Fall 2011

Connections Newsletter Fall 2011

University of Nevada, Las Vegas

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UNLV Center for Gaming Research

Resources for Scholars, News Media, Gaming Operators, Gamblers, and Observers

Where but in Las Vegas would you expect to find the ultimate resource for anything — and everything — you ever wanted to know about gaming? Not just in Nevada, but worldwide? And not just now, but going back to the earliest days of gaming?

The University Libraries is home to one of Nevada’s most unique resources, the Center for Gaming Research. Its most valuable component is the Gaming Collection, the world’s largest English-language collection of books, periodicals, and manuscript collections related to gaming and its impact on society, our culture, and the economy. With about 10,000 volumes, the Gaming Collection is as comprehensive a source for the study of gambling as exists today. However, there is far more to the Center than just books; the knowledge created here is disseminated worldwide almost

Story continues on page 3
Yes, you are reading the first “online-only” version of Connections from the UNLV Libraries. We have gone “e-only” and will migrate to a totally web version over the next year.

The last few months have been a sobering time for UNLV and for the Libraries. One of the difficult decisions that I have had to make is to eliminate our Communications unit, effective March 2012, laying off two positions: our communications manager and our graphic designer. Given the severity of the budget cuts, even in the best case scenario, the Libraries must adapt to a new normal, and that means focusing on our core services to students, faculty, and the community. If our beautiful and award-winning Libraries’-branded communications program - profiles, guides, invitations and other collateral materials - is the victim, then so be it. It doesn’t mean we will stop communicating with you, it just means that we will do so in more economical ways.

Those of you who know me know I am a cautiously optimistic planner. Since it is neither practical nor possible to sit on the sidelines waiting for budget decisions to be made, we are moving forward with several programs and initiatives geared toward keeping the Libraries focused on student learning.

In this issue, we feature one of Southern Nevada’s most valuable resources, a major source of pride for the university and the Southern Nevada community, the UNLV Libraries Gaming Research Center. The Center contains the richest and most unique collection of gaming materials and resources in the world, managed by one of the leading experts on all aspects of gaming. I invite you to visit the website and peruse the wealth of statistics and information discoverable in a variety of ways.

The Libraries sponsored its second Faculty Institute recently, this one for the Harrah’s College of Hotel Administration. Hotel College faculty members joined us for a workshop on course design. The feedback about the Libraries’ role has been extremely positive and we will continue to facilitate opportunities for faculty from across the disciplines to come together to experiment with course and curriculum innovation.

In an initiative directed toward preserving physical materials, while ensuring access to low-use print journals, the Libraries has joined a shared print repository program for journal archives called the Western Regional Storage Trust. I believe programs like this are the future of libraries as we grapple with space constraints and balancing the acquisition and maintenance costs of print and electronic materials.

Our collections are useless if they are not used. To connect with our users, we make our collections as accessible as possible. One way we did this was adding digitized photos from one of our most popular collections, Welcome Home, Howard, to the Flickr social media website, making it available to a large, new audience.

Please help me welcome Michael Mathis, Kathleen Morlan, and Eileen Raney to the Libraries Advisory Board. I am so grateful to our board for their dedication to the Libraries and I believe these new members will complement an already-energized group.
Gaming Center
Continued from page 1

daily in a variety of ways. Quite simply, what happens in the Center for Gaming Research does not stay in the Center for Gaming Research.

According to the Center’s director, David G. Schwartz, “The Center is ultimately poised to help people better understand gambling — particularly how it relates to the economy of Nevada — and to increase public awareness of the nature of gambling businesses.”

Toward this end, Schwartz maintains a strong online presence through the Center’s website. The website offers an Occasional Papers series: articles geared for a lay audience written by faculty and visitors associated with the Center, and jurisdictional and company summaries of important casino entities. It includes dozens of reports covering aspects of casino financial performance, analyses of specific games, and employment patterns. These reports have advanced the discussion of Nevada gaming in the public sphere.

Just last year, the Center began analyzing how casinos engage with their customers using social media, breaking new ground in what is sure to be an expanding part of the global gambling presence. The Center’s new focus on studying social media mirrors its own entrance into the social media sphere. In early 2010, Schwartz began sharing news about the Center and interacting with followers via Twitter, using the @unlvgaming screen name. This has garnered increased visibility in the online world and has enabled the Center’s information to reach industry influencers and members of the media quickly.

To draw more scholarly attention to UNLV’s breadth of gambling-related resources, the Center hosts several research fellows each year through a residency program. Spending up to a month in Special Collections, the fellows advance their research and contribute a public lecture and a paper to the Center. This program is currently soliciting applications for its fifth year. Past fellows have come from universities across the United States and Europe. Thus far, 14 scholars have participated in the fellowship program, with one more scheduled for this spring.

Darryl A. Smith, M.Div., Ph.D., an assistant professor of religious studies at Pomona College, was a recent gaming fellow. Smith researched the Gaming Collection for his UNLV Gaming Colloquium talk in February, “‘Dark With Excessive Bright’:

http://gaming.unlv.edu/

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Resources and Links

**Gaming Fellowships:** The Center for Gaming Research invites academic faculty and graduate students to apply for research fellowships, which facilitate research into aspects of both gambling and Las Vegas. [http://gaming.unlv.edu/about/fellowship.html](http://gaming.unlv.edu/about/fellowship.html)

**Occasional Paper Series:** Topics include gaming history, casino management, and studies in sociology, economics, and political science related to gambling. Authors include faculty affiliated with the Center for Gaming Research, particularly gaming research fellows who complete papers for the series as part of their residency. [http://gaming.unlv.edu/papers.html](http://gaming.unlv.edu/papers.html)

**Collections:** Primarily in English, the holdings include many texts in French, German, and Italian spanning the 17th to 21st centuries as well as manuscript collections, casino corporate archives, promotional and publicity files, and government publications. [http://library.nevada.edu/speccol/gaming/index.html](http://library.nevada.edu/speccol/gaming/index.html)

**Gaming Research Colloquium Series:** Presents talks by visiting fellows, UNLV faculty members, and invited guests on a variety of gambling and Las Vegas topics. Unless otherwise noted, all talks take place on a Thursday afternoon, between 12:15 and 1:15 p.m., in the Special Collections Reading Room in Lied Library. [http://gaming.unlv.edu/about/events.html](http://gaming.unlv.edu/about/events.html)

**Podcast:** In December 2008, the Center for Gaming Research began the UNLV Gaming Podcast to bring the successful Gaming Research Colloquium Series to a broader audience. Podcasts include interviews with gaming authors and researchers, as well as assorted other items of interest from Dr. Schwartz, at [http://gaming.unlv.edu](http://gaming.unlv.edu).

**Print Publications:** Dr. Schwartz writes regularly for Las Vegas Business Press, Global Gaming Business, and Vegas Seven magazine (“Green Felt Journal”). Articles can be found at [http://www.dieiscast.com/writing/](http://www.dieiscast.com/writing/).

**Die Is Cast Website:** Dr. Schwartz’s blog, in his own words, “Thoughts on a world of chance,” [http://www.dieiscast.com](http://www.dieiscast.com).

**Gallery of Casino Carpet:** Dr. Schwartz’s gallery of casino carpet photos and commentary at [http://www.dieiscast.com/gallery](http://www.dieiscast.com/gallery).

**UNLV Online Gaming Abstract:** Collects and links to information about the financial performance of casinos in the United States at [http://gaming.unlv.edu/abstract/index.html](http://gaming.unlv.edu/abstract/index.html).

**Off-Site Gaming Statistical Resources:** Links to each U.S. state’s gaming revenue reports, international statistics, and other data.

**Nevada Gaming Revenues:** A summary of statistics, broken down by reporting area.

**Nevada Gaming Win 2010:** Summary of results from statewide, Las Vegas Strip, downtown Las Vegas, Boulder Strip, and Washoe County reporting areas.

**Nevada Gaming Statistics:** December comparison statewide, Las Vegas Strip, downtown Las Vegas, Boulder Strip, and Washoe County figures for the month of December, from 2004 through 2010.

**Gaming Corporations Financial History:** Information about the publicly traded companies involved in the gaming industry, including historical timelines, current holdings, and links to external resources, stock quotes, and analyses.

**Telegram to new Copa Girl from the Sands (ca. 1958)**
Who Makes It Happen: David G. Schwartz, Director of the Center for Gaming Research

David G. Schwartz, Ph.D., director of the Center for Gaming Research, is an accomplished writer and historian whose areas of specialization include the history of gambling, casino surveillance and security, gaming and technology, and casinos and social media. Schwartz writes the weekly “Green Felt Journal” column for Vegas Seven magazine, sharing news about the latest developments in Las Vegas gaming and tourism. In addition, his opinion pieces appear biweekly in the Las Vegas Business Press, and he has written three books that chronicle the history of gambling.

Schwartz’s familiarity with the complex issues facing the gambling world today makes him a sought-after media commentator. In the past year, he participated in 60 on-air (television, radio, and podcast) interviews and was interviewed off-camera, chiefly by print media, nearly 200 times. In his work for the Center, in his writing, and in his continuing dialogue with the industry and those who study it, Schwartz continues to advance the Center’s mission of improving the public discussion about gambling.

Born and raised in Atlantic City, N.J., Schwartz earned his bachelor’s degree (a double major in anthropology and history) as well as his master’s degree from the University of Pennsylvania before seeking his doctorate in U.S. history from UCLA.

He became the youngest Ph.D. in recent memory from UCLA’s history department, filing his dissertation and receiving his Ph.D. at the age of 26 in early 2000. His dissertation, Suburban Xanadu, charted the evolution of the casino industry on the Las Vegas Strip from 1945 to 1978 and became his first published book.
Welcome Home, Howard Digital Collection Now on Flickr
Hughes Photos Are the Libraries’ First Official Venture on Social Media Website

Many commentators say that we have moved beyond the “Information Age” to the “Connected Age,” a virtual landscape that drives learning, social interaction, and commerce through the pervasive influence of the Web and all of our Web-enabled devices. UNLV Libraries is committed to exploiting the opportunities provided by new technologies and media to enhance the discoverability of our rich, and often unique, holdings. Flickr, an immensely popular image- and video-hosting Web community with well over 5 billion images, is an ideal platform for expanding the presence of our digital collections on the Web. As one of our most visited, and quintessentially Las Vegas, collections, Welcome Home, Howard Hughes (a digital photo collection documenting the life of billionaire industrialist, aviator, and movie producer Howard Hughes) is now freely available on Flickr as a pilot (no pun intended) project.

The original photos are housed in UNLV Libraries Special Collections, some of which were digitized for the Welcome Home, Howard digital collection, with more than 125,000 page views to date. While the Hughes collection remains available at http://digital.library.unlv.edu, along with the Libraries’ other digital collections, adding them to Flickr gives whole new audiences the opportunity to browse these images, driving new sources of Web traffic and research questions to the UNLV Libraries.

In addition to increasing exposure to this important collection, adding Welcome Home, Howard to Flickr’s interactive social environment allows visitors to add their own comments related to the photos and interact with the images by adding key word tags or annotations. If the Hughes collection generates enough interest on Flickr, photos from other digital collections will be added. The Web address for the Hughes collection on Flickr is http://www.flickr.com/photos/unlvdigitalcollections/.
Rhonda Montgomery calls the Libraries’ workshop “the shot of intellectual vitamin C she needed to kick off the spring semester.” Montgomery, an associate professor in the Tourism and Convention Administration Department, was one of 18 William F. Harrah College of Hotel Administration faculty members attending the UNLV Hotel Faculty Institute on Core Course Design in January.

Donald D. Snyder, dean of the College of Hotel Administration, credits the success of the Faculty Institute to the exciting collaboration between the University Libraries and the College of Hotel Administration. “The institute provided participating faculty with an opportunity to build new partnerships while designing courses that will improve both student learning and student engagement,” he says.

The seed for the collaboration between the Libraries and the Hotel College was planted more than five years ago in a climate of national and global hospitality industry changes. Stuart Mann, then dean of the College of Hotel Administration, sought more rigorous assessment of student learning outcomes. Mann created an ad hoc curriculum committee composed of members from each of the departments to generate a list of competencies, integrating knowledge, skills, and values, for undergraduate hospitality students. Using faculty input, the committee identified 32 competencies to define the college core courses. In April 2010, faculty voted to adopt the six-course college core.

The process to approve the new core coincided with a project to assess the information literacy skills of graduating seniors in the college. The partnership with the Libraries to measure students’ abilities to find, evaluate, and use information led to the creation of the Hotel Faculty Institute on Core Course Design.

A primary focus of this 3 1/2-day institute was to improve the critical-thinking/information-literacy skills of undergraduate students; to develop learning outcomes, assignments,
Faculty Institute

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and assessments based on those competencies as well as on the new University Undergraduate Learning Outcomes under development for general education; and to flesh out the six new core courses. Eighteen hotel faculty who would teach the six core courses formed six groups to work together on course design, and each group had one library faculty partner. Lori Temple, vice provost for the Office of Information Technology, also partnered on the project and gave a presentation and individual help on using technology to scale learning activities to large enrollment courses.

“From the very first day, I could see this was something that made sense,” says Carl Braunlich, associate professor, Hotel Management Department. “I looked at this material and realized I could increase the rigor of my course and make it more meaningful for me as a teacher and more meaningful for my students.”

“Our faculty’s response to this opportunity has been very positive, and we look forward to continuing this successful collaboration in the future on new projects that will benefit our students and the quality of the education experience we provide for them,” says Snyder. The momentum will continue with scheduled follow-up sessions on technology and syllabus evaluation.

For more information on faculty institutes, contact Vicki Nozero, director of Libraries Research and Education, at victoria.nozero@unlv.edu or 895-2129.

Bernie Fried, Tourism & Convention Administration, associate professor

Post-it notes identify expectations

Dana Cotham, Hotel Management department, assistant professor in residence

Cheri Young, Hotel Management department, associate professor

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Census Provides More Than Population Statistics

Data Support Planning and Decision Making

Did you know that the census provides all kinds of useful information? Rate of Nevada’s population growth from 2000 to 2010? Highest in the nation, at 35.1 percent. Number of women-owned businesses existing in the Las Vegas metropolitan area? According to the latest report released by the government: 44,605. Chocolate was produced in how many U.S. locations in 2007? 1,233, including the Ethel M Chocolate Factory!

Faculty and community members attending an all-day workshop in Lied Library in February were introduced to “American FactFinder,” the U.S. Census Bureau’s online tool for accessing a wide variety of population, economic, geographic, and housing information about the United States.

“Participants learned how to quickly access recently released data from the 2010 census campaign and other surveys, like current information and characteristics of specific demographic areas and how they have changed from previous years,” says Sidney Lowe, head of Libraries Research and Information. “Librarians, for example, discovered applications that will help us assist our patrons with research.”

Because census data are required by numerous federal programs and for planning and decision making at local, state, and federal levels, attendees included city planners, state administrators, data analysts, graduate students, UNLV teaching faculty, as well as others.

“We sponsored the workshop as a service to the community, and it was very popular,” says Lowe. “We will likely repeat it, or a variation of it, as more data are added to the Census Bureau’s website.”

For more information, visit http://factfinder.census2.gov.
The Libraries Dean’s Associates’ annual event included a special celebration marking the 10th anniversary of Lied Library. Two hundred supporters took a virtual journey through time — from the founding of Las Vegas to the present. One guest called the elevator a “time machine” as she traveled through the last 100 years, one floor of Lied at a time.

It was a celebration of Southern Nevada’s history too. The first stop during this evening of recreated historical eras and dining was a “picnic at the Helen J. Stewart ranch.” A massive mural of a family enjoying an alfresco lunch at Las Vegas Creek set the scene on the fifth floor. Special Collections’ materials from the turn of the last century completed the effect.

Lied’s third floor was transformed into the “Lied Supper Club,” complete with life-size stand-up cutouts of Nat King Cole, Sammy Davis Jr., Dean Martin, Frank Sinatra, and other midcentury celebrities. The UNLV Jazz Ensemble played Rat Pack-era music in the background.

The trip to the first floor brought guests back to the present for remarks by Robert Lang, UNLV director, Brookings Mountain West; UNLV President Neal Smatresk; and University Libraries’ Dean Patricia Iannuzzi. While Lang and Smatresk prepared guests for hard times ahead for higher education in Nevada, Iannuzzi’s message underscored the Libraries’ focus on learning as she shared the thoughts and voices of a variety of learners of all ages who have benefited from the Libraries’ services and resources.

Iannuzzi shared plans to make some critical renovations to the 10-year-old iconic Lied Library. Acknowledging that the past decade has witnessed
transformational shifts in academic libraries and their use, she explained the challenges Lied faces to remain the center of learning for the UNLV community. As physical collections make way for their more accessible and versatile virtual replacements, open shelving areas can be repurposed to accommodate the space needs of a burgeoning student population that has grown by one-fifth since the opening of Lied. Of course, students’ needs cannot be met by additional space alone but also require close attention to the content of their curricula and assignments. For example, many courses now include group projects, making group study areas a priority, while others expect multimedia to be utilized in completing assignments, requiring that we have the technology freely available in support of our students. In addition to the dramatic shift in public space needs over the last decade, two key operational areas also require repurposing of existing space to accommodate their growth. Special Collections is running out of secured processing, shelving, and storage space for the materials it collects documenting the rich history of Las Vegas, Southern Nevada, and the gaming industry. Likewise, Web and Digitization Services, a department that did not even exist when Lied opened, has emerged as a critical component in the Libraries’ effort to increase the discoverability and accessibility of our collections and is hard-pressed for adequate staff and processing space.

For more information on supporting the Libraries or becoming a Dean’s Associate, contact MJ Miller, external relations director, at 702-895-2227 or mj.miller@unlv.edu.

LIBRARIES ADVISORY BOARD WELCOMES NEW MEMBERS

Three members of the Libraries Advisory Board began their terms last fall. Each new member — Michael Mathis, Kathleen Morlan, and Eileen Raney — brings a unique perspective to his or her role. Since the board’s mission includes advising Dean Patricia Iannuzzi on community-related issues and serving as ambassadors, it seeks representation from diverse segments of the Southern Nevada community.

Mathis is vice president and assistant general counsel for Boyd Gaming. He and his wife have been Las Vegas residents since 1999. He is proud that their two sons were born here. In addition to the gaming industry insight he brings to the Libraries, Mathis also serves on the board of the Lied Discovery Children’s Museum, making him very aware of issues facing cultural institutions in the region.

Morlan’s involvement with UNLV began in the 1980s as she worked toward her bachelor of arts degree. She has volunteered and supported the Libraries for nearly 10 years, becoming more involved after retiring from the Clark County School District (CCSD) in 2006. In particular, she has put her teaching experience to good use at the Curriculum Materials Library. The papers of her late husband, relating to the creation of the first technology lab in the CCSD, make up the Jerry Morlan Collection in Special Collections. Morlan resides in St. George, Utah, now, where she proudly reminds her neighbors that UNLV is the nearest research library.

Raney brings a wealth of experience from the world of business to the Libraries. She served 30 years as a management health care consultant to large employers, payers, and providers, with the last 20 of those years at Deloitte & Touche. Raney was one of the first 70 women to make partner at Deloitte. Fairly new to Las Vegas, she is eager to become involved with her new community and share her knowledge of management issues with the Libraries.

Dean Iannuzzi is delighted with the new members. “This remarkable group complements the board in ways that benefit the Libraries, especially at this challenging time. Now more than ever, we need their expertise,” she says.
THREE TOP STUDENTS WIN CALVERT AWARDS

Three seniors were recognized at this year’s Calvert Award Reception. Each received a $1,000 prize for their research projects. These projects demonstrated sophistication and originality in using library resources. The Calvert Award is made possible through the generosity of Libraries’ supporters Lance and Elena Calvert. For more information, visit http://digitalcommons.library.unlv.edu/award/. L - R Yesenia M. Alaniz (The Chinese in Northern Mexico: Immigration, Integration, and Discrimination in Mexican Society, 1882-1940. Faculty sponsor Sue Fawn Chung, History). Adam S. Billman (The Effect of Response Format on Syllogistic Reasoning. Faculty sponsor: David Copeland, Psychology). Shipra De (Dynamic Decision Making and Race Games. Faculty sponsor: Darryl Seale, Management).

WHAT’S NEW AT THE LIBRARIES

STREAMING VIDEO TITLES NOW AVAILABLE

More than 7,000 streaming video titles are now available through the UNLV Libraries catalog to UNLV students, faculty, or staff users. The “Films Media Group” collection includes educational videos, with many PBS, A&E, and History Channel programs. All titles may be viewed on or off campus. In the catalog, search “Films Media Group” by author, or follow this link to see the collection: http://tinyurl.com/UNLV-FMG.

TEXT US! AT (702) 800-3882

Use your cell phone to text message a UNLV Librarian at (702) 800-3882. Text US! with simple, quick questions of up to 160 characters. For research questions requiring lengthy or detailed answers, other options are available at http://www.library.unlv.edu/ask/.

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Going WEST Preserves Journal Archives Efficiently

Imagine this. Sixty libraries each have the same 10,000 volumes of a journal taking up space on their shelves. Is this redundancy really necessary when space is at a premium and students significantly prefer electronic access over print materials? That answer is no, but libraries still have an obligation to preserve physical materials responsibly.

To meet these challenges, UNLV Libraries is participating with nearly 60 other academic libraries in a shared print-repository program for journal archives called the Western Regional Storage Trust (WEST). WEST ensures that print journal archives will be preserved through a coordinated system of libraries throughout the western United States. This collaborative project, made possible through partnership with the Greater Western Library Alliance, allows the libraries to:

• Ensure proper treatment of low-use print journals.
• Ensure the retention of a “last best copy” of journals.
• Cost-effectively store print collections by pooling resources.
• Free library space for other purposes, like additional study areas or computer labs.
• Retain access to journal content through electronic subscriptions and interlibrary loans.

WEST will initially be funded through a three-year grant award from the Andrew W. Mellon Foundation. Future expenses will be shared among participating libraries. Twenty libraries and consortia participated in the planning phase, including libraries from the University of California system, Stanford University, and Arizona State University.

Participants will consolidate print journal archives at major library storage facilities and at selected campus locations with agreed-upon standards for access, retention, environmental quality, and security for a period of 25 years.

More information on WEST is available by contacting Cory Tucker, head of Collection Management, UNLV Libraries, at 702-895-2133, cory.tucker@unlv.edu, or http://www.cdlib.org/services/collections/sharedprint/westinitiative.html.