

Library Services Dean Retiring at Semester's End After 35-Year Career



Dana M. Sally, dean of library services at Western Carolina University since February 2008, will be retiring from that position, effective Dec. 31.

WCU Provost Alison Morrison-Shetlar recently met with library faculty and staff to discuss plans for interim leadership of the library services unit while a campus committee conducts a national search for Sally's successor.

"Thanks to his keen understanding of the role of the library in supporting faculty as they focus on engaged learning outcomes for students, he has been a tremendous asset to the university," she said. "I wish him all the best in this next stage of his life."

Sally came to Western Carolina as the institution's first dean of library services from the University of West Florida in Pensacola. There, he was dean of university libraries, a position he had held since 2005. He has more than 35 years of experience managing and leading academic libraries, including 10 years as associate director of the library at the University of North Carolina at Greensboro.

"It has been an honor and a privilege for me to serve three separate UNC institutions for more than 30 years of my nearly 40-year career as a librarian," Sally said. "I feel especially privileged to have had the opportunity most recently to serve WCU's current administration, Hunter Library's exceptional staff and the people of Western North Carolina."

During his career, Sally has served as co-head of the public services division of the libraries at Virginia Tech, head of the Evansdale Library at West Virginia University and librarian for a facility serving five academic departments at the University of North Carolina at Chapel Hill.

He also worked in libraries at California University of Pennsylvania and at Juniata College in Huntingdon, Pennsylvania; taught philosophy classes at N.C. State University; served as a Russian translator for the U.S. Army Security Agency; and taught high school science in Pennsylvania.

Under Sally's leadership, Hunter Library has changed dramatically, including improved student engagement spaces, expanded hours of operation and an increase in scholarly access to journals and books, Morrison-Shetlar said.

WCU's Hunter Library contains more than 700,000 books and bound periodical volumes, and 1 million units of microform. The library receives approximately 3,300 serial subscriptions, including regional, national and international newspapers.

As a selective federal depository, the library holds more than 180,000 government documents and adds items monthly. Hunter Library also is a depository for maps published by the United States Geological Survey, Defense Mapping Agency and other federal agencies. The Map Room collection contains more than 110,000 sheet maps, more than 500 atlases and a small reference collection.

The Special Collections unit of Hunter Library maintains manuscripts collections, books, photographs and other resources documenting the history of Western North Carolina and Southern Appalachia, the history of the Cherokee Indians, literary works and papers of authors residing in or native to WNC and the history of WCU.

— *By Bill Studenc, WCU Director of Communications and Public Relations*

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Sylva, 1915, Travel WNC Collection.

Exploring WNC's Historic Legacy In Digital Collections

BY ELIZABETH SKENE | EMSKENE@WCU.EDU

With more than 5,000 photographs, letters, postcards and other documents online, visitors to Hunter Library's digital collections have access to rare and unique materials from the Special Collections department and partner organizations. These items document the rich natural and cultural heritage of Western North Carolina, including the formation of the Great Smoky Mountains National Park, the arts and crafts of the Eastern Band of the Cherokee Indians and the history of Western Carolina University. Users of the collections have the ability to provide additional information about the items by leaving comments and tags.

Over 37,000 visitors have accessed the library's 11 digital collections in the past nine months. Most users are from the United States – mainly from North Carolina, Georgia, Tennessee and California – but there are also hundreds of

visitors from Canada, the UK, Australia, India and other locations worldwide.

The library's work with digital collections began in 2004 through a Library Services and Technology Act grant from the State Library of North Carolina to digitize a small portion of the Horace Kephart collection. In 2005, Anna Fariello, associate professor, was awarded another LSTA grant for a three-year, multi-institutional project known as the Craft Revival. The project digitized materials that document the material heritage of Western North Carolina. Grants in nearly every subsequent year have allowed Hunter Library to continue building collections.

In 2010, a reorganization at Hunter Library led to the creation of the Digital, Access, and Technology Services department. The Digital Initiatives unit is housed in this department

and is responsible for the growth and maintenance of digital collections.

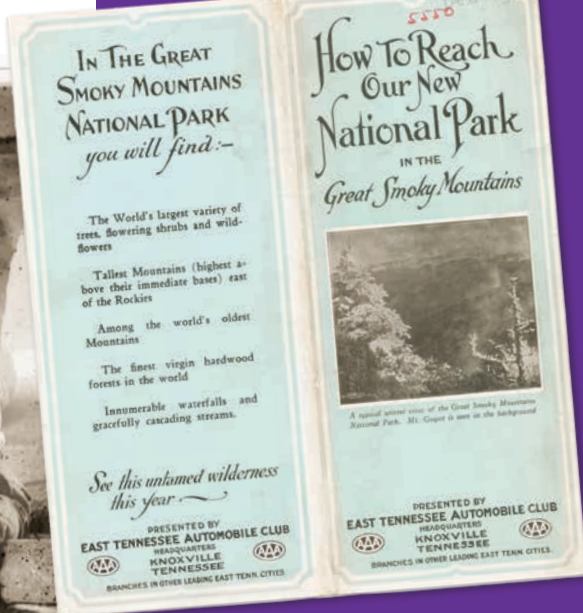
The emphasis of the digital collections is unique and rare materials from WCU's Special Collections or partner organizations, such as Catch the Spirit of Appalachia and the Qualla Arts and Crafts Mutual. Topics of special interest are the natural and cultural history of the Southern Appalachian region, the history of WCU, materials that receive heavy use or have preservation concerns, and scholarly work produced by WCU faculty, staff and students.

There are a number of people and steps involved in putting materials online. These steps include the selection, digitization, description and dissemination of the materials.

The digital initiatives steering committee is responsible for the creation of new collections



From left: *Picturing Appalachia*, Horace Kephart, *Great Smoky Mountains – A Park for America* collections.



HUNTER LIBRARY'S DIGITAL COLLECTIONS

Cherokee Phoenix

More than 200 issues of a 19th century newspaper published by the Cherokee Nation.

Cherokee Traditions: From the Hands of Our Elders

Cherokee art forms, historic photographs and native language recordings.

Civil War Collection

Letters to and from Western North Carolina soldiers.

Craft Revival

Handmade work from the Craft Revival of the late 19th and early 20th centuries.

Great Smoky Mountains – A Park for America

Early efforts to establish a national park in the eastern United States.

Horace Kephart

About the author who was instrumental in the establishment of the Great Smoky Mountains National Park.

Picturing Appalachia

Photographs of the mountain landscapes and people in the 19th and early 20th centuries.

Stories of Mountain Folk

Sound recordings of more than 200 radio programs produced by *Catch the Spirit of Appalachia*.

Travel Western North Carolina

A tour of Western North Carolina along routes of the late 19th and early 20th centuries.

Western Carolina University Herbarium

Large botanical resource of over 27,000 plant specimens of the southeastern U.S.

Western Carolina University: Making Memories Since 1889

Noteworthy people, buildings and events in history, including WCU yearbooks.

and uses the digital collections collection development policy to guide their decisions. The committee considers the intellectual and cultural value of the collection and makes sure there are no copyright restrictions preventing the materials being published online.

Once the steering committee decides to move forward with a collection, materials are chosen for inclusion. This is usually done by someone who is a content expert on the collection topic. For example, Kathy Matthews, associate professor in the Department of Biology, chose items for the herbarium collection and George Frizzell, head of Special Collections, makes selections from items in his department.

After the materials have been selected, the items are brought to the DATS offices for digitization. Each item is scanned as a high-resolution TIFF file. This image is referred to as the preservation or master copy and is not edited in any way. From this file a smaller JPEG file is created to be used as an access image and is the image added to the digital collection. The JPEG can be cropped or color corrected and the Hunter Library watermark is applied.

Once the items are scanned, each must be described. In addition to a title and a short description, each item is given subject terms. These are the same terms that library cataloguers use to describe books and allow users to search items by date, location or subject such as “basket making” or “storytelling.”

Users of the digital collections are invited to add their knowledge. For each item, there is a place to leave a comment or add a tag at the bottom of page. Users can identify people in the photographs, provide information about locations shown, share contextual information about documents, or simply contribute memories.

In addition to digitizing materials and making them available online, the Digital Initiatives unit is responsible for contributions to WCU's institutional repository. Hunter Library is a member of N.C. DOCKS, a cooperative effort between nine UNC schools to make the scholarly output of the University of North Carolina system more available to the world. WCU faculty members can submit their scholarly articles, data sets and dissertations to the repository where they are made freely available to researchers around the world.

In the future, the library aims to continue the outstanding partnerships built over the years, as well as seek input and contributions from faculty and students. Goals include expanded marketing of the collections, providing training to staff to support and improve output, and making the digital collections as accessible and as user-friendly as possible.

–Elizabeth Skene is WCU's digital initiatives librarian.

Study Looks at Library Needs for Biltmore Park

What future library resources and services do students and faculty members need at WCU's Biltmore Park instructional site? A study is underway to find answers and recommend a plan of action early in 2015.

With funding support from a state grant, the university hired professional consultants to conduct a needs study that began in early fall. The consultants, Tom Claeson of Lyrisis, located in Atlanta, Ga., and Liz Bishoff of the Denver, Colo., firm Bishoff Group, made site visits to the main campus in Cullowhee and to Biltmore Park. They conducted focus

groups with students who attend classes and faculty members who teach classes there. After they analyze the focus groups findings and results of an online survey, they will make recommendations and prepare an action plan for consideration by the Hunter Library administration.

Western Carolina has conducted classes at a variety of sites in the Asheville area since 1937, consolidating graduate and undergraduate academic programs previously offered at locations across Buncombe County to its new Biltmore Park instructional site in August 2012.

The move has expanded access to academic programming to better meet the educational needs of Western North Carolinians in Buncombe and Henderson counties.

The study of Biltmore Park's library needs is supported by \$27,700 in funding from the Institute of Museum and Library Services under the provisions of the federal Library Services and Technology Act, as administered by the State Library of North Carolina, a division of the Department of Cultural Resources.



WCU Programs in Asheville at Biltmore Park

New Furniture Gives Fresh Look to Main Floor

The library building has some new furniture designed to provide a pleasant atmosphere for reading, study and group work. The furniture, including a diner-style booth and circular book case that holds the leisure reading collection, was chosen with input from students about

their tastes and needs. In other renovations, the worn carpet on the main floor was replaced with simulated wood vinyl flooring that looks better and is more practical since it will not wear out as fast. Other improvements to the library's main floor are in progress. The old

reference desk has been replaced by a new version more accessible to persons with disabilities. A large group study space is being created in an area near the Coulter Faculty Center. Twenty-four new computers for public and student use will arrive soon.



From left: Students Stephanie Velazquez and Uju Nwador study together in the library's new diner-style booth. Students browse in new bookcases for the leisure reading collection.





On the Job

LIBRARY'S 38 STUDENT WORKERS ARE VITAL TO DAILY OPERATIONS

Ever wonder who keeps all the rows of books straight on library shelves? Or who takes the returning books and other materials back to the right spot in the stacks? Often WCU students are providing the extra sets of eyes, hands and feet to help the library staff keep labor-intensive operations running smoothly.

Thirty-eight students are working at the library this fall, most employed through the work-study program. They perform a variety of duties that can range from shelving books to dusting the stacks; keeping thousands of DVDs, newspapers, magazines and journals in order; running errands; helping maintain library records; sending and receiving materials for interlibrary loan; creating and installing exhibits; and scanning documents and photos for a growing gallery of digital collections. The students also give directions and help locate resources for patrons who come to the library each day. Sometimes late at night, it's a student who's straightening the furniture for the next day.

Lauren Rybak of Winston-Salem, a senior education major, has held a part-time work-study job at the library since the first week she arrived on campus. In the past four

years, she has learned all aspects of day-to-day library operations, taking on duties in circulation, maps, reference, the dean's office, and the Curriculum Materials Center. The library, she said, is a great place to meet fellow students. "Sooner or later, every student at WCU will come to the library. I enjoy seeing fellow students and helping them find what they need."

Yesha Datas of Warne, a senior communication sciences and disorders major, accepted a work-study job at the library three years ago. It was the first paying job she had ever had and her first exposure to the complexity of library operations. "It was an eye-opening experience for me," she said "There is so much more to library work than I ever imagined."

"Our student employees—each one of them—play a vital role in the success of the library's various programs," said Dana Sally, dean of library services. "Their work within the library ranges across a broad spectrum of operations, many of which are obscure, complex, and sometimes behind the scenes. They are not only key to the library's front-line operations, but also important defenders of everyone's First Amendment right to receive information.

That's a huge social and civic burden and they shoulder it well and with pride. And... they're all really nice people!"

Each year, a team of library employees who supervise student workers choose the two most outstanding students, based on work performance. These students are featured on printed posters displayed in the library elevator and on the main floor.

To say thank-you to all the students for the valuable work they do, library staff members try to provide some of the comforts of home during a busy time for the students at the end of the fall and spring semesters. They make holiday goody bags for the students in the fall and host a student appreciation day in the spring when a room full of tables on the second floor are laden with dishes and treats.

"We dust off our cookbooks to give our student workers a taste of home to help them through final exams," said Shirley Finegan of the Circulation department, who has supervised students for many years. "We want them to know how much the library appreciates their hard work."

Activities and Accomplishments

Hunter Library employees have been busy in their daily work and in additional professional activities. Here is a sampling of several recent endeavors.

Metadata Librarian **Paromita Biswas** presented a poster at the Texas Conference on Digital Libraries held in Austin last April.

Associate Dean of Library Services **Tim Carstens** and Collection Development Librarian **Katy Ginanni** joined Noah Levin of Springer Publishing and Deb Silverman of YBP Library Services to deliver a talk at the Electronic Resources and Libraries Conference held in Austin, Tex., in March. Their topic was “Here, There and Everywhere: Where Do MARC Records for eBooks Come From?”



The One-Shot Library Instruction Survival Guide, a book authored by **Heidi Buchanan** and **Beth McDonough**, research and instruction librarians, was published this year by ALA Editions. Buchanan and McDonough also taught two ALA Editions e-courses entitled “Dynamic One-Shot Library Instruction” in March and July. Buchanan and **Katy Ginanni**, collection development librarian, made a presentation at the Charleston (S.C.) Conference in November. The session was entitled “‘Hey, I Didn’t Order This!’: How to Review Donations from Self-Published Authors.”

Systems Librarian **Jill Ellern** is continuing her work to bring library services to inmates in Western North Carolina correctional institutions. That work generated coverage in regional news media outlets as well as presentations at recent North Carolina library conferences. Ellern, with Associate Professor of Criminal Justice Karen Mason, published the article “Library Services to Inmates in the Rural County Jails in Western North Carolina” in the journal *North Carolina Libraries* (2013). Ellern also presented “Computer Lab to Active Learning Classroom: Lessons Learned” at

the October 2013 North Carolina Library Association Conference in Winston Salem with **Heidi Buchanan**.

Research Associate Professor **Anna Fariello** delivered two presentations at the 2014 Southeastern Museums Council conference. “Curation and Community” focused on her experiences working with the Eastern Band of Cherokee Indians to create a number of cultural heritage and preservation projects. As part of the conference’s Technology Showcase, she discussed and demonstrated Hunter Library’s digital collection, Great Smoky Mountains: A Park for America.

In February 2014, **Katy Ginanni**, collection development librarian, was invited to become a member of the editorial board of *Serials Review*, a peer-reviewed scholarly journal that encompasses practical, theoretical and visionary ideas for librarians, publishers, vendors, and anyone interested in the changing nature of serials. Ginanni also published, along with Alessia Zanin-Yost, an article in *Library Philosophy and Practice*, an online peer-reviewed journal that publishes articles exploring the connection between library practice and the philosophy and theory behind it.



Research and Instruction Librarian **Ann Hallyburton**, liaison to Health and Human Sciences, took on editorial responsibilities for the Allied Health section of *Resources for College Libraries – Career Resources* in December 2013. With WCU Recreational Therapy Program Director Jennifer Hinton, Hallyburton led continuing education sessions for the North Carolina Recreational Therapy Association in September 2013 and the American Therapeutic Recreation Association in August. These sessions dealt with locating and evaluating research on treatment efficacy. Two articles co-authored by Hallyburton found publication in 2014. The first, with UNC-Chapel Hill Clinical Assistant Professor Lori Evarts and published in *Journal of Consumer Health on the Internet*, focused on ties between

gender and health information seeking. The second, with WCU Honors College Associate Dean April Tallant and published in *Global Journal of Health Education and Promotion*, examined nutrition information provided to college students. Hallyburton attended a medical librarian-focused institute on supporting clinical care held in Denver, Colo., in July.

Research and Instruction Librarian **Beth McDonough**, liaison for the College of Education and Allied Professions, earned her Ed.D. from WCU in May 2013. Her dissertation was entitled “Critical Information Literacy in Practice: An Interpretive Synthesis.” She had a book chapter based on her dissertation findings accepted for publication in the forthcoming Association of College and Research Libraries book, *Not Just Where to Click: Teaching Students How to Think about Information*. McDonough received a WCU graduate research and creative projects award for her research.

Dean of Library Services **Dana Sally** presented a paper, “Libraries: Thought Emporia for Reshaping Ourselves and Society in the 21st Century,” at the Charleston (S.C.) Conference held in November.

Digital Initiatives Librarian **Elizabeth Skene** and Metadata Librarian **Paromita Biswas** made a presentation at the Charleston (S.C.) Conference held in November. Skene also had a poster accepted for presentation at the Digital Library Federation conference held in Atlanta, Ga., in October.

Research and Instruction Services Department Head **Sarah Steiner** co-authored with Atlanta law librarian Julie Jones a chapter entitled “Academic Librarian Self-Image in Lore: How Shared Stories Convey and Define our Sense of Professional Identity.” The chapter was published in the 2014 book *Librarian Stereotype*, published by the Association of Colleges and Research Libraries. Steiner also



took part in a related panel presentation entitled “The Stories We Tell: Academic Librarians and Identity” at the annual meeting of the American Library Association held in July in Las Vegas, Nev.

Digital, Access, and Technology Services Department Head **Mark Stoffan**, Systems Librarian **Jill Ellern**, Metadata Librarian **Paromita Biswas**, Digital Initiatives Librarian **Elizabeth Skene**, University Library Specialist **Seth Huber**, Technology Support Technician **Lucas Rogers**, and Technology Support Analyst **Joel Marchesoni** attended the OCLC CONTENTdm Southern Users group meeting held in Columbia, S.C., in May. The users group provided an opportunity for OCLC employees and users of CONTENTdm

digital collection software to meet and discuss ideas, questions and issues related to digital collections management using CONTENTdm. While there, Ellern and Marchesoni made a presentation on the library’s current strategy for welcome or “splash” pages for digital collections and plans for future improvements. Biswas and Ellern presented on the library’s workflow for digitizing items.

Erica Wollin joined the full-time staff in April as a library technician in the circulation department. A graduate of Enka High School, Wollin was a student worker at the library while attending WCU. She graduated in December 2013. A native of Mount Horeb, Wis., Wollin is enjoying the mountain views and mild winters of the Cullowhee area.



Margaret Watson Wins WCU’s Star Staff Award

Margaret Watson, the library’s business officer for the past seven years, received the WCU Star Staff Award for the 2013-14. In her 24 years of service with the state, Watson has worked primarily with budget management and human resources. Prior to joining the library, she served in several departments at the North Carolina Center for the Advancement of Teaching for 17 years.

At the university’s annual Faculty and Staff Excellence Awards ceremony held in April, Chancellor David O. Belcher described Watson as the “heart and soul” of Hunter Library because of her exceptional service and a positive attitude. “She consistently goes above and beyond what is expected of her in order to keep the library running smoothly,” he said. The chancellor also praised her willingness to take on extra duties while a position was vacant, her aptitude for working with budgets and the nurturing support she provides to student workers.

The star staff award provides one \$1,000 cash award annually to recognize an employee who has demonstrated exceptional service, a positive attitude, willingness to go beyond the expectations of the job, superior work performance and a cooperative spirit that inspires and engages others.

Terry Ensley Retires After 30+ Years

Unlike other WCU faculty and staff members who retired last spring and prepared to ease into a slower pace of life, Terry Ensley closed her career of more than 30 years at the library by working all night. Ensley has frequently volunteered to work the overnight shift for the entire two-week period before final examinations in the spring and fall semesters when the library stays open 24/7. All night long she answered questions, helped students find books, checked library materials in and out, and made giant pots of coffee for the students who came to the library seeking a quiet place to study and finish their assignments.

Through the years, Ensley has worked in other places, including the hospital in Sylva and library at the University of North Carolina at Asheville, but she always came back to Hunter Library’s circulation desk. She first joined the library staff as a student worker in the late 1970s and became a full-time staff member in 1984. She was the library’s circulation supervisor for many years. “The library’s been really good to me. I’ve loved this job and had a wonderful time,” she said.

Ensley said she looks forward to having more time for reading in her retirement. That’s not surprising for someone who’s been surrounded by stacks of books for so long. “Working at the circulation desk, you see everything that comes in and goes out. I’ve been writing down the call numbers and titles of interesting books to read for years and years,” she said.

Cherokee language recordings use smart phone technology

One of the library’s digital collections, “Understanding our Past, Shaping our Future,” is being shared in a unique and innovative way—using smart phone technology.

“Understanding our Past, Shaping our Future” is a touring exhibition sponsored by the Institute for Museum and Library Services and the Eastern Band of Cherokee Indians. One of the project’s goals was to more closely align to a Cherokee perspective by drafting the exhibit text in the Cherokee language. Through WCU’s Cherokee Language Program, native speakers and their conversations were recorded. These were then digitally archived as part of the *Cherokee Traditions* collection, (www.wcu.edu/library/DigitalCollections/CherokeeTraditions/)an award-winning documentary project cited by the Association of Tribal Archives, Libraries, and Museums.

While these conversations, like other archived images and documents in the library’s digital collections, can be accessed from any computer, the Cherokee language recordings can also be heard using a smart phone. Each exhibition panel carries an excerpt of a conversation, along with a transcription in the Cherokee syllabary and a translation into English. Using a QR code as a point of access, a visitor to the exhibition can scan the code to bring up a “play” screen. Pushing “play” allows the visitor to listen to the conversation in Cherokee, while “reading” the syllabary and translation.



(L to R): Jeff Marley, chair of heritage arts department at Southwestern Community College; Lisa Lefler, director of WCU’s Culturally Based Native Health Programs; and Andrew Denson, associate professor of history and a member of the project team for “Understanding our Past, Shaping our Future,” use their smart phones to access recorded conversations housed in the library’s online archive. The touring exhibit is on display at the Chief Joyce Dugan Cultural Arts Center of Cherokee Central Schools through mid-December.



Join the Friends of Hunter Library

Your membership in the Friends of Hunter Library helps strengthen and sustain our library’s activities and programs. Members enjoy the satisfaction that comes from participating in a worthwhile activity with others who share common interests. Membership is \$25. To join, [visit us online](#) and click on “Give to the Library” or call the Library Administration office at 828.227.7307.

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On the Go and Need to Know?

Check out the mobile website for library users on the go. Renew a book, start your research or contact a librarian from your mobile device. You will find links for library hours, the library catalog and more: <http://www.wcu.edu/library/m/>

LIBRARY HOURS (effective Jan. 12, 2015)

Monday–Thursday	7 a.m.–2 a.m.
Friday	7 a.m.–7 p.m.
Saturday	9 a.m.–7 p.m.
Sunday	10 a.m.–2 a.m.

Hours vary during holidays and semester breaks.

JAVA CITY @ HUNTER LIBRARY

Monday–Thursday	7:30 a.m.–11 p.m.
Friday	7:30 a.m.–2 p.m.
Saturday	Closed
Sunday	6 p.m.–11 p.m.

FOR INFORMATION, GO TO: library.wcu.edu