

# the Record

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## A Winning Combination

***"Hey! You got chocolate in my peanut butter!"  
"Well, you got peanut butter on my chocolate!"***

Many of you will remember this Reese's® commercial, describing the merging of two unlikely flavors into one great taste. At WSU, I recently heard this image used in reference to another winning combination – The Libraries and Athletics.

Admittedly, the initial reaction to such a combo is a good-natured chuckle. However, the ideal of a student having both a strong mind and a strong body is certainly not a new one. *Mens sana in corpore sano: a sound mind in a sound body* is a philosophy the Greeks practiced, and it is well represented by an energized cooperation between The Libraries and Athletics. Both organizations serve students across all academic areas of study and both develop discipline in ways that support the work being done in the classroom and the laboratory.

WSU is home to 450 student athletes who participate competitively in 17 different sporting events, including soccer, swimming, cross-country, track, golf, baseball, tennis, and rowing. Here are some facts that you may not know about these enthusiastic and disciplined young men and women:

- All student athletes graduated at a higher rate than all WSU students (67 percent vs. 62 percent ) and the student athlete rate has been above WSU the previous four years.
- 44 percent of all student athletes maintain over 3.00 cumulative GPA (highest ever).
- 6 teams earned a 3.00 or higher semester GPA and 6 teams maintain 3.00 or higher cumulative GPA.
- 260 student athletes devoted 755+ hours to community outreach in the fall semester.



## A Winning Combination (continued from page 1)

One of the priorities of The Libraries is to provide students with world class collections to support their academic pursuits, including electronic resources and databases. We are also committed to helping students acquire excellent long-term research and analytical skills that will enable them to be successful both in school and in their future careers. WSU is a national leader in developing standards for *information literacy*, to ensure that students are able to efficiently locate and effectively evaluate and use high-quality information from multiple sources for homework, projects, and research.

This is our privilege and responsibility to *all* students, including our student athletes, but we also recognize that our student athletes have greater time management issues than the student population at large. Because of this, we have a librarian dedicated as a liaison to the Athletics Scholarship department. **Lorena O'English** provides up-to-date information about the services and resources offered by The Libraries, trains Athletics learning lab staff about library databases, answers reference questions, and assists in locating needed resources. See Lorena's article to find out more.

This year we tried to do something new during football season. We decided to really get The Libraries involved and have some



Reuben Mayes

**FUN** with it – and what a great season we picked!!

Our kickoff event in Seattle was a dinner at FX McRory's across from Seahawks Stadium on Thursday, August 28, prior to the WSU-Idaho game. **Patti Knowles**, events chair for the WSU Libraries Council, organized an outstanding evening for supporters of The Libraries who also love Cougar Athletics – and there are MANY of you who support *both* and your numbers are growing!

**Rueben Mayes**, former WSU running back who went on to play professionally for the New Orleans Saints and the Seattle Seahawks, was the keynote speaker at the

dinner. After sharing highlights from his football career, Mayes emphasized the important role that libraries play in life-long learning – from the public library that fosters his sons' love of reading to The Libraries at WSU, which provided vital

resources for Mayes' own graduate studies in Business Administration. Mayes also paid tribute to another special guest of the evening, **Dr. Glenn Terrell**, president of WSU from 1967-1985.

To continue the Seattle week festivities, The Libraries hosted a booth at the Exhibition Center before the Idaho game. Aided by WSULC members, librarians **Lorena and Mark O'English** ran a video stream of the 1916 Rose Bowl where Washington State College beat Brown 14-0, handed out library literature, and encouraged people to enter a drawing for our very cool poster, "*WSU Libraries proudly support Cougar Athletics.*" The Cougar victory over the Vandals, of course, was the crowning glory of that day!

Back on home turf, we launched an ad campaign called "*Get the Facts at the WSU Libraries.*" We ran a special "mascot fact" ad in the *Daily Evergreen* before every football game, demonstrating support for the team—but with a uniquely "Libraries" slant (see WSU-UW example). These ads were the brainchild of Health Sciences librarian **Sarah McCord**, who wrote the text for most of them. Sarah's quirky sense of humor made these ads very popular with students and faculty alike. The clever images and layouts were provided by WSU graphic designer **Jessica Evans**.

Free home football tickets?? From The Libraries?? **WHY NOT??** In addition to the print ads, we also ran ads on our Website and provided a link to register for a drawing for free home football tickets. Our first winner was **Hilary Myers** of Pullman, who won two tickets to the New Mexico State game and who wrote: "*I AM THRILLED! I will be taking my year-old son Ezra to his first Cougar game. Hope he is as excited as I am! THANK YOU VERY MUCH! GO COUGS!*"

"*Super Bowl Sunday is a big day for eating snack food. On Super Bowl Sunday, Americans eat eight million pounds of what food?*" You would



Bob Gibb, Wallis Kimble, Glenn Terrell & Rueben Mayes

# Cougs Rule.

Cougar(s), *Felis concolor*, with a kill for 27 days.

Thompson, MJ and Stewart, WC  
*Canadian Field Naturalist*. 1995; 108 (4) 497-498.  
Available at the Owen Science and Engineering Library  
Call number: QH1. C3 v.108 (1994)

# Dogs Drool.

Canine salivary secretion from the submaxillary glands before and during retching.

Furukawa, N. and Okada, H.  
*American Journal of Physiology*. 1994; 267; 5, 1, G810-G817  
Available Online through the WSU Libraries Electronic  
Journal List, <http://www.wsulibswsu.edu/ejlist>  
and at the Owen Science and Engineering Library  
Call number: QH1. C3 v.108 (1994)



(Eeeee-uw!)

## COUGAR FOOTBALL

WSU vs. Washington Huskies  
November 22  
Husky Stadium

WIN FREE FOOTBALL TICKETS  
by logging on to:  
[www.wsulibs.wsu.edu](http://www.wsulibs.wsu.edu)



sponsored Web site. The SAOTW site featured the student's photo, vital stats, career highlights, and candid answers to a student athlete questionnaire. For a more personal look at a SAOTW, see our interview with track star **Anna Blue** in this issue.



Glenn Johnson

Even though our FUN focus this year has been on football season, The Libraries proudly support the education of all students all year-round. **YOU** play a key role in the success of WSU students as well. THANK YOU for your gifts to The Libraries, which make a significant difference in our ability to purchase high-quality print and electronic resources in every field of study. **A gift to the Libraries benefits everyone at WSU!**

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know the answer if you had been listening during halftime at the Idaho game. "Fun Football Facts" have been a regular feature at home games this season, superbly announced by "Voice of the Cougars" **Glenn Johnson**. (*Just in case you missed it, we wolf down 8 million pounds of guacamole watching the Super Bowl.*)

Glenn also made another loudspeaker announcement that encouraged students and alumni to visit [www.wsucougar.com](http://www.wsucougar.com) to link to the Student Athlete of the Week (SAOTW), sponsored by The Libraries. Each week from September to December, the Athletics Scholarship department chose one student athlete of excellence to highlight on this library-

## An Interview with Anna Blue



Anna Blue

using the cool scan gun) to her current life at WSU, libraries have always been part of Anna's routine.

Although many resources are available online, she prefers to come into the library so she can read her e-mail, study,

Anna Blue's mom is a librarian, so it's not surprising that libraries have been an important part of her life! From childhood (when her mom took her to work and let Anna check out her own books

using the cool scan gun) to her current life at WSU, libraries have always been part of Anna's routine.

Although many resources are available online, she prefers to come into the library so she can read her e-mail, study,

do research, and consult with a librarian all at one time. As a student athlete, Anna knows the value of using her time efficiently and effectively! One thing she wants The Libraries to provide is easy access to books for pleasure-reading. She and other student athletes often end up buying novels on the road, so she was pleased to learn that a plan is underway to do just this! (*Since this interview was conducted, we have completed a new resource guide called "Readers' Advisory—Finding a Book to Read for Pleasure."* It explains how the Holland/New Library fiction collection is organized and offers good tips for browsing the stacks; it also describes the online tools available to find information about fiction.

See the guide at: [www.wsulibs.wsu.edu/general/readersadvisory.htm](http://www.wsulibs.wsu.edu/general/readersadvisory.htm).

Her coach, Jason Drake, describes Anna as "one of the best female distance runners ever at WSU." Everyone agrees that Anna is a tough, dedicated, and determined competitor and a great team leader. Although she is a business management major, she's thinking about getting an advanced degree in teaching. Anna volunteers with the local elementary school "Reading Buddy" program and really loves working with younger children. Her own reading tastes are varied, but have the consistent element of being "good reads" with strong character-driven plots.

# The Libraries: Reaching Out to Student Athletes

by sports librarian Lorena O'English

The Libraries recognize that different student groups have different needs. One of these groups is our student athletes. Given their commitments to class, study time, practice, sporting events, living/social groups, and possibly a job, we want to ensure that they understand how to use library resources and services as efficiently as possible. To this end, we established a liaison relationship with Athletics; similar partnerships with other university programs such as the Critical Thinking Project, the Center for Teaching, Learning, and Technology, International Student Programs, Freshman Seminar, and New Student Programs have proven to be very successful.

As the sports librarian, I am also the liaison with Athletics; we continue to strengthen our partnership in a number of ways. I work with student athlete development staff Kelly Hewitt, Pippa Pierce, and Anna Plemons to provide library classes to students taking the required Health and Fitness 496 class. This year for the first time, transfer students had their own section, and we focused the library component on their unique strengths and challenges.

I also interact with Eric Kile, the Academic Resource Center coordinator, informing him about library services and resources, and keeping the ARC computer lab in Bohler Gym supplied with current library handouts. Soon we will implement a new on-site pilot project. I will spend two hours every Monday evening at the ARC providing student athletes with one-on-one assistance with their library research questions. At the end of the pilot, we will evaluate the success of the project and determine future strategies.

Another way we assist students is to organize library tours for student athletes and groups. Not long ago a student athlete who was being recruited for football requested a library tour as part of his visit to WSU. I was extremely pleased and proud to show off The Libraries' great facilities and services and to tell him about how The Libraries/Athletics partnership benefits student athletes!

## Supporting Sports Curriculum and Research

Sports books and other sports resources are used by a wide range of students and faculty. In addition to the four sports-related departments—Sports Management, Athletic Training, Movement Studies, and Health and Fitness—students in Business and Economics, Intercollegiate Athletics, and the University Health and Wellness Services all regularly make use of sports-related library resources. Undergraduates from all disciplines write research papers for their composition classes on such topics as the salary cap, racism and sports, and the effects of Title IX.

**YOU** can help support library resources for student athletes and WSU's sports-related curriculum and research by purchasing a title from our Sports Wish List, or designating your gift to "sports-related library resources." ***As always, your gift to The Libraries benefits everyone at Washington State University!***

## Sports Wish List

- ***Mihaly Csikszentmihalyi's FLOW: Psychology, Creativity, and Optimal Experience*** hosted by Howard Gardner. **\$275.** This videotape is of particular interest to sports management faculty. It focuses on the notion of "flow" – those times when we concentrate so deeply that we lose track of self and time and are at the peak of our abilities.
- ***Olympic Themes: An Interactive Educational Multimedia Package***. **\$50.** A CD-ROM designed for studying the fundamental aspects of modern Olympism. Designed for undergraduates majoring in sport and leisure, but of interest to students in business, history, and marketing.
- ***African Americans in Sports and Native Americans in Sports***. **\$159 each; \$285 together.** Two reference sets that may well be the definitive go-to books for starting any research project involving African American or Native American sports history. Each set includes more than 400 entries.
- ***The Economics of Sport***, edited by Andrew Zimbalist. **\$425.** Sport economics is becoming a closely studied field as sports becomes a bigger business internationally. This two-volume set pulls together 72 articles published from 1956-2000 that provide students with an overview of the field and many ideas for pursuing further research.
- ***SBRNet (Sports Business Research Network)***. **\$300 annual subscription.** This market research database is of use to students studying sports management, athletic training, or business. It focuses on the sporting goods and sports marketing industry, and provides updated statistics and other marketing data.

Please check out the WSU Libraries' Development Web site:

**[www.wsulibs.wsu.edu/friends/friends.htm](http://www.wsulibs.wsu.edu/friends/friends.htm)**

## From the Director

### ***“If so much information is available online, why do we need libraries anymore?”***

This question is asked often these days, especially in university environments where there is fierce competition for capital construction dollars and for scarce square footage in academic buildings. To the surprise of many, the answer is that up-to-date, well-furnished, and fully equipped libraries are used more than ever, and there are many reasons why. First and foremost is that students still need places to study and work on projects. Dorms and apartments are not always conducive to this type of work because of noise, size limitations, distractions, or lack of on-site assistance and resources. (Remember those days in college with room-mates who wanted to play their stereos while you wanted to do your homework?) In contrast, library **spaces** have always provided an intellectual environment outside the classroom and will continue to do so in the future: These include spaces for quiet, individual study; technologically equipped spaces for group work; and comfortable, interesting, and safe spaces for a relaxed sharing of ideas.

The Libraries currently inhabit six separate spaces on the Pullman campus, but these spaces need to be rethought to meet the needs of the current and future generations of students. To do this effectively, the Libraries need a **long-range master space plan**, and we have recently embarked on a process to develop one. The University has hired an architecture and space planning firm to help us explore and develop ideas to make our spaces more suitable for study and research.

Along the way to creating this plan, we are tackling some thorny philosophical issues, such as the relationship between the smaller and larger libraries and how the collections should be divided among the various locations. Personalized services and easily browsed, discipline-focused collections are the hallmarks of the specialized libraries, so students often seek them out for those reasons. Researching a topic such as psychology, however, can send a student all over campus for resources. So the questions arise: *Which collections are most appropriate for the smaller libraries to house? How can we make the collec-*



*tions and services more intuitive in the larger libraries? And how can we make the spaces in the larger buildings feel more intimate and welcoming? How can we make the library system as convenient as possible for all of our user communities?*

In addition to undergraduate studies, we want spaces that contribute to the research mission of the University, specifically equipped for graduate students and faculty who use information to produce new information: scanners, CD burners, color printers, word processing and specialized software, and individualized workstations would all be of value to them. Graduate students and faculty could also make use of digitizing technologies to present their work in unique ways on the Web.

Having in mind that library spaces should be **active**, rather than passive, we want to plan for a variety of spaces that will be used by the WSU and Pullman community – for music performances, book and poetry readings, and colloquia, for example. The Libraries also desire secure display cases and exhibit areas for art collections, student projects, and faculty presentations, and well-appointed reception and conference rooms for events.

Last but not least, we certainly have not forgotten that our library spaces, large and small, need to be welcoming, appealing, *and* display our Cougar Pride. We are not just any library system – we are THE Libraries of Washington State University! And our spaces should visually reflect that we, too, are PROUD to be Cougars!

These are, without question, lofty goals to tackle, but student and faculty use proves that libraries are more than the information they store; they are also **places** that foster discoveries, friendships, success, and memories. Because of this, The Libraries at WSU deserve our best.

Ginny Steel  
Director of Libraries  
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### **SAVE THE DATE!**

**The Libraries will honor the Diamond Grad Class of 1944 and the Golden Grad Class of 1954 on April 22, 2004. We look forward to seeing you then.**

## Glenn Terrell Book Signing at Holland/New Library

**Dr. Glenn Terrell**, president of Washington State University from 1967-1985, greeted guests and signed copies of his book in the Holland/New Library Atrium on Saturday, October 25 (Dad's Weekend), prior to the Oregon State game. His book, *The Ministry of Leadership: Heart and Theory*, recounts Dr. Terrell's memoirs of his service at WSU with special emphasis on the turbulent Vietnam War years. Known as "the president of the students," it was obvious from the exchanged stories that many still remember Dr. Terrell's skillful handling of the sit-in at the French Administration Building. There were other warm remembrances as well, and all who attended were honored to speak personally with Dr. Terrell and to thank him for his leadership of the university while they were students.



*Special Assistant to the President Milton Lang and his daughters, Maliza (10) and Zayna (5), enjoy meeting and chatting with Dr. Terrell and WSU Libraries Council member Marilyn Kimble.*

[www.wsulibs.wsu.edu](http://www.wsulibs.wsu.edu)

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