

Library Connections

UFV Library Newsletter



Spring 2013

Inside: Budget
cuts close Mission
campus library

Message from Patti Wilson



“More group study areas would be nice.”

“There needs to be a better facility for group work.”

“Eliminate talking on cell phones.”

“I like being able to have a spot to just concentrate and study in peace and quiet!”

It's clear that students have different needs for our study spaces, and the UFV Library has been working to respond to this since our last LibQual survey in 2007.

To facilitate the different needs of library users, the UFV Library has established zones for quiet conversation and for silent study. In Abbotsford, the entire first floor is designated as “Quiet Conversation.” Since 2008, we have removed the majority of the individual study carrels, and replaced them with group study tables and chairs. We have also added some clusters of comfortable easy chairs. We will be adding even more study tables later this spring. This revamped area is a popular place for small groups to meet and converse, and for individuals who prefer to spread their work out on a table.

For library users who need a silent atmosphere to concentrate, the second floor is designated as the “Silent Study” zone, with individual study carrels only. Glass partitions were constructed to insulate the second floor from noise coming from the first level.

The new library at the CEP campus has a variety of quiet and silent study zones available, with individual study carrels along the beautiful south wall of windows, and quiet conversation allowed at the group tables and easy chairs throughout other areas.

This month the Library revised and articulated policies related to use of our spaces, including our UFV Library Conduct Policy, Noise Policy and Cell Phone Policy. For details, see our [Library Policies](#) page.

Patti Wilson

Acting University Librarian

“We’re very happy Shawnna is back in Abbotsford with her characteristic humour, great skills and funny t-shirts, Acting Collections Librarian
—Mary-Anne MacDougall, page 5

The University of the Fraser Valley Library publishes *Library Connections* in pdf format on the [library website](#), monthly, during fall and winter terms.

This issue was produced by the library newsletter team: Mary-Anne MacDougall, Patti Wilson, Shawnna Pierce, Heather Compeau, Selena Karli and Lisa Morry.

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Thanks to Claude Dorion of ETS for taking our cover photo, and thanks to Abbotsford library tech Korina Scott for posing for it. Thanks to Claude for taking the photo of theatre students Liam Archer and Lisa Apps and thanks to Liam and Lisa for posing for the photo. Thanks to Daniel Block of ETS for taking the photos of library technicians Danae Hansen and Shawnna Pierce.

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Budget cuts close Mission campus library, squeeze acquisitions, operating budget

By Patti Wilson

This year the library underwent a five per cent budget reduction, which led to some difficult decisions.

The cuts will be accomplished through a combination of operating budget reductions, salary reductions and a reduced acquisitions budget.

The salary reductions include the elimination of the library technician's position on the Mission campus. As a result, the Mission campus library has been permanently closed. This small library has been in existence for a number of years, first as a component of the high school library, and more recently as a separate space. Use over the years has been minimal, with a low volume of reference, circulation and interlibrary loan transactions occurring.

Shawonna Pierce, who worked at the Mission Library, has taken up the vacant serials technician position in the Abbotsford library, commencing in her new position on May 1st. Shawonna has worked at all three campus libraries in a variety of capacities, and we are pleased to have her back.

Although the library collection will be moved to other campuses, the facility will remain as a study and group meeting space for Mission campus students.

UFV Library will continue to provide service to Mission students in a variety of ways. Full details will be available on the library website in the coming weeks.

Circulation Services

Students will have the option to have items held for them in Abbotsford or Chilliwack, or to have materials transferred by courier to the Mission campus for pickup. They will be able to return items to the book return bin located on the Mission campus.

Reference Services

Students may contact the library by phone or e-mail, or use the Askaway chat reference service. Future enhancements may be the use of Web conferencing software for longer individual reference appointments.

Instruction

Librarians will continue to provide instructional sessions for Mission classes.

Interlibrary Loans

Journal articles will be delivered electronically. Students will have the option to have books and videos held for them in Abbotsford or Chilliwack, or to have materials transferred by courier to the Mission campus for pickup.

Research Databases and Online Collections

UFV Library research databases, e-books, and online journals will continue to be available from all campuses as well as off-campus.

Course Reserves

Library staff will work with faculty to create electronic reading lists wherever possible.

Please contact me if you have any questions or concerns.

—Patti Wilson, University Librarian (Interim)

Banned books display in Abbotsford marks Freedom to Read Week

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Abbotsford library technician Korina Scott

The Freedom to Read Foundation, which is associated with the American Library Association, was founded in 1969 to uphold the First Amendment and protect librarians in their work defending freedom of speech and ideas, according to the ALA Freedom to Read web site.

Much has changed since that time. Third party vendors tracking information about who reads what in e-publications is among the emerging issues for the Freedom to Read Foundation, as is cloud computing, which raises privacy concerns.

Some of the banned or challenged books are as innocuous as the Captain Underpants series.

By Lisa Morry

In searching for books for Freedom to Read Week, Abbotsford library technician Korina Scott tried to focus on books students would know well.

"Canada doesn't do a great job promoting Freedom to Read week, but the U.S. has websites devoted to their banned book week in November," said Korina, who put a display together at the request of Acting Collections Librarian Mary-Anne MacDougall.

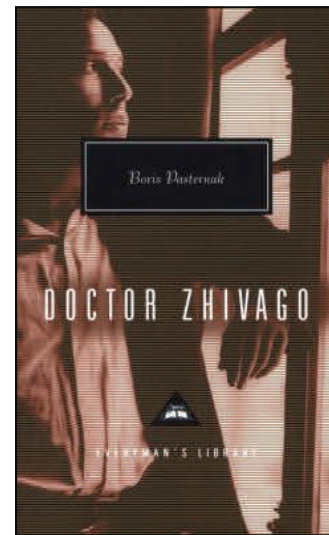
Maybe what gets Americans excited about banned books has to do with the First Amendment to the U.S. Constitution, which upholds freedom of speech and expression, among other rights.



Other titles can be equally surprising, for example, The *Harry Potter* series by J.K. Rowling, *I know why the Caged Bird Sings* by Maya Angelou, *The Handmaid's Tale* by Margaret Atwood, and *Ulysses* by James Joyce.

The classics, which most might expect would be banned, include *To Kill A Mockingbird*, by Harper Lee, *Catcher in the Rye*, by J.D. Salinger, *Of Mice and Men*, by John Steinbeck, and *The Adventures of Huckleberry Finn*, by Mark Twain.

See the list of the top 100 banned or challenged books here: http://www.ala.org/advocacy/banned/frequentlychallenged/challengedbydecade/2000_2009.



How many can you fit into your summer reading list?

American Library Association. *Freedom to Read Foundation*. Chicago: ALA American Library Association, 2013. Web. 14 May 2013.

American Library Association. *Top 100 Banned/Challenged Books 2000-2009*. Chicago: ALA American Library Association, 2013. Web. 14 May 2013.

Linda Harder and Jenny Walters retire

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Shawwna Pierce takes on new role and Danae Hansen joins cataloguing

"We're very happy Shawwna Pierce is back in Abbotsford with her characteristic humour, great skills and funny t-shirts, Acting Collections Librarian Mary-Anne MacDougall said at the library's most recent staff meeting.

According to Shawwna, she will "be responsible for maintaining the print journals collection and will be involved in the management of our electronic journals collection."

Mary-Anne also welcomed Danae Hansen, who cut her teeth here after library tech graduation, but went on to work in cataloguing and reference in Surrey Public Library before returning to UFV to take on a cataloguing position.

Linda Harder retired December 1, joining long-time colleagues Jenny Walters and June Reedman. Linda joined Fraser Valley College in 1989 as a processing assistant, according to acting University Librarian Patti Wilson. In 1992, Linda became a full-time library assistant in acquisitions, and in 1998, she graduated from the LIBT program. She went on to fill a leave as the library tech department assistant, before taking a turn in the Mission library during a sudden vacancy, and then returning to the Abbotsford campus library.

Jenny Walters, cataloguing technician-in-charge, and the Library's longest serving employee, retired at the end of 2012. Jenny was hired for the on-call pool at Fraser Valley College in 1976, and was picked up by the library to type book order cards, and later cataloguing cards, Patti said. Jenny adapted to the many changes in cataloguing over the years, but escaped RDA—Resource Description and Access!



Abbotsford serials technician Shawwna Pierce



Library technician cataloguing Danae Hansen

Retired cataloguing tech-in-charge Jenny Walters, third from right, and retired serials technician Linda Harder, second from right. Retired acquisitions tech-in-charge June Reedman is in the centre.



New Databases Provide Market Data 6

By Colleen Bell

Recently the library added two exciting new databases for anyone looking for marketing data: *Market Share Reporter* and *Print Measurement Bureau (PMB) Category Reports*.

Market Share Reporter is an annual publication that offers exactly what the title suggests: comparative market statistics for companies, brands, and services.

- How does Tim Hortons stack up against the competition, globally?
- Who are the top craft beer makers worldwide?
- Where in the world is the strongest market for future sales of smartphones?
- And, will Samsung succeed in its bid to dominate the smartphone market?

Data is pulled from articles in a wide range of business publications, and all data sources are cited. Also available online is a related publication, *Market Share Reporter: Trends over Time*, which offers a collection of market share data from the top 50 subjects covered in over 20 years of *Market Share Reporter*, including industry overviews, timelines, and more.



Market shares are shown based on sales at supermarkets, drug stores and mass merchandisers (excluding Wal-Mart) for the 52 weeks ended December 31, 2011.	
Mars Inc.	48.2%
Nestle Purina PetCare Co.	37.8%
Procter & Gamble Co.	2.9%
Del Monte Foods	1.5%
Private label	9.1%
Other	4.9%
Source: Grocery Headquarters, Apr. 2012, p. 58 from SymphonyIRI Group Inc.	

Screenshot of Market Share Reporter

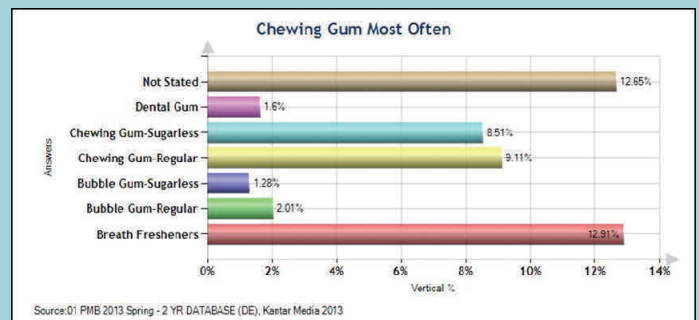
Print Measurement Bureau (PMB) Category Reports show Canadians' use of more than 3,500 products and services, based on an annual survey. Data provided includes demographics, attitudes, media consumption, retail outlets, and brands used. Use *PMB Category Reports* to answer questions such as:

- Is Toronto a good market for specialty teas?
- What's the best target demographic?



Information Literacy and Web Services Librarian Colleen Bell

- In which stores do British Columbians tend to buy their gardening supplies?
- Do Canadians aged 65 and older use Facebook?
- Where in Canada will I find the largest number of motorcycle owners?



Screenshot from PMB Category Reports: Types of Chewing Gum Consumed Most Often, by Percentage

Download your data as an Excel spreadsheet, or graph it online in a variety of chart formats. *PMB Category Reports* requires the Firefox or Internet Explorer browsers, and is now available off campus, as well.

Under construction: new carpeting in Abbotsford library

Watch out for crews installing new carpeting in the Abbotsford library this summer. UFV facilities department is replacing worn carpeting with new carpet tiles to coordinate with the new paint job the

library got last summer. Facilities crews will be on-site, sometime between July 2 and August 30, in an effort to minimize disruption before the busy fall semester.

There may be air quality issues during installation and directly after the new carpet is installed. We apologize in advance for the mess, but it's going to look great in September.

Colonoscopies in Chilliwack Library?

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Health sciences displays target prevention topics

Chilliwack nursing and KPE student displays got a lot of attention in the Chilliwack campus library early this spring.

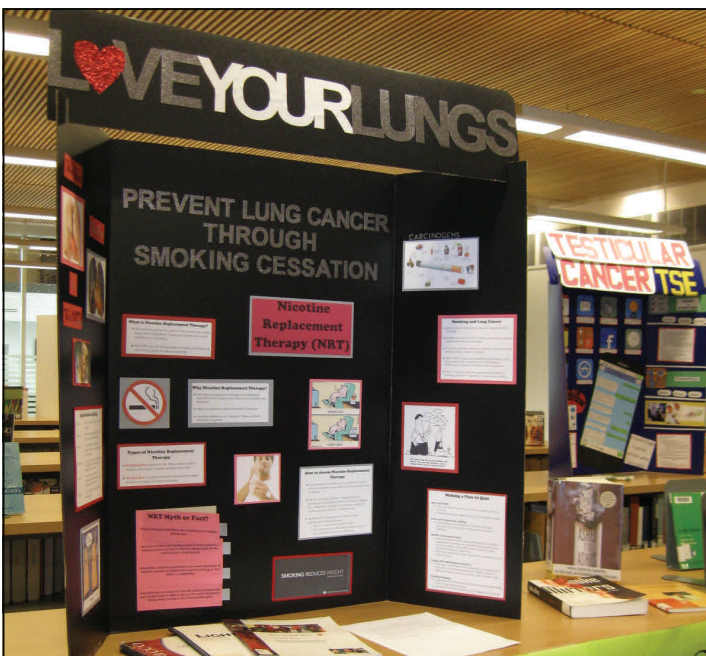
Students and employees alike wandered among the dozen displays and stopped to look closely. Some people snapped pictures on their smart phones or took note of the attached bibliographies.

Nursing and KPE students created displays around digestive tract cancers, smoking, sexually transmitted viruses, cancer-proofing foods, breast and testicular cancer screening, melanoma detection, sun safety, lung health, chemical contamination, outdoor play for children, and mental fitness.

See the online display with some of the books from the display here: <http://www.ufv.ca/library/exhibits--events/cancer-prevention-and-wellness/>.



Students check out Health Sciences displays in the reference section of the Chilliwack library.



Examples of health sciences displays in Chilliwack.