



Winter 2011

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Message from the University Librarian

At the beginning of a new year, it is important to reflect on our accomplishments. In 2010 we certainly achieved a great deal towards our goal of becoming Canada's most innovative, user-centred academic library.

We continue to transform and develop our facilities, services, collections, and staff. The Lyons New Media Centre and the adjacent McMaster Health Forum opened, representing our continued efforts to redevelop our spaces in response to shifting user needs and in support of new campus initiatives.

For the third year in a row, we added more than 100,000 print and electronic volumes. Providing resources that promote the teaching and research activities of the University through various formats and approaches continues to be an important part of the Library's mission.

We also acquired important new research collections, continued the work on our digital initiatives and formed important partnerships with commercial publishers to develop research databases drawing from these collections.

Many of these accomplishments are a direct result of gifts from our many donors, and I want to take the opportunity to offer a sincere "thank-you" to all of our donors for your generosity. In difficult financial times, your gifts have made a difference in our ability to deliver world-class research materials and facilities to all McMaster students and faculty. Whether you've made financial or in-kind gifts, we are grateful for each and every one.

In 2011, Mills Library will be 60 years old. As we celebrate, we will remember our past, but, more importantly, we will look ahead to an exciting future for all of our libraries. I look forward to your continuing support.



Jeffrey G. Trzeciak



University Library Unveils New Strategic Plan

by Vivian Lewis

McMaster University Library is pleased to unveil a new Strategic Plan covering the years 2010 to 2013. The Plan sets the Library on an ambitious course in pursuit of its vision of becoming Canada's most innovative, user-centred academic library.

The new set of objectives continues to put key focus on the students, faculty, staff and outside researchers who comprise our user community. We are committing ourselves to enhancing the quality of services available to both in-person and virtual visitors, to dramatically improving learning spaces and to facilitating both the access to and discovery of our rich collections. The commitment is externally focused and transformative: we will strive, not just to deliver traditional services, but to integrate ourselves more fully into the University's teaching, learning and research mission.

In this period of challenging fiscal restraints, internal efficiencies and financial health are key focuses. The new plan draws greater attention to rationalizing our processes and securing appropriate financial resources to maintain a world-class research library.

The New Library Scorecard Framework

McMaster is one of four libraries in North America participating in the Association of Research Libraries' (ARL) Library Scorecard Pilot, based on the Balanced Scorecard framework created by Harvard business professors Robert S. Kaplan and David P. Norton. The Scorecard allows us to examine our current and future performance based on four balanced perspectives (the user, staff learning and growth, internal processes and financial health).

We have identified 10 objectives, each of which corresponds directly to one of the 4 perspectives above (see insert). The objectives are also linked to one of 25 measures. Some are standardized tools that can be benchmarked against other libraries (e.g. LIBQUAL results), others are in-house instruments designed to capture aspects unique to our local environment.

We have set targets for each measure and have scored ourselves as green (meeting the target), yellow (approaching the target, but not there yet), or red (not meeting the target).

To view our progress, please visit: library.mcmaster.ca/library-scorecard.

Strategic Initiatives: Seeing the Plan at Work

Following broad consultation with staff and campus partners, 13 strategic initiatives were identified for 2010/2011. The initiatives were chosen because they reflect a significant and positive change in direction or focus; are directly linked to improving our results in one or more strategic measures; and require regular review and discussion by the Library's senior leadership group.

The initiatives are bold and innovative. Each project forces us to reevaluate past practice and to move in new directions (e.g., reexamining our models for delivering classroom instruction or crafting a new strategy for transforming our physical collections). Many involve strong collaborations with the campus community (e.g., creating a new McMaster Centre for Digital Scholarship). To see a complete list of initiatives, please visit: library.mcmaster.ca/strategic-initiatives-2010-2011.



A Week at Mills Library Now Two Days Longer: Mills Learning Commons Open 24/5

Since early fall, the Mills Learning Commons has been open 24 hours a day from Sunday through Thursday, and on Fridays and Saturdays until 2 am. As usual, during exam periods, the hours shift to 24/7.

The move was made in response to student requests for more late night study space and means that the Library is open an astounding 51 extra hours a week! That's more than an extra two days worth of studying time.

When the new hours were announced, then McMaster Students Union President, Vishal Tiwari, commented that, "In these past few years especially, McMaster students have witnessed a progressive transformation in their libraries in accommodating student needs, in spite of the difficult economic situation faced by the University. The move to the 24/5 Mills Learning Commons is a fantastic step in assuring unparalleled access to one of the top libraries in the country."

"The McMaster Association of Part-Time Students (MAPS) is thrilled to learn that Mills Learning Commons is going 24/5," said Executive Director Sam Minniti. "Twenty-four hour access to the Learning Commons represents an outstanding commitment by Jeffrey Trzeciak and his staff in recognizing and meeting the accessibility needs of part-time students."

Hours in the Mills Learning Commons were initially extended to 2 am in the Spring 2007 exam period and then to 24/7 in the Spring 2009 exam period.

Upcoming events and exhibits

William Ready Division of Archives and Research Collections presents:

Walk Good: Miss Lou and West Indian Culture
February to May 2011

Open Monday to Friday, 9:00 a.m. to 5:00 p.m.

Happy 60th Birthday, Mills!

Mills Memorial Library will be 60 years old in spring 2011 and we will be celebrating. If you'd like to send us your stories or photographs of Mills, we'd love to see them.

Please send them to plessla@mcmaster.ca

We're going to party like it's 1951!

Marquee Magazine Archives Donated to McMaster University Library

by Jane Christmas

A significant collection of publicity materials from an era that produced some of the biggest box-office successes in Hollywood history—*Star Wars*, *Chariots of Fire*, *E.T.*, *Raging Bull*, *Apocalypse Now*, *Silence of the Lambs*, *Pulp Fiction* and *Titanic* among them—has been donated to McMaster University by alumnus David Haslam, founder of *Marquee* magazine, and his wife Alexandra Lenhoff.

Marquee was distributed in theatres nationwide and became the premiere platform for movie studios wanting to promote new releases in Canada. The gloss stock, exclusive artwork and top-line journalists writing feature articles all added caché to a magazine that lives on in the online collectables market where single-copy back issues continue to be bought and sold.

This unique collection—more than 5,000 files (stretching more than 300 feet)—consists of print and photographic materials on almost every motion picture produced from the 1970s to 2004. Included in the archive are press kits, never-before-seen photographs, newspaper and magazine articles, graphics, and news clippings. By example, the file on *E.T.: The Extra-Terrestrial* (1982) contains two separate press kits, studio press releases, articles from international magazines (*People*, *Entertainment*, *Time*, etc.), original articles by Canada's top film critics of the day—George Anthony, Clyde Gilmour—and transcripts of interviews with screenwriter Melissa Mathison and director Steven Spielberg.

The collection also contains a complete set of *Marquee* magazines. Only four other complete collections are known to exist.

"It is a wonderful archival history of the film industry during the last quarter century," says

Carl Spadoni, director of McMaster University's Archives and Research Collections. "These materials aren't available in books or on the web. Film buffs and scholars will love it."

Haslam was born and raised in Saint John, N.B., and attended McMaster University in the late 1960s, where he studied fine arts. His passion was always film, and he quickly started organizing first-run film screenings for the Graduate Students Association, later expanding screenings to other universities in southern Ontario. Like fellow alumni Eugene Levy, Ivan Reitman, Martin Short, and Dave Thomas, the film industry was a magnet for Haslam, and it became a career-long passion that took him into the heart of Hollywood and beyond where he met a marquee billing of stars, directors and movie moguls.

"As a child I was quite sick, and movies were an escape from my illness," Haslam says. "Encouraged by my parents, I attended movies every week; sometimes twice a week. I grew up in movie theatres, and was fascinated with anything to do with movies and the people behind them."

After a brief stint with Paramount Pictures' *Showbill* magazine, Haslam boldly launched *Marquee* in 1976. Originally published as a quarterly, *Marquee* went to six, then eight, then 10 issues a year, before finally becoming a monthly. *Marquee's* circulation increased from 135,000 copies in its first year to an astonishing 700,000 copies at its peak. Haslam's company, Marquee Communications, successfully expanded into syndicated radio programming, licensing, promotions and specialty book publishing. Haslam is co-author of *The Movies of the 80s* (1990) with film critic/screenwriter/novelist Ron Base.





MILLS MEMORIAL LIBRARY
 INNIS LIBRARY (BUSINESS)
 H.G. THODE LIBRARY OF SCIENCE & ENGINEERING



Library Staff Go Back to School

In September 2008, 20 library staff members began a new journey; they all went back to school together.

Staff who had worked for years on the circulation desk, as book shelvers or in interlibrary loans, now faced the challenge of starting fresh and retraining for the newly-created Library Services jobs. The goal of this massive retraining and reorganization was to blend existing library services including research help/reference, circulation, IT help, interlibrary loans and reserves so that staff could offer these services from a single service point in each campus library.

In 2008-2009, staff at Innis and Thode libraries were the first to go through the re-training program headed by McMaster librarians, followed by Mills staff the following year. In addition to their regular tasks, staff spent months in structured classes with an emphasis on active and collaborative learning. Following a clearly mapped out rubric of essential skills, staff members went to class, did homework and practiced their newfound skills on the job while shadowing McMaster librarians on the research help desks.

"The training was a team building experience and I saw a transformation in my colleagues like I have never seen before," says Library Services staff member Kim Pickett. "By the end of the training, we were all a team and we worked together, we helped each other out, it was amazing!"

Each staff member was assigned a librarian mentor with whom they met on a weekly basis for additional support, homework help and guidance. At the end of the extensive training program, staff undertook a formal assessment: a research help simulation, a written test and a hands-on technology test.

By September 2010, staff in Mills, Innis and Thode libraries had successfully completed the transition to the new service model. Challenges remain; however, the transition to this new model of service is working well. Pat Collins of Innis Library noted, "Since we [Library Services staff] are here longer hours, the research help desk is essentially open longer and more hours than it used to be. From that perspective it's much better service."



Lyons New Media Centre Launch

On Sept. 7, members of the campus community were invited to see the Library's newest technology hub, the Lyons New Media Centre (LNMC). Created through a partnership with the Faculty of Humanities, LNMC is the outgrowth of the Edward & Margaret Lyons Instructional Media Centre. The Centre was originally located in the Faculty of Humanities and was established in 2002 through a gift from McMaster alumni Edward '49 & Margaret Lyons '96 & '49. In 2009, the Centre moved into temporary quarters in Mills and, in summer 2010, moved into its permanent home on the 4th floor of Mills, sharing space with the Health Sciences Forum.

Speakers at the event included President Patrick Deane, Dr. Suzanne Crosta, dean of humanities, Dr. Susan Denburg, Associate Vice President (Academic), Faculty of Health Sciences, University Librarian Jeff Trzeciak and Dr. Margaret Lyons. Following the speeches, the LNMC was officially launched by a virtual ribbon cutting. For photos of the launch event, please visit our flickr stream at: www.flickr.com/photos/macetg/sets/72157624801302227/

Built as a space for the innovative use of new and traditional media in teaching, learning and research at McMaster, the Centre has quickly become one of

the most popular areas of the Library for both students and faculty. Equipped with the latest technology, it is a space designed for a digital generation. Some of the technology available includes:

- Mac desktops with large screens for editing and creating new media
- PCs and an Axiom 61 music keyboard in the edit studios for more in-depth editing
- Macbook pros in the classroom
- gaming console stations
- green screen for advanced video and photography use
- large video wall to showcase the media creation process, to highlight faculty and student research and to display faculty and student media projects.

Along with the new technology and the requisite software for multimedia work, the Centre is also home to a library of feature films and documentaries, short films and video art in VHS and DVD formats, a collection of digital and 35 mm slides, and computer games for Playstation 3, Wii and Xbox. If you haven't visited already, we invite you to stop by and see how technology is being used for teaching and learning in your library.





Recent notable acquisitions

The Library has acquired the following important research materials:

ARCHIVAL RESOURCES

Holocaust and Resistance collections: photo album, various diaries, poster and other personal documents.

Bertrand Russell: 7 letters written between 1915 and 1931 from Russell to James H. Woods, Chair of Harvard's Dept. of Philosophy; philosophy primer written in 1834 by Whig politician John Thomas Stanley, 1st Baron Stanley of Alderley (Russell's great grandfather on his mother's side).

ELECTRONIC RESOURCES

5 Archival Databases - Adding to strong collections on war and peace, the Library has purchased five primary research databases exploring World War II and the Holocaust: *Testaments to the Holocaust*; *The Economy and War in the Third Reich, 1933-1944*; *Conditions and Politics in Occupied Western Europe, 1940-1945*; *Post War Europe: Refugees, Exile and Resettlement, 1945-1950*; *U.S. Relations with the Vatican and the Holocaust, 1940-1950*.

Elsevier Journal Backfiles - A major purchase of 18 subject backfiles provides seamless access to over 1500 journals from their first volume to the present, enhancing the library's collections in the social sciences, pure and applied sciences, engineering, and medicine.

Gale Literature Resource Center - Literary criticism, biographies, and bibliographies of novelists, essayists, poets, journalists, and other writers, with in-depth coverage of the most-studied authors. Content is pulled from several well-known reference series including the *Dictionary of Literary Biography*, *Contemporary Literary Criticism*, and *Contemporary Authors*.

IBISWorld - IBISWorld's U.S. and Global industry research reports, providing current and detailed market intelligence.

International Bibliography of Art

The successor database to the Getty's *Bibliography of the History of Art* indexes the scholarship of art, covering European art from late antiquity to the present, American art from the colonial era onwards, and global art since 1945.

Inorganic Crystal Structure Database

A numeric database that contains records of inorganic crystal structures, with atomic coordinates, published since 1915.

Lesbian Gay Bisexual Transgender (LGBT)

Life Fulltext - Provides indexing and fulltext for the most important and historically significant journals, magazines, and regional newspapers dealing with LGBT-specific issues, including civil liberties, culture, employment, family, history, politics, psychology, religion, and sociology.

Recent notable gifts

The Library has received the following gifts from:

Anonymous donor, archives of James Albert Swackhammer, a local film director and script writer, including 2 photos of Marilyn Monroe ca. 1952.

Kathy and Norm Brown, 6 letters written by E. Pauline Johnson and a letter and 2 postcards from Walter McRaye to Jeane Deane.

Katherine Clarke, her archives, dubbed "The Peace House Papers", when she worked for the Canadian Campaign for Nuclear Disarmament and travelled to Cuba in 1963-4.

The Cultural Attaché of the Embassy of Iran, 350 volumes donated in support of the Department of Religious Studies' Sharjah Chair in Global Islam.

Antonio D'Alfonso, writer, independent filmmaker, and publisher, his archives comprised of textual records, graphic material, sound recordings and moving images.

Diane Debenham, archives of Guy Debenham, an engraver and surgeon, and a book collection about engraving, lettering, printing, and typography.

Terry Fallis, novelist, political satirist, and McMaster alumnus, his archives, consisting of textual records.

Elmar Hodsoll, antiquarian Canadian maps and a copy of Alexander Mackenzie's *Voyages from Montreal...* (1801).

Patsy Hudson, letters written between 1925 and 1975 by Lady Constance Malleson to Carrie Webster.

Rosamund McClenahan, two vols. of English sheet music composed in the first decades of the 19th century.

Edward E. Seymour, labour organizer and educator, his archives: textual records and other material, including an extensive collection of photos and AV material, documenting certification drives and strikes (such as Bell Canada, Eaton's, Gainers, and CIBC).

Les Shemilt, book collection of Arthur Conan Doyle, including editions of *The Memoirs of Sherlock Holmes* and *The Adventures of Sherlock Holmes*.

Jessica Shields, collection on ballooning, consisting of artifacts, illustrations, books, and ephemera from the late 18th century to circa 1920; two cartoons by Aislin (Terry Mosher), circa 1970; photos of the *Bluenose* in its first international race in 1921.

Lorne Shields, a cigar label collection, consisting of 374 lithographs of cigar labels (created between 1889-1898) with price lists, a cigar box and lid, notebook with cigar bands, and 4 collector guides.

Carl Spadoni, collection of Mosher Press imprints, and American literary and fine press, circa 1893-1929.

Stephen Leacock Association, 52 books nominated for the 2010 Stephen Leacock Medal for Humour.

Gwendoline Ruth Stephenson, WWI archives of Edwin Howard Stephenson (her uncle who served in the Canadian Siberian Expedition) and Roy Stephenson (her father).

Marian Stewart, collection of Canadian military manuals.

Harold Troper, 45 audio cassettes and 1 microfilm of interviews conducted by Professor Troper and others for his book, co-authored with Irving Abella, *None Is Too Many: Canada and the Jews of Europe, 1933-1948* (1982).

David Watt, collection of French WWII underground leaflets, many featuring Sir Winston Churchill; editions of Galileo, Samuel Johnson, and T.E. Lawrence.

Gerd Westermann, collection of mathematical and geological books, including Gauss's *Disquisitiones arithmeticae* (1801) and Euler's *Vollständige Anleitung zur Algebra* (1771).

A sincere thank-you to all our donors for their generosity to the Library.