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A STAFF E-NEWSLETTER NOVEMBER 14, 2012



UNIVERSITY PRESS WEEK AND THE CRAFT BEER INDUSTRY

BY CHARLES WATKINSON



In 1978, President Jimmy Carter (a Purdue Press author) established University Press Week "to honor the important role of university presses in advancing and preserving knowledge." In the same year, he also signed a bill into law that made the home brewing of beer legal in the United States and thus created the foundations for the craft beer industry.

This year sees the re-launch of University Press Week, Nov. 11-17, in celebration of the 75th anniversary of the Association of American University Presses (<http://www.universitypressweek.org>). It seems a fitting time to reflect on how those two seemingly unrelated landmarks of the Carter Presidency, home brewing and supporting university press publication, actually have much in common. An emphasis on process, a commitment to experimentation and the celebration of regional diversity seem to be three particular areas of connection.

Process: Craft brewers and university press publishers have both evolved a complex process designed to improve the raw materials to create intoxicating final products. For university presses, that involves selecting the best manuscripts through the expertise of outside peer reviewers and editorial boards; then processing these using editorial and design expertise; before packaging and marketing the finished products to ensure maximum consumption.

Experimentation: Whereas big commercial operations tend to stick to well-trying and tested crowd-pleasers like lite beers, both craft brewers and university press publishers are proud to be experimenters. The Lafayette Brewing Company's specialty ales may not always hit the spot, but they give a chance for drinkers to experience new tastes and experiences. When Purdue Press takes a risk on a first-time academic author or publishes in a new interdisciplinary subject area, we know that the monograph may not sell enough copies to cover its costs. It sometimes takes a while to acquire a taste.

Regional diversity: The 100 members of the Association of American University Presses are spread across North America with the most commercial publishers clustered around New York and Los Angeles. Presses like Purdue try to publish books and journals that advance the reputation and impact of their host institutions and their home states. But in the same way as the best Hoosier beers can be bought in any state, the Press prides itself on a local roots, global reach approach.

In a recent study of the beer market, it remains the case that domestic light beer remains dominant, but interest in the unique styles and flavor profiles of craft beer is surging. University presses play a similar role in ensuring that academic publishing is not monopolized by commercial interests but continues to promote independent viewpoints. To sample some unexpected tastes this week, visit universitypressweek.org and click on some of more than 100 [Fine Print](#) titles selected by AAUP members to showcase their favorite books. To get a sense of the impact of presses, check out the



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INSIDE INFORMATION

Welcome to the newest version of INSIDEe!

INSIDEe is now being delivered to you using Delivera, the same way other University electronic publications are sent as well as our Libraries invites and announcements to many of our activities. The only difference you should experience is that you will need to right click to download photos, just like with Purdue Today. This new delivery system will provide feedback about articles that are of interest to you

[University Press Mapping Project](#) at the same site.



CELEBRATING RESEARCH AND SCHOLARSHIP 2012



For the fifth straight year, the Purdue Libraries Research Council hosted Celebrating Research and Scholarship (CR&S) on Nov. 12. This event is planned to showcase research in all its phases, from the early spark of an idea to a funded grant proposal and everything in between. It's a great opportunity to learn what our colleagues are working on and to generate new research ideas and collaborations. It's always amazing to see the breadth of what is being accomplished! Topics this year included data and information literacy, GIS and patron driven

acquisition.

This year's CR&S showcased 29 abstracts — the largest number so far! A tight timeframe was necessary to present them all in two hours and Scott Brandt kept the presenters moving at a fast clip. Lunch provided opportunities for questions and deeper discussion of the presentations. The Research Council subcommittee for CR&S was Ilana Barnes, Megan Sapp Nelson and Maribeth Slebodnik.

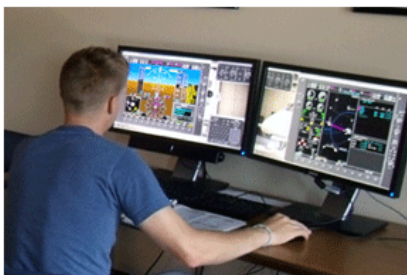
Slides, abstracts and breakout notes from the 2012 CR&S and its predecessors can be found on the Libraries Intranet at <http://intranet.lib.purdue.edu/pages/viewpage.action?pageId=34308126>.



COLLABORATIVE RE-ALIGNMENT OF SPACES IN THE AVIATION TECHNOLOGY LIBRARY

BY DANIA REMALY

Three years ago, Purdue's Aviation Technology department became the first collegiate program to offer an entry level jet pilot rating. When the head of the new Phenom 100 Program, Christopher Carrier, needed to find a training space for his students, the Aviation Technology Library embraced the opportunity to meet the new needs of the department. Purdue Professional Flight students from AT 395 Turbine Flight Sim Lab classes needed a place to view specialized Phenom 100 and Garmin Prodigy Software before they advanced to full simulator training. The software allows students to depart and land from a simulated airport, set their destination, altitude and use autopilot.



The library's generous study room which comfortably accommodated 8-10 patrons has been updated with paint, a white board and furniture provided by the Libraries and the department provided a Dell workstation with dual monitors loaded with specific Phenom and Garmin software. A large poster mounted to the wall of room with the Phenom main instrument panel, left and right consoles and control yokes allows students to do low-tech simulations as well.

This collaborative project has been quite successful in meeting new needs for our primary users in the Aviation Technology Library. The library's extended hours allow students more flexibility in putting in their practice time and the integration of important resources in the library makes it an even more attractive destination for students for their out of class learning.

In the photo above Kyle Wagoner, a student in AT 354 Turbine Flight Operations, is using the Phenom Training Room in the Aviation Technology Library.

and suggest ways INSIDE can be improved.

Strategic Goal Icons

You will notice the use of these icons before the article that are symbolic of our Libraries strategic goals.



LEARNING: Libraries faculty lead in information literacy and learning space implementation, research and scholarship.



SCHOLARLY COMMUNICATION: Libraries facilitate and enhance the continuum of the scholarly communication process.



GLOBAL CHALLENGES: Libraries faculty lead in international initiatives in information literacy, e-science, information access and data management and collaborate on Purdue's global initiatives.



INFRASTRUCTURE: Libraries staff working together to enhance the users experience, raise awareness of Purdue Libraries and recognize the continued learning and successes of our knowledgeable staff.

Please let me know if you encounter any problems viewing INSIDE. Your suggestions are always welcome at tmaborwn@purdue.edu.

SERVICE ANNIVERSARIES

Ann O'Donnell, is celebrating 10 years at Purdue.

Stephanie Schmitz is celebrating 5 years at Purdue.

OFF THE SHELF

Continuing Vacancies

- Director of Strategic Communication (A/P) (Posting #1201660) (Accepting applications)
- Molecular Biosciences Information Specialist (Faculty) ([Visit Libraries Web page](#)) (On-site interviews scheduled)
- Data Services Specialist (Faculty)



SMILE PROGRAM'S FIRST RECIEPIENT

Jim Mullins hands Jim Derringer a \$25 Von's Book Shop gift certificate after Jim D's name was randomly drawn from those who were SMILED upon in October!

We look forward to the SMILE program growing with more staff, faculty and administrators sending and receiving this special note of appreciation for a kindness or thoughtfulness given, assistance provided to or by a Libraries, Press or Copyright Office colleague.



For more information and the process to send a SMILE please go to <http://intranet.lib.purdue.edu/display/HR/SMILE+Program>.



LIBRARIES NEW STAFF



Benjamin Dewayne Branch

Sloan Foundation CLIR/DLF Postdoctoral Data Curation Fellow

I received my bachelor's degree in Industrial Engineering from North Carolina A&T State University in 1994, a master's degree in Computer Science in 1996 and a doctorate degree from North Carolina State University in Educational Research and Policy Analysis in 2009. In the doctorate program, I specialized in geographical information systems (GIS) and obtained a minor and certificate in GIS. Such work included fundamental earth science modeling and some 3-dimensional modeling. I also obtained formal training in hierarchal linear modeling, which requires large volumes of data sets.

I have a 10-year career in the telecommunications industry/networking that includes working with Lockheed Martin, IBM, WorldCom and Cisco Systems. I also have had extensive earth science professional development through participation in the Minorities Striving and Pursuing Higher Degrees of Success in Earth System Science program since 2006, where I completed this program and obtained several formal and informal mentors to aid in my professional development via involvement at the American Geophysical Fall and Joint Assembly Spring conferences. Such an exposure has provided insight into the scholarly world and its expectation.

My 2009 dissertation, "A Study of Educator's Perceptions of Spatial Thinking," has laid the basis for new interdisciplinary considerations and efforts. I taught at Elizabeth City State University and was an outreach facilitator for the Center of Excellence in Remote Sensing Education and Research. I taught a course in C++ and introduction to computing and worked in earth science research with undergraduates.

Presently, I am a Post Doctorate Research Associate at the University of Oklahoma for the Center of Spatial Analysis and Geoinformatics. My focus is GIS and meteorology synergy, informatics educational pipeline support, and GIS education and next generation concepts. My focus is to advance STEM outcomes in terms of Earth Science and Space Informatics Education. In addition, I teach introductory GIS courses here for the Center of Spatial Analysis.

At Purdue University Libraries, I serve as the Council on Library and Information Resources (CLIR) GIS and Data Curation Fellow, which is funded by the Sloan Foundation. This fellowship will allow me to explore and learn about the role libraries and library science play in the critical need to manage and access massive amounts of digital data. My responsibilities include campus GIS support and data curation research and I will be working on advancing campus GIS capacity, data curation profiling and K-12 spatial collaborations.

([Visit Libraries Web page](#))

(Verbal Offer accepted)

- Project Archivist for University Records (A/P) ([Posting #1201294](#)) (On-site interviews completed)
- First Year Experience and Emerging Technologies Specialist (Faculty) ([Visit Libraries Web page](#)) (In process)

To view all Purdue job postings visit the [Purdue employment page](#). If you have additional questions, contact [Julie Hillgrove](#) or 494-2903.

EVENTS

Purdue Entomology: A Visual History of the First Fifty Years

Archives and Special Collections
September 3-December 20
HSSE 4th floor
STEW

GIS Day

November 14-15
STEW 218

[Details available here](#)

Annual Faculty and Staff Recognition

December 13
2-3:30 p.m.
Hicks B853

Annual Arts and Crafts Show and Display

December 13
2-3:30 p.m.
Hicks B853

Contact [Dot Lanzalotto](#) for more details

PUBLICATIONS AND PRESENTATIONS

Sharon Weiner presented, "Who is Teaching Information Literacy Competencies? Perspectives of Purdue Faculty," to the Reference and Instruction section of the Private Academic Libraries of Indiana (PALNI) on Friday, Nov. 9 at Indiana Wesleyan University North, Indianapolis.

LIBRARIES IN THE NEWS

Purdue News November 5

[Ultimate guide to Boilermaker history and traditions published](#)



LIBRARIES STAFF A-Z



Candy Sheagley

Collection Maintenance and Periodical Assistant
Humanities, Social Science and Education

Q. What do you enjoy most about your job and why?

A. I like working with the students ...they are amazing! I also like working special projects. For example the three-year barcoding project of the attic collection; solving problems and library mysteries; and finding a treasure from time to time.

Q. How long have you worked in the Libraries and at Purdue?

A. I started working in HSSE Library in Feb. 1980.

Q. What is one unforgettable experience that has happened to you or your coworkers while working in the library?

A. I have seen it all — from streakers in the stacks, bats in the attic (literally) and some pretty impressive water events.

Q. What is your favorite book, website, movie or database?

A. So many movies so little time! Some of my favorites include How Green was my Valley, Top Gun, The Quiet Man, Dirty Dancing, Christmas in Connecticut, Thin Man series, Charlie Chan and on and on. Books — anything by James Lee Burke.

Q. Coffee, tea, water or soft drink?

A. Coffee, lots and lots, all day long and the last cup right before bed!

Q. What do you like to do for fun?

A. Gardening. I am a Tippecanoe County Master Gardener. I like being outdoors at anytime in any weather (love walking at night when it's snowing). I enjoy collecting and reading cookbooks and baking, using some of the hundreds of cookbooks I own. I was a body builder for years and still enjoy lifting weights for exercise and spending time with my friend John.

Q. Feel free to include any information about yourself that you would like to share with the staff?

A. I have four house cats, Polka Dot, Willy (a special needs feline), Scarlett and Briggs. For over 10 years I have also cared for three semi feral cats, Reese, Ms. Kitty and Bart. They live in the garden and each has a new dog house for this winter. There never is a dull moment or a spare dollar! I have an extensive collection of garden bowling balls, 60+ and counting, that everyone enjoys finding in unexpected places during gardening season (storing them during the winter is a feat!).

LaPorte County Life November 5

[Ultimate Guide to Boilermaker History and Traditions Published](#)

Exponent November 7

[New edition of book about Purdue offers stories of history, tradition](#)

WHAT'S COOKING?

Caramel Apple Cheesecake Bars with Streusel Topping

Visit the [Libraries Intranet](#)

COPY DEADLINE

Copy for the November 28 issue is due by November 26. Send to

tmabrown@purdue.edu

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Comments and suggestions are invited. Send information to Teresa Brown/INSIDE/STEW 264, 49-47178 or tmabrown@purdue.edu

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