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Connections Newsletter Spring 2015

University of Nevada, Las Vegas

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Who can a small business on a tight budget turn to for help with marketing, research, problem solving, and more? If that small business is in Las Vegas, the answer is simple: UNLV University Libraries’ Business by the Book workshop series.

Just take it from Lora Hendrickson, marketing consultant for Radioactive Productions, a small creative media services business in town. She attends as many sessions of the Libraries’ Business by the Book workshops as she can and has even been a guest speaker, paying forward all she has gained from the program and UNLV’s “progressive” library faculty.

“There are three things about Business by the Book that make it amazing,” Hendrickson said.

“First, it is a free resource for small businesses in Southern Nevada. Two, it brings in speakers with real-life business experience who can tell us what trends they see and, if they were in our position, what they would do. Three, we get the opportunity to connect with different small businesses, helping them succeed.”

Patrick Griffis, UNLV business librarian, oversees the University Libraries’ thriving Business by the Book workshop series.
FROM THE DEAN

This past October, at an event held at the UNLV University Libraries, Mayor Carolyn Goodman said something important. When discussing how the Las Vegas community grew to be what it is today, she said, “Everybody worked hard and worked in their own way, and everybody played a part in the building of this community.”

Her statement was an important reminder of how essential it is to embrace everyone, engage everyone, and educate everyone. As the only research library in Southern Nevada, the University Libraries are committed to lifelong learning for all members of our UNLV and greater Southern Nevada community.

In this issue, you will read about some of the many ways the Libraries conducts outreach, serving communities throughout the Las Vegas Valley. Our workshops to prepare CCSD students for the National History Day competition, now in their third year, ensure that students coming to UNLV are prepared for the rigors of academia. Our Mason Undergraduate Peer Research Coach program, now in its ninth year, ensures that UNLV produces the kind of graduates who are fully capable of succeeding in today’s workplace. Our Business by the Books program, now in its fourth year, serves Vegas’ small business community, helping to build a stronger economy and brighter future.

It takes all of us to make our city—our region—a success. I thank you, as always, for playing your important role and for supporting the Libraries in its many efforts to continue building this great community into an even greater one.

Patricia Iannuzzi
Dean, University Libraries
As a child growing up in rural Georgia in the 1940s, Donna Newsom had no experience with libraries. It wasn’t until later, when she attended high school in Macon, GA, that she had access to her first library. She was so delighted with the wealth of books, the librarians, and the ability to borrow books that she quickly fell in love with libraries.

Newsom’s avid reading and love of books helped her greatly throughout her life, most especially in college and nursing school. Now Donna is a devoted supporter, friend, and Dean’s Associate of the UNLV University Libraries.

Newsom’s journey to Las Vegas and the University Libraries has been an exciting one. As a young nurse, Newsom moved to Houston, where she met Helen, a Las Vegas native and a woman who would become a dear friend. Through her own love of books and libraries, Helen was self-educated and an independent real estate broker and developer. It was because of this friendship that Newsom and her husband Sam, an ophthalmologist, chose to move to and live in Las Vegas in 1992.

Newsom’s life here has been very rich and fulfilling. She is actively involved in her church; in UNLV’s Osher Lifelong Learning Institute (OLLI); and, of course, in the UNLV University Libraries. When asked about her support of the University Libraries, Newsom said, “As long as I can remember, libraries have been such wonderful places for me, and I have received so much pleasure from them. This (UNLV) library just goes beyond anything I could ever imagine. It just seemed fitting that I would support something that has given me so much.”

Newsom’s most recent generosity to the University Libraries allowed for the naming of a group study room. The room is named to honor her support as well as the support of her late husband, Dr. Samuel Newsom.

For more information on how you can make a gift to support an area, program, or space within the University Libraries, please contact Director of Development Tamara Josserand at tamara.josserand@unlv.edu or (702) 895-2239.
Last October, more than a hundred people came to Lied Library to witness a bit of their city’s history in the making. As part of the 10-year anniversary celebration of the UNLV University Libraries Oral History Research Center (OHRC), Director Claytee White conducted a live oral history interview with Mayor Carolyn and former mayor Oscar Goodman, uncovering entertaining gems about the couple’s move to Vegas, their lives in this community, and more.

“Since their arrival in the mid-1960s, the Goodmans have played an important role in shaping the Las Vegas we know today, but there are many facets to their story,” said Michelle Light, director of the University Libraries Special Collections Division. “With oral history, we hope to learn more about them as individuals—to understand their hopes and motivations—and we also hope to uncover details that might not have been recorded in the written documentation we have collected about them.”

Another event raised awareness about the value of oral histories, which not only allow people to tell their stories in their own words, but are also often the only means by which such stories will ever be shared with future generations.

“These histories are extremely valuable,” White said, “especially because many people whose stories are preserved at UNLV are no longer with us.”

The OHRC has collected a few thousand oral histories from people of all walks of life who

While more than 2,000 oral histories have been digitized by the University Libraries, many iconic histories await digital preservation, including:

- Liberace
- James Cashman Jr.
- Benny Binion
- Marjorie Barrick
- Bob Bailey
- Sarann Knight Preddy
- Joseph Thiriot
- Lou Wiener

You can help save these histories! Find out how on page 5.
The UNLV University Libraries gratefully acknowledge the support and participation of those who so generously contributed to the Oral History Research Center’s efforts to digitize and preserve the history and culture of Southern Nevada and Las Vegas.

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*Gifts of $5,000 and up*
- University Libraries Advisory Board
- The Rogers Foundation
- Beverly Rogers

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*Gifts of $1,000 to $4,999*
- The Zeta Kappa Chapter of the nursing honor society Sigma Theta Tau International
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- Dedee Nave
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- Phyllis Silvestri
- Eva G. Simmons
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- Sharon Von Tobel Schmitt

It is not too late to help the UNLV University Libraries preserve the oral histories of Southern Nevada. Please consider supporting our efforts by completing this form and giving today.

I would like to support the preservation of an oral history audiotape with a gift of:

- $300 One tape
- $600 Two tapes
- $1,500 Five tapes
- $3,000 Ten tapes
- Other $___________

OR

I/We wish to pledge over a three-year period.

Please send reminders:

- Annually
- Quarterly
- Monthly

Beginning: ____________________

Your gift in any amount is appreciated.

I will make my gift in the following way:

- Full gift enclosed.
- Please make checks payable to: **UNLV Foundation**
  Memo line: Oral History Research Center

OR

Print name as shown on card: _______________________
Card number: _______________________
Expiration: ____________ Security code: ______________
Address: _______________________
City: _______________________
State: ________ ZIP: ________
Signature: _______________________
Telephone: _______________________
Email: _______________________

You may also give online at **www.library.unlv.edu/giving**.
There is much truth in the saying “To teach is to learn twice over,” and all one has to do is speak to any of the seven bright, articulate Mason peer coaches currently at the UNLV University Libraries to recognize it. Founded in 2006 and endowed by Flora and Stuart Mason, the Mason Undergraduate Peer Research Coach program has provided a full four years’ worth of assistance to more than a dozen at-risk students across all fields of study, supporting their retention and cultivating their development by engaging them as educators of their peers.

“Through this program, the UNLV University Libraries are able to serve as a partner on the peer coaches’ educational path to graduation,” said Rosan Mitola, UNLV outreach librarian and coordinator of the Mason Undergraduate Peer Research Coach program since 2013. “I see my role as that of a steward responsible for making sure coaches are successful so that when they go into their chosen profession, they have already developed valuable skill sets and a wealth of experiences to draw from.”

“The Libraries are teaching me what I can use outside of my major as well as in real life,” said Jason Meza (pictured right), another new addition to the Mason peer coach team. Also pictured: Denise Zamora, Joey Yurgelon, and Lorraine Francisco (top, from left); Katia Uriarte (center).
Peer coaches are mentored by library staff so that they may help other students at the Libraries. Most notably, peer coaches provide assistance in first-year English composition library instruction sessions, which nearly all UNLV students must complete to receive their degrees.

This, however, just scratches the surface of all that the peer coaches do. You can find them presenting at a new student orientation or giving a library tour. You can see them assisting at a special event or engaging in a service learning activity. You can even find them participating in a planning meeting or sitting on a committee. The Mason Undergraduate Peer Research Coach program provides ample opportunity for coaches to learn a wide variety of academic and life skills that will serve them well beyond UNLV’s walls, including project management, networking, presenting, consulting, and more.

Naturally, the students become much more than assistants to their peers. They serve as ambassadors of the Libraries and go on to exemplify the type of professionals UNLV graduates.

“I see the peer coach program as a model by which these students can shape their entire lives—a model of helping others,” said Flora Mason. “When I think of the program’s future, I think of not only how it will continue at UNLV University Libraries, but how it will continue in and through each one of the peer coaches in all they do after graduation as well.”

For more information on the Mason Undergraduate Peer Research Coach program, please visit https://www.library.unlv.edu/employment/peer_coach.
Each year, hundreds of thousands of elementary and high school students across the United States create exhibits, papers, performances, documentaries, or websites on historical subjects in the hopes of winning the National History Day contest. Since 2012, the UNLV University Libraries have supported Clark County School District (CCSD) students with workshops and access to resources so they can excel in this competition.

“It is important for UNLV University Libraries to support the school district in this way because our future students are there right now,” said Melissa Bowles-Terry, head of Educational Initiatives. “We want students to be well prepared for UNLV, and the Libraries can help achieve this by introducing them to the excitement of history and research.”

Every October, during “Night at the Libraries,” students and their parents tour Lied Library and Special Collections, are introduced to resources, and receive help selecting topics. Another workshop held each January, the Libraries’ “History Day Research Clinic,” provides students with one-on-one library faculty assistance.

“Students gain access to unique resources and learn skills such as critical thinking, comprehensive analysis, and effective communication that they do not always get outside of the Libraries,” said Su Kim Chung, head of Special Collections Public Service, “and we are thrilled to be able to facilitate that.”

Undergraduate Learning Librarian John Watts (top) helps a CCSD student and her parents navigate the Libraries’ vast collections to find History Day project materials; Instruction Librarian Kate Wintrol (bottom left) assists students in the early phases of online research; Head of Special Collections Public Service Su Kim Chung (bottom right) shares a variety of one-of-a-kind historical documents with students, educating them on regional topics.
UNIVERSITY LIBRARIES INVITED TO JOIN INTERNATIONAL RESEARCH INITIATIVE

UNLV University Libraries were recently invited to join Online Computer Library Center (OCLC) Research, a special collaborative dedicated to identifying technological challenges within libraries and providing the information that helps libraries enhance their services.

Nationally recognized and identified for cutting-edge work and innovative technologies that have transformed the field, UNLV University Libraries join a prominent group of participating libraries that includes Oxford and Yale.

“From time to time, those of us in OCLC Research who are focused on the institutions engaged in the OCLC Research Library Partnership ask ourselves which institutions we think should be in the partnership,” OCLC Research’s invitation letter noted. “For some time, the UNLV University Libraries have been on our (very short!) list.”

The University Libraries will help OCLC Research advance its mission to serve as a community resource to libraries around the world by providing insight and experience in areas such as faculty research, digital scholarship, and data curating.

To learn more about OCLC Research, please visit http://www.oclc.org/research.html.

ORAL HISTORY

Continued from page 4

helped make Vegas what it is today. Showgirls, politicians, pioneers, musicians, doctors, and more have shared their stories. But technology changes, and some of these important stories are in danger of being lost forever.

Today, the OHRC records interviews digitally according to national preservation standards, but interviews conducted in the 1970s, 1980s, and 1990s were captured on cassette tapes. The technology is obsolete, and the cassettes deteriorate with age, further degrading each time they are played. This is why Special Collections has embarked on an ambitious preservation program to ensure that all have access to these interviews long into the future.

“We are digitizing the cassettes, then having the recordings transcribed and edited,” Light explained. “Soon, everyone will be able to find the transcriptions online and discover more about our region’s past.”

Many steps and experts are involved in making these oral histories available. It costs roughly $300 to digitize, transcribe, and catalog a single oral history from cassette.

The stories themselves, however, are priceless, and saving them for future generations is essential if we hope to paint an accurate portrait of our region’s rich past. “Everybody worked hard and worked in their own way, and everybody played a part in the building of this community,” said Mayor Carolyn Goodman.

Help the University Libraries preserve Las Vegas’ history by visiting https://www.library.unlv.edu/giving or contacting Tamara Josserand, director of development, at (702) 895-2239 or tamara.josserand@unlv.edu.
When Amanda Melilli first came to the UNLV University Libraries in 2009, she found herself surrounded by blueprints, exhibits, and architectural models. Today, graphic novels, puppets, and young adult literature are her educational tools of choice. Despite her shift from operations supervisor at the Architecture Studies Library (ASL) to head of the Curriculum Materials Library (CML), one thing has remained the same: Melilli is dedicated to helping others succeed no matter what it takes.

“It is all about mentoring people and making everything a learning experience,” Melilli said. “The library is no different than the classroom.”

How fitting, then, that Melilli is applying her master’s in library and information science (MLIS) from San Jose State University to educating future educators. “It is extremely rewarding when I introduce someone to our resources and I hear, ‘I had no idea that there were books about people like me out there,’” she said. “Students of all ages crave materials that reflect their unique experiences, and teaching people how they can use these resources and think about them in new ways are among my most important tasks.”

Melilli’s goal is for the CML to be at the epicenter of educational research for students and teachers in Las Vegas. Open to the public and with almost 100,000 visitors each year, the CML is heavily used by teachers throughout Clark County as well as the UNLV campus community.

In addition to working with education majors, campus faculty, and local teachers, Melilli also invests her time in developing students who work as student employees at the Libraries, providing them with the skills they need to succeed. She is particularly proud of her work as co-chair of the Student Employment Leadership Group (SELG), which provides professional training workshops and research guidance to the more than 120 student workers at the University Libraries. “When we invest in them, not only do we get quality work, but it helps them grow and contributes to their academic success,” she said.

To learn more about how the UNLV University Libraries contribute to the success of their student employees, visit https://www.library.unlv.edu/econnections/2013/06/bridging-gap-%E2%80%93-unlv-libraries-adds-value-student-employment-experience.html.
On February 21, 2015, the UNLV University Libraries hosted “Our Lives, Our History,” a panel discussion on women’s labor in Las Vegas. The panel included Dr. Joanne Goodwin, author of “Changing the Game: Women at Work in Las Vegas, 1940-1990”; the archivists involved in the creation of the book; and some of the women who changed the face of Vegas’ labor landscape. More than a hundred women’s oral histories gathered via the Women’s Research Institute of Nevada (WRIN) Las Vegas Women Oral History Project were then transferred to the Libraries’ Oral History Research Center, joining a collection of nearly 3,000 oral histories that document the history and culture of Southern Nevada.
network with them, and bond.”

Each of the four workshops per year, generously sponsored by the Libraries Advisory Board, bring together 15 to 20 members of the business community for a night of networking, presentations from both library faculty and guest speakers on a variety of topics, and hands-on training using the Libraries’ resources to solve problems commonly affecting small businesses.

Patrick Griffis, UNLV business librarian and manager of the program, is ecstatic that, along with watching attendees develop important business skills, he himself has gained a more thorough understanding of Las Vegas’ business community. He has learned about the needs of local small businesses, the challenges they face when trying to grow, and the multitude of resources the Libraries can offer or complement to help organizations overcome obstacles.

In his mind, comments like “I did not realize I had access to all of this,” expressed by many Business by the Book participants, underscore the important role this workshop series and UNLV University Libraries play in connecting people with the information they need to succeed.

“Business by the Book changes the perspective the community has of academic libraries and the value we provide,” Griffis said, “and small businesses in Southern Nevada are building deeper relationships with the University Libraries through this important program.”

To participate in or learn more about Business by the Book, visit https://www.library.unlv.edu/about/university-libraries-business-book-workshop-series.

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JOIN THE LIBRARIES FOR THESE UPCOMING EVENTS!

Business by the Book Workshop
Wednesday, April 8

Calvert Awards
Thursday, May 7

Business by the Book Workshop
Wednesday, June 10

Business by the Book Workshop
Wednesday, August 12

Business by the Book Workshop
Wednesday, October 14