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Engineering Division

Bob Tolliver

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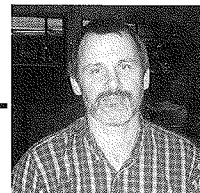
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Engineering Division

Bob Tolliver, Chair



The objectives of the Engineering Division are to provide an association for those having an interest in library and information science as they apply to engineering and the physical sciences and to promote the use of materials and knowledge for the benefit of libraries and other educational organizations.

The 2007 SLA Annual Conference in Denver was a great event for the Engineering Division. We had a lot of excellent sessions and the feedback I've received on our events has been very positive. I had a lot of fun at the meeting and met lots of new colleagues from around the country and the world. I hope you had a good meeting, too.

I would like to take this opportunity to thank the many people who helped us put on all of our sessions. First, thank you to the SLA Conference Planners for their help and for making sure I remembered to get the things done that I needed to get done. I would also like to thank our co-sponsoring divisions: Chemistry, Food, Agriculture & Nutrition, Information Technology, Petroleum & Energy Resources, Physics-Astronomy-Mathematics, Science-Technology, and the Solo Division. And we couldn't have run our sessions without the individuals who instructed, moderated, spoke, and otherwise contributed.

The Engineering Division could not put on its sessions without the financial support of our sponsors. I would like to thank the following for their contributions:

Terabyte Level (contributions of \$1000+)

American Institute of Aeronautics and Astronautics (AIAA)
American Society of Mechanical Engineers (ASME)
Institute of Electrical and Electronics Engineers (IEEE)
Morgan & Claypool Publishers
SPIE: International Society for Optical Engineering
Thomson Scientific

Megabyte Level (contributions of \$500-\$749)

American Society of Civil Engineers (ASCE)
Elsevier
Jane's Information Group
Linda Hall Library

Kilobyte Level (contributions of \$250-\$499)

Wiley

Finally, I would like to thank the Engineering Division Advisory Board for their help and support during the meeting. In particular I would like to thank Amy Smith, Chair of the Aerospace Section, for all of her help with the planning for Denver; Jackie Florimonte, our Vendor Relations Chair, for all her work communicating with our sponsors; and Kathy Nordhaus, Past-Chair of the Division, for all her advice and support during the planning process.

Congratulations to our Engineering Division award winners: Sara Davis, 2006/2007 Elsevier and Engineering Division Librarian of the Year; Donna Beck, 2007 IEEE/SLA Engineering Division Continuing Education Travel Stipend Award; and Michael Pepper, 2007 Inspec Travel Stipend Award.

Elections for the Engineering Division Advisory Board are coming up soon after you receive this issue, so look for information on the discussion list in the coming weeks. [Ed. Note - See the May *SciTech News* for candidate profiles] Dee Magnoni, Library Director, Olin College of Engineering, is running for Chair-Elect. The nominees for Treasurer are Elizabeth Grossman, Senior Librarian, QUALCOMM Inc., and Andy Shimp, Engineering and Applied Science Librarian, Yale University.

Sara Tompson informed me about the current issue of *Science and Technology Libraries* (v, 27, no.1/2 2006) which is on "Recruitment and Retention of Science and Technology Librarians." This is an important topic and some of our Engineering Division colleagues have contributed to this special issue, so take a look at it if you get a chance. (stl.haworthpress.com)

Next year the Engineering Division will be celebrating its 40th anniversary. Chair-Elect Daureen Nesdill is already working on our programs for next year. If you have any ideas

for our fortieth, or for any other sessions, please contact Daureen at daureen.nesdill@library.utah.edu.

Once again, thanks to everyone who helped out with our programming in Denver. Thanks to everyone who attended our sessions and filled

out our surveys so we can continue to offer excellent programs at the annual conference.

Have a good summer.❖

Bob Tolliver
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Engineering Division New Members as of June 2007

Karl A. Bender

NASA-Dryden Flight Research
Center
Edwards, CA

Marie T. Latino
Exxon Mobil
Annandale, NJ

Sandra Tucker
Texas A& M University
Engineering & Applied
Sciences
College Station, TX

Scott W. Emerich
Thomas Publishing Company
New York, NY

Danielle Linden
Raytheon Company
El Segundo, CA

Karin Ward
Northrop Grumman Space
Tech
Redondo, CA

Nancy Hill
Bureau of Reclamation
Denver, CO

Gretchen M. Peterson
Eaton Corporation
Milwaukee, WI

Gabrielle S. Wiersma
Lafayette, CO

Helen B. Josephine
Stanford University Libraries
Engineering Library
Stanford, CA

Ann Sides
4406 FM 2947
Greenville, TX

Terri Zimmer
R. V. Anderson Associates Ltd.



Inspec Travel Award Winner - Michael T. Peper – Winning Essay

While working at the Chemistry Library at the University of North Carolina, I have seen the power of the scientific databases firsthand. As print materials cede importance to online databases, librarians continue to play an important role as the conduit between the information resources of the library and the scientific community served by the library. Because use of online databases is still relatively new for many users, one of the most important functions of today's librarian is to make all the library's resources available and understandable to its user group.

The Chemistry Library has had great success promoting workshops for various databases taught by library staff. The library has been able to cultivate personal relationships with faculty and students of natural and health sciences and the library is a trusted partner at the university. If it is actively promoting a database and taking the time to provide personal training, it encourages user groups to add the database to their pool of information resources.

It is especially important to illustrate the advantages of a specific scholarly database over options such as Google or Wikipedia to students, who instinctually use these general searching methods for research. A good database is such a focused and rich information source that a librarian often needs only to demonstrate its power and utility to convince a user of its advantages.

Having a good database and creating a good training program is only half of struggle to encourage use of library resources. A librarian must attract users to the workshop or else they are of no use. A good librarian will be involved with the departments that they serve. This interaction will inform the marketing methods for workshop promotion. This can be done through personal contacts, posting to appropriate listservs, making brief presentations to classes or flyers, but each department communicates in a different manner and the librarian must understand the culture of communication in each organization and select the most effective methods.

Continued on page 36...



The Knowledge Network

IET DIGITAL LIBRARY

The IET Digital Library contains all IET journals, magazines, conference publications and seminar digests, encompassing a wide range of essential information in electrical and electronic engineering, telecommunications, computing, power, control, radar, circuits, materials, life sciences related research and IT.

IET Digital Library Publications (1994 onwards)

Electronics Letters
Micro & Nano Letters
IET Research Journals - 20 titles*
(formerly IEE Proceedings)
Engineering & Technology
IET Magazines - 7 titles
IET Conference Publications
IET Seminar Digests

* including 5 new titles for 2007:

IET Computer Vision
IET Image Processing
IET Signal Processing
IET Synthetic Biology
IET Renewable Power Generation

New for 2007 -

IET Digital Library Archive (1872-1993)

The Institution of Engineering and Technology is digitizing its journal archive from the start of IEE publications in 1872 up to 1993 adding a further 70,000 articles to the IET Digital Library. Also available online for the very first time is 'Electronics Letters' from 1965-1993.

IET Digital Library - Benefits and Features

- Issues and articles available online in advance of printed publication
- All visitors can freely browse the table of contents and abstracts for all publications
- Pay-per-view access to articles for non-subscribers
- Advanced search capabilities: Search by Author, Title or Abstract words, Journal Name, Issue or Volume, Inspec indexing terms and Inspec classification codes and free indexing
- Table of contents email alerts service
- COUNTER Compliant usage statistics
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Generally, good channels of communication facilitate promotion of appropriate databases to any user group. If users may contact the librarian in-person, via Instant Messenger, chat services, email, phone, presence within labs, etc., the opportunity for promotion will increase. Within any of these reference contexts, a librarian should take advantage of their time with the user to display and explain the features so that they have the capacity to use the database in the future.

If a user becomes aware of and is comfortable with a database, its use will increase and the user will expand the resources at his or her disposal. Finally, within an academic setting, librarians should use their influence with faculty to help develop curricula that includes library instruction or assignments that require library and database use. Once students observe how these resources support their work, they will be more likely to continue to them and improve their research.

Database producers also have their role to play in increasing the use of their products. The first is to create effective training programs and materials. These training materials can take various forms. The first is for representatives from the database producers to come personally to the users and display the features and advantages of the resource. Their strength is as an expert for the particular database and the ability to demonstrate all its relevant features.

In-house staff, however, has the strength of familiarity with the user group and its particular needs and being viewed as an objective and

trusted information provider. Producers can still aid in-house staff by providing materials that can demonstrate the information niche and usability features of a given database so that the librarian can more fully explain its utility to its users.

In addition to training programs, producers should make the product itself easily navigable and inform the user through in-product help and services. Publishing search aids within the database's interface, specifically aimed towards search and use of the different areas of the database help users to discover its full possibilities for themselves. Having responsive customer service available for librarians or users allows for immediate support for any problems. This effort can eliminate long-term lags in use which can permanently discourage use.

The elimination of the barriers to trial and adoption that frustrate users will increase the future use of that resource.

The use of a library's resources is one of the most important criteria for evaluating the overall utility of the library to the organization. The promotion of the library as the source of satisfaction of the organization's information needs increases the relevancy of the library to the organization. In turn,

this emphasizes the communication channels between users and library making it responsive to the information needs of the institution.

Scientists' or any worker's ability to access information is critical to their professional success. Information databases are created to improve work effectiveness and their widespread use will certainly improve the productivity and success of any organization.❖



Erica Mobley presents the Inspec Travel Award to Michael Peper

Engineering Division at SLA2007



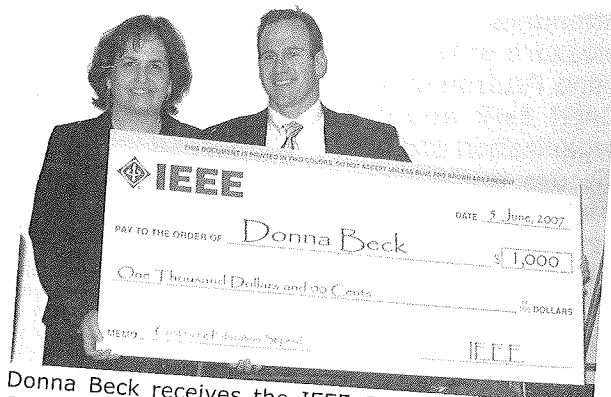
Left to Right, Back Row, Gale Harris, Susan Smith, Cheryl Hansen, Amy Smith, Bob Tolliver, Michael White. Front Row, Joan Dubis, Vani Inampudi, Daureen Nesdill, Kathy Nordhaus, Lee Pharis



Vendor and Award Sponsors at the Engineering Division Business Meeting and Luncheon. Left to right, Eric Pepper, SPIE, Colby Ellis and Ross Graber, Elsevier Engineering Information, Joan Dubis, Division Awards Chair, Erica Mobley, Inspec, Fran Staples, IEEE, and Janet Lerch, IEEE



Sara Davis receives the Elsevier Engineering Librarian of the Year award from Colby Ellis, Elsevier EI



Donna Beck receives the IEEE Continuing Education Stipend from Fran Staples, IEEE