An Invitation To Join
FRIENDS OF THE MARY LIVERMORE LIBRARY
MEMBERSHIP FORM

"Without Libraries what have we? We have no past and no future." - Ray Bradbury

Please use this form to become a member of the Friends of the Library of The University of North Carolina at Pembroke. The form and your check, made out to UNCP, should be mailed to: Membership Chair, Friends of the Library Committee, Mary Livermore Library, UNC Pembroke, P.O. Box 1510, Pembroke, NC 28372-1510, phone 1.800.949.UNCP.

I would like to support the Friends of the Library of The University of North Carolina at Pembroke through the following (Please check as appropriate):

- UNCP Student Membership……..$5.00
- Patron Membership…………………….$100.00
- Annual Membership…………..…$10.00
- Life Membership…………………….$1000.00
- Contributing Membership……….$25.00
- Corporate Membership…………..$400.00
- Sustaining Membership…………$50.00
- Corporate Life Membership…………..$5000.00

Name
Dr.  Mr.  Mrs. Ms. (circle correct title)

Mailing Address

City/State/Zip Code

Work Phone

Home Phone

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE. Check here if you would like to serve on an FOL committee

Check here if this is a new membership or a renewal

This edition of Library Lines was edited by Karen S. Ort Fritts (karen.fritts@uncp.edu). Other members of the Publications Committee include Robert Arndt, Anne Coleman, Carl Danis, Gwen Locklear, Jean Sexton, Susan Whitt, and David Young. Questions: call 910.521.6656, 1.800.949.UNCP or www.uncp.edu/library. Photos provided by Sherry Locklear unless otherwise noted.

300 copies of this document were printed at a cost of $1.19 per copy.

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Mary Livermore Library
The University of North Carolina at Pembroke
Pembroke North Carolina 28372-1510

THE ELMER W. HUNT PHOTOGRAPH COLLECTION GOES DIGITAL

by Anne Coleman and Robert Wolf

Approximately 15,000 selected photographs from the Elmer W. Hunt Collection are now available for viewing online. Thanks to a Library Services and Technology Act (LSTA) Grant from the N.C. State Library, the Mary Livermore Library was able to employ a staff person for the past year to work exclusively putting some of the photographs online.

LSTA Grants are federal funds from the Institute of Museum and Library Services (IMLS) that are awarded by the State Library to eligible North Carolina libraries. Through this program, Karen Fritts, Government Documents/Development Librarian, was able to attain a technology grant that covered the cost of a full-time staff person and office equipment, as well as the supplies needed to process the digitized images and add them to the Library's electronic archival database, CONTENTdm.

Samantha McQueen was hired as the University Library Technician for Special Collections in October 2011. Since that time, Samantha has worked to get many of the photographs added to CONTENTdm so that they can be viewed via the Internet. Using information that had been gathered during the Elmer Hunt identification series and from extensive staff research, Samantha added detailed descriptions to as many of the photographs as could be processed during the time frame of the grant. She then uploaded the descriptions and the digital photographs to the CONTENTdm site where they can now be viewed online by the general public.

Samantha was able to process photographs from several of the series within the Hunt Photograph Collection. These included photographs from the following series: the University, the Town of Pembroke, Strike at the Wind!, Carolina Indian Voice, and the Lumbee Regional Development Association (LRDA).

Patrons will be able to view the photos from thumbnail images or low resolution jpegs. They will not be able to print copies of the photographs from the website because the images are copyright protected. However, if anyone is interested in having a printed copy of one of the photos from the Hunt Collection, it is possible to purchase a copy from the Library.

Instructions for purchasing printed copies or scanned images are available on the Elmer W. Hunt Collection website (http://www.uncp.edu/library/special/digital/hunt/using.html).

http://www.uncp.edu/library/special/digital/hunt/ Continues on page 3
Message from the Dean of Library Services

Seasons Greeting! I can’t believe that another year has passed. Looking back, I am thankful for all the support that the Library has received from our Friends of the Library members and all those persons participating in our events. We had the largest turnout for our 11th annual benefit, attendance at our Elmer Hunt programs was outstanding, and our author showcase programs made our campus talent shine. Additionally, the Friends continued to raise money to fund student scholarships. We had our second successful hotdog sale at Pembroke Day. The Friends of the Library sponsored a special 2013 calendar celebrating the 125th anniversary of UNCP and featuring photographs from our Elmer Hunt Photograph Collection. Not only does the past year make me happy, but it makes me excited to continue our work into 2013.

We are making plans for several programs. Please mark your calendars for our 12th annual benefit being held on March 22, 2013. “Celebrate the Spirit of UNCP” will feature Tim Brayboy and Betty Oxendine Mangum. They will discuss the history of athletics and the UNCP school spirit as part of the great history of our university. You will see applications in this newsletter for submissions to our Poetry/Short Prose Contest. We welcome you to become involved and to attend these happenings.

As always, I want to thank all the campus and community members reading this newsletter, who continue to support our Friends organization. Please tell others about us and encourage them to join. If you have any questions, please call me at 910.521.6212 or Karen Fritts at 910.775.4242.

Information about the Friends, along with membership forms, can be found at www.uncp.edu/library/friends.

Message from the FOL President

Another year is winding down and most of us are getting ready to take a few days off to celebrate Christmas and hope that next year will be more peaceful and fruitful. I’m sure you will hear a hundred people ask: where has the year gone? Since I retired, I’ve found that if I follow the old cliché “live for the day” and stop waiting for or worrying about some date in the future, time doesn’t seem to matter. We can enjoy or be satisfied with the now. (Of course, I wonder about what I did over the last eleven months.)

However, that doesn’t mean we don’t make plans. The Friends of the Library of UNCP will have its annual benefit on March 22, 2013. Along with the dinner and silent auction, Tim Brayboy and Betty Oxendine Mangum will be the featured speakers.

This year we will have some special items at the auction. Sarah Carter, wife of the University’s Chancellor; Joann Anderson, the President/CEO of Southeastern Regional Medical Center; Bunny Barker, a very talented local artist; and, Paul Van Zandt, who was the Art Department chair for many years, have agreed to decorate some flower pots for the silent auction. This is your chance to help some students by purchasing some unique pieces of art.

We have probably all heard the phrase: “For want of a nail, the shoe was lost.” But just in case you haven’t, ask a librarian and they will tell you about it or you can just Google it. Allow me to paraphrase, I hope we don’t have to say: “For the want of a bid, a scholarship was lost.” The benefit is the major source of funds for the scholarships the FOL award each year. Your attendance and support may mean that some deserving students can concentrate on their studies and not worry about how to pay for tuition or books. Please try to help in some way.

On September 6, Melanie Wood, Instructional Services/Reference Librarian, ended her employment at the Library after two years of service. Melanie was responsible for coordinating and scheduling library orientation or instruction classes, assisting with the management of reference resources, helping to create instructional handouts or user guides, and helping with library classroom maintenance. Currently, Melanie is employed as Library Manager at the Harris Campus of Central Piedmont Community College Library in Charlotte, North Carolina. Her major job responsibilities at the CPC Harris Campus Library include overseeing the reference, instruction, and circulation services operations, training/providing leadership to part-time staff, and marketing and promoting library resources and services.

When asked to name the best part of her time at the Mary Livermore Library, Melanie responded that it was “working with so many interesting people with such varied talents and interests.”

African American Read-in Upcoming Events

February 5 — “Speaking Our Words” Recitations of African American Literature - 6:30 p.m.— 8:30 p.m.

UNCP students and special guests will recite favorite poems, passages, and excerpts from African American literature, Mary Livermore Library main reading room

February 14 — Children’s Hour at R.B. Dean Elementary School

UNCP elementary education majors will be reading African American children’s literature to all of the students at R.B. Dean Elementary School in Maxton.

February 27 — Triracial Moviegoing Presentation - 6:30 p.m. — 8:30 p.m.

Using newspaper records, photographs, and oral histories, Dr. Christopher McKenna will examine Jim Crow-era moviegoing in Robeson County, where theaters imposed three-way segregation of audience members. McKenna is a Senior Fellow in the Department of English and Comparative Literature at UNC-Chapel Hill. UC Annex Assembly Room
Taskforce Meeting.
Rob also served on the ULAC E-Journal Efficiency Working Group NCDOCKS Odum Institute training on November 28.


David also attended a free workshop sponsored by NCLA’s Resources and Technical Services Section (RTSS). The workshop was entitled, “Flaunt What You’ve Got: Advocacy and Technical Services” held at the Elliott Center, University of North Carolina at Greensboro, on October 22, 2012.

Anne Coleman (Associate Dean for Research Services) co-presented at the 30th Annual NC Teacher Education Forum (NC-ACTE) in Raleigh, NC on September 20, 2012. The presentation was entitled “Read In! Promoting Literacy and Cultural Awareness” and focused on both the African American Read-in and Native American Heritage Month Read-in activities.

In October 2012, as an Associate Editor for the peer-reviewed journal, North Carolina Libraries, Anne edited sections of the Fall/Winter 2012 issue.

On November 2, 2012, Anne, Susan Whitt, Michael Alewine and Robert Arndt attended a mini-conference entitled “Assessment Beyond Statistics” sponsored by NCLA’s College and University Section at the Davidson County Community College Conference Center in Thomasville, NC.

Carlene Cummings, University Library Specialist for Special Collections, was a member of a UNCP delegation that visited the Smithsonian’s National Museum of the American Indian in Washington, D.C. on November 16. The trip was sponsored by the Office of Academic Affairs. The group met with two NMAI administrators to discuss opportunities for collaboration with UNCP students and faculty.

Michael Alewine (Outreach/Distance Education Librarian) presented “Effective Instructional Design for the Truly Swamped!” at the 2012 Georgia International Conference on Information Literacy on September 21, 2012.

Dr. Mark Canada (Dean of the College of Arts and Sciences) and Michael presented “Active Information Literacy in College Composition” at the 2012 Georgia International Conference on Information Literacy on September 22, 2012.

Michael’s article “Listen to What They Have to Say! Assessing Distance Learners’ Satisfaction with Library Services Using a Transactional Survey” was published in the Journal of Library & Information Services in Distance Learning, Volume 6, Issue 3-4, 2012.


Rob served on the NCLIVE Permanent Digital Resources
Assuring Quality for UNCP’s Distance Education Programs

by Michael C. Alewine

Quality is word number one around here when it comes to providing library services for all UNCP students—no matter where or how our students complete their coursework. As the University’s off-campus and online enrollments have continued to grow, so have the requests for research assistance by distance education (DE) students. Since the spring semester of 2007, the Library has had more than 3,000 reference transactions with distance education students. During this same period of time, we deployed a brief survey seeking input from those students.

This transaction-level survey was initially created in late 2006. The idea actually came from Amazon, where a small survey is sent to customers who purchase items from third-party vendors. The Library’s survey consisted of four questions. We asked students where they took their classes (e.g., Fort Bragg, Sandhills Community College, online, etc.); were they satisfied with the services that they received from the Library; did they still need help; did they receive the guide that explains distance education library services; and there was also a box for comments. After the first two years, we changed the question about the guide to one in which they indicated their academic level (e.g., freshman, sophomore, etc.).

Right from the start, the findings were very positive. Most students were happy with the services that they received and offered much praise. From time to time, a student would slip through the cracks (which means that the request was buried in my inbox), and we would then receive a negative comment in response.

The survey data thus far covers spring 2007 through spring 2012. Over the past five years, there were 2,576 survey requests sent to distance education students, and there were in turn 509 responses. Of these responses, only 14 students indicated that they were "not at all" satisfied with our services. Another 19 students were "somewhat" satisfied with our services, and there were 477 students who were "satisfied" with our services (this is a satisfaction rate of 94 percent). There were also 259 comments provided. Most comments were very positive, although a number of them suggest confusion with the access and use of electronic resources.

Most students responded that they did not need additional help, which we have interpreted as the services that we provided were quite adequate. Most students indicated that they were "online" and at the “graduate” level, which is in keeping with the growth of online courses and graduate programs at UNCP.

We have recently begun to receive a number of survey responses from students taking courses at the Robeson Community College instructional site. This is probably because of the new Bachelor of Interdisciplinary Studies (BIS) program which started there this past year.

The Library provides a range of dedicated services for off-campus and online programs. In 2003, Michael Alewine was hired for the newly created Outreach/Distance Education Librarian position. Dedicated services include one-to-one reference transactions, which occur via email, instant messaging (IM), phone, and a web form. Requests are received by the reference desk, as well as by the Outreach/Distance Education Librarian, who monitors all DE-related transactions and follows up as necessary. This librarian also expedites other library services, such as rapid document delivery, where print items, such as microforms, print journal articles, entries and chapters from reference books, etc., are scanned and e-mailed directly to distance education students. We also provide in-depth, face-to-face research consultations with distance education students and will meet them at night and on weekends.

Library Supports Native American Read-in

In celebration of Native American Heritage Month, 52 UNCP elementary education majors and some faculty/staff members read to all of the students at Pembroke Elementary School (35 classes, Pre-K through 5th Grade). The students were from classes taught by UNCP professors: Dr. Lisa Mitchell, Dr. Ashley Hope, and Dr. Joe Sciulli.

The event was co-sponsored by the Mary Livermore Library (Anne Coleman), the Office of Multicultural and Minority Affairs (Robert Canida), and the School of Education (Drs. Betty Brown and Lisa Mitchell). The representative for Pembroke Elementary was Belinda Jacobs, a youth development specialist in the Indian Education Program.

Michael Alewine, of the Mary Livermore Library, photographed the activities.
Support the Library

by Karen Fritts

The Friends of the Library of UNC Pembroke embarked on a new fundraising project this fall. In celebrating the 125th Anniversary of UNCP, a motivated group within the Library constructed a 2013 Historic Calendar featuring images from the Elmer W. Hunt Collection. The Friends of the Library provided the funds for 300 calendars to be printed, and the calendars are being sold in the Library and at selected events around campus. The calendar is $12 and the proceeds will help ensure the goals of the FOL continue to flourish. Calendars are going fast, so if you would like to purchase one, please visit the Library or call to reserve your copy.

If you miss out on purchasing a calendar, you can continue your support of the FOL by renewing your membership or contributing at a higher level. Membership renewal has changed, and now memberships expire one year from the date purchased, not on October 31, like years past. We are hoping this change will encourage members to renew, and membership renewal forms will still be sent out close to the membership expiration date. If you would like to renew, there is a form on the back of this newsletter.

Our biggest fundraiser event is quickly approaching, so mark your calendar for the 12th Annual Benefit being held on March 22, 2013.

The Friends of the Library are also still accepting donations for the Ben Chavis Scholarship Enhancement.

Ben Chavis Scholarship Enhancement Gift

Yes, I would like to help expand the level of financial aid provided by the Ben Chavis, Grandfather Lea Locklear Chavis and Great-great Grandfather John Archie Locklear/Friends of the Library Endowed Scholarship. Enclosed is my check for $________ made out to UNC Pembroke Foundation with “Ben Chavis Scholarship” noted in the memo line.

I understand that I will receive a receipt and a letter of acknowledgment for my gift.

Name: __________________________________________________________
Address: _________________________________________________________
City/State/Zip: ____________________________________________________

Signature: __________________________________ Date: ________________

One of the most significant reasons for our success has been Robert Arndt, Reference/Instructional Services Librarian, who has come on board to act as a second dedicated librarian for online and off-campus programs. According to Anne Coleman, Assistant Dean for Research Services, “Robert and Michael work as an interchangeable tag team to provide high quality services to our distance education students. They make these students, who are often under a lot of stress, feel like they are sitting across the reference desk from them. These guys go that extra mile to make sure that our students receive the same services as our on-campus students.” Michael and Robert, along with Carl Danis, Collection Development/Electronic Resources Librarian, also travel to off-campus locations to provide instructional services to distance education students. In order to provide instructional services for online courses, Robert and Michael collaborate on the creation of robust, interactive online instructional resources. Robert stated, “Every reference transaction that we have with a DE student, whether by phone or Internet, is instructional in nature. We provide them assistance with topic development, database selection, effective keyword searching, document delivery, and most importantly—good follow-up. When a DE student receives a survey request from us, it not only provides them with the opportunity to provide us with valuable input, but it also encourages them to seek additional assistance whenever necessary. It also provides a direct link back to our help resources.”

This is an ongoing quality assurance study. We have received a lot of good feedback in the past five years, and based on this feedback we have made many incremental changes to how we work with and track these students. Starting with the fall 2012 semester, we have added an additional question where we ask students to also include their academic major. Our goal is to use this demographic information to help us to create more relevant online instructional resources. This survey will continue to be used to assure quality, but in the near future we will also be adding a survey of faculty and staff regarding library services for distance education programs.
Library Hosts Two Events

by Robert Arndt

On November 8, in celebration of Native American Heritage Month and the University’s 125th Anniversary, over 75 people attended the panel discussion entitled “James K. Braboy and Dr. English E. Jones: Succeeding Against the Odds.” Panelists for this discussion were Vanessa Barfield McIntyre, Carley Wiggins, Bruce Barton, Randall S. Jones, and Dr. Charles Jenkins. The moderator was Barbara Braveboy-Locklear, Mr. Braboy’s niece. Dr. Jayne P. Maynor discussed the endowed scholarship she has established at UNCP in honor of Mr. Braboy. Vanessa McIntyre is a registered nurse and former student of Dr. Braboy. Carley Wiggins is a newspaper columnist and author. Bruce Barton is a researcher and former editor of the Carolina Indian Voice. Randall Jones is a local businessman, entrepreneur, and the son of Dr. Jones. Dr. Charles Jenkins is a professor of Education and former Chancellor at UNCP.

The panel members discussed the relationship between Mr. Braboy and Dr. Jones, as well as their influence in the community and at UNCP. The history of these two men spans almost 50 years at UNCP. Mr. Braboy graduated from the Cherokee Indian Normal School, the precursor of UNCP, in 1928. He later returned to Pembroke State College to earn a second degree in 1958. Mr. Braboy taught for 35 years at Leland Grove School in Dillon, South Carolina. In 1970, he was named South Carolina’s Teacher of the Year. One of the many young people he encouraged while teaching in the two-room schoolhouse was Dr. Jones. Dr. Jones later became the first Native American Chancellor and the longest serving leader (1962-1979) at UNCP. Mr. Barton noted that Mr. Braboy was a standard bearer for Native American teachers.

Things Change, but Stay the Same

by Jean Sexton

With the retirement of Dr. Elinor Foster, the Board of Directors of the Friends of the Library of UNC Pembroke decided to rename the Poetry/Short Prose Contest. This is the first year of the Dean Elinor F. Foster Poetry/Short Prose Contest, but it is the 14th year the contest has been held. This contest attracts entries across the region, so the writers who enter the contest face stiff competition in all three categories: UNCP students, regional high school students, and the general public.

The Friends of the Library are providing the prizes for the categories. First place winners will receive $250; second place, $150; and third place, $100. (In the case of a tie, the prize money may be divided.) The deadline for submission of entries this year is Thursday, February 28, 2013. The entry form is included in the newsletter and a link is included from the Library’s website: http://www.uncp.edu/library. Winners will be invited to read their winning pieces on April 17, 2013, during National Library Week.

Each year we get frequently asked questions. These include the following:

You say to not put my name on the entry. If I don’t, how will you know I won?

The form you send in with your entry has your name and contact information on it and we code your entry to match your form.

Alright, so I cannot sign my name. Can I work it into the story or poem or even make an acrostic?

Yes, we really count the words; with 501 words, your entry will be disqualified. No, the title doesn’t count towards the 500 words.

What happens if I used 501 words? Do you really count the words? Does the title count?

Yes, we really count the words; with 501 words, your entry will be disqualified. Writing the entry by hand is against the rules and your entry will be disqualified. Use a computer or typewriter, please.

Can I just write my entry neatly? What if I print it by hand?

Yes, we need to know in which category to place your entry and how to contact you.

What if I have trouble with spelling? Will that disqualify my entry?

MisSpelled words do not disqualify an entry, but the judges tend to askance at an entry with misspelled words and bad grammar.

What about the form? Do I have to fill it out completely?

Yes, the judges will get.

The deadline for entries is February 28, 2013. What if it snows and I can’t get to the post office that day?

If the Public Schools of Robeson County close, we will accept entries postmarked on the day they next open.

I have two great entries. Can I send in both of them?

If you do, the first one opened will be entered if it qualifies and the other one discarded.

What about pictures or graphics? Can I include them?

You may, but the judges will be getting photocopies. Sometimes graphics can obscure the words and that hurts the chances that the entry will win. If you include graphics, you might want to photocopy your entry to see what the judges will get.

I work at UNCP? Can I enter?

Yes, in the “General” category.

Once judged, the potentially winning entries will be checked to see if they were plagiarized. If the judges didn’t disqualify them first. Copying something you found on the Internet or from Facebook will get your winning entry thrown out. If you slightly modify an e-mail that someone sent you, the entry will be disqualified. This can be very embarrassing for you and will certainly mean you cannot win any prize money. Remember that plagiarism is theft of another’s words or ideas. Stealing someone else’s words is just wrong. At the University level, it can be an Honor Code violation.
Dean Elinor F. Foster Poetry/Short Prose Contest Guidelines

This contest has been jointly sponsored by the Friends of the Library of The University of North Carolina at Pembroke and the Kiwanis of Robeson-Lumberton, with the latter organization generously providing the funding for the prizes for the high school students.

1. The entries must be 500 words or less and must be typed. All words, excluding the title, will count toward the total. Any entry exceeding the limit will be eliminated. Any incomplete entry form will result in the elimination of the accompanying entry.

2. The entries must be original and unpublished.

3. One entry per person will be accepted and an entry form must accompany the entry.

4. All entries will be blind-judged, so only the title will appear on the submission. The judges’ decisions will be final. Any copies of the poetry/prose entry with the author's name on the piece or contained within the piece will be eliminated. The author’s name should appear on the entry form only.

5. There are three categories:
   - UNCP students,
   - Area high school students,
   - General public, must be 18 years of age or older.

6. Cash prizes will be awarded in each category:
   - $250 for first place,
   - $150 for second place,
   - $100 for third place.

7. Each writer of an award winning entry will be invited to read the piece at a program during National Library Week. The award winning entries may be published in Library Lines. Submission of an entry grants permission to publish the entry in the newsletter.

8. **Deadline for submission of the entry with an application is February 28, 2013.** Any entries postmarked after this date will not be accepted.

9. For return of any entries, please include a self-addressed, stamped envelope.

10. Send entries to: Jean Sexton
    Poetry/Short Prose Contest Coordinator
    The University of North Carolina at Pembroke
    Mary Livermore Library
    P.O. Box 1510
    Pembroke, NC 28372-1510
Application for Dean Elinor F. Foster Poetry/Short Prose Contest

Deadline: February 28, 2013

Name: 
Address: 
City: 
State: 
Zip code: 
E-mail (optional): 
Home phone: 

Entry category (please check one):
   __ UNCP student
   __ Area high school student
      Name, county, and phone number of high school:

   __ General public

Title of entry: 

Signature granting publication rights. **If a student under 18, signature of parent or guardian.**

LIBRARY USE ONLY

Date postmarked: 
Number of words: 
Number of entry: 
(comprised of category A-C and number)

SASE included? Y N

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- I want to enter two stories or poems. Can I send in two of them?
- Can I just write my entry neatly? What if I print it by hand?
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- If you do, the first one opened will be entered (if it qualifies) and the other one discarded.
- I want at UNCP? Can I enter?
- The form you send in with your entry has your name and contact information on it and we code your entry to match your form.
- If you include your name in any fashion, including dedicating it to your parents or other relatives, your entry will be disqualified.
- Yes, we really count the words; with 501 words, your entry will be disqualified.
- No, the title doesn’t count towards the 500 words.
- Writing the entry by hand is against the rules and your entry will be disqualified. Use a computer or typewriter, please.
- Misspelled words do not disqualify an entry, but the judges tend to look askance at an entry with misspelled words and bad grammar.
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The Friends of the Library are also still accepting donations for the Ben Chavis Scholarship Enhancement.

Ben Chavis Scholarship Enhancement Gift

Yes, I would like to help expand the level of financial aid provided by the Ben Chavis, Grandmother Lela Locklear Chavis and Great-great Grandfather John Archie Locklear/Friends of the Library Endowed Scholarship. Enclosed is my check for $____ made out to UNC Pembroke Foundation with “Ben Chavis Scholarship” noted in the memo line.

I understand that I will receive a receipt and a letter of acknowledgment for my gift.

Name:
Address:
City/State/Zip:

Signature: ______________________ Date: ______________________

One of the most significant reasons for our success has been Robert Arndt, Reference/Instructional Services Librarian, who has come on board to act as a second dedicated librarian for online and off-campus programs.

According to Anne Coleman, Assistant Dean for Research Services, “Robert and Michael work as an interchangeable tag team to provide high quality services to our distance education students. They make these students, who are often under a lot of stress, feel like they are sitting across the reference desk from them. These guys go that extra mile to make sure that our students receive the same services as our on-campus students.” Michael and Robert, along with Carl Danis, Collection Development/Electronic Resources Librarian, also travel to off-campus locations to provide instructional services to distance education students. In order to provide instructional services for online courses, Robert and Michael collaborate on the creation of robust, interactive online instructional resources. Robert stated, “Every reference transaction that we have with a DE student, whether by phone or Internet, is instructional in nature. We provide them assistance with topic development, database selection, effective keyword searching, document delivery, and most importantly—good follow-up. When a DE student receives a survey request from us, it not only provides them with the opportunity to provide us with valuable input, but it also encourages them to seek additional assistance whenever necessary. It also provides a direct link back to our help resources.”

This is an ongoing quality assurance study. We have received a lot of good feedback in the past five years, and based on this feedback we have made many incremental changes to how we work with and track these students. Starting with the fall 2012 semester, we have added an additional question where we ask students to also include their academic major. Our goal is to use this demographic information to help us to create more relevant online instructional resources. This survey will continue to be used to assure quality, but in the near future we will also be adding a survey of faculty and staff regarding library services for distance education programs.
Assuring Quality for UNCP’s Distance Education Programs

Quality is word number one around here when it comes to providing library services for all UNCP students—no matter where or how our students complete their coursework. As the University’s off-campus and online enrollments have continued to grow, so have the requests for research assistance by distance education (DE) students. Since the spring semester of 2007, the Library has had more than 3,000 reference transactions with distance education students. During this same period of time, we deployed a brief survey seeking input from those students.

This transaction-level survey was initially created in late 2006. The idea actually came from Amazon, where a small survey is sent to customers who purchase items from third-party vendors. The Library’s survey consisted of four questions. We asked students where they took their classes (e.g., Fort Bragg, Sandhills Community College, online, etc.); were they satisfied with the services that they received from the Library; did they still need help; did they receive the guide that explains distance education library services; and there was also a box for comments. After the first two years, we changed the question about the guide to one in which they indicated their academic level (e.g., freshman, sophomore, etc.).

Right from the start, the findings were very positive. Most students were happy with the services that they received and offered much praise. From time to time, a student would slip through the cracks (which means that the request was buried in my inbox), and we would then receive a negative comment in response.

The survey data thus far covers spring 2007 through spring 2012. Over the past five years, there were 2,576 survey requests sent to distance education students, and there were in turn 509 responses. Of these responses, only 14 students indicated that they were “not at all” satisfied with our services. Another 19 students were “somewhat” satisfied with our services, and there were 477 students who were “satisfied” with our services (this is a satisfaction rate of 94 percent). There were also 259 comments provided. Most comments were very positive, although a number of them suggest confusion with the access and use of electronic resources.

Most students responded that they did not need additional help, which we have interpreted as the services that we provided were quite adequate. Most students indicated that they were “online” and at the “graduate” level, which is in keeping with the growth of online courses and graduate programs at UNCP.

We have recently begun to receive a number of survey responses from students taking courses at the Robeson Community College instructional site. This is probably because of the new Bachelor of Interdisciplinary Studies (BIS) program which started there this past year.

The Library provides a range of dedicated services for off-campus and online programs. In 2003, Michael Alewine was hired for the newly created Outreach/Distance Education Librarian position. Dedicated services include one-to-one reference transactions, which occur via email, instant messaging (IM), phone, and a web form. Requests are received by the reference desk, as well as by the Outreach/Distance Education Librarian, who monitors all DE-related transactions and follows up as necessary. This librarian also expedites other library services, such as rapid document delivery, where print items, such as microforms, print journal articles, entries and chapters from reference books, etc., are scanned and e-mailed directly to distance education students. We also provide in-depth, face-to-face research consultations with distance education students and will meet them at night and on weekends.

Library Supports Native American Read-in

In celebration of Native American Heritage Month, 52 UNCP elementary education majors and some faculty/staff members read to all of the students at Pembroke Elementary School (35 classes, Pre-K through 5th Grade). The students were from classes taught by UNCP professors: Dr. Lisa Mitchell, Dr. Ashley Hope, and Dr. Joe Sciulli.

The event was co-sponsored by the Mary Livermore Library (Anne Coleman), the Office of Multicultural and Minority Affairs (Robert Canida), and the School of Education (Drs. Betty Brown and Lisa Mitchell). The representative for Pembroke Elementary was Belinda Jacobs, a youth development specialist in the Indian Education Program.

Michael Alewine, of the Mary Livermore Library, photographed the activities.
STAFF NEWS

Carlene Cummings
University Library Specialist for Special Collections) was a member of an UNCP delegation that visited the Smithsonian’s National Museum of the American Indian in Washington, D.C., on November 16. The trip was sponsored by the Office of Academic Affairs. The group met with two NMAI administrators to discuss opportunities for collaboration with UNCP students and faculty.

Michael Alewine (Outreach/Distance Education Librarian) presented “Effective Instructional Design for the Truly Swamped!” at the 2012 Georgia International Conference on Information Literacy on September 21, 2012.

Dr. Mark Canada (Dean of the College of Arts and Sciences) and Michael presented “Active Information Literacy in College Composition” at the 2012 Georgia International Conference on Information Literacy on September 22, 2012.

Michael’s article “Listen to What They Have to Say! Assessing Distance Learners’ Satisfaction with Library Services Using a Transactional Survey” was published in the Journal of Library & Information Services in Distance Learning, Volume 6, Issue 3-4, 2012.

Anne Coleman (Associate Dean for Research Services) co-presented at the 30th Annual NC Teacher Education Forum (NC-ACTE) in Raleigh, NC on September 20, 2012. The presentation was entitled “Read In! Promoting Literacy and Cultural Awareness” and focused on both the African American Read-in and Native American Heritage Month Read-in activities.

In October 2012, as an Associate Editor for the peer-reviewed journal, North Carolina Libraries, Anne edited sections of the Fall/Winter 2012 issue.

On November 2, 2012, Anne, Susan Whitt, Michael Alewine and Robert Arndt attended a mini-conference entitled “Assessment Beyond Statistics” sponsored by NCLA’s College and University Section at the Davidson County Community College Conference Center in Thomasville, NC.


Rob served on the NCLIVE Permanent Digital Resources Taskforce Meeting.

Rob also served on the ULAC E-Journal Efficiency Working Group NCDOCKS Odum Institute training on November 28.


David also attended a free workshop sponsored by NCLA’s Resources and Technical Services Section (RTSS). The workshop was entitled, “Flaunt What You’ve Got: Advocacy and Technical Services” held at the Elliott Center, University of North Carolina at Greensboro, on October 22, 2012.

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2012-2013 Board of Directors

Front: Dr. Tony Curtis, Dr. Judy Curtis, Karen Fritts, Dr. Martin Farley, Kelly Mayo.

Back: Gwen Locklear, Susan Whitt, Lillian Brewnington, Brian Brooks, Robert Fisher, Sherry Locklear, Anne Coleman, Kristen Anderson

Photo by Jessica Karpel

Photograph Collection Goes Digital, continued from front page

Carlene Cummings, University Library Specialist for Special Collections, can also be contacted for information on how to purchase copies of photos from the Elmer Hunt Collection.

Several other digital collections from the Special Collections/Archives Area of the Library are also available via the CONTENTdm website (http://dlib.uncp.edu). The collections currently available are the first college catalogs (1929-1939); Library Lines, the Library’s newsletter (September 1992-Present); and the bibliographies of campus scholarship (1980-Present).
Message from the Dean of Library Services

Seasons Greeting! I can’t believe that another year has passed. Looking back, I am thankful for all the support that the Library has received from our Friends of the Library members and all those persons participating in our events. We had the largest turnout for our 11th annual benefit, attendance at our Elmer Hunt programs was outstanding, and our author showcase programs made our campus talent shine. Additionally, the Friends continued to raise money to fund student scholarships. We had our second successful hot dog sale at Pembroke Day. The Friends of the Library sponsored a special 2013 calendar celebrating the 125th anniversary of UNCP and featuring photographs from our Elmer Hunt Photograph Collection. Not only does the past year make me happy, but it makes me excited to continue our work into 2013.

We are making plans for several programs. Please mark your calendars for our 12th annual benefit being held on March 22, 2013. “Celebrate the Spirit of UNCP” at the Library will feature Tim Brayboy and Betty Oxendine Mangum. They will discuss the history of athletics and the UNCP school spirit as part of the great history of our university. You will see applications in this newsletter for submissions to our Poetry/Short Prose Contest. We are making plans for several programs. Please mark your calendars for our 12th annual benefit being held on March 22, 2013. Along with the dinner and silent auction, Tim Brayboy and Betty Oxendine Mangum will be the featured speakers.

This year we will have some special items at the auction. Sarah Carter, wife of the University’s Chancellor; Joann Anderson, the President/CEO of Southeastern Regional Medical Center; Bunny Barker, a very talented local artist; and, Paul Van Zandt, who was the Art Department chair for many years, have agreed to decorate some flower pots for the silent auction. This is your chance to help some students by purchasing some unique pieces of art.

We have probably all heard the phrase: “For want of a nail, the shoe was lost.” But just in case you haven’t, ask a librarian and they will tell you about it or you can just Google it. Allow me to paraphrase: “For want of a bid, a scholarship was lost.” The benefit is the major source of funds for the scholarships the FOL will provide each year. Your attendance and support may mean that some deserving students can concentrate on their studies and not worry about how to pay for tuition or books. Please try to help in some way.

As always, I want to thank all the campus and community members reading this newsletter, who provide support, and encourage them to join. If you have any questions, please call me at 910.521.6212 or Karen Fritts at 910.775.4242.

Information about the Friends, along with membership forms, can be found at www.uncp.edu/library/friends.

Message from the FOL President

Another year is winding down and most of us are getting ready to take a few days off to celebrate Christmas and hope that next year will be more peaceful and fruitful. I’m sure you will hear a hundred people ask: where has the year gone? Since I retired, I’ve found that if I follow the old cliché and “live for the day” and stop waiting for or worrying about some date in the future, time doesn’t seem to matter. We can enjoy or be satisfied with the now. (Of course, I wonder about what I did over the last eleven months.)

However, that doesn’t mean we don’t make plans. The Friends of the Library of UNCP will have its annual benefit on March 22, 2013. Along with the dinner and silent auction, Tim Brayboy and Betty Oxendine Mangum will be the featured speakers.

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On September 6, Melanie Wood, Instructional Services/Reference Librarian, ended her employment at the Library after two years of service. Melanie was responsible for coordinating and scheduling library orientation or instruction classes, assisting with the management of reference resources, helping to create instructional handouts or user guides, and helping with library classroom maintenance. Currently, Melanie is employed as Library Manager at the Harris Campus of Central Piedmont Community College Library in Charlotte, North Carolina. Her major job responsibilities at the CPCC Harris Campus Library include overseeing the reference, instruction, and circulation services operations, training/providing leadership to part-time staff, and marketing and promoting library resources and services.

When asked to name the best part of her time at the Mary Livermore Library, Melanie responded that it was “working with so many interesting people with such varied talents and interests.”

African American Read-in Upcoming Events

February 5 —“Speaking Our Words” Recitations of African American Literature - 6:30 p.m.—8:30 p.m.

UNCP students and special guests will recite favorite poems, passages, and excerpts from African American literature, Mary Livermore Library main reading room

February 14 —Children’s Hour at R.B. Dean Elementary School

UNCP elementary education majors will be reading African American children’s literature to all of the students at R.B. Dean Elementary School in Maxton.

February 27 —Triracial Moviegoing Presentation - 6:30 p.m.—8:30 p.m.

Using newspaper records, photographs, and oral histories, Dr. Christopher McKenna will examine Jim Crow-era moviegoing in Robeson County, where theaters imposed three-way segregation of audience members. McKenna is a Senior Fellow in the Department of English and Comparative Literature at UNC-Chapel Hill. UC Annex Assembly Room
An Invitation To Join
FRIENDS OF THE MARY LIVERMORE LIBRARY MEMBERSHIP FORM

"Without Libraries what have we? We have no past and no future." - Ray Bradbury

Please use this form to become a member of the Friends of the Library of The University of North Carolina at Pembroke. The form and your check, made out to UNCP, should be mailed to: Membership Chair, Friends of the Library Committee, Mary Livermore Library, UNC Pembroke, P.O. Box 1510, Pembroke, NC 28372-1510, phone 1.800.949.UNCP.

I would like to support the Friends of the Library of The University of North Carolina at Pembroke through the following (Please check as appropriate):

☐ UNCP Student Membership …………..$5.00
☐ Patron Membership ……………………..$100.00
☐ Annual Membership………………..$10.00
☐ Life Membership……………………$1000.00
☐ Contributing Membership …………$25.00
☐ Corporate Membership……………..$400.00
☐ Sustaining Membership………………$50.00
☐ Corporate Life Membership…………..$5000.00

Name ___________________________________________ Dr.  Mr.  Mrs. Ms. (circle correct title)
Mailing Address ____________________________________________________________________________
City/State/Zip Code __________________________________________________________________________
Work Phone _________________________________________________________________________________
Home Phone _________________________________________________________________________________

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE. Check here if you would like to serve on an FOL committee ☐

This edition of Library Lines was edited by Karen S. Ort Fritts (karen.fritts@uncp.edu). Other members of the Publications Committee include Robert Arndt, Anne Coleman, Carl Daniels, Gwen Looklear, Jean Sexton, Susan Whitt, and David Young. Questions: call 910.521.6656, 1.800.949.UNCP or www.uncp.edu/library. Photos provided by Sherry Looklear unless otherwise noted.

Mary Livermore Library
The University of North Carolina at Pembroke
Pembroke North Carolina 28372-1510

THE ELMER W. HUNT PHOTOGRAPH COLLECTION GOES DIGITAL

by Anne Coleman and Robert Wolf

Approximately 15,000 selected photographs from the Elmer W. Hunt Collection are now available for viewing online. Thanks to a Library Services and Technology Act (LSTA) Grant from the N.C. State Library, the Mary Livermore Library was able to employ a staff person for the past year to work exclusively putting some of the photographs online.

LSTA Grants are federal funds from the Institute of Museum and Library Services (IMLS) that are awarded by the State Library to eligible North Carolina libraries. Through this program, Karen Fritts, Government Documents/Development Librarian, was able to attain a technology grant that covered the cost of a full-time staff person and office equipment, as well as the supplies needed to process the digitized images and add them to the Library’s electronic archival database, CONTENTdm.

Samantha McQueen was hired as the University Library Technician for Special Collections in October 2011. Since that time, Samantha has worked to get many of the photographs added to CONTENTdm so that they can be viewed via the Internet. Using information that had been gathered during the Elmer Hunt identification series and from extensive staff research, Samantha added detailed descriptions to as many of the photographs as could be processed during the time frame of the grant. She then uploaded the descriptions and the digital photographs to the CONTENTdm site where they can now be viewed online by the general public.

Samantha was able to process photographs from several of the series within the Hunt Photograph Collection. These included photographs from the following series: the University, the Town of Pembroke, Strike at the Wind!, Carolina Indian Voice, and the Lumbee Regional Development Association (LRDA).

Patrons will be able to view the photos from thumbnail images or low resolution jpegs. They will not be able to print copies of the photographs from the website because the images are copyright protected. However, if anyone is interested in having a printed copy of one of the photos from the Hunt Collection, it is possible to purchase a copy from the Library.

Instructions for purchasing printed copies or scanned images are available on the Elmer W. Hunt Collection website (http://www.uncp.edu/library/special/digital/hunt/using.html).

300 copies of this document were printed at a cost of $1.19 per copy.

http://www.uncp.edu/library/special/digital/hunt/