



CHANGES TO THE LIBRARY'S EDUCATIONAL RESOURCE CENTER (ERC)

Have you visited the lower level of Memorial Library this semester? The new Center for Excellence in Teaching and Innovation, including the Teaching & Technology Center classrooms, brought significant changes to library resources and services.

Media Services now has a new work area and checkout counter, aligned with the stairwell, that make it easier

for us to provide service. Around the corner from the elevators, students will find a new "quiet study" area with a plethora of electrical outlets for charging electronic devices.



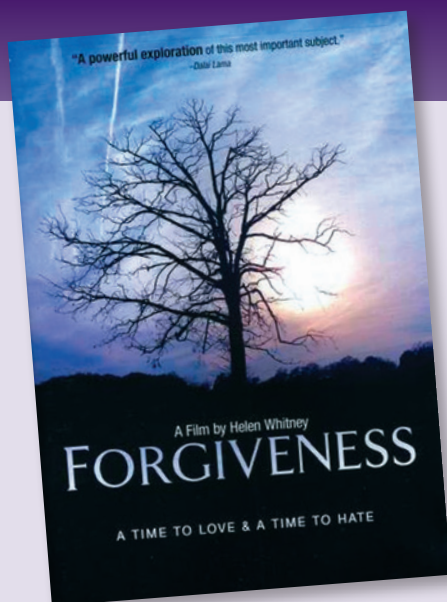
Stop by to see the skeletons in our closet, near the new 12-seat study room next to the Media checkout counter. This attractive and comfortable study room, surrounded by glass, also houses the Library's collection of anatomical models, used heavily by anatomy and physiology students. A projector and screen for viewing film

assignments are scheduled to be added soon. For questions about Media Services or the Educational Resource Center contact **Barb Bergman, Media Services Librarian/ERC Coordinator**, at barbara.bergman@mnsu.edu.

FILM SHOWING: FORGIVENESS - A TIME TO LOVE & A TIME TO HATE

Written and directed by Helen Whitney
Thursday, November 19, 2012
5:00 p.m. to 7:00 p.m.
Centennial Student Union 284A, B, C

This documentary film examines the concept of forgiveness through a series of lenses. Are we hardwired for forgiveness or revenge? What is the power of forgiveness? What are its limitations and what are its dangers? During the program, selections from the film will be shown, followed by discussion. Sponsored by Library Services and the Kessel Peace Institute, the event is free and open to everyone. For more information contact **Monika Antonelli, Outreach Librarian**, at 507-389-2507 or monika.antonelli@mnsu.edu.



DATABASE SPOTLIGHT: DEMOGRAPHICSNOW

DEMOGRAPHICSNOW

LIBRARY EDITION

DemographicsNow is an online resource that can be used to analyze variables such as socio-demographics, lifestyles, behaviors and culture to evaluate buying behaviors of customers, reveal potential market opportunities and conduct predictive analytics. Researchers can choose from over 40 summary, comparison, rank and list reports which can then be exported to Word, Excel, PDF or HTML.

DemographicsNow can be used to discover factors such as income, age, etc. for a specific location, including counties, states and the whole U.S. The default geography location is set to the entire U.S. To change the location simply place your cursor in the "Geography Selection" box in the upper left hand corner and type in city, state, zip code or a specific address, or simply click on the edit button. Up to 16 additional geographic locations can be compared. Comparisons do not have to be identical geography types; they can include comparing a city to a state or county.

In addition, this resource allows researchers to analyze geographies based on custom radii, custom drive times, counties, census tracts, block groups, U.S. places, DMAs, MSAs, CBSAs, ZIPs and more. DemographicsNow also allows users to interact with map formations by panning, zooming, adjusting the theme variable and colors, creating and editing annotations.



To help users get started, DemographicsNow provides four easy-to-follow tutorials: *How to Generate a Demographic Report*; *How to Use Maps*; *How to Access the 2010 Census Data*; and *Sizing Your Market*. If you have any problems using this resource, contact the **Reference Desk** in Memorial Library at **507-389-5958** or visit the Ask A Librarian web page at http://lib.mnsu.edu/services/msu_intermediate.html.

ACCESS THE CHRONICLE OF HIGHER EDUCATION THROUGH YOUR SMART DEVICE

Minnesota State Mankato students, faculty and staff now have access to The Chronicle of Higher Education through domain authentication. As a result, anyone with an **@mnsu.edu** email address who has or creates a free Chronicle account at HYPERLINK "<http://chronicle.com>" chronicle.com has three new ways to access full text Chronicle content:

1. From an iPad. Download the free Chronicle iPad Editions app. Log in using your **mnsu.edu** affiliated account. Choose which Chronicle editions to download to your device. The iPad app may be found here: <http://itunes.apple.com/us/app/id414901678>.
2. From a smart phone or tablet using a Web browser. The new mobile interface makes The Chronicle easy to read while on the go.
3. From any computer. Log on to chronicle.com from any location without going through a Proxy server.

To take advantage of domain access, create a free Chronicle account by going to chronicle.com and clicking on the "Create a free account" link at the top of the page.

Individuals with existing Chronicle accounts do not need to do anything. Your accounts have already been provided with full access.



MEMORIAL LIBRARY WELCOMES TWO NEW LIBRARIANS



JENNY TURNER



NAT GUSTAFSON-SUNDELL

Prior to coming to Memorial Library, Jenny Turner was the project manager and primary Support and Training Specialist for PALS' installation of the open-source Evergreen integrated library system from 2009-2012. From 2005-2009, she served as the Technical Services Coordinator/Academic Librarian at the Luise V. Hanson Library at Waldorf College in Forest City, IA. She was a member of the ALA's Emerging Leaders Class of 2008, has actively served on a number of ALA Divisional Committees, and is currently a member of the Minnesota Library Futures Initiative. Jenny holds an MLIS from Dominican University and a BA in French and Communication from Concordia College in Moorhead, MN. She is now working towards her MA in English: Technical Communication at MSU, Mankato. After three-plus years in an information technology environment, Jenny is excited to return to her first "library loves": reference, instruction, and collection development.

Nat Gustafson-Sundell previously worked at Northwestern University Library as an Electronic Resources Librarian, where he focused on acquisitions and building tools for collection assessment. He led the search for and implementation of a license term manager and chaired the Scholarly Communication Committee. Before returning to school to train as a librarian, Nat served as the Treasurer of a software development company and later as the Business Manager of a market research firm. Nat studied as an undergraduate and student-at-large at Northwestern University, in English Literature and Information Technology topics. His Master's Degree in Library and Information Studies is from Dominican University. He is currently pursuing a Master of Arts from Minnesota State University, Mankato in English Literature. Nat's research interests in the library field include topics in the Digital Humanities and Scholarly Communication. Nat enjoys collaborating on research projects and would be interested in hearing of any needs for input on database design and development, or even simple questions on database use. He has worked in the past on a project to develop a database system used for a political science research project to manage the information components of news articles and has also worked with a small volunteer team to build a library catalog for a Masonic Temple book collection.

FULL SPECTRUM LIGHTING IN THE LIBRARY

Is your mood affected by the lack of sunlight in the winter? Research studies have shown that people need at least two hours of sunlight exposure each day to function normally. Some people suffer from more than just the "winter blues" -- a more intense condition known as Seasonal Affective Disorder, a mood disorder that is affected by seasonal changes. Even if you do not suffer from seasonal depression, the quality and quantity of light exposure can impact your health.

The good news is that full spectrum lights, which simulate the colors found in natural light, can help lift winter depression and improve mood. Having

a natural lighting source is important in a setting where artificial lighting and long hours at a computer can compromise a person's health.

Full spectrum lights are currently available on the first and second floors of Memorial Library. The Library is open more than 100 hours a week, allowing students, staff and faculty to find time in their schedules to use these lights. For more information about the lights contact **Lori Marti, Student Health Services**, at **507-389-5689** or **lori.marti@mnsu.edu**.



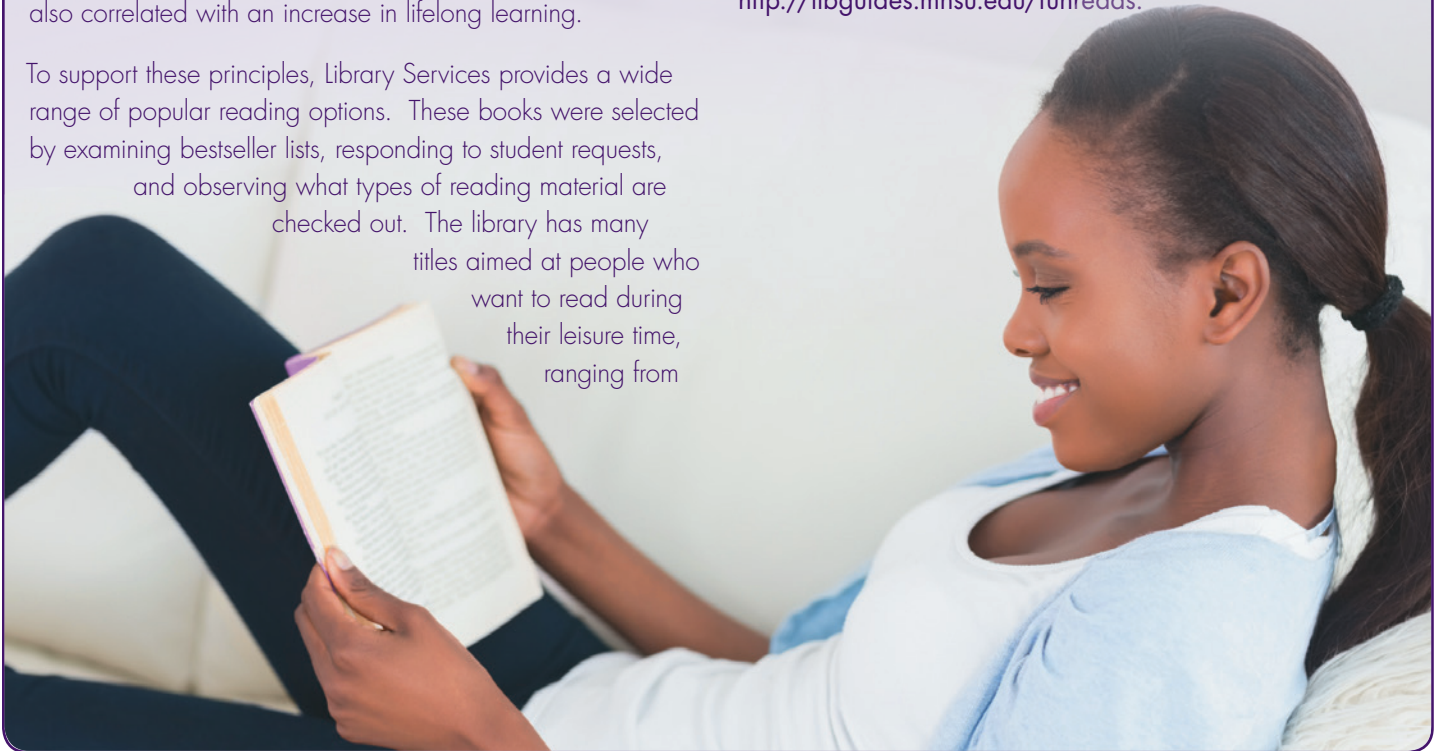
THE VALUE OF READING FOR FUN

Did you know that reading for pleasure helps students increase their literacy levels? The NEA report "To Read or Not to Read" (<http://www.nea.gov/research/ToRead.pdf>) shows that the more comfortable and automatic the reading process is, and the more time students spend on leisure reading, the greater is the positive correlation with academic achievement, civic engagement, and job opportunities. Reading for pleasure is also correlated with an increase in lifelong learning.

To support these principles, Library Services provides a wide range of popular reading options. These books were selected by examining bestseller lists, responding to student requests, and observing what types of reading material are checked out. The library has many titles aimed at people who want to read during their leisure time, ranging from

the haunting stories of 2012 Nobel prize-winner Mo Yan to the steampunk adventures of Meljean Brook to the popular science writings of Mary Roach.

To discover what you can find to read in Memorial Library, check our catalog, stop in and ask a reference librarian, or visit one of our library guides that promote leisure reading at <http://libguides.mnsu.edu/funreads>.



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HOLIDAY AND INTERIM HOURS

During the upcoming winter holidays and semester break, the Library will have a reduced schedule.

The Library's hours can be found at <http://lib.mnsu.edu/about/hours.html> or by calling the Library Hours Hotline at 507-389-6201.

It is easy to follow what is happening in the Library by liking us on Facebook. Visit the Library's home page and click on the Facebook icon located on the right side of the screen. Or go to <http://www.facebook.com/memorial.library.mnsu>



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