Stiern Library is continuing to find new ways to reach out to the latest generation of students by networking on MySpace and Facebook.

MySpace and Facebook are two free social network websites that allow users to establish accounts, maintain a web presence, and search for and communicate with others who share their interests. On sites like these, users profile themselves, and attach links, photos, videos and text that help them create a web identity. Within their “space,” they can email one another, post comments, and make their opinions known. By mutual agreement, users can link their profiles together, creating for themselves a social network of cyber friends.

While MySpace and Facebook are normally used by individuals to meet people and make friends, it is becoming more common for educational institutions to establish a presence there, according to Ying Zhong, who headed the MySpace project for the library.

Ying said her eyes were opened to the value of MySpace when she saw how students were using it to communicate with each other.

"Once I asked Marissa, our library intern, to contact another student. Instead of picking up her cell phone, she directly signed into her account on MySpace and sent him an instant message. At that point I was convinced that we as a library should have an existence on MySpace since that’s where our students are hanging around," Ying said.

Librarian Sarah Philips is leading the Facebook effort.

"I have been active on social networking sites for years, and our students are always using them, so it seemed like a natural progression to have a profile for the library," Sarah said.

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CSUB Librarian presents and publishes on innovative approach to Distance Services

CSUB students living outside of Bakersfield make up between 15 and 20 percent of the total CSUB student population. These students have the same research needs as students located in Bakersfield. However, they face special challenges because they do not have proximity to the resources and instruction provided by the Stiern Library.

CSUB Distance Services librarian, Kristine Holloway, found a cost-effective way to improve service for distance students by employing a user account management software called ILLiad already in use for interlibrary loan requests. This software-streamlines the request and delivery process for distance students, provides access to statistical data that can be used to assess distance student use of the library, and gives distance users greater autonomy over their distance services accounts.

Integration of ILLiad into Library Distance Services was completed in Summer Quarter 2007. Holloway proposed a presentation, “ILLiad, Document Delivery, and the Distance Student: How Document Delivery can Enhance Support for Distance Library Users,” detailing this integration that was evaluated in a blind peer review and accepted for the Thirteenth Off-Campus Library Services Conference in Salt Lake City, UT, April 23 – 25, 2008. In addition to the conference proceedings published by Haworth Press, the article written for the conference will be published in the Journal of Library Administration.

In Salt Lake City, Holloway’s presentation was met with enthusiastic response from the audience. Many of those present stated that they would like to complete this project in their libraries as well. Ben Wakashige, System Director of Libraries for National American Universities, emailed these comments “Last week I prepared a presentation on ILLiad to the management team of NAU Distance Learning program which generates 40% of the university’s credit and is the fastest growing unit in NAU. As part of the presentation I sent out a copy of your paper. The timing was perfect since we are about to introduce ILLiad to the university.” The Power Point Presentation given at the conference is available online at http://ocls.cmich.edu/conference/presentations/holloway.pdf.

Mandy Wallace named Title V Intern

Mandy Wallace was selected as a Title V Library Intern in February. She and intern Marissa Pineda, who has been in the program since September, were selected because they show an interest and aptitude for a career in library science. The internship allows the students to gain skills, education, and professional-level experience in librarianship prior to entering a master’s degree program.

Mandy is an English and Religious Studies double major. She has many interests, but she said that she has considered librarianship as a career since she was a teenager.

“My mom used to work as a building service worker for Kern County,” Mandy told us, “so she would clean parts of the Beale Library just before the sun came up. I went with her a couple of times, and I remember how quiet it was in that mammoth building, so peaceful. I loved the endless rows of books.”

Mandy later worked at the Beale Library as a departmental aide, meaning that she reshelved books.

“Not many people know this, but there is a whole basement full of old books and newspapers at the Beale,” Mandy said. “Anytime a patron needed one of the books stored in the basement, I was the first to volunteer.”

Mandy is heading to Germany this September for a year of study at Tübingen University in Baden-Württemberg. She and her husband were both accepted into the California State University system’s International Program, which involves a full year of study at a host university. Since she has never been out of the country, and almost never been out of her home city of Bakersfield, this should be a very unique and enlightening experience for Mandy.

She plans to finish her year abroad and apply to a library science program as soon as she returns to the States.

The internship, which will begin its sixth year in the fall, was started and is managed by librarians Johanna Alexander and Curt Asher. The program has been the subject of national recognition and has a high success rate. It is funded by federal grant made available to Hispanic-serving institutions of higher education.
Dean's blog reports latest news on library happenings

Library Dean Rod Hersberger's blog is another way that Stiern Library is exploring new communication methods. The blog is an online journal that allows the Dean to share news with the community and, in turn, allows readers to respond with comments.

“We're hoping that as people become aware of the Dean's Blog, it will become a communication hub for the library,” Hersberger said.

Hersberger described the blog as a simple effective way to keep the public informed about library issues and events. Over the past few weeks, he has reported on such things as the Multi-Cultural Collection, the Library's entry on MySpace and individual research assistance.

Communication (continued from page 1)

Much of the work on MySpace was accomplished by Title V Library Intern Marissa Pineda.

"The more forward thinking libraries in the country are seeking out new ways like this to connect with users," said Library Dean Rod Hersberger.

The model of the library has changed, the Dean explained. The Library is becoming, in many ways, a defused presence. A MySpace user can now link to research websites and databases, access reference sources, get research help, and take a virtual tour of the facility from their computer.

The goal of the project is to draw more students to the library and its services.

Both the MySpace and Facebook profiles have attracted hundreds of CSUB friends and garnered online reference questions from students.

"This is an effort to take the library to the place where people are," the Dean added.

The Walter W. Stiern Library Associates • Individual Membership Response Form

Please complete the form. Make checks payable to the Cal State Bakersfield Foundation and return with the completed form. Contributions are tax-deductible as provided by law. Membership covers one year from the date of contribution.

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