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Editor’s Note

Welcome to the Fall 2009 issue of Odyssey. Our feature article looks at the Learning Sites of Hodges University, including Key West, Immokalee, Punta Gorda, Avon Park, and Pasco-Hernando Community College. Susan and I will provide a brief overview of our library orientation trips to these locations.

Kermit the Frog once exclaimed that it is not always easy being green. Jeanine Brady will counter that with a short article on how the library is finding it easy to be green. Read her story about Better World Books.

We are excited about another means of outreach, a software product called “Jing”. A short article will introduce how the librarians are using Jing to get their message out. Last, we’ll give two small toots of our horn from some recent assessment results concerning library usage.

Please also check out our Spotlight section, where we will feature our newest employee, Mark Patrick. Finally, “In the News” and “Down the Road” provide an overview of what has recently happened, and what we hope will happen soon.

Thanks for reading!

Gerald Franz, PhD
Assistant Library Director
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Voyages to the Learning Sites

By Susan Smith and Gerald Franz

“The world is a book, and those who do not travel read only a page.”

Augustine (AD 354-430)

Keeping with Augustine’s metaphor, we like to think that, having regularly traveled to the Hodges’ extension sites, we have enjoyed some of the various pages of this university.

Our learning sites include the cities of Key West, Immokalee, Punta Gorda, Avon Park, New Port Richie and Brooksville. We also work with Edison State College in Fort Myers. We love to travel to these places and speak to the students there on behalf of the library.

We have several purposes for traveling to these sites. First, we want to connect with the students and make sure they know that our library staff members are committed to serving them. To this end, we emphasize the many ways they can reach us, including chat, phone and email. That each student is supported by the library is a very important goal we all share. And by the way, since both Susan and I teach IDS 2001 classes, we have the added bonus of meeting many of our own students face to face.

Second, we provide live presentations on how to access and use the electronic resources of the library, especially e-books and journals. We often focus our presentations on whatever topics or
projects students will be working on that semester. We also enjoy meeting with faculty and learning site coordinators. These people work tirelessly on behalf of Hodges students, and it is great to put a face with an e-mail address or a voice on the phone. Faculty and coordinators are great about reminding us if we forget to cover something, and occasionally they learn something from our presentations as well.

Key West Professor Onett Johnson is a fount of information about Key West, and learning site coordinator Craig Vernet is always willing to meet us at the airport and provide transportation to and from the college. Punta Gorda Professor John Meyer has a sharp wit and Theresa Ramsey abounds with energy! The Immokalee learning site professor Joseph Heinzman, learning site coordinator Ivette Sanchez and all the staff make their students feel like family. Mike Smith at New Port Richie / Brooksville enjoys a great teaching bond with his students, something he brings from his vast business experience. Jo Ahern (Edison Fort Myers), Laura White (Avon Park) and Phyllis Wrench (Pasco-Hernando) are all enthusiastic advocates for the library, and they make sure their students learn all they can from us. These people (and more) make our jobs so much easier by their hearty support.
We try never to come to a class empty handed, and in the past we have handed out highlighters, tote bags, post-it notes and, most recently, monogrammed Hodges' jump drives. We know how much students look forward to and appreciate these small gifts.

Figure 5: Susan at Punta Gorda

Hodges University believes in strongly supporting our learning site students. Overall, we think the time we spend at the learning sites is very profitable for the students and for us as we learn how to better meet student and faculty needs.

Figure 6: Key West students
It’s Easy to be Green

By Jeanine Brady

.....And the Hodges Library is putting some of their discarded books forward to prove it! Many of the outdated books on the Naples campus have been deleted over the past few months. These books were put out on the free table and students readily took many of them.

But what happens to the books that aren't taken? Now they are shipped, free of charge, to an organization called Better World Books. Better World Books supports four literacy organizations worldwide. They send books that can be used in literacy programs to other countries, and sell the ones they can't use. Every purchase contributes to improving educational opportunities somewhere in the world, and every book shipped is one less book for the landfill. From now on our discarded books will be sent to World Fund in order to help reduce poverty in Latin America through education. So far, the Hodges library has sent twelve large boxes of books to Better World Books for this purpose.
**We have a Thing with Jing**

*By Gerald Franz*

What is Jing?

- a. A funny-looking character from a Dr. Seuss story.
- b. A cool, new cell phone ring tone.
- c. A software program for making short movie clips.
- d. A new hip-hop dance.

If you answered c, you would be correct. And why would we be interested in producing movie clips? Because we want to use every means possible to get helpful information to our students and faculty.

Jing is easy to view. You just click on the link, like you would a YouTube video. And Jing tutorials are also very easy to produce.

We are currently sending a monthly Jing link to all of the Hodges’ students who are not on the Fort Myers or Naples campuses. All the links will be available soon on the library website.

Jing has an important limitation, but one we like very much. Each video clip cannot go over 5 minutes. So they are short and to the point. Hodges University already uses a program called Tegrity, which is great for longer and more formal presentations.

Here’s a sample Jing, if you have a few minutes.

[http://www.screencast.com/t/ejL2kMRKhhMG](http://www.screencast.com/t/ejL2kMRKhhMG)
Two Toots from our Horn

By Gerald Franz

Everyone who works at Hodges University knows one word very well: assessment. That is because we are required to collect data concerning how well we are accomplishing our work, and to demonstrate regular improvement. This is a basic requirement for an accredited institution.

We recently received some assessment results from student surveys that were encouraging. In answer to the statement, The Library resources were sufficient for this course, 84% of students agreed. This was a great improvement over 2007 and 2008 figures. While we regularly add resources to the collection, we suspect that the results are from students understanding more of what we already have in our virtual and physical collections.

Students were also asked to respond to the statement, For my course research, I was more likely to use the library resources (including online databases through the library website) than the Internet or other sources. The librarians were very happy to see that the percentage of students agreeing to this has risen to 71%. It appears that more and more students are relying on the authoritative sources they can find through our databases and online catalog.

In June 2009, a major library research survey was released by Research and Markets. The study interviewed 400 U.S. college students concerning their library usage. Among other things, the study found that almost 29% of students relied upon Google, Yahoo, or other internet search engines for their last research assignment. Interestingly, this is the exact percentage of our students, since our figure was 71% that relied upon the databases (leaving 29% of students who did not) (http://www.researchandmarkets.com/research/730011/the_survey_of_amer).
Gerald: Welcome to Hodges, Mark. So what brings you to Naples, Florida?

Mark: With over 20 years of librarianship behind me, I decided to “retire” from my career in Detroit and take on new career challenges in Naples. I work as a part time, substitute librarian in the Hodges University Library—just a few hours here and there. My full time position is with a new non-profit organization incorporated as the Revs Institute for Automotive Research, Inc. in Naples. I manage the automotive research library and archives for the Institute. My work at Revs is pretty specialized as the collection there contains the historical record of automotive history in the form of books, documents and images.

Gerald: And what attracted you to Hodges University?

Mark: I find education not just essential but immensely enjoyable. Because I am specialized in my library career, it’s important for me to keep a broader perspective. For this reason, I sought out an educational community like Hodges to work with students and educators occasionally.

Gerald: You mentioned that you came from Detroit. Are you from there, and what did you do there?
**Mark:** I am from Ann Arbor Michigan where education is a community priority. We were just immersed in learning. There was a public library branch at the end of my street and, like a lot of kids, I caught the reading bug from the good librarians who kept giving us the kinds of books kids like to read. I still have a friendship with one of my childhood librarians. I try to emulate that kind of devotion.

My degrees are from the University of Michigan and I spent most of my career working with rare books and archives. As my career evolved I became more of an administrator, and my responsibilities were mostly supervisory. It’s very refreshing to be back working with students and faculty, and I am delighted to join the Hodges community.

**Gerald:** And we’re delighted to have you as part of our team! Thanks very much.
*Carolynn Volz* attended the Association of College & Research Libraries national conference in Seattle, WA in March.

*Susan Smith* taught a workshop in June at Hodges University in both Fort Myers and Naples on Social Bookmarking.

*Jan Edwards* attended a “Communicating Like a Pro” seminar in Fort Myers in June.

*Gerald Franz* taught two CLL sessions in Naples in the Spring (a series on Ancient Greece and a session on World War I and the Zimmermann Telegram).

*Gerald Franz* attended the American Library Association national conference in Chicago in July, and the SOLINET / LYRASIS conference in Atlanta in May.

*The ESL books the library purchases continue to be popular among the ESL students. Grammar and language CDs are being added to the collection. Riva Wharton (Fort Myers) and Jeanine Brady (Naples) are especially good at encouraging ESL students to use these resources from the front desks.*

*Susan Smith* has added a popular fiction collection to the Naples Library that students are enjoying there. These books are leased and rotated so that the collection remains current.
Down the Road

*Susan Smith will be going to the LITA Forum conference in Salt Lake City in October.

*Jeanine Brady will open the Fall season with a contest as part of the Fall exhibit in the library on the Naples campus. Various antique items will be placed in the exhibit cases, and students can guess at what these articles are. Prizes will be given to the winners.

*Debbie Lewis will be attending the Medical Library Association, Southern Chapter Meeting, in October in Memphis, TN.

*Gerald Franz will be making a research presentation to the Kenneth O. Johnson School of Business faculty in October.

Odyssey is published twice a year by the Hodges University Library.

Editor: Dr. Gerald Franz, Assistant Library Director

Assistant Editor: Jeanine Brady, Library Associate

Issues are posted on the library website and emailed to all faculty.

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