.sjsu.edu), any mobile device will automatically direct users to the mobile version of the university library's website at [library.sjsu.edu/m](http://library.sjsu.edu/m), which is specially designed for display on a small screen.

The library's web team built the mobile site on an open source content management system and optimized it for use with smartphones and other wireless devices. From the mobile site, users can check library hours, conduct research, find books in the catalog and manage their library accounts. Library users can also connect to one of the library's research subject guides or call the reference desk to talk to a librarian.

The new mobile website complements the university library's growing suite of electronic resources available to researchers anywhere in the world, 24 hours a day. Having access to the library website on a smartphone adds value and convenience to the library's services by making them available to users when and where they need them.

Try the new mobile site on a smartphone and visit [library.sjsu.edu/contact-us](http://library.sjsu.edu/contact-us) to make comments or suggestions. ♦

### DID YOU KNOW?

With any smartphone, you can use a QR-code reader to scan the SJSU library's mobile barcode to access the library website faster.

LIBRARY CODE



FOR SMARTPHONES

## MESSAGE FROM THE DEAN



This academic year has proven to be a challenging one for the library, the university and the state of California. In spite of reductions in funding, the library has continued to provide excellent academic support for all of the colleges within the university and moved further along on the digital spectrum. The university library website is now available for students and

other library users on handheld smartphones, Special Collections has continued to digitize unique images and documents, new information databases have been added to the academic collection and open access journals are being promoted to our library users.

In this issue of *LibraryNews*, you will find articles describing these initiatives plus updates on library fundraising activities. The University Library Acceleration Campaign Committee has met twice this academic year and will be reaching out to our community of library supporters as the campaign moves forward. The third year of the National Endowment for the Humanities (NEH) challenge grant will conclude at the end of July and we still need local donations in order to meet this year's goal to receive the full NEH match. For more information regarding progress on the NEH grant or the library's role in the SJSU Acceleration campaign, please contact Lina Melkonian, University Advancement, at 408-924-1154, or me in the Dean's Office.

The annual University Library Dean's List event was held on June 3, and I hope all who attended have warm memories of the event. A special thank you goes out to emeriti faculty Arlene Okerlund and Thomas Layton for providing the program for the evening. Both discussed their ongoing research and how the university library continues to provide state-of-the-art support for their work. Thank you to all who attended.

Finally, the library is happy to preview a new collection endowment bookplate on the back cover of this issue. The first collection endowment in the sciences, the Genevieve Caputo Rolla Chemistry Collection Endowment, has recently been created. Please take a look at the striking bookplate that will be placed in every book purchased with the endowment funds.

—Ruth Kifer, SJSU Library Dean  
408-808-2419  
ruth.kifer@sjsu.edu

## Receive updates on events and new books from university library



Learn when the university library adds an item to its collection by subscribing to one or more of the library's electronic news feeds. Patrons can receive online alerts about new additions to the library's catalog or upcoming events and exhibits by clicking any of the dozen orange icons at [library.sjsu.edu/rss-feeds](http://library.sjsu.edu/rss-feeds).

News feeds use RSS, short for "really simple syndication" or "rich site summary," which provides a quick and easy way to retrieve online content without having to search websites for updates. Through RSS news feeds, patrons are quickly alerted to the latest materials added to the university library's collections, or new events and exhibits added to the library's calendar. The library's feeds are divided into general subject areas such as language and literature, business and economics, and health and life sciences. Updates on new music CDs, Cultural Heritage Collections materials, and SJSU Special Collections materials are also available.

Many website publishers offer RSS feeds as a way to help their readers stay informed about recent developments on selected topics or to deliver regularly changing content such as news, weather, blog posts, technical updates and financial information. Called a "pull" technology, in contrast to a "push" technology like email, RSS allows users to retrieve information when and how they choose.

RSS feeds can be gathered in a "feed reader," the fastest way to find and track the latest content from favorite websites and blogs on your desktop. A variety of free feed readers is available for downloading. Some popular feed readers include Google Reader, My Yahoo, Bloglines, Feed-Demon (for Windows users), and NetNewsGator (for Mac users). Once a reader has been installed, finding sites that syndicate content is fairly easy. Most websites use the orange RSS symbol (shown at left) to indicate that a feed is available. ♦



**DID YOU KNOW?**  
Currently the university library has 71,000 e-journals available in 370 electronic databases.

# Events and exhibits @ King Library

For more information about these and other public events, visit the King Library website at [library.sjsu.edu/events/](http://library.sjsu.edu/events/).

## Tours of the King Library

Every Thursday, 11:30 am–12:45 pm  
Welcome Desk, first floor



Drop-in tours covering the King Library building's design, collections, and art are offered every Thursday at 11:30 am on a first-come, first-served basis. Where else can you see a revolving secret door, a low-rider table com-

plete with hydraulic lifts, or a set of tables shaped like the seven continents? These pieces and more comprise 34 public art installations designed to provoke curiosity and encourage exploration throughout the King Library. Sign up for a tour at the Welcome Desk on the library's ground floor. For more information, call 408-808-2181.



## Friends of the King Library book sale

June 25–26  
July 30–31  
August 27–28  
Library bookstore patio

One weekend each month, the Friends of the Dr. Martin Luther King, Jr. Library host a book sale in the bookstore patio at the university entrance to the King Library. Saturday sales run from 10 am to 5 pm, and Sunday sales run from 1 to 5 pm. Revenues from the sales are donated to the library for a variety of programs that benefit the community. For more information, call 408-808-2681.

## "From Our Land"

Through June 29  
Second floor exhibit area

Set against California's bucolic agricultural scene, this exhibit celebrates Nikkei farmers and relates their experience from the turn of the twentieth century to the present day. It also examines the Nikkei's response to the changing political climate both before the 1900s and after the passage of Executive Order 9066 in 1942. The hope is that "From Our Land" will shed new light on the first Nikkei, who came to call America home, the Nikkei's struggle to become citizens, and the descendants who are recognized as Americans because of that struggle.



## "Prodigy to Progeny: Beethoven as Pupil, Teacher and Paradigm"

Through June 30  
Room 580, fifth floor

This exhibit draws on the collections of the Beethoven Center to trace Beethoven's path as student, teacher and paradigm. On display are portraits, rare books and manuscripts from Beethoven's time, and original programs and autographs of some of the leading Beethoven interpreters from the nineteenth and early twentieth centuries. Visitors will see pages from a handwritten piano method book from ca. 1790, autographed documents with Beethoven quotations by Hans von Bülow and Eugene d'Albert, an early piano roll featuring Wilhelm Backhaus performing the "Hammerklavier" Sonata and much more. Audio guides will be available to listen to selections featured in the exhibit, including excerpts from Beethoven's own sonatas and piano works by Beethoven's teachers and students.



## "Interpretations in Watermedia" by Santa Clara Valley Watercolor Society

July 10–August 27  
Second floor exhibit area

Original water media paintings, including watercolor, acrylic and mixed media works, make up this summer exhibit by the Santa Clara Valley Watercolor Society. The subject matter ranges from landscapes and still lifes to figures and abstracts. Each painting is inspired by a favorite quote, poem or piece of prose from the artist's own work.

A reception will be held with the more than 40 exhibiting artists on July 17 from 2 to 4 pm in rooms 255–257. The reception is free and open to the public; light refreshments will be served.

## "A Chinese-American Odyssey through Words and Images"

September 1–29  
Second floor exhibit area

This exhibit features images from artist-author Belle Yang's books for adults and children, paired with corresponding text and paintings. On the evening of September 13, Yang will appear at the King Library (see below for details).



## James Murray photography

September 1–30  
Fourth floor exhibit area

James Murray's photography brings into focus eclectic perspectives on the ordinary, ubiquitous, and subliminal objects and sceneries of our daily journey through life. Murray's unique vision reminds us that an abundance of surprisingly abstract, mysterious and often delightful tableaux surrounds us, when we look. Treat yourself to a new way of seeing offered by his imagery.



## Forget Sorrow: Author Belle Yang

September 13, 6–8 pm  
Rooms 255–257, second floor

Belle Yang, author and artist of the graphic memoir *Forget Sorrow: An Ancestral Tale*, will speak about her 20-year

artistic journey to learn about her cultural and historical background through travel and interviews with her parents.

# Library adds new online research databases

Databases aggregate content on a subject and make it available electronically. The university library subscribes to hundreds of databases on a variety of topics, including the arts and humanities, companies and industries, and science, engineering and technology. Most of the databases provide the full text of articles, while others provide abstracts and citations that point users toward the original sources. Still others house image, sound or video files.

## NEW LIBRARY DATABASES

The following new databases can be found both in the library's online catalog and on the library's Articles & Databases web page at [libguides.sjsu.edu/a-z](http://libguides.sjsu.edu/a-z). Community users may access these resources when visiting the King Library.



### *Aerospace and High Technology*

covers research in aeronautics, astronautics, space sciences and complementary fields. In addition to more than 3,000 periodicals, this database includes technical reports, conference proceedings, trade journal and newsletter items, patents, books and press releases.



**ArchiveGrid** searches historical documents, personal papers and family histories held in archives around the world. Thousands of libraries, museums and archives have contributed collection descriptions to the database. Through *ArchiveGrid*, researchers can learn about the items in these collections, contact an archivist to arrange a visit to examine materials and order copies of documents.

**Black Short Fiction and Folklore from Africa and the African Diaspora** is a comprehensive collection of short stories and folklore from Africa and the African Diaspora as well as selected literary magazines. Themes range from oral traditions that date back many hundreds of years to contemporary tales of modern life.



With **CAMIO**, researchers can access fine and decorative art images from leading museums that are rights-cleared for educational use. The collection includes more than 95,000 art images, including photographs, paintings, sculpture, decorative and utilitarian objects, prints, drawings and watercolors, textiles, architecture, jewelry and costumes.

**Caribbean Literature** is a searchable collection of poetry and fiction produced in the region during the nineteenth and twentieth centuries. Titles include numerous rare and hard-to-find works written in English, French, Spanish, Dutch and various Creole languages. Future releases will also feature journals, reference works and interviews with key writers.



**European Views of the Americas: 1493–1750** is a comprehensive guide to printed records about the Americas written in Europe before 1750. Containing more than 32,000 entries, this database covers the history of European exploration as well as portrayals of Native American peoples.

**Oral History Online** provides in-depth indexing to more than 2,700 collections of oral history materials in English from around the world. The database also provides keyword searching of almost 281,000 pages of full text by nearly 10,000 individuals from all walks of life. It also contains pointers to more than 4,100 audio and video files and nearly 19,000 bibliographic records.

**SocINDEX with Full Text** provides full-text articles from core journals in sociology and related disciplines, including criminology, demography, gender and ethnic studies, social psychology, socio-cultural anthropology, social work and education.



**Teacher Reference Center** indexes more than 260 titles from the most popular teacher and administrator trade journals, periodicals and books. Topics include assessment, continuing education, current pedagogical research, curriculum development, instructional media, language arts, literacy standards, science and mathematics.



**Theatre in Video** contains streaming video of more than 250 performances of the world's leading plays and more than 100 film documentaries.

With live television broadcasts of New York productions from the 1950s, revivals of classical works and experimental performances from the '60s and '70s, and contemporary performances, *Theatre in Video* covers a wide range of twentieth-century theater history.

**World History: The Modern Era** covers history from the Renaissance to the present in a reference format. Eras include: The Emergence of Modern Europe, 1500–1700; The World Beyond Europe, 1500–1776; The Age of Reason, 1700–1800; and A Time of Revolutions, 1776–1825. Also included are peer-reviewed essays by scholars and experts that address questions such as, "Was Marxism the motivating factor behind the Russian Revolution?" and "Was the Congress of Vienna a Success?"

## FOR MORE INFORMATION

To learn more about these and other online resources, or to make an appointment to come to the library for a demonstration, contact Sue Kendall, the university library's head of collection development, at 408-808-2039 or [susan.kendall@sjsu.edu](mailto:susan.kendall@sjsu.edu).



# Local collections grow online

Two new digital collections offer King Library users a more complete history of Santa Clara County. The library's Special Collections & Archives now includes *The Normal Pennant* Collection, making available an early twentieth-century student publication, and the John C. Gordon Panoramic Collection, a group of historical local photographs. Both are available to the public through the library's Digital Collections website at [digitalcollections.sjlibrary.org/](http://digitalcollections.sjlibrary.org/).

## **The Normal Pennant collection**

Published monthly from 1898 to 1909, *The Normal Pennant* features humorous literary tales, book reviews, poems, lyrics, updates on clubs and societies, campus activities, jokes and advertisements from local businesses. Because San José Normal School was a teacher training college, *The Normal Pennant* also covers teacher training on campus and around the state. Each of the



42 volumes is beautifully illustrated with woodcut designs, photographs and line drawings created by the student body.

*The Normal Pennant* is part of the SJSU Student Publications Collection, which includes student-created guides, magazines, newsletters, newspapers, pamphlets and yearbooks. Publications range from 1880 to 2004, with the bulk of the collection dating from 1960 to 1990.

## **Panoramic photography collection**

The John C. Gordon Panoramic Collection documents Santa Clara County from the 1920s through the 1960s. Funded by a grant from the

National Historical Publications & Records Commission, 526 panoramic images taken by Gordon,

a commercial photographer who worked in San José from 1910 to 1963, are being digitized and published on the library's Digital Collections website.

Panoramic images are created using a wide-angle lens, a technique sometimes referred to as "wide-format photography." Panoramas in the Gordon Collection depict ordinary life in the valley, including views of local agricultural operations, business organizations, churches, storefronts and images of downtown San José. The library's digital collections contain a representative selection of the contact prints in the Gordon Collection, including images of hotels, water parks, weddings and funerals.

## **Expanding collections online**

*The Normal Pennant* Collection and the Gordon Panoramic Collection are the newest of the growing local collections being digitized at the King Library. To view all of the library's digital collections, visit [digitalcollections.sjlibrary.org/](http://digitalcollections.sjlibrary.org/). For more information, contact Danelle Moon at 408-808-2061 or [danelle.moon@sjsu.edu](mailto:danelle.moon@sjsu.edu). ♦



## **RECOGNIZE LOCAL PHOTOS?**

Add your knowledge to library's digital collections

As the King Library's digital collections continue to grow, so do the mysteries surrounding people and places in old photos and documents.

The library's digital collections contain images and publications that have been hidden in archives for years, and many of the people and places in those materials are unidentified. The library's Technical Services department has created a way for

library users to add their knowledge to the university's store of information. When viewers click on images on the Digital Collections website, a link at the bottom of the page prompts them to "Tell us about this item." The link leads to a form where people can share what they know about the image.

To view the images and share what you know about local history, visit the library's Digital

Collections website at [digitalcollections.sjlibrary.org](http://digitalcollections.sjlibrary.org).

To keep abreast of new materials and collections as they are added to the site, such as the recently added photos from the YWCA of Silicon Valley Collection, subscribe to one or more of the library's RSS feeds at [digitalcollections.sjlibrary.org/cdm4/ourcollections.php](http://digitalcollections.sjlibrary.org/cdm4/ourcollections.php). ♦



# Acceleration campaign gains speed

**Acceleration: The Campaign for San José State University, the university's first-ever comprehensive fundraising campaign, is well under way and the university library is an integral part of the effort. The campaign theme is about accelerating the lives of the extraordinary students we educate, energizing our region and expanding our reach. Most of all, Acceleration is about reengaging you who love San José State and asking you to partner with us as we invest in what promises to be a dynamic and exciting tomorrow.**

The university and the library have been in the silent phase of the fundraising campaign for three years, and in October 2010 the public phase launched. The University Library Acceleration Campaign Committee has had two preliminary planning meetings as members prepare to lead the campaign for the library. The committee includes Janifer M. Burns (alumna), Jennifer diNapoli (community leader), Bernadine M. Goularte (alumna), Lionel Goularte (alumnus), W. Richard Roth (CEO, San José Water Company) and Nancy R. Wiener (alumna). There is still room on the campaign committee for additional members. If you are interested in joining the library campaign committee, please contact SJSU Library Dean Ruth Kifer at 408-808-2419 or [ruth.kifer@sjsu.edu](mailto:ruth.kifer@sjsu.edu).

The library's campaign goal is to raise \$3 million. Priorities are to support an outstanding educational experience, a commitment to students, and a university for San José and beyond.

## **An outstanding educational experience**

*Goal:* Raise \$1 million to support the digitization of the university's Special Collections materials. Funds raised will provide resources that will enable the library to digitize the unique historical collection currently housed in the SJSU Special Collections & Archives. Funds will also

establish an institutional digital repository of SJSU faculty and student scholarship and research and make it available to scholars worldwide.

## **Commitment to students—campus life and future success**

*Goal:* Raise \$1 million to support learning and research spaces. Funds raised will create physical spaces within the library that meet the needs of our users. Planned spaces include a learning and information commons equipped with cutting-edge technology, embedded with comprehensive digital resources, and providing access to in-depth research materials; expert consultants for faculty and students; and a twenty-first century electronic journals reading area.

## **A university for San José, Silicon Valley and the world**

*Goal:* Raise \$100,000 in named and subject endowments. Funds produced from various named and subject area endowments will provide critical support for enhancement and growth of specific subject collections in the library, both digital information and print resources.

*Goal:* Raise \$900,000 in matching funds for the National Endowment for the Humanities (NEH) challenge grant. Funds raised to match the NEH challenge grant will provide a robust humanities collection of digital information resources in music, art, history, religion, philosophy and other humanities subject areas in support of the university's core education requirements.

## **Join us**

All are welcome to join us in the Acceleration campaign. To learn more about the library's fundraising priorities and how you can participate in the program, contact SJSU Library Dean Ruth Kifer. ♦

# Discover open access publishing

**San José State University joins numerous universities, organizations and governments that embrace the free dissemination of scholarship and information known as the “open access movement.”**

“Open access” refers to the free availability on the Internet of scholarly research, including journals that meet the teaching, learning and research needs of an institution. In the open access environment, authors commonly retain copyright and also allow others to download and freely use their work as long as the author and publication are cited. This is all made possible by issuing the work under a license such as a Creative Commons license. More information on these licenses is available at [creativecommons.org](http://creativecommons.org).

One of the university library’s primary goals is to expand access to and use of digital resources, particularly through the electronic journals and databases the library subscribes



to as well as links to open access resources. For a list of open access journal sites with corresponding hyperlinks and brief descriptions of the sites, see SJSU Open Access Journals & Databases ([library.sjsu.edu/files/documents/oajournallist.pdf](http://library.sjsu.edu/files/documents/oajournallist.pdf)). These journals are also indexed on the SJSU Electronic Journals Index web page and listed in the library’s online catalog.

To discover whether open access resources exist in your area of interest, contact Crystal Goldman at 408-808-2015 or [crystal.goldman@sjsu.edu](mailto:crystal.goldman@sjsu.edu). For more information on open access, see the library’s subject guide at [libguides.sjsu.edu/open\\_access](http://libguides.sjsu.edu/open_access). ♦

## NEH third-year goal needs additional support now

**The university library is approaching the end of the third year of the National Endowment for the Humanities (NEH) challenge grant. With the continued generous support of our library community, more than \$100,000 was raised during the past year. The NEH will match this amount by one-third, bringing the total to \$133,000.**

Special thanks go to our individual and corporate sponsors. Four of our sponsors recently achieved Platinum level status for contributing more than \$10,000 each to the grant: Alexander Street Press, the Friends of the King Library, Innovative Interfaces, Inc., and the San José Water Company. To learn more about sponsorships, visit [library.sjsu.edu/giving-library/](http://library.sjsu.edu/giving-library/) sponsorship-opportunities.



NATIONAL ENDOWMENT FOR THE  
**Humanities**

The third year of the challenge grant will come to a close on July 31, 2011. In order to receive the maximum match from the NEH for this year—\$100,000—we need to raise approximately \$200,000 by the end of July.

It is critical that support for the humanities remains a priority. Knowledge of the humanities improves all aspects of our lives. It contributes to both personal growth and expansion of the intellect. It makes possible discoveries and solutions for researchers and scholars across all the disciplines, including engineering, business, education, health sciences and the pure sciences.

The NEH matching grant has allowed the university library to establish a permanent endowment to support

the licensing of humanities databases in perpetuity. Scholarly databases provide both up-to-date and historical information, allowing humanities researchers a broader view of their field’s knowledge base. A gift to the library’s NEH fund will build our endowment and ensure the licensing of quality digital resources in literature, history, music, dance, poetry, drama, religion, philosophy and other subjects.

If you have not made a contribution to the NEH grant fund recently, please consider doing so at this time. Your gift will have a direct and positive impact on the lives of students, faculty and the greater community well into the future. To learn more, contact SJSU Library Dean Ruth Kifer at 408-808-2419 or [ruth.kifer@sjsu.edu](mailto:ruth.kifer@sjsu.edu). ♦



**SAN JOSÉ STATE**  
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**GENEVIEVE CAPUTO ROLLA  
CHEMISTRY COLLECTION ENDOWMENT**



**KING LIBRARY**

ABOVE: The bookplate created for the Genevieve Caputo Rolla Chemistry Collection Endowment.

## Make a difference

Support a vital field of study  
with a library endowment

Endowments help fund library programs and collections that are vital to the university's educational mission. By providing funds for the library in perpetuity, endowments provide an annual income to enhance library services and resources in ways that go far beyond base budgets. In addition, honorary bookplates provide opportunities to commemorate a special person or event, a heritage or an area of interest in a way that benefits everyone who uses the library.

The Genevieve Caputo Rolla Chemistry Collection Endowment was established to enrich and enlarge the university library's chemistry collection for teaching, learning and research. Funds will support acquisition of print and electronic chemistry books as well as digital resources such as chemistry databases.

To learn more about adding to or creating one of these important endowments, visit [library.sjsu.edu/giving-library/](http://library.sjsu.edu/giving-library/) or contact King Library Dean Ruth Kifer at 408-808-2419 or [ruth.kifer@sjsu.edu](mailto:ruth.kifer@sjsu.edu). ♦