

Fall 2004

# ISR@bucknell

Information Services and Resources, Bucknell University

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## The New ISR Website



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about our current website. To accomplish this, we facilitated discussions with our three advisory committees – the University Library Committee (ULC), the Committee for Academic Computing (CAC) and the Administrative Computing Committee (ACC). During these conversations, we learned what faculty and staff members liked about our website and what they wished we could change. Next, we surveyed the campus at large with a short, online survey. And last, we held an “envisioning” session with the ISR staff. Collectively, our staff described the kind of website that they thought would best meet the needs of our varied user groups.

A small group of ISR staff then analyzed the feedback (and, boy, there was a lot of it!) and worked toward creating the structure for the new website, including new categories of information and means for navigation. Since the new EasyWeb templates provide stylistic guidelines (such as font, colors, background), we focused specifically on content and how best to organize it for use by the campus community.

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Some people might think it's impossible, if not crazy, to attempt to create a website collaboratively within an organization of ninety people. Not ISR! We thrive on challenges within our collaborative work environment.

Since the Bucknell site redesign this spring, as well as the migration of all department websites to the new

content management system, Easy-Web, improvement of the ISR website seemed to be the logical next step. This spring, we embarked on a journey to design a new ISR site that enables our varied constituencies to locate easily their desired service or information.

The first and most critical part of this process involved collecting feedback from the campus community

# Bucknell

## Information Services & Resources

Our customer's success is our success

**The Web Development Team:** (l to r) Corey Mills, Kevin Fodness, Zac Sims, Roberta Sims, Don Rea. Missing from photo: Shannon Emigh, Ben Green.

**Managing Editor:** Mary Jean Woland  
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*isr@bucknell* is available on the Web in the About ISR and ISR Publications section of [www.bucknell.edu/isr](http://www.bucknell.edu/isr)

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# A New Focus

by Gene Spencer, Associate Vice President for Information Services and Resources  
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**A**t the beginning of each new academic year, a renewed sense of excitement and enthusiasm pervades the university. Many new students, faculty, and staff join our community, along with a whole new set of parents who are keenly interested in our work during the next four years. The life of any university is continually refreshed by the infusion of new people and their energies, and that is especially true for Bucknell.

During this time of year, our campus comes alive with a sense of optimism for the future, both as a community and as individuals who will take full advantage of opportunities to learn, work, grow, and mature together. I have witnessed this same event unfold over the last twenty-six years at Bucknell, but somehow it all feels much more intense this year.

Today, Bucknell is committed to a stronger sense of purpose, a greater sense of possibility, and above all, *a new focus* as a university. In my mind, there are many factors that contribute to this new focus, not the least of which is the installation of Brian Mitchell as the university's sixteenth president.

This is an exciting time! President Mitchell will channel our energies in a very positive direction, helping us to achieve this new focus. Together, we have an opportunity to create a new vision for Bucknell that propels us to new dreams, new goals, and new accomplishments. We need only to come together in conversation about what is important to us as a community. It's that simple.



**"The action in a universe of possibility may be characterized as generative, or giving, in all senses of that word - producing new life, creating new ideas, consciously endowing with meaning, contributing, yielding to the power of contexts."**

— *The Art of Possibility* by  
Rosamund Stone Zander and  
Benjamin Zander

This summer, I read a delightful book called *"The Art of Possibility: Transforming Professional and Personal Life"* by Rosamund Stone Zander and Benjamin Zander. This book challenged me to think beyond "the world of measurement" and assumptions of "scarcity and peril," and to live instead in a "universe of possibility." It left me energized and enthusiastic about Bucknell's future and ISR's contributions.

I am intrigued by the notion of living in a "universe of possibility," as we begin a new chapter in Bucknell's history with an inspiring new president. Imagine what we might accomplish if we can spend our energy focused on possibilities rather than on pitfalls.

If you would like to read a copy of this book, please give me a call. I wish you all a wonderful year of possibilities!

*Gene*

# myBucknell — A website built just for you

by Brian Hoyt, Director of Technology Integration  
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During the summer of 2004, Bucknell's web presence underwent a major transformation. In addition to enhancements to the look, feel, and organization of the public website, this transformation includes the launch of the *myBucknell* portal this fall. With the advent of *myBucknell*, the university's public website no longer has to take on a "one 'site' fits all" approach to its architecture. Members of the Bucknell community now have access to a website created especially for them based on their role(s) within the university (student, faculty, staff, alumni and parent) and the courses, activities, or interests that are specific to them.

*myBucknell* effectively creates an intranet for the university by establishing a simple mechanism to make information available only to the members of the Bucknell community. *myBucknell* also greatly increases the usability of Bucknell's web presence for members of the campus community because we are now able to aggregate content that had traditionally been located all over our public website into a central location. In addition, the portal technology on which *myBucknell* is based allows selected display of information which is relevant for a particular part of the university community. For example, a forms channel pulls together into one place all the forms needed by students, faculty, and staff and at the same time provides them access only to the forms intended for their use.

The technology behind the portal

allows users of *myBucknell* to access several other web-based services offered at Bucknell. The portal's single sign-on service enables users, once they have logged into the portal, to launch WebMail, Blackboard, e-Reserves, the secure parts of the Library catalog and Banner Self-Service without having to re-authenticate to those services. Another part of the technology behind *myBucknell* greatly enhances the ability to send targeted announcements to subsections of the campus community, a feature that can reduce the use of our campus email listservs. *myBucknell* also enables groups on and off campus to have their own group web space so that members can build their own group "home" pages, post announcements relevant to only that particular group, set up discussion boards, chats, and even share files and photographs.

Another exciting feature of *myBucknell* is its online calendar. While not designed to replace Meeting-Maker, the calendaring tool used by many members of the administration on campus, this tool makes much of the same functionality available to faculty and students. The online calendar enables users to identify commonly available meeting times, send "meeting" invitations to individuals, and accept or decline meeting proposals. Future plans include developing a wide variety of online calendars, that users can subscribe to, for events ranging from speakers and lectures, to film series, arts events, and athletic events. These events will be added to their calendars along with their course

meeting time information which will be automatically entered into their personal calendar.

*myBucknell* is only one facet of the transformation that Bucknell's web presence underwent this summer. Our public website received a whole new look designed to complement new student recruitment materials and other university publications, presenting a more unified image of Bucknell to both internal and external audiences. We also completed an eighteen-month process to convert the university's website into a content management system so that users can make updates and changes to their web pages without knowledge of HTML.

"It's been an ambitious undertaking," says Kurt Thiede, Vice President for Enrollment Management and Communications. "We've been working on several projects concurrently — our new print and digital admissions materials, the redesign of our website, the conversion to content management, and the introduction of the new portal system. It was a little daunting at times, but we believe these initiatives will help us communicate more effectively. We've taken a big step forward with our web presence and digital communications."

*myBucknell* became available to students, faculty and staff in August and will become widely available to alumni and parents in early October. To learn more about *myBucknell*, visit the portal login page from the Bucknell home page.

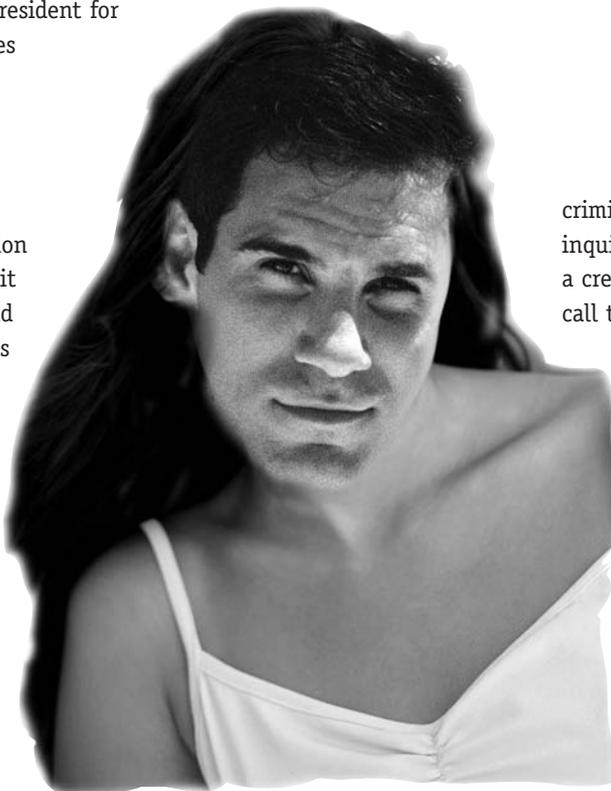
# The Growing Threat of "Identity Theft"

by Gene Spencer, Associate Vice President for  
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While the Internet provides easy access to a vast array of information resources from around the world, it also gives unscrupulous people and organizations instantaneous access to personal information. There are a growing number of risks involved in participating in this digital "global community," and it is becoming increasingly important for each of us to pay close attention to those threats.

Among the most serious risks is the possibility of Identity Theft (using information about another person to commit fraud). In September 2003, a report to the Federal Trade Commission (FTC) estimated that "almost 10 million Americans have discovered that they were the victim of some form of ID Theft within the last year" and that the total cost of these crimes approached \$50 billion. The number of cases and the costs involved have increased drastically since that report was written.

Identities can be stolen in a variety of ways. For example, credit card receipts can be picked out of a trash can, and servers containing lists of social security numbers or credit card numbers can be hacked from across the Internet. Recently, a simple fraud called "phishing" has become popular. In short, an e-mail message, that appears to come from a credit



card company or some other trusted partner, asks the recipient to enter personal information. Even if the response rate to this kind of fraudulent solicitation is one percent, the perpetrators can gather a significant amount of information that can be used for fraudulent financial gain.

What can you do? First and foremost, everyone must be aware of the growing threat of Identity Theft. I strongly advise distrusting every email request received or website visited that asks for personal information. Your name, Social Security Number and birth date are enough to enable someone to assume your identity with

criminal intent. If you receive an inquiry that you think has come from a credit card company (for example), call the number on the back of the credit card and resolve the issue over the phone. Don't be a part of the one percent who become victims!

Also, spend some time looking at the FTC website on Identity Theft at <http://www.consumer.gov/idtheft/>, where you can also register a complaint if you believe that your identity has been stolen. Check your credit card statements carefully to make sure all charges are valid and report discrepancies immediately. Consider subscribing to a periodic credit reporting service that keeps a close watch on credit ratings and warns individuals when a credit check is requested. Three such credit bureaus are Experian (1-888-397-3742), Equifax (1-800-525-6285), and Trans-Union (1-800-680-7289).

Your identity and credit rating are valuable assets. Safeguard them wisely and well.



# Building Digital Image Collections

by Abby Clobridge, Librarian/Digital Technologist  
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***Are you using digital images in the classroom but feeling overwhelmed by keeping them organized in a meaningful way? Frustrated by the inflexibility of PowerPoint or interested in using a more sophisticated instructional technology tool? Want to share images and information with colleagues? ISR now offers a new tool for managing digital images.***



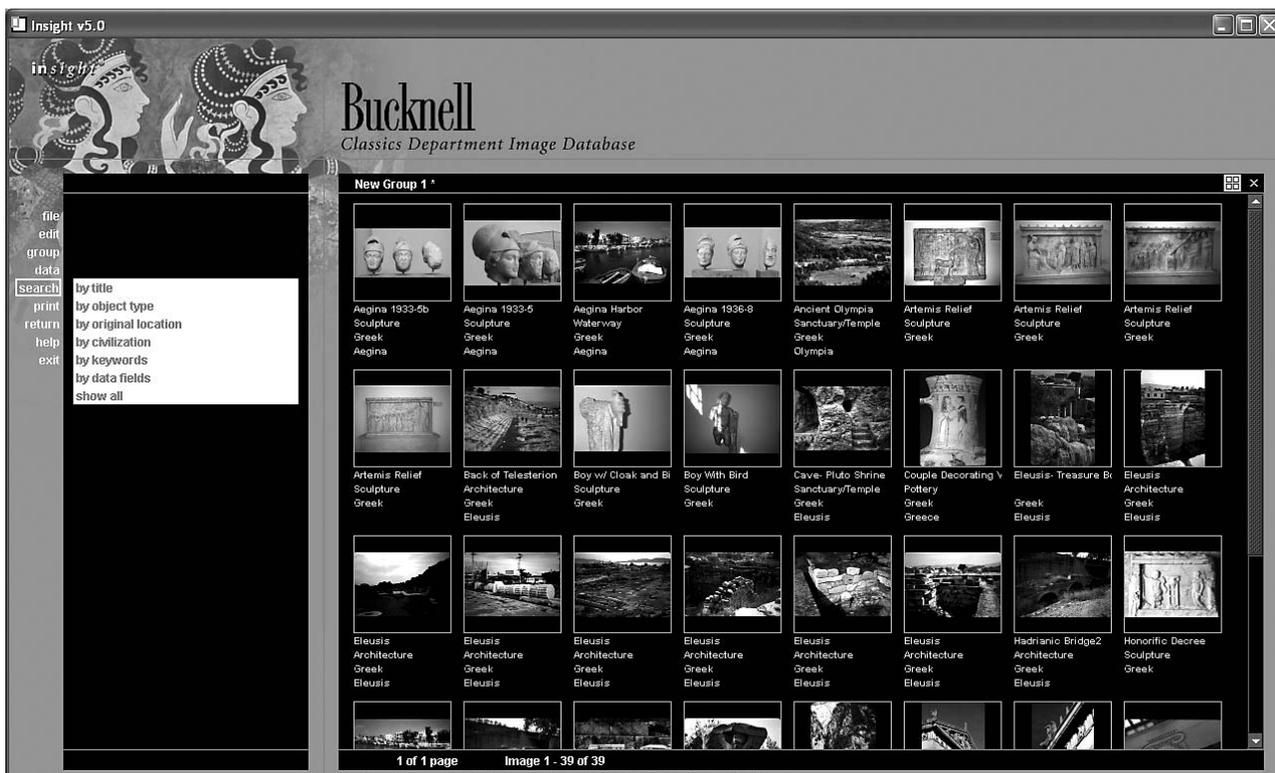
Beginning this fall, faculty and students at Bucknell will have access to Insight®, a powerful digital image collection, management, and presentation tool developed by Luna Imaging, Inc. Insight® can be used to manage collections of all sizes, from archives of a few hundred images to large collections with thousands of images, video, and audio clips. Other colleges and universities using Insight® include Cornell, Duke, Stanford, Yale, Smith, and Vassar. Many museums around the country are using Insight® as well; clients include the Boston Museum of Fine Arts, the Museum of Modern Art in New York City, the Philadelphia Museum of Art, and the National Aquarium in Baltimore.

Insight® includes several useful features for faculty. Using JPEG2000 technology, users can zoom in on tiny details in large, high quality images. Zoomed views can then be saved and incorporated into presentations. Groupings of images and presentations created within Insight® can be made available for students to access outside of the classroom.

One of Insight®'s most exciting features is that it allows images to be used for multiple purposes. Collections licensed by Bucknell, such as the David Rumsey Historical Map Collection, can be searched and used along with collections created on campus. Faculty can add original annotations to images without affecting the "official" metadata, so one image can be used for several purposes. It is also possible to link images to external digital objects such as short video clips.

During the fall semester, several collections will be made available to Bucknell students, faculty, and staff. The Classics Department is completing the process to migrate their department-wide collection of digital images into Insight®. Photographs taken by professors on their travels will be used in conjunction with licensed collections of images. Civil & Environmental Engineering Professor Mike Toole will use digital photographs, taken by Bucknell's Physical Plant staff during recent construction of the O'Leary Center, to illustrate concepts fundamental to

*continued on next page*



understanding construction. The Civil & Environmental Engineering Department is also working with ISR to explore ways of using Insight® to view blueprints and other types of construction drawings.

The histories of Bucknell and Pennsylvania will also be represented in collections this fall. ISR's Special Collections/University Archives has put together an exhibit of images of covered bridges from central Pennsylvania. The original photographs were taken by former Bucknell professor

N.F. Davis during the 1920s. Education Professor Russell Dennis, in collaboration with Special Collections/University Archives, will display a large collection of images related to the history of the University. Photographs, slides, and stills created from movies are all included in this collection. These two collections will be available to the public at the library and on the ISR website.

Future plans include working with the Samek Art Gallery to build a database to showcase their collection

of more than 9,000 objects. Please contact Abby Clobridge (7-3959 or [aclobrid@bucknell.edu](mailto:aclobrid@bucknell.edu)) or ITEC ([itec@bucknell.edu](mailto:itec@bucknell.edu)) if you are interested in migrating an existing photo collection, building a new digital image archive, or learning more about the process involved in building a collection from scratch. Additional information about Insight® is available on the ISR website.

*continued from page 1*

### So, what are the results?

- New customer-focused categories and organization of content
- Improved News & Events section for dynamic, up-to-date information, from new services to upcoming workshops
- New Ask ISR database populated with hundreds of frequently asked questions and answers
- Improved QuickLinks for easy access to our most frequently used services
- New library building section, including café information, as well as a focus on special areas within the library
- Improved design elements, including more use of images and white space
- Navigation "breadcrumbs" that enable users to jump quickly to different levels within the site.

We hope you will venture into our new site at <http://www.bucknell.edu/isr> and make it a Favorite in your browser. There is a link for suggestions on the site, so please let us know what you think about it, or about any other service we provide.

# Students tune in this fall to BU TV

by Brian Hoyt, Director of  
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With the launch of Bucknell Television (or BU TV) this fall, Bucknell fulfills a promise made three years ago to make cable television available in the campus residence halls. This project is the result of significant planning efforts undertaken by the Bucknell Student Government (BSG) over multiple administrations in an effort to improve the climate in the residence halls, to provide easier student access to national and international news, to create access to educational programming, and to allow additional social outlets for those who wish to take advantage of the service. BU TV will be provided in a way that is "self-sustaining;" the costs of the system are covered completely by those who wish to subscribe.

The multi-year planning effort for BU TV was led by Vice President for Student Affairs Charlie Pollock and included representatives from the faculty, Bucknell Student Government (BSG), Facilities, Housing and Residential Life, ISR, and more recently the Finance Office and the Bookstore. One of the early challenges faced by this group was the aging coaxial cable currently installed on parts of campus. Since the university already made a significant investment in its data network infrastructure, and considering the prohibitive costs to install coax cable in each residence hall room, the planning team decided that cable TV at Bucknell would not involve "cable" at all. Rather, the television programming would be delivered via an IP



stream over the campus data network.

The second major challenge that the university faced in bringing BU TV to fruition was the choice of either becoming a cable company or finding a provider whose services could be redistributed on campus. Because the university decided to pursue IP-based television, and a content provider did not exist in Lewisburg, it appeared that Bucknell would need to become a "content acquirer." After reviewing proposals from three vendors, the consensus was that it didn't make sense for Bucknell to be in the content acquisition business, and a planned pilot for the spring of 2004 was put on hold.

Then, in a twist of fate a few weeks later, representatives from D&E Communications met with staff of ISR to discuss a new service coming to our area — D&E TV, which happened to be IP-based. The cable project (as it was known) was back on track. A six-week pilot, funded by the Division of Student Life, BSG, and the Residence Hall Association, occurred in the spring of 2004, involving more than fifty residence hall rooms. The study met with overwhelming approval from the participants. Based on this feed-

back, ISR received the go ahead to implement the service for the fall of 2004. BU TV will be available only in residence hall rooms at first. Over the course of the next year, all locations currently served by existing coaxial cable will be converted over to BU TV.

So, how does BU TV work? Channels are downloaded from satellites or over-the-air stations, and the signals are converted to MPEG-2 streams and assigned an IP address. On the Bucknell campus, each subscribed location has a set-top box designed to receive and decode the MPEG streams. This set-top box is similar to a VCR and connects to the TV in much the same way.

The BU TV channel menu was created to balance both the educational and entertainment interests of the campus community. This totally digital service makes available fifty-seven channels of commercial television programming, news and information, educational, sports, movies, music, special interest programming, and five channels of international content. In addition, a local Bucknell channel carries campus information and simulcast campus events.

To access BU TV, students must acquire a set-top box kit, available from the Bookstore for \$233.96 plus tax, and subscribe to content for \$97 per semester. Both the set-top box and the content subscription can be shared by roommates. Any standard television with composite video inputs can receive BU TV.



## "Reference" Renovated

by Jim Van Fleet, Librarian/Coordinator for Science and Engineering Resources  
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Look up the famous quote that asserts "life imitates art." Not sure where to begin? The place to go, and the most recent proof of this truism, is the Research Services office on the main floor of the Bertrand Library. Our newly completed office renovation is a work of art that reflects the hard work and expertise of Bucknell University's Facilities staff. Renovation began in January of 2004. Hidden behind a construction barrier, the sounds of renovation could still be heard in the library as our office redesign progressed through the spring semester.

Another process has been going on for a year, unseen by library users. The ISR staff members who provide research help at the Reference/Information Desk, teach library instruction sessions, and provide one-on-one research assistance, have been going through a comprehensive work redesign. Jeannie Zappe, Director of Service Integration, and Nancy Dagle, Director of Information Integration, have helped us through a process of

weekly meetings and day-long retreats. We reevaluated what we had called "reference services," and discussed the information services that the Bucknell community needs. We recognize that library research is evolving, and our staff needs to be flexible to keep up with new technologies and the changing needs of faculty, staff, and students.

The result of our work redesign is a new distribution of responsibilities among staff members, and a new emphasis on research services when and where they are needed on campus. Faculty may have the opportunity to work with a new ISR liaison this fall semester. New tools reflect our new focus; the new ISR website, the *myBucknell* portal and the Research by Subject web pages, software for creating digital image collections, and even our newly redesigned office space will all assist Bucknellians with their information research.

The Research Services office renovation brought together in one area many of the staff responsible for reference and research assistance, and

we welcome everyone to visit and use our newly "renovated" services. As we move back into our new office space, we are ready, as the name on the door implies, to provide Research Services. Our focus is on making the connection with faculty and students when they need research help — via Reference Chat software, email, phone or in-person assistance. Although the Reference/Information Desk is still the place to start when you are in the library and have a question, walk-ins to our Research Services office are always welcome.

We hope to connect with library researchers through new web services, such as the "Research by Subject" web pages, and portal technology. These are exciting new tools for finding information on your topic whether searching by subject, course number, or department. Ask a Research Services staff member to show you how they work.

# It's never a quiet summer in ISR... no matter how hard we try!

by Jeannie Zappe, Director of Service Integration  
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**E**ach year we vow not to have another summer like the last, yet each summer we accomplish much more than we ever thought we could. And this summer was no different. We completed some major technology initiatives this summer in our continuing strategy to improve ISR services and infrastructure.

## ***Development and launch of the new campus portal, myBucknell***

Throughout the spring and summer, we planned for and implemented myBucknell, the new campus portal, which provides one-stop-shopping for frequently used accounts, systems and services at Bucknell. For more information, please see the article on "myBucknell."

## ***A new First Year student laptop purchase program***

ISR and Dell partnered this summer to create a new first year student laptop purchase program. These two laptop models – the Dell Latitude D800 and Latitude D600 – are Bucknell-recommended and configured with a software image provided to Dell by ISR. The prices are very competitive, and the laptops will serve students through all four years at Bucknell. More importantly, the Windows XP operating system on the image is patched, up-to-date, and secure. In addition, the laptops have Symantec AntiVirus and Microsoft Office included, and they are also wireless network ready.

## ***Installation of Luna Insight***

In early August, ISR installed Luna Insight, a digital image management system. For more information, please see the article, "Building Digital Image Collections."

## ***Blackboard upgrade***

Over the summer, several new features were added to Blackboard, associated with an upgrade to Blackboard 6.1, AppPack 1. New features include a WYSIWYG Editor for formatting content within Bb, a spell checker, a new Quick Edit feature to easily switch between views, a Glossary Tool for creating course-specific glossaries, a Search Tool, a Journal feature to create individual or group journals (WebLogs/Blogs), and a Teams feature for creating group web pages.

## ***Year 1 replacement computer installations, training, and Windows XP***

From late May until late June, all Year 1 replacement computers (one-quarter of the campus) were installed, and all recipients of a new computer were offered just-in-time training on their new system. New Windows computers are running Windows XP. The Tech Support group has also just begun the process of upgrading Year 3 computers to Windows XP.

## ***Lab and classroom upgrades and an ever-growing wireless network***

Two major projects this summer were the installation of seven new classrooms in Breakiron Engineering, and new computers and projectors in 13

Dana classrooms. Several labs and classrooms in Physics, Biology, Chemistry, Taylor and Coleman were also upgraded. Faculty who teach in the library Multimedia lab will be pleased to know that these computers were replaced. Both the Langone Center Terrace Room and the Bucknell Hall seminar room now have permanent computing and projection capability. In addition, many wireless concentrators were installed on campus, adding to our growing wireless network. Look for new wireless signs around campus wherever wireless networking is available.

## ***A new ISR web site***

Throughout the summer, we worked toward migrating our ISR website to EasyWeb while undertaking a reorganization of the structure and content to make it more customer-focused. For more information, please see the article, "The New ISR Website."

## ***Research by Subject***

Librarians completed a collection of new research guides that are accessible from the Research by Subject link from the ISR home page. This link takes users to a navigation menu listing over forty academic departments and programs. Each link assists users with research in that academic discipline. For more information, please see the article "Research by Subject."



## Research by Subject a new way to look for Information Resources

by Jim Van Fleet, Librarian/Coordinator for Science and Engineering Resources  
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In the past, many students have relied on our "Subject Guides" to find information for a research project. The Subject Guides served to group together important research resources for each academic discipline. These guides were meant to help researchers with a step-by-step approach to finding books, appropriate databases, online journals, websites, and many other sources of information on a particular topic.

In the fall of 2004 our focus has changed; we are providing a new service called "Research by Subject," which offers one stop for your research needs. The "Research by Subject" link from the ISR web page takes users to a subject list arranged by academic department. Each link assists users with research for that academic discipline, providing an outline of general sources as well as more specialized information resources. The arrangement of these sources within a web-based portal facilitates navigation, locates appropriate resources more readily, and enables Research Services staff to provide more frequent updates. Researchers can search by course number to go directly to the most appropriate "Research by Subject" page. We expect that frequent users

will bookmark the page that helps them get their research done within a specific department, major, or course.

"Research by Subject" web pages are more interactive, allowing students to search for the appropriate help in the way that makes sense to them — by department or course number or by subject or keyword. Frequently used research services, such as E-Z Borrow and ILLiad for interlibrary loan, are linked from each "Research by Subject" page. Research help and technology assistance, guidelines for evaluating web resources, and citation guides for crediting sources properly are included.

Exciting new features include web newsfeeds for the latest information on a research topic and searches at the click of a button or web link, which are pre-tested to ensure good results.

The best part is how easy it is for students to contact ISR. Students can make the connection to personalized help by using Reference Chat software or by scheduling an appointment with a subject specialist. We especially look forward to receiving feedback from users via a comments form on each "Research by Subject" page.

# Sirsi Northeast Regional Users Group Conference

by Lynda Thaler, Library Technical Assistant  
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In June, Bucknell proudly hosted the first meeting of Sirsi users from the northeast region. You may be familiar with Sirsi as the company whose software the library uses for its online catalog. The four-day event drew over one hundred staff members from thirty-four libraries, both academic and public.

Sirsi's Vice President of Innovation, Stephen Abram, opened the conference with a stimulating presentation on the future of libraries, "Survivor Libraries: Outwit, Outplay, Outlast." How will libraries compete with the Internet, where nomadic users do independent research in a non-specific location? How will they maintain their

relevance with generations brought up on technology and not tied to the print format of their elders? Abram suggests that libraries enhance and market their key role as connector between information and knowledge. Libraries can continue to provide answers to the "how" and "why" questions that lead ultimately to wisdom.

Banquet speaker and workshop leader, Dr. Ray Wells, led attendees to an understanding of the concept of "Appreciative Inquiry," or AI, a new way of leading positive change that can be rapid, sustainable, and transformative. AI is a strength-based approach that helps individuals and

organizations identify their positive core and connect to it in ways that heighten energy, sharpen vision, and inspire action for change.

Several of Sirsi's senior staff facilitated sessions on product updates, tips and tricks, and general library processes. Practical, hands-on segments of the conference brought together staff from like departments in roundtable format to discuss and brainstorm the nitty-gritty of library processes in the automated environment. These well-attended sessions formed the backbone of the successful conference.

Wandering our **new** web site ..... [www.bucknell.edu/isr](http://www.bucknell.edu/isr)

Research by Subject (new!) ..... [researchbysubject.bucknell.edu](http://researchbysubject.bucknell.edu)

Our Buy a Laptop Program (new!) ..... [www.bucknell.edu/isr/buy\\_a\\_laptop](http://www.bucknell.edu/isr/buy_a_laptop)

News and events from ISR (new!) ..... click **About ISR -> News and Events**

BU TV (new!) ..... click **Telecommunications and TV -> BU TV**

About the Bertrand Library building ..... click **Library Facilities and Services -> About the Bertrand Library**

Computer security ..... click **Technology Support -> Security & Viruses**

List of ISR representatives . . . click **Technology Support -> Get Technology Help -> ISR Representatives for departments**

Supported software ..... click **Technology Support -> Acquiring Hardware and Software -> Software**

Who to contact in ISR ..... click **Contact ISR**