

Colorado
State
University

LIBRARIES

STAY & CONNECTED

A newsletter for Library friends and supporters

ISSUE 15 • FALL 2010

INSIDE THIS ISSUE:

Collection Enhancement in 2010,
fall author programs,
and more ...



Construction on new café begins in November 2010



F ROM THE DEAN

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On the cover:

Construction begins on
new café in Morgan Library.
See story on back cover.

Web-scale discovery entails “one-stop shopping,” catalog-style access to external resources to which Colorado State University Libraries subscribes, including databases, electronic journals, and electronic books. Web-scale discovery would provide links to all of our external resources, ordered and sorted according to relevance, without having to search the multiplicity of our content sites individually where some content might be easily overlooked. Traditionally, our catalog has provided such access, but has been limited to our internal holdings. With the recent launch of our Discovery Tool, access has been expanded to our local web pages and our local Digital Repository. However, because access to external content has been identified as far more important, the Faculty Council Committee on Libraries identified web-scale discovery as the most important strategic imperative for University Libraries.

University Libraries has devoted significant effort to exploring web-scale discovery solutions that are just beginning to emerge. A plethora of issues is being addressed, among them:

1. What fraction of our entire external content to which we subscribe will be accessible via the various alternatives?
2. Will additional content, to which we do not subscribe, be accessible via the various alternatives?
3. Will the content be accessible via SFX, our link resolver that facilitates easy access?
4. Will the relevance rankings, to a massive amount of content, be of high quality so patrons do not have to peruse long lists of less-relevant content?
5. Can the search results be saved for future use or reuse?
6. Will the user interface be intuitive and easy to use?

Web-scale discovery holds the promise of enriching our research and instructional environment through improved access to scholarly content. Our plans entail additional discovery this semester, deployment of a pilot project in spring semester, and a decision of long-term adoption next summer. We are very excited to be pursuing a tool that we believe will add significant value to our institution’s environment, allowing us to make better use of the large and varied content to which we have access.

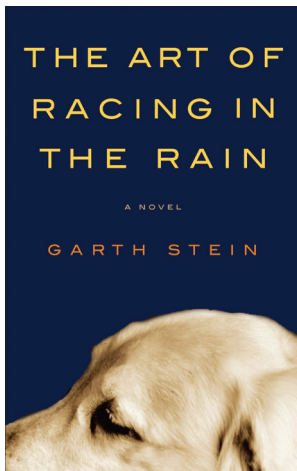
Patrick Burns 
Vice President for Information Technology and Dean of Libraries
Colorado State University



WHAT'S HAPPENING

Save the date: Garth Stein to speak Nov. 7

The Art of Racing in the Rain by Garth Stein is a *New York Times* best-selling novel about a dog's perspective on navigating life's ordeals and is the 2010 pick for the Fort Collins Reads program. Stein will be appearing in Fort Collins at the Colorado State University Lory Student Center Theatre on Nov. 7 for two presentations – at 3:30 p.m. and 7:30 p.m. Tickets are \$5 and on sale at local bookstores and online through the Lincoln Center box office.



“*The Art of Racing in The Rain* has everything: love, tragedy, redemption, danger, and – best of all – the canine narrator Enzo. This old soul of a dog has much to teach to us about being human. I loved this book,” said Sara Gruen, author of *Water for Elephants*.

There will also be two other opportunities to meet the author on Nov. 6 – a brunch at 10 a.m. at the CSU Veterinary Teaching Hospital, and reception at 5 p.m. at The Rio Grande Mexican Restaurant, 143 W. Mountain Ave., Fort Collins. Tickets for

A heart-wrenching but deeply funny and ultimately uplifting story of family, love, loyalty, and hope, *The Art of Racing in the Rain* is a beautifully crafted and captivating look at the wonders and absurdities of human life ... as only a dog could tell it.

the brunch are \$15 and tickets for the reception are \$50, and can be purchased at Old Firehouse Books, 232 Walnut St. in Fort Collins. For more information, visit:

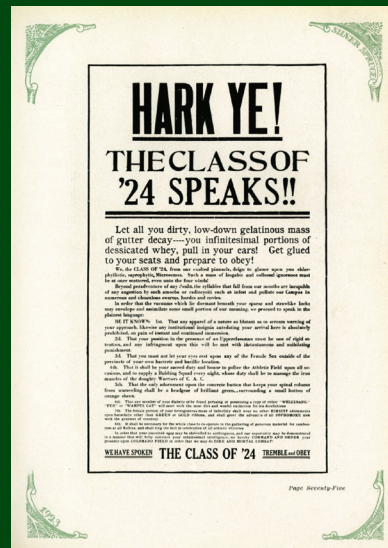
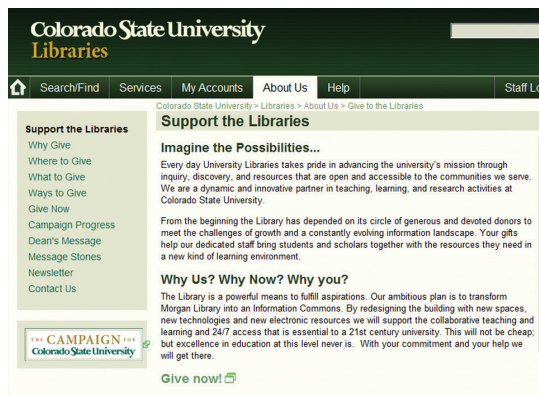
www.fortcollinsreads.com.

The Friends of CSU Libraries is a sponsor of the Fort Collins Reads program.

Donors recognized online at lib.colostate.edu/develop

Those who gave to University Libraries from July 1, 2009 to June 30, 2010, are being recognized on the Libraries' website. Thank you for supporting our mission and being a dynamic and innovative partner in teaching, learning, and research activities at Colorado State University

To see a complete list of donors and funds, visit us online at: lib.colostate.edu/develop.

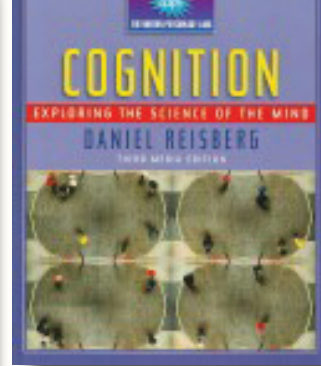
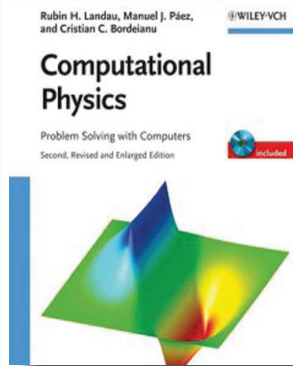
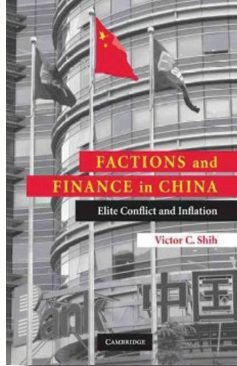
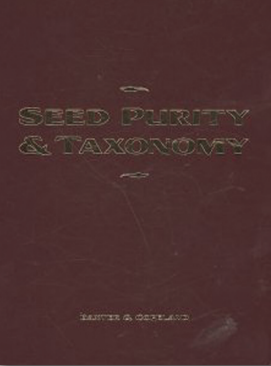


University Archive Exhibit: Traditions

From the birth of the Agricultural College of Colorado in 1870 to our annual Homecoming celebration, traditions have played a part in the history of Colorado State University. Over the years, some traditions have changed and some have stayed the same. Just what exactly is tubbing? What was May Fete? Visit the Morgan Library's Archives to find out!

The Colorado State University Traditions exhibit runs through October 18 in the Archives and Special Collections Department, Morgan Library, room 202.

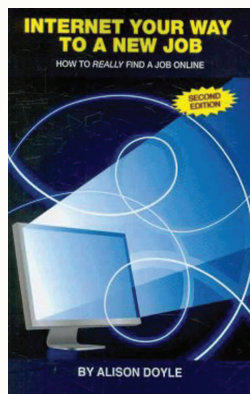




COLLECTION ENHANCEMENT

SUPPORTING RESEARCH, LEARNING, AND DISCOVERY

With more than 2 million volumes, 200 specialized databases, 338,000 e-books, and 32,000 full-text electronic journals, we support every discipline on campus. Through our collections, we provide researchers with opportunities to develop projects and ideas. Private gifts to the [Collection Enhancement Fund](#) help further these important moments of discovery. Thanks to the generosity of our donors, we have purchased additional materials and databases specifically requested by our faculty and students. Here are just a few examples of items that were added through private donations to the Library's collection this past fiscal year (July 1, 2009–June 30, 2010):



Experiential Retailing: Concepts and Strategies That Sell

By Youn-Kyung Kim, Pauline Sullivan, and Judith Cardona Forney

Today's consumers demand more. They seek an emotional experience from shopping, one that will allow them to express who they are. *Experiential Retailing* is about understanding these recent consumer and retail trends. It examines the history of retailing and consumption, and how cultural attitudes have changed over time. Different types of shopping experiences are described, from the efficiency of dollar stores to the knowing coziness of a local boutique.

Seed Purity and Taxonomy: Application of Purity Testing Techniques to Specific Taxonomical Groups of Seeds

By Doris Baxter and Lawrence O. Copeland

This is the most complete and up-to-date resource available on seed identification and seed taxonomy, containing a comprehensive listing of seeds along with approximately 3,000 black-and-white sketches, photographs, and computer-scanned images. There are also detailed descriptions and numerous dichotomous keys that will help in making definitive identifications.

Factions and Finance in China: Elite Conflict and Inflation

By Victor C. Shih

Nearly all financial institutions in China are managed by members of the Communist Party, yet economists and even those who engage the Chinese banking sector simply do not have a framework with which to analyze the links between banking and politics. Drawing from interviews, statistical analysis, and archival research, this book is the first to develop a framework with which to analyze how elite politics impact both monetary and banking policies.



Helping Students Overcome Depression and Anxiety: A Practical Guide

By Kenneth W. Merrell

This guide provides expert information and clear-cut strategies for assessing and treating internalized problems in school settings. More than 40 specific psychoeducational and psychosocial intervention techniques are detailed, including coverage of psychiatric medications. It addresses prevention-oriented social and emotional learning curricula for the classroom.

Wheat: Science and Trade edited by Brett F. Carver

Wheat: Science and Trade is designed to expand the current body of knowledge on this crop, incorporating new information made available by genetic advances, improvements in the understanding of wheat's biology, and changes in the wheat trade industry. Covering manipulation of the environment and optimal management, genetic improvement, and utilization and commercialization, the book focuses on the most economically significant diseases and impacts

Biotech Funding Trends: Insights From Entrepreneurs and Investors

By Alexandra Carina Gruber

Based on interviews with dedicated biotech entrepreneurs and high-level investors as well as case studies, this title provides a comprehensive overview of current trends in biotech funding. It outlines the various funding opportunities for the biotech industry in Europe and identifies ways for both sides to overcome their existing prejudices in order to successfully thrive in a competitive environment.

Who is Minding the Federal Estate?: Political Management of America's Public Lands

By Holly Lippke Fretwell

This work takes the reader on a tour of America's public lands from their history to their current state. Looking from the inside out and the outside in, this book helps those interested in conservation and environmental protection gain an understanding of the logic behind public land management.

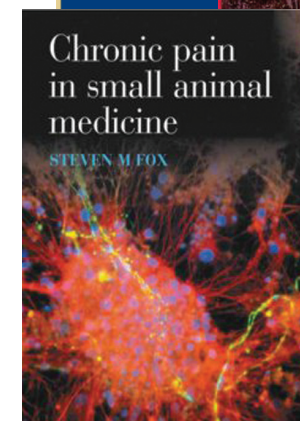
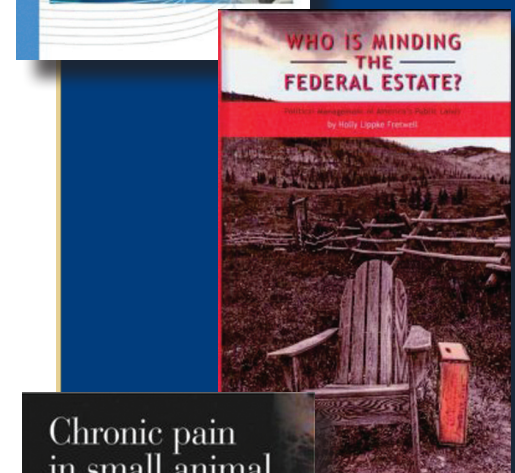
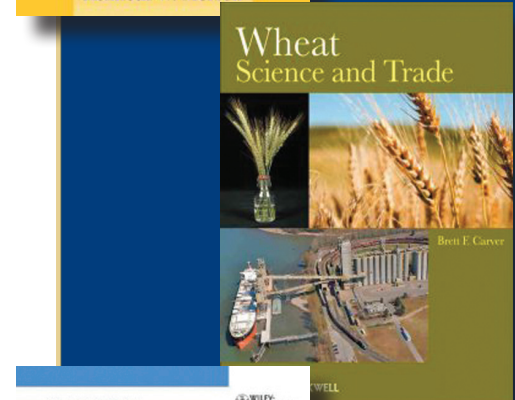
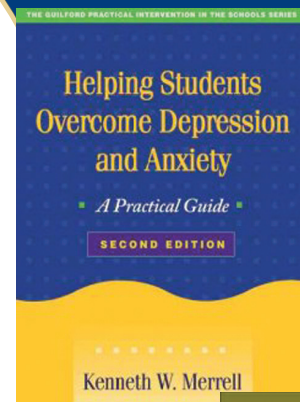
Chronic Pain in Small Animal Medicine by Steven M. Fox

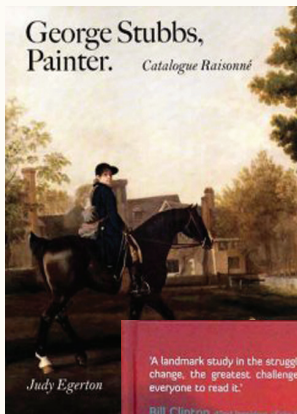
No one patient feels pain in the same way and yet, in veterinary medicine, the patient's pain is generally assessed based on a single standard. There is increasing focus in veterinary medicine on measuring and resolving pain and suffering. This book is written for the veterinary health care professional seeking a greater depth of knowledge in the mechanisms of pain accompanying chronic-disease states, and potential targets for treatment.

Computational Physics: Problem Solving with Computers

By Rubin H. Landau, Manuel J. Páez and Cristian C. Bordeianu

This second edition adds to the previous edition by providing all its codes in the Java language, whose compiler and development kit are available for free for essentially all operating systems. In addition, the accompanying CD provides many of the same codes in Fortran 95, Fortran 77, and C, for even more universal application, as well as MPI codes for parallel applications. The book also includes new materials on trial-and-error search techniques, IEEE floating point arithmetic, probability and statistics, optimization and tuning in multiple languages, parallel computing with MPI, JAMA the Java matrix library, the solution of simultaneous nonlinear equations, cubic splines, ODE eigenvalue problems, and Java plotting programs.





George Stubbs, Painter: Catalogue Raisonné by Judy Egerton

This catalog includes photographs and reproductions of the best paintings by Stubbs, known for his exquisite drawings of horses.

The Politics of Climate Change by Anthony Giddens

Climate change differs from any other problem that, as collective humanity, we face today. If it goes unchecked, the consequences are likely to be catastrophic for human life on earth. Politicians have awakened to the dangers but, at the moment, their responses are mainly on the level of gesture rather than being, as they have to be, both concrete and radical. Giddens introduces a range of new concepts and proposals to fill in the gap, and examines in depth the connections between climate change and energy security.

Food Hypersensitivity: Diagnosing and Managing Food Allergies and Intolerance

Edited by Isabel Skypala, and Carina Venter

In this excellent new book, specialist dietitians bring together a team of expert authors to separate fact from fiction and provide the reader with an authoritative and practical guide to diagnosing, managing, and preventing food allergies and intolerance.

The Fertilizer Encyclopedia by Vasant Gowariker, V.N. Krishnamurthy, ... [et al.]

Fertilizers are key for meeting the world's demands for food, fiber, and fuel. Featuring nearly 4,500 terms of interest to all scientists and researchers dealing with fertilizers, *The Fertilizer Encyclopedia* compiles a wealth of information on the chemical composition of fertilizers, and includes information on everything from manufacturing and applications to economical and environmental considerations. It covers behavior in soil, chemical, and physical characteristics; physiological role in plant growth and soil fertility; and more.

Industry Immersion Learning: Real-Life Industry Case-Studies in Biotechnology and Business by Lisbeth Borbye

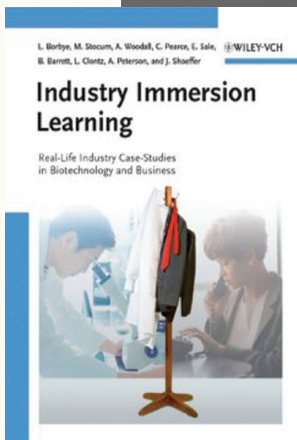
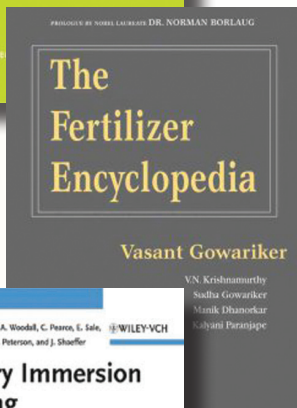
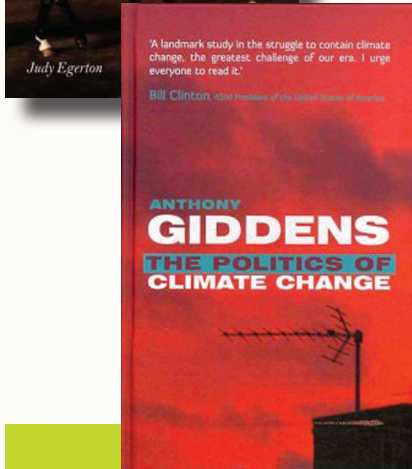
Students are often surprised about the differences between the university and industry work environments when adjusting to their first jobs in the biotechnology and pharmaceutical industry. This book aims to facilitate the transition from university to industry by presenting real-life study cases that span a broad range of important topics. Among these are examples of innovation, management, or optimization of products, processes, and intellectual property.

Cognition: Exploring the Science of the Mind by Daniel Reisberg

This exciting resource challenges students to explore core concepts in cognitive psychology by focusing on the ideas behind the research, asking "Why is it important?" and "What does it really mean?" Examples from a wide range of disciplines, including biology, linguistics, political science, economics, and philosophy, among others, clearly demonstrate the real-world implications of theoretical issues.

Internet Your Way to a New Job: How to Really Find a Job Online by Alison Doyle

The job market is becoming increasingly competitive. Hiring managers are overwhelmed with applications and are looking at new and different ways to recruit online. Hiring has changed and so has job searching. This book provides what you need to know and walks the reader through the process of online job searching, professional branding, social and professional networking, and career building with uncomplicated advice, tips, and techniques on how to effectively find a new job and grow your career.



PLANNED GIVING

UNIVERSITY LIBRARIES IN YOUR ESTATE PLANS

Creating Your Own Legacy

Most of us aren't rich or famous, and that's just fine. So, when we read about the Gateses, the Buffets, or any number of charitable wealthy folks giving so much to help so many, it seems so distant and unobtainable. Our seemingly small contribution can appear unmeaningful. But nothing could be further from the truth.

The world is made up of so many wonderful charitable organizations that impact those in need – and those groups cannot and will not survive without the gifts of many, many philanthropic people. University Libraries is no different. Our facilities and services provide thousands of students, community members, researchers, and others with world-class technology and information to make them successful in their education, work, and activities. The University Libraries is successful because of the generosity of thousands of donors, big and small, all of whom understand, appreciate, and are passionate about the significance of a State University Library system.

What if you could easily make a gift that would sustain the work of University Libraries for future generations of Library patrons? By including the University Libraries in your estate plans, you will be a part of the success that our Libraries create now and forever. Not only can your estate gift motivate others to give, you'll demonstrate your enthusiasm for education, learning, and the future of these passions. What a wonderful legacy to leave to University Libraries and, through our extension, to so many around the world.

Ask Us for More Details

For more information about charitable giving or estate planning options, see the Colorado State University Office of Gift Planning website at www.plannedgiving.colostate.edu or contact us:

Marianne Blackwell at (970) 491-7862, or
mblackwell@ua.colostate.edu, or
Bill Sheets at (970) 491-4679, or
bsheets@ua.colostate.edu

Bill and Marianne represent the Office of Gift Planning at Colorado State University.



* The information in this publication is not intended as legal advice. For legal advice, please consult an attorney. Figures cited in examples are for hypothetical purposes only and are subject to change. References to estate and income tax include federal taxes only. Individual state taxes and/or state law may impact your results.

NOTABLE DEVELOPMENTS



"I wanna just get you to think. ... There's a whole lot of things sort of hidden beneath verbal language. Different people think in different ways. An animal's world is sensory-based. Pictures, sounds, smells. Think about all the information a dog gets from a fire hydrant – who was there, how long they were there – all very detailed, sensory information."
— **Temple Grandin, on Autism, Animals, and Sensory-based Thinking**

Temple Grandin, Ph.D., brings understanding to a full house

More than 800 Library supporters and community members turned out for an evening with author and Colorado State University animal science professor Temple Grandin on Sept. 20. Grandin brought her own unique character to the stage as she discussed autism, animals, and sensory-based thinking.

"Dr. Grandin is such a remarkable person and wonderful inspiration to me as a student. I truly appreciate the opportunity to listen to her words of wisdom, being able to meet her in person, and gaining motivation to continue my research," said Sara Colorosa, audience member and graduate student studying in the organization, performance, and change Ph.D. program.

The HBO movie, *Temple Grandin*, which illustrates Grandin's life story, received seven Emmy Awards on Aug. 30. The movie depicts Grandin's life as a child and in her high school years, and follows her during the 1970s as she began her career in her chosen field of food-animal welfare and as an equipment designer determined to help reduce stress on animals.

"One of the goals of our authors' programs is to elevate the level of dialogue and intellectual discourse in our community," said University Libraries Dean Patrick Burns. "Temple certainly delivered in this respect. Her insights are nothing short of the level of genius. We are in awe of her accomplishments, and her ability to articulate new, insightful, and complex thinking in clear and accessible terms."

This event was sponsored by the Friends of Colorado State University Libraries and KUNC Radio, and is part of the Fort Collins Reads 2010 program. A recording of the event will be stored for posterity with other works by Grandin in the Library's digital repository.



More developments ...

- The Yosemite National Park Archive gave six boxes of materials representing national parks and protected areas in more than 40 countries and all seven continents to the Agriculture and Natural Resources Archive. The materials come from around the world, including Australia, Canada, England, New Zealand, Japan, Israel, Italy, Norway, and the Czech Republic. Dating from the 1950s to 1990s, the collection includes books, pamphlets, studies, trail guides, and maps. Of special note is a nearly complete set of park guides from New Zealand dated from the 1950s.
- Colorado State alumnus, Brad Hoopes, generously gave more than 200 video recordings of mostly World War II veteran stories. The stories make up the new Northern Colorado Local Veterans Oral History Collection, which continues to grow and includes the stories of veterans connected to Colorado State University, such as the former director of University Libraries, Lemoyne Anderson; professors; and students.
- Five new collections have recently been donated to the Water Resources Archive. (1) Mark Harvey, a professor of history at North Dakota State University, sent his research materials on the Echo Park Dam controversy; (2) the Archive acquired 16 boxes of Boyle's Engineering (now AECOM) studies and reports, documenting projects in Colorado and other states; (3) Les Williams of the Plumb and Dailey Ditch Co., based in Longmont, donated one large box of the company's minute books and financial records; (4) materials by A.I. Johnson, a distinguished hydrologist, were donated by his son Bob Johnson; (5) materials saved over the years by Bill Stanton, a Colorado Water Conservation Board employee for more than 20 years, were donated by his wife Barbara Stanton. The more than 70 boxes contain information about floodplains and the Colorado River Decision Support System.

Yes, I want to support Colorado State University Libraries!

Enclosed is my/our check payable to the Colorado State University Foundation for a gift of:

\$50 \$100 \$500 \$1,870* Other \$ _____

Name _____

This gift is from me my spouse & me my partner & me.

Spouse's/Partner's Full Name: _____

Address _____

City, State, ZIP _____

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Charge this gift of \$ _____ to my/our

VISA MasterCard American Express

Card Number _____

Expires ____/____/____ Card code (3 digits on back) _____

Name on Card _____

Signature _____

Please apply this gift to:

\$ _____ Cultural Programming and Friends (55173)

\$ _____ Library Collection Enhancement (General) (58513)

\$ _____ Morgan and University Libraries Endowment (45115)

\$ _____ Morgan Library Redesign (58543)

A matching gift form is enclosed.

Additional Information:

Please send me information on making a planned gift.

**Please return this form with your gift to:
Colorado State University Foundation,
P. O. Box 1870, Fort Collins, CO 80522-1870**

*A gift of \$1,000 or more entitles you to a personalized message stone. Please fill out the boxes below with your message. (Two lines of 14 characters, including spaces. Please print in uppercase. No punctuation except "-" and "&").

58543/M1103

The Campaign for Colorado State University

THE CAMPAIGN FOR Colorado State University

Colorado State University students and faculty embody a spirit of service and a passion for innovation. Our alumni and friends exemplify the value of relationships and tradition. As the state's land-grant University, we honor our history and responsibility to provide access to excellent public higher education.

The Campaign for Colorado State University, announced in August 2009, represents a vote of confidence in everything we do, everything our University stands for. This \$500 million campaign increases financial support for students and faculty. It strengthens learning and research experiences. It improves and expands facilities for our growing campus community. The goal areas are:

Academic Excellence – Increased funding for scholarships, fellowships, endowed chairs, professorships, and enhanced learning opportunities such as Study Abroad, Honors Program, and experiential learning programs.

Research and Outreach Programs to Solve Universal Challenges – Increased funding for library and technology advancement, learning outside the classroom, and economic development, outreach, and research.

New and Renovated Facilities for a 21st-Century University – Increased funding for world-class research facilities and laboratories, classrooms that expand and improve the learning experiences for all students, and Athletics facilities that offer our student-athletes improved opportunities to excel on and off the field or court.

“The campaign will build a strong cornerstone of private support for Colorado State – part of a sustainable financial foundation that will serve our future alumni for generations to come,” said Dr. Tony Frank, president of Colorado State University. “With this campaign, we’re asking all those who believe in CSU’s mission to help build a stable, sustainable future for Colorado’s state University. Together, we can ensure that our children and grandchildren have the same access to the finest education in the world that public education offered us.”

The campaign challenges all those who believe in CSU and its mission to help secure its future. Your gifts allow us to open doors, change lives, and transform the world. **We are committed to serve. We are Colorado State University**

As of Oct. 15, \$357.9 million had been raised toward the goal, a testament to our alumni and friends’ belief and confidence in our mission. To learn more about the Campaign for Colorado State University go to <http://campaign.colostate.edu>.

LIBRARY CAMPAIGN

Every day, University Libraries takes pride in advancing the University's mission through inquiry, discovery, and resources that are open and accessible to the communities we serve. We are a dynamic and innovative partner in teaching, learning, and research activities at Colorado State University. We focus on the needs of today and the possibilities of tomorrow. Philanthropy is critical to this institution. It is how we have grown and how we will continue to thrive. As it is the campaign goal to open doors, change lives, and transform the world, the Libraries facilities and staff play a key role in supporting research and scholarship, inspiring ideas, and being committed to serve our students and faculty, each an important aspect of the campaign.

The Library's goal is for the campaign \$4.9 million. The breakdown is as follows:

- \$1.5 million for the start of Morgan Redesign (an \$18 million project in total)
- \$1.5 million for endowments
- \$1 million for collection enhancement
- \$500,000 for Archives and Special Collections
- \$400,000 for cultural programming, Electronic Resources Fund, and Morgan Support Fund

Giving to the Libraries is different from giving to any other area of the University because you can make a difference in the lives of all 26,000 students, all 5,700 faculty and staff, and a countless number of Coloradans who regularly use the library collections to develop projects and ideas.

“Our present challenge is to create a world-class, 21st-century library. Morgan Library must now be transformed into an Information Commons by being redesigned to support collaborative teaching and learning, and expanded electronic access that is essential to the conduct of a 21st-century university. We have a conceptual design that supports just this vision that will meet CSU's needs into the foreseeable future. Elements of that design include more and better seating for studying, a 24/7-staffed study space addition, a reconfigurable collaboratory for group learning, spaces specially designed for multimedia development, an art lounge, Internet video conference rooms and classrooms allowing the most distinguished teachers and researchers to reach our constituents from remote locations, more quiet study area, more advanced technology, print-on-demand for books, an improved entryway, and many other features that will enhance learning and discovery at CSU,” said Dean Patrick Burns.

As of Oct., thanks to the generosity of our many donors, \$1.566 million has been raised. Your gift will help us to create the future of Colorado State University Libraries. To learn more about the Library's part in the campaign and how you can give, go to <http://lib.colostate.edu/develop/>.



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Just about any day of the week you'll find Dr. George Splittgerber, retired Emeritus Professor of Chemistry at Morgan Library. "This is where I live," says the 92-year-old supporter, who walks nearly two miles each day to the Library. "I do my e-mail here and read the newspapers, and get my exercise as a bonus."

Dr. Splittgerber joined the Colorado State University Chemistry Department in 1948 and taught classes for 40 years.

Now, 22 years after retirement, Dr. Splittgerber continues to support the Library. "If the students can invest so much in their education, then I can too."

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STAY CONNECTED

A newsletter for Library friends and supporters

Visit us online at lib.colostate.edu/develop

New Café Launches Morgan Library Construction Project

The Morgan Library expansion and renovation will begin with the construction of the Library Café, which will provide a modern and informal space for students and faculty to interact. Baristas will prepare drinks and light food for students studying late into the evening. Construction will begin in November and the Café will open during the spring semester.

Additional phases of the Morgan Library expansion and renovation will begin in March 2011 and last 18 months. An addition and new entrances on the north side of the building will be the highlight of the project. The addition will provide a 24-hour work space for students. The project will also increase the number of group collaboration rooms and add video production studios. Construction updates will be posted on the Library website at lib.colostate.edu.



Stay Connected is a publication of Colorado State University Libraries, published four times a year, and distributed to friends and supporters. If you have questions, corrections, or comments concerning this publication, please contact CSU Libraries Development Office, Colorado State University Libraries, 1019 Campus Delivery, Fort Collins, CO 80523-1019.

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