Windows on Maine

Windows on Maine is a pilot project to develop an online service offering streaming video programs and clips, and other primary and secondary digital resources, via broadband and wireless connections. It features a searchable database of complete programs and video clips from Maine Public Broadcasting Network’s award winning historical series, HOME, the Story of Maine and its signature science series, Quest, Investigating Our World. Rich multimedia that further documents Maine’s history and the Gulf of Maine ecology has been selected from collections of the state’s cultural institutions, and complements the video archive.

The Raymond H. Fogler Library at the University of Maine, Maine Public Broadcasting Network (MPBN) and the Maine State Museum, in collaboration with founding members of the Digital Maine Learning Group, have created a growing number of digital resources in support of school-based and life-long learning. Through Windows on Maine, crucial access is provided to enriched content that is essential to meeting the 21st century skills embedded in learning standards. Digital content is also a key component of current middle and high school professional development and training programs.

Windows on Maine explores the promise of Video on Demand (VOD), streaming media and its potential to be a force in evolving a new educational paradigm. Asynchronous streaming media used in the database includes video, audio, animation, interactive resources including Flash, searchable text, photographs, datasets, hot spots, web links, and transcripts. It offers the educational advantage of 24x7, or the “anytime-anywhere” notion that allows teachers and learners to tune in when and where they want. Entire programs from MPBN’s Home and Quest series are available for on-demand viewing. Carefully selected clips from programs in each series illustrate key curricular concepts, and may be streamed on-demand, or downloaded to individual computers and integrated into lessons. The video resources are complemented by a broader range of other digitally converted materials: images of artifacts, text resources, audio files, maps, data sets, satellite and radar images, sonar and other seafloor images.

Today, the speed of networks and most computers enables students and educators to access digital resources and a large variety of the tools used in multimedia production. Software is available to make digitizing video, photos, audio, and outputting edited movies to DVD, a fairly easy processes. Everyone takes in information differently. Some remember what they see. Some remember what they read, and some, what they hear. Windows on Maine is designed to help students and teachers find the resources they need, and present their ideas in a variety of interesting and memorable formats.

Visit Windows on Maine at: http://windowsonmaine.library.umaine.edu
Message from Dean Joyce Rumery

I am very excited to write to you at the beginning of the academic year. The campus is beautiful this time of year as the leaves change color and the cooler temperatures remind us that winter is on the way. It is great to see the mall once again busy with students and faculty on their way to classes and activities. September will always mean a beginning to me and this year was particularly special since it was highlighted by the installation of Robert A. Kennedy as the 18th President of the University of Maine. This year the University welcomed their largest incoming class since 1990. The Library staff look forward to working with these new students, as well as the upper class and graduate students, and hope to play a significant part in their success at the University. As a time of new beginnings we are pleased to also welcome new library staff and look forward to a productive and interesting year.

Within the pages of this newsletter you will read about many exciting resources and programs that are available from Fogler Library. There are also upcoming programs that will be both stimulating and informative. In October the Library is hosting the Cohen Papers Forum and the timely topic is energy independence. Later in the fall we will co-host a program with the Maine Medievalists and later help celebrate the town of Orono’s Bicentennial with a dinner prepared from the Bicentennial Cookbook. Other programs on journalism and literature round out a full fall semester.

Fogler Library continues to grow in depth and provide new collections and more services for the university community. We were fortunate to recently acquire new databases including the Web of Science and the New York Times Historical database. The New York Times resource provides access to the newspaper from 1851 and will be invaluable to historians. The library is also offering the Really Simple Syndication-RSS feed for users as a way to keep current with library news. The subject portals lead the users to the material they need to begin their research and the interlibrary loan Illiad system allows users to track their requests. In all of the work that the Library staff accomplishes - the instruction, the services, and the collections we purchase - we always keep in mind that our students are our priority and their needs are our chief concern.

I hope some of you will have the time to visit us and join us in some of the presentations we have planned this fall and in the coming spring. We welcome you at any time to meet the staff, view some of our services, and I would enjoy giving you a tour of the library. I hope you are pleased with what we are doing and that you will continue to support Fogler Library into the future.

The Friends Remember
Lorraine M. LeBlanc

Lorraine M. LeBlanc, 83, Fogler Library Friend and former library staff member, passed away Thursday, June 16, 2005, at a Bangor hospital following a long illness. LeBlanc graduated with honors from Old Town High School, Class of 1938. From 1938 to 1945, she was employed as a legal secretary at the Law Office of Michael Pilot Esq. In 1945, she moved on to Fogler Library when it was located in Carnegie Hall at the University of Maine where she was one of only five full time employees. She had wonderful stories about “carrying boxes of books” from Carnegie to the new Fogler Library when this was completed in 1947. When she retired in 1984, LeBlanc was Head of the Library’s the Acquisitions Department. LeBlanc was one of the first members of the Fogler Friends group. She is survived by her brother Francis LeBlanc, who also worked at Fogler Library for many years, and his wife Joseline of Old Town.
Fogler Library Subject Portals
by Sharon Q. Fitzgerald, Head, Technical Services and Library Web Manager

What’s YOUR Topic? We welcome you to step through the subject portals at Fogler Library at http://www.library.umaine.edu/default.asp#Portals.

From Anthropology to Zoology and from Dance to Women’s Studies, we have brought together books, journals, online resources, and contact with your Fogler Library subject specialist under a single web page we call a portal. A subject portal serves as a doorway for your research needs that leads to many resources available both locally and globally via the Internet. A wide array of subject portals, 83 in all, is available to support research and studies at the University of Maine.

The online portals can be likened to the time honored subject carrels found in research libraries that brought together traditional reference resources such as thesauri and journal indexes in a given subject area. This idea expanded to include tangible software products such as CD-ROMS that were installed on dedicated workstations in the library reference area.

It is from one of these expanded carrel concepts for the College of Business that the online portal took it first model. Business Reference Librarian Darylyne Provost was asked to build an alcove of resources pertinent to the various business related curricula. This hybrid consisted of both tangible materials: books, periodicals, indexes, and so forth as well as relevant selected Internet resources and subject guides. A dedicated workstation at the alcove location displayed a web page, inviting the user to explore the wealth of resources and offering a place to get started - a gateway or portal then to a mix of library resources.

The original design was both functional and visually appealing and served as a model for the next generation portal intended to reach a growing number of remote users of library resources. The concept was expanded, continuing to provide points of departure for print and other tangible resources but incorporating a rapidly growing number of information tools available online. Links to course guides, subject specific licensed databases, and computer generated lists of new library acquisitions were included. We also explored partnering links to web sites offered by departments and research units on campus.

A library staff member serves as the primary contact and content developer for each of the portals. The personal service of a librarian via our virtual reference service “Ask a Librarian” is just a click away. Phone contact and e-mail links are also available.

We initially developed pilots in two subject areas: education and nursing. Content for these was provided by area specialists Cynthia Crosser and Nancy Curtis. Working behind the scenes to facilitate both content management an ease of navigation were staff with information infrastructure skills, notably Wei Dai and Albie Dunn. We were able to leverage information already garnered through the library’s online catalog. We asked subject specialists to submit Library of Congress call number ranges suitable to the field of study that were then programmed to filter the monthly acquisitions lists created by the online catalog. At a glance our users can see what new titles have arrived in the field of music for example.

Finally we were able to work with Jerry Lund, a member of the library’s marketing group to develop a logo that helps to readily identify and promote the new service by various media.

The project has been especially satisfying because it involved a range of staff with various areas of expertise. Everything from subject knowledge to programming to marketing savvy has contributed to the new service. In its initial review by our standing usability group here on campus the service received high marks. With the constant change in technological opportunities and user expectations the portals service will continue to evolve as Fogler Library continues to provide gateways for information discovery.
**In Focus**

### i3 Marketing Campaign

**Intro**
In today’s changing world, it is not surprising to learn that library public relations is changing as well. Long insulated from the need to think in terms of marketing and branding, libraries are now faced with many of the same challenges as private sector enterprises.

Faced with the task of finding innovative ways to revitalize Fogler’s outreach efforts, the Library’s Marketing Committee decided to borrow directly from the private sector and to design a formal marketing campaign.

The goal of the campaign was to promote awareness of the library and to convey a message about the library. The campaign needed to be a visually arresting, transmutable design that remained distinct from other library branding. It needed to lend itself to multiple permutations.

**Identity**
Marketing campaigns as such are new to libraries. In preparing for this project, the marketing team considered several key questions: What role does branding play in mass communication? What importance does visual identity have to an institution or company? How can a visual campaign change people’s perceptions and/or alter behavior?

**Idea**
One of the key goals of the campaign was to counter the increasingly popular notion that Google is a surrogate for librarians. So, the group asked, what is the essence of patron/librarian interaction? From this question and its answer, the i3 campaign was born:

- **inquiry**
  Research begins with a question.
- **integrity**
  Librarians bring professionalism and legitimacy to patron service.
- **insight**
  = Inquiry + integrity
  Inquiry, integrity, and insight are a process, not a product.

**Implementing**
With the idea or concept in mind, we began an “i” letterform study. In short, letters are treated as shapes and arranged in patterns. In understanding how we arrived at the design, it is helpful to think of visual elements as having a language of their own. A simple visual question, which is friendlier, a circle or square? A more complex visual question is how to represent inquiry, integrity, and insight graphically.

Its overall shape suggests a triangle, the geometric object with the fewest straight lines. Visually, it signifies parsimony, strength, stability. It is multidimensional. The i’s are pointing along different axes, with its center providing a sense of orientation in space. It is dynamic. Letterforms force the eye to move about the design. It even has interesting negative space. It is monochromatic, the antithesis of Google. It is arresting. It is modular. Italicized i’s are smooth and have a human quality. You and the patron are “i”.

**Instances**
Designed to run during the fall 2005 semester, the campaign will include posters in academic departments and the Union, posters to include library users with the i3 branding, newspaper advertisements in the Maine Campus, highlighters, mouse pads, bookmarks, UMaine Today magazine, UMaine web site, banners at library entrances, Oakes room posters or table tents, and student orientation materials.

Marketing Committee members include: Gretchen Gfeller (Chair), Brad Finch, Jerry Lund, Lois Nase, Ben Proud, and Darylyne Provost.
In the News

Web of Science

Fogler Library recently purchased the complete backfile of the database *Web of Science*. This database is one of the most important resources that Fogler Library offers our students, faculty, and staff. Over 8,500 scholarly journals are indexed with updates every week. As with many other databases in our collection, *Web of Science* links to the full-text of the journal for those journals to which we subscribe. The importance of the *Web of Science* backfile is that we now have access to indexes of science journals back to 1900, social science journals from 1976, and arts and humanities journals from 1975. Previously, our access was limited from the year 2000 to present.

*Web of Science* has several attractive features for our users. For example, users can take advantage of *Web of Science* to find out who is doing similar research, thus creating potentially important research contacts. Students will take advantage of *Web of Science* to find papers related to their topic, creating bibliographies that will help them write their papers. This ability to uncover important papers on almost any topic will serve all our users well.

*Web of Science* is arguably Fogler Library’s most important cross-disciplinary research database. Its purchase has been greeted by much enthusiasm from students, faculty, and staff alike. We are very fortunate to be able to offer this resource to our users.

New Staff

**Kang Cao** is a Cataloger/Metadata Librarian at Fogler Library. A native of China, he came to the states with BA and MA degrees in Chinese Language and Literature. He received his Master of Library Information Science from Kent State University in 2004. Prior to joining Fogler Library on August 29, 2005, Kang worked as a cataloger at Ohio State University Library and at Cleveland Public Library, with a specialization in non-book cataloging and CJK foreign language cataloging. Kang’s current job assignments include cataloging theses, audiovisual, maps/atlas, microforms, monographs, and electronic resources, and providing metadata for Windows on Maine project. He can be reached at kang_cao@umit.maine.edu or 581-1724.

**Cataloger/Metadata Librarian Martin Kelly** joined the staff on August 22, 2005. Marty performs original and complex copy cataloging for incoming library materials and applies metadata description to Fogler’s growing digital collections. He is currently working with the diverse Maine-related books, documents, and maps acquired by the library’s Special Collections Department. Marty received his Master of Library and Information Science degree from San Jose State University in 2004. He has worked in both the cataloging and reference departments of the Colby College Libraries in Waterville, Maine, provided metadata support to the Stanford University Libraries, and supported educational technologies for the University of California, Berkeley. Before joining the library profession, Marty was Operations Director for the literary non-profit Small Press Distribution in Berkeley, California. He may be reached at martin.kelly@umit.maine.edu or at 581-1670.
Events Update

A New Beginning

Fogler Library recently moved toward a new beginning when Joyce Rumery took over as our Dean. The same anticipation and excitement was echoed at a campus level as Robert Kennedy officially became the 18th president of the University of Maine. Kennedy, who had served as interim presidents for 8 months, was named president in April after a national search.

In recognition of this important event and as a way to welcome Kennedy, Fogler Library sponsored an ice cream reception for Kennedy and the staff from Alumni Hall on June 16th.

In typical Maine fashion, the weather did not cooperate and the festivities were held indoors, but this did not dampen the spirits of the attendees. President Kennedy, Interim Vice President for Academic Affairs John Mahon, Senior Advisor to the President Evelyn Silver, and their staffs joined the group from Fogler. It was a wonderful opportunity to meet colleagues and to talk about our common goals.

On the Road: Traveler’s Tales

Fogler’s Works in Progress series continued on March 23rd with an afternoon of armchair travel which included a bilingual multimedia celebration of the 400th anniversary of the publication of Cervantes’ Don Quixote, the ultimate traveling man of La Mancha, arranged by poet and UMaine English Instructor Kathleen Ellis and performed by UMaine students in English, Honors, and Music, and Spanish, and readings from Tina Passman and Kay Retzlaff.

Tina Passman has taught Greek and Roman Classics and languages at the University of Maine since 1985. She is a grandmother of three and lives in Orono with five cats. In the 1990s, she co-coordinated the Poetry Free Zone reading series on campus. A student of Buddhism for several years, she traveled to China with a “bunch of Buddhists” in November 2001. She recently returned from a trip to Israel.

Kay Retzlaff, MA, Ph.D., grew up on a farm in Nebraska. She traveled from there to the wilds of Washington, D.C., where she lived and worked for 12 years as a professional writer. She lived in Kentucky for a year. In 1993, she and her husband moved to Frankfort, Maine. She travels regularly to Ireland, sometimes taking groups of students from the University to Galway. She has traveled with her sister to Germany and Scotland (a travel tale unto itself). She also spends a great deal of time in Canada.

University Authors Reception

Towards the end of the Spring 2005 semester, on Wednesday, April 20, a talkative crowd gathered in the University Club to celebrate the scholarly and creative output of faculty and staff book authors, editors, and performers. Jointly hosted by the University Bookstore and Fogler Library, the first University of Maine Authors Reception in four years honored over 100 authors who had produced books and recordings from 2001 to 2004. President Robert Kennedy was in attendance and offered his congratulations to one and all.

The faculty and staff recognized at the wine and cheese reception represented a wide variety of disciplines, and the diversity of topics was impressive, including works on public broadcasting, the lobster industry, children’s non-fiction literature, Canada, and geographic information systems. Honorees enjoyed leafing through their colleagues’ books, which were displayed on tables in the club. Most of the works are owned by the library and available in the circulating collection. Fogler Library’s Collection Services Department maintains a web page listing the works of university authors at www.library.umaine.edu/colldev/umauthors.htm.

https://digitalcommons.library.umaine.edu/olvt/vol13/iss2/1
Hard Work to Make Both Ends Meet

On April 7th, The Fogler Friends hosted the UMaine premiere of *Hard Work*, the latest film from award-winning filmmaker, Jim Sharkey. This event was co-sponsored by the Women’s Resource Center and Women in the Curriculum.

Featuring the 19th century writings of working women, this documentary film explores the working and living conditions for women in Maine’s shops and factories.

In 1888 the Bureau of Industrial and Labor Statistics commissioned Flora Haines of Bangor to travel throughout Maine to interview women about their work. She handed out questionnaires that queried the women about workplace health and safety issues, work hours and wages, and living conditions in local boarding houses. The women’s written responses provide a rare glimpse into the lives of these working women. The women not only describe their hard work, long hours, and low pay, but they also offer their own explanations for these difficult conditions.

Sharkey’s hour-long film combines the “voices” of these working women together with period music, photographs, and interviews with Maine historian Carol Toner. The result is a fascinating look into the lives of working women, a subject too often ignored in Maine history. Both Sharkey and Toner were on hand to chat with guests and answer questions.

Book Design: Continuity and Change

Michael Alpert, director of the *University of Maine Press*, spoke on book design and the history of books on April 1st in Fogler Library’s Special Collections Department. In his presentation, *Book Design: Continuity and Change*, Alpert discussed the historical role of publishing as a force throughout history, from the Renaissance to the modern age. Examples of both early and significant twentieth-century books from the Fogler Library’s Special Collections were displayed and discussed. Alpert also spoke about design principles as they apply to book publication. The presentation concluded with an overview of current books from the University of Maine Press.

Since the late 1970s, Alpert has published books at *Theodore Press/Sarah Book*, his private press. Books from this press have been included in exhibits at the Metropolitan Museum (N.Y.), the Victoria and Albert Museum (London), and the Rijksmuseum (the Hague). He is the recipient of the Stephen Harvard Prize for Excellence in the Book Arts, presented by the Baxter Society of Portland. He has taught book-arts workshops at Haystack Mountain School of Crafts, Deer Isle. Alpert is also a writer and visual artist. His two most recent books are *A Night-Sea Journey* (poetry) and *A Maine Portfolio* (photographs). Alpert’s photography will be exhibited at the University of Maine Museum of Art, January–April 2006.

This event was part of Fogler Library’s month-long celebration of the University of Maine Press, which included an exhibit in the library’s first floor display gallery.
FOGLER LIBRARY NEEDS YOU!
By becoming a Fogler Library Friend, you will help sustain a valuable resource.

Yes, I want to support the collections, programs and services of The University of Maine’s Fogler Library at the following level:

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- Sponsor, $100
- Advocate, $60
- Contributor, $30

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We appreciate your tax-deductible donations. Thank you for your support!

This permit allows parking on campus with the following exceptions. Parking is prohibited in:
- firelanes
- handicap zones
- loading zones
- on the road
- on the grass

The winter parking ban, effective November 1 through May 1, prohibits overnight parking in employee and commuter lots.

Emergency 911
Public Safety 581-4040
Parking Information 581-4047

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This permit is valid for Friends of Fogler Library guests in black and visitor University lots.

Valid: 1-day Only
Date of Visit ______________________

This permit is valid ONLY if date is filled in.