

Spring
2005

Volume 6 Issue 2

The Learning Resource Center is busy

by Malcolm Brantz, Director



One thing you can say about the ACC Library and Media Center: We've been very busy this year.

Those of you coming to the library Monday, Tuesday or Wednesday between the hours of 9:00 a.m. to 3:00 p.m. have often found all the computers in the Reference Desk area being used. At times, the Library's sixteen-seat computer lab has also

been filled.

We think there are several factors explaining our increased use. First, more faculty are requesting research classes to be taught by the librarians. Second, we have placed a full complement of user software on all of our machines (Microsoft Office) in addition to Internet access. Third, students are now using computers for a variety of uses, including e-mail, writing papers and dating.

(Continued on page 2)

Weekend library user survey yields surprises

Over several recent weekends we surveyed our patrons to get an idea of how they use our Library on Saturdays and Sundays and what they think about the possibility of the Library closing on Sundays because of budget constraints.

Half of those weekend users surveyed said it would be a problem for them if the Library were to be shut down on Sundays. Slightly more than half of the respondents said they use or plan to use the Library on Sundays at least

(Continued on page 3)

New "Savvy Surfer" tool on library computers

The library has a new tool for you to use. It's 1,300 "selective" websites. You'll find a file called the Savvy Surfer on most of the library's search computers.

A printed book is available at the Reference Desk that gives each website, the full



(Continued on page 4)

The fourth R: *Researching Information*—a look at information literacy

by Ed Sadowski, Librarian



There is a term that is gaining ascendancy in the educational consciousness: information literacy. A recognition and awareness of the importance of information literacy is growing, reflected by an expansion of information literacy instruction in academic institutions across the country.

What is information literacy? For those who are not too familiar with the term, it's best to start with the simplest definition. The American Association of School Librarians has pro-

vided the most succinct definition, saying that information literacy is "the ability to find and use information." The American Library Association's final report of the Presidential Committee on Information Literacy in 1989 stated that "information literate people are those who have learned how to learn."

Of course, we can expand this definition a little further. I've come up with this variation of an expanded definition: Information literacy is the ability to make the LEAP—Locating,

(Continued on page 4)

ARAPAHOE COMMUNITY COLLEGE

Library and Media Center NEWSLETTER

©2005 Arapahoe Community College. Published by the Learning Resource Center.

(Continued from page 1)

The Learning Resource Center is Busy

At times, we've had to bring students over to our circulation counter and use the circulation computers to get into the online book catalog to see if we owned a book.

As many of you know, we are very service oriented and have tried to manage "problems" to the benefit of students. For example, we've seen a decrease in the number of cell phones being used in the Library since we posted a notice on cell phone use. We are trying a similar approach to general computer use.

In an effort to focus services on research, we've removed Microsoft Office from three computers in our reference area. You will see a green note on these machines saying "no word processing available." We'll monitor the response from our patrons and, hopefully, no one will be inconvenienced.

On another note, we have been giving more research classes than last year, which was our record year. Last fiscal year 2003-04, we gave 112 classes, which was way up from the 60 classes in 2002-03. So far in 2004-05, we've been way ahead of that pace! I wish to thank our librarians for coming in at special times to give classes (as early as 7:15 a.m. and also in the evenings) and for doing such a good job. A student in college should be able to effectively use information resources and complete his or her assignments in an efficient manner.

Staff Changes

Librarian Valerie Cortelyou left us recently to have twins and devote all her time to an expanded family. Valerie brought a great deal of expertise and wonderful ideas to the Library. We will all miss having Valerie as part of our staff.

Fraud and the Internet

Recently, in *Bert's Alerts*, you may have read about a marketing technique that tries to sell space in an Internet Yellow Pages by having you endorse and deposit a check. The Library was a victim of this fraud and we hope to make a lot of people aware of the issue.

First, did you know the top ten frauds on the Internet are (1) online auctions; (2) general merchandise; (3) Nigerian money orders; (4) computer equipment software sales; (5) Internet access services; (6) information/adult services; (7) work-at-home schemes; (8) advanced free loans; (9) credit card offers; (10) business opportunities. This information comes from a government website.

Back to our situation—a check for \$3.49 was sent to the Library. The Library receives money from videotape rentals, duping of CD language tapes, payment for printing, etc. The amount, \$3.49, is not unusual and so it was submitted with other checks. The fine print on the back of the check was missed. At this point, the sister company to Yellow Pages, Inc., Continental Recovery and Filing Solutions, sent me a letter—"this notice is being sent to you by a collection agency." It appears the "collection" agency is adding 4.5 percent interest per month to the bill.

The Better Business Bureau report on the company states: "This company is having an unsatisfactory business performance record based on complaints alleging deceptive sales practices." The company was notified by the state Attorney General's office to no longer contact us, and have subsequently quit their efforts.

(Continued on page 3)



The Library and Media Center Newsletter
is a quarterly publication.

Spring 2005: Volume 6, Issue 2

©2005 Arapahoe Community College,
Littleton, Colorado

www.arapahoe.edu 303-797-5090

Published by the Learning Resource Center,
Malcolm Brantz, Director

Editing/Design: Ed Sadowski, Librarian

Hours of Operation—Spring Semester **Library, Media Center, and** **Open Computer Lab**

Library

Mon–Thu: 7:30 a.m.–9 p.m....Fri: 7:30 a.m.–5 p.m.
Sat: 8–1 p.m....Sun: 1–5 p.m.

Media Center

Mon–Thu: 8 a.m.–9 p.m....Fri: 8–5 p.m.
Sat: 9–1 p.m.

Open Computer Lab

Mon–Thu: 8 a.m.–9 p.m....Fri: 8 a.m.–5 p.m.
Sat: 9–1 p.m....Sun: 1–5 p.m.

(Continued from page 2)

The Learning Resource Center is busy

In closing, our recommendation for readers is to not trust the “good” deals. It seems that our “information age” has some people trying to take advantage of overloads in information and reductions in staffing.

P.S. Late in: Our case was sent to the state Attorney General’s office, which informed Yellow Pages, Inc. that the ACC Learning Resource Center does not have contracting authority.

Media Center News

DVDs

We now have a DVD copier and can make up to three copies at a time. No, it doesn’t copy commercial DVDs.

Let’s say you have an outstanding videocassette of your favorite person’s soccer game. It runs one hour. You come to the Media Center and request that we transfer this to a DVD. Your cost is \$20 for digitizing the video and creating a menu plus \$2 for the DVD-R blank. Not bad. Then you say I have to show the rest of the family this soccer game. So, you have the Media Center make three copies of the DVD-R. That would be \$2 per blank and \$1 per copy made. So, for a total of \$31, you leave the Media Center with your original videocassette and four labeled DVDs that can be shared with family members. My guess is that you couldn’t find this kind of pricing at any other institution in Colorado.

Slides

Our slide scanning service continues to grow. At 25 cents per slide, you do receive a lot of service.

Did you know that slides turn green over time? My experience comes from my time as a medical librarian. A faculty member, Dr. Menton, had 3,000 histology slides that were his teaching set. Dr. Menton fixed his microscope and camera onto a cushion of air so it would be more stable. The

problem was that over time his slide masters were turning into a green color. Slide digitization prevents this deterioration of color.

Audio

The Media Center has purchased a large collection of sound effects and has some non-copyrighted music. We can make music. We also have the equipment to digitally record your voice for insertion into PowerPoint programs, etc.

Production

Please contact the Media Center for information concerning video productions. We usually do location shoots, but have a studio that provides stable surrounding and lighting for more formal productions. Studio time costs only \$20 per hour with a two-hour minimum.

(Continued from page 1)

Weekend Library user survey yields surprises

several times during the semester. A good portion of the visitors use or plan to use the Library every other Sunday or all the time.

Surprisingly, half of the Saturday visitors didn’t know our Library is open on Sundays. And more than one-fourth of the Sunday users never use the Library on Saturdays.

More than half of users preferred 9:00 a.m.-2:00 p.m. as Saturday hours, rather than the current 8:00 a.m.-1:00 p.m.. About a third had no preference, while very few wanted the 8:00 a.m.-1:00 p.m. Saturday hours.

Eighty-five percent of those weekend patrons surveyed were students, while the remainder were non-student members of the community.

Library Research Classes

**every
Tue., Wed., Fri. & Sat.
at 10 a.m.
in the Library**

open to all!

Learn about....

- The ACC Library homepage
- How to use our online catalog
- The many ACC Library online databases
- Help finding resources for class assignments
- How to find reliable info on the Internet

If you would like to attend, please call 303-797-5090 or go to the Circulation Desk to make a reservation. Join us!

(Continued from page 1)

**The fourth R: Researching Information—
a look at information literacy**

Evaluating, Applying and Presenting information.

A big emphasis of the teaching of information literacy is on the first part of LEAP: that of locating the information. As stated by the California Academic Senate in their *Statement of Competencies Expected of Students Entering California's Public Colleges and Universities*, "Students' success in college has as much to do with their ability to find information as to recall it."

For such a basic principle that in one way or another has always been an intrinsic part of learning, the actual term of "information literacy" itself is relatively new. Paul Zurkowski has been credited with coining the term in 1974 when he was president of the Information Industry Association.

Information literacy is what the library research classes are all about at the ACC Learning Resource Center. When students take a tour of our reference area and sit in on our online re-

source sessions in the computer lab, they are given some basic tools to help them succeed in their class work. These library research classes address the obvious benefits of information literacy.

But I like to take the definition of information literacy several steps deeper into a broader realm that is less obvious, but all-encompassing and supremely important.

We can start with a very lofty view expressed as far back as 1976 when U.S. Representative Major Owens stated, "Information literacy is needed to guarantee the survival of democratic institutions."

In more concrete terms, we can equate the importance of information literacy with the "three R" basic skills (core competencies) needed for advancement in one's educational, professional, and personal life. In fact, it can be argued that information literacy belongs as the "fourth R" of basic skills.

The great corporate management guru Peter Drucker pointed out that our society has been evolving from a manufacturing-based economy to an information-based economy. The result is a growing need for a new breed of workers.

These new "knowledge workers" in the "new economy" require information literacy skills of critical thinking, data analysis, decision-making and problem-solving. In his book *Managing in a Time of Great Change*, Drucker defines the characteristics of knowledge workers as requiring "a good deal of formal education and the ability to acquire and apply theoretical and analytical knowledge.... Above all, they require a habit of continuous learning."

The 45-minute library research classes offered at ACC are a step in the right direction to not only help students write their papers, but to also succeed in the much greater arenas of their careers and personal lives. Information literate graduates become productive players in the "new economy." Information literacy helps them in their jobs as well as in the process when they typically change their careers five times during a lifetime. And information literacy is a powerful tool in private lives as consumers and citizens in an increasingly complex society where the overwhelming amount of life-impacting information doubles every couple of years.

(Continued from page 1)

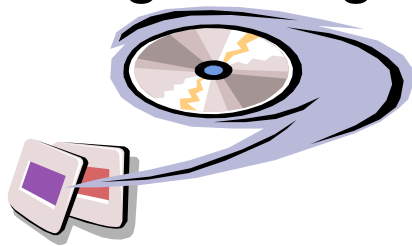
New "Savvy Surfer" tool on computers

title of the website, and for a number of sites, our comments.

We are using this new tool with distance ed students working on papers and asking for help over the phone, for in-person questions concerning specific topics for research, and as a check to make sure we've given students the best website at the Reference Desk.

It really helps people eliminate the thousands/millions of websites retrieved through popular search engines for general questions.

Convert your slides into digital images



- ◆ It's inexpensive to preserve your slides for future generations
- ◆ Digital images never deteriorate over time, unlike your old slides that turn green in color
- ◆ Create permanent digital images that can be easily made into regular prints, or viewed on your TV DVD player or computer CD drive
- ◆ Make slides available for e-mail or websites or PowerPoint presentations

—Only 35 cents per 35 mm slide or developed film plus \$1 per CD-R

—Up to 80 JPEG images per CD-R

—You get 1200 x 1800 pixels jpeg @300 ppi

The Media Center at ACC
303-797-5735