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## Engineering Division

Kathy Nordhaus

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## Engineering Division

Kathy Nordhaus, 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.

Here it is, July again! Hopefully, everyone who attended the SLA Annual Conference in Baltimore has recovered and is applying what they learned to their jobs.

The conference was definitely a whirlwind for me. I truly hope that everyone who attended gleaned something from the Engineering sessions. It was difficult bringing a variety of sessions together and not have some competing with each other. So, if you had conflicts on what to attend, my apologies.

I would like to thank the Division program planners from the following divisions: Chemistry, Science-Technology, Physics-Astronomy-Mathematics, Information Technology and Petroleum and Energy Resources for some great programs. It was a pleasure working with you all. The All Sciences Reception was great!

I would also like to thank our sponsors for their contributions. Putting on a conference like this is impossible without their generosity. Here is a list of our sponsors and the sessions they sponsored:

### Terabyte Level (Sponsors who contribute \$1000+)

*American Institute of Aeronautics & Astronautics* - Aerospace Section Breakfast and George Mandel Award

*Institute of Electrical and Electronics Engineers* - Value of Information and IEEE/Engineering Division Continuing Education Award

*Morgan & Claypool* - Engineering Division Business Meeting and Luncheon

### Gigabyte Level (Sponsors who contribute \$750 - \$999)

*British Library* - Corporate Librarians' Roundtable Breakfast

### Megabyte Level (Sponsors who contribute \$500 - \$749)

*SPIE* - NOAA: Observing the Earth from Top to Bottom

*Thomson Scientific* - Aerospace Section's Business Meeting and Breakfast

*American Society of Civil Engineers* - Standards Update

*IHS* - Standards Update

*Springer* - Science & Engineering Resources 101: Resources for Material Science & Computer Science

### Kilobyte Level (Sponsors who contribute \$250 - \$499)

*Basch Subscriptions* - Suddenly Solo: Dealing with Unexpected Downsizing

I would like to thank our session moderators: Mary Crompton, Michael White, Randy Reichardt,



Front row (kneeling): Suzanne Cristina (Treasurer); Susan Fingerman (SciTech News Editor); Randy Reichardt (Standards Chair); Mary Steiner (Past Chair); and Jeanne Trimble (Web Master)  
Second row: Ginny Jarvis (Aerospace Chair-elect); Joan Dubis (Awards Committee); Daureen Nesdill (ASEE Engineering Libraries Liaison); Cheryl Hansen (Membership Chair); Gale Harris (Government Relations Chair); Michael White (Professional Development Chair); Kathy Nordhaus (Chair); Marcia Rodney (Aerospace Chair); Bob Tolliver (Chair-elect).

and Linda Shackle. Thank you for your hard work!

I would like to thank all our speakers as well who donated their time to share their knowledge and expertise with us – Mr. Earl Mounts, Dr. Kerry Brandt.

I would like to congratulate our award winners – Cheryl Hansen, Daureen Nesdill and Kathleen Weyand. Cheryl Hansen was the recipient of the EI/Engineering Division's Librarian of the Year Award. She is a well-deserved recipient of the award due to all her contributions to the Engineering Division and the level of her professionalism.

Daureen Nesdill was the recipient of the very first IEEE/Engineering Division Continuing Education Award. The Inspec Student Travel Stipend was awarded to Kathleen Weyand. Kathleen's essay, "Visualize the New Search", has been published on the Engineering Division's web site as well as in this issue of *Sci-Tech News*.

This was the first year that the Engineering Division co-sponsored the Contributed Papers Session with the Science-Technology Division. The Engineering Division had two papers

accepted for presentation. Sara R. Tompson, Deborah A. Holmes-Wong, and Janis F. Brown, University of Southern California, presented the paper, "Institutional Repositories: Beware the Field of Dreams Fallacy!" and Daureen Nesdill, University of Utah presented the paper, "Atkinson's Control Zone: Ten Years Later". Congratulations!

Bob Tolliver, as Chair-Elect, is currently preparing programs for the Denver Conference. If you have any suggestions for topics or venues, please contact Bob Tolliver at [diabob@umich.edu](mailto:diabob@umich.edu). Or, if you would like to volunteer in moderating or speaking, please contact Bob.

SLA is studying all aspects of the annual conference. If you have suggestions on how the annual conference can be improved, please contact Agnes Mattis, [AMATTIS@skadden.com](mailto:AMATTIS@skadden.com). Now is your time to send all suggestions for improvement!

Thanks again to all who have made the past year great and the conference a success!

Regards,  
Kathy Nordhaus  
Chair, Engineering Division



### Inspec Travel Stipend Award. Winner - Kathleen Weyand

Inspec sponsors this award of a \$1200.00 travel stipend for library school students toward payment of expenses incurred while attending the annual Special Libraries Association conference. The Inspec Award is given to the qualified student who submits the best essay.

The winner of the SLA Engineering Division Inspec Travel Stipend Award for 2006 is Kathleen Weyand. Ms. Weyand is a student at the University of Denver in the Masters in Library and Information Scientist program. The topic of the 2006 Inspec Travel Stipend Award essay, included in this issue of *SciTech News*, is "What is the most important new technology in the field of special librarianship and how would you implement it in your library? How would that technology be marketed?"

Ms. Weyand was presented with her award at the Engineering Division Annual Luncheon Meeting on Tuesday, June 13, 2006.



Kathleen Weyand (Left), Amy Greenwood, Customer Relationship Manager, Inspec

## Visualizing the New Search by Kathleen Weyand

To many users, libraries and information centers are a different location to get information in only a slightly different manner than using the Internet using search engines such as Google and Yahoo. Frequently companies provide their employees with Internet access which they use for primary research. More and more homes have computers and Internet access. Even the recent OCLC survey of library user's perceptions and habits confirms that users often turn to the search engines for their first source of data. (De Rosa, 2005)

However, as it is technology that is fueling this trend, maybe it's time for information centers to capture the newest technologies that provide an improvement to the Google Search Engine. Who among us hasn't needed to get information and typed a search into Google to see what information it brings up? I recently typed "mercury" into Google and received more than 70 million responses. I could have been more specific, but Google puts all the information together without regard to whether I am looking for the planet, the element, the automobile, or the Roman god.

Currently there are several companies which have developed alternatives to traditional Web search engines. Called next generation search engines, these tools use a variety of methods to include embedded metadata to help to categorize results and often provide visual cues to the associations among the items found. These search engines are designed to help users get a "picture" of the meaning behind the lists of words found by the typical search engine. By providing smart organization to the information, the users are allowed greater personal control over the information retrieved by the search.

Several companies have been developing tools that support these second generation search engines, including Vivisimo, Inxight, and Grokker. One company that is successfully selling these new generation searches to libraries is The Library Corporation that markets AquaBrowser®. The Queens Library system has implemented AquaBrowser® as their OPAC. Now, in addition to a list of resources, the OPAC provides a list of associations and related areas of interest in a visual format called a word cloud based on the metadata in the items. The browser also provides a section that groups the information together by filters such as authors, year of publication,

format and subject. This provides even more ability for the user to qualify the search results into meaningful results without having to read through hundreds of results. But AquaBrowser® is designed so that in addition to the library's holdings, it can be set to explore databases and the Web.

To implement this technology in my library, I would show my supervisor the benefits to the company by utilizing one of these visual programs as both the OPAC and search engine to support my users. Unless funds had been set aside, part of the process would be to cost/justify the benefits in time and productivity. I would also work with the IS department, ensuring access to the tool shows prominently on the company Intranet and the tool is the default search engine for anyone searching the web for information.

Once management was on board, and the software was implemented, the next hurdle would be to obtain user support. The world has accepted Google as not only a Web tool, but it has become part of our vocabulary as a verb - "I Googled it." Overcoming this level of comfort will require a sales job to convince the user that the new search engine will be as easy and turn out to be even more helpful in locating pertinent results. Marketing would start with a catch phrase that could one day join with Google in the vocabulary.

The next phase would be to have a series of activities starting with an internal advertising blast, moving to a series of hands-on small meetings, followed by a big open house in the library. I think one way to have the true advantages of the program understood by users would be to have a set of races trying to see who could find the best resources the fastest.

One especially useful aspect of the second generation search engine in my library will be the fact that I would have it searching the library catalog, the online databases and the Web. This makes the user who has found information solely in Web sources realize that the library's resources provide answers to many of their searches.

I have noticed when I tell someone that I am a Library and Information Science student, frequently the response lets me know that they believe my choice seems to be ill timed and a



bit old fashioned. What I have discovered is that libraries and information centers do not need to feel like they are in the shadow of the Internet with dynamic search engines like Google. However, to convince the user to shed the habit of relying on their old resources, they need to be provided technology that captures the interest and provides good or better results than the Internet. The visual aspect of these programs can help to capture that attention and, combined with the ability to search multiple sources, it is set to provide a superior package and technological advantage for the user. If libraries stay on the top of the wave in technology then the

Web becomes merely a place where some of the information is found.

**Work Cited**

De Rosa, C. et al (2005). *Perceptions of libraries and information resources: a report to the OCLC membership*, Dublin, OH: OCLC Online Computer Library Center, Inc.

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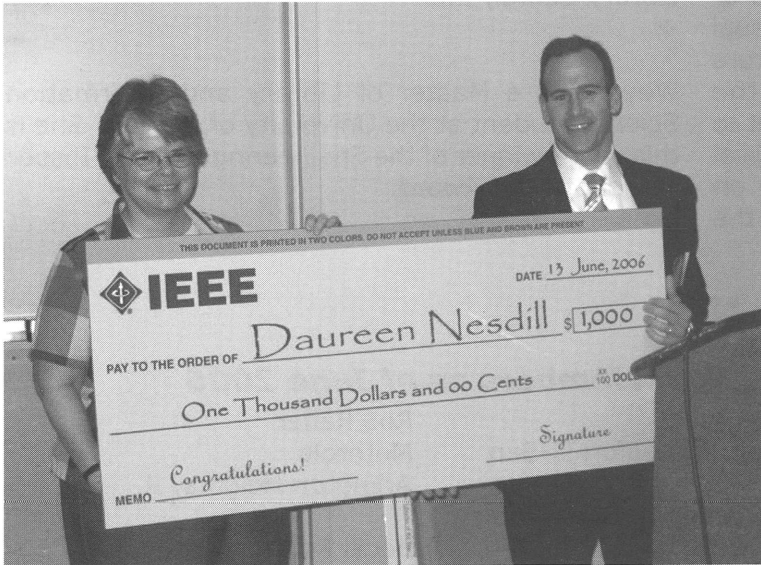
Weyand is a Master of Library and Information Science student at the University of Denver. She is this year's winner of the Engineering Division/Inspection Travel Stipend Award.



**Engineering Division New Members as of June 2006**

Laura Akhtar Plainfield, IL	Vani Inampudi University of California-San Diego Science & Engineering Library LaJolla, CA	Rob Rader Motorola Arlington Heights, IL
Kristin F. Anderson Library of Congress Salem, NH	Anne Janac NSA Research & Engineering Library Fort Meade, MD	Becki Rexrode Lockheed Martin STS Orlando, FL
Victoria Bell Motorola Inc. Libertyville, IL	Cynthia Larson Eaton Corporation Milwaukee, WI	Dianne Taylor-Harding Memorial University of Newfoundland Queen Elizabeth II Library St. Johns, NF Canada
Yvonne Curry Praxair Inc. Tonawanda, NY	Alexandra Lewis CISTI Ottawa, ON Canada	Amanda Werhane K. F. Wendt Engineering Library Univ. of Wisconsin-Madison Madison, WI
Louise F. Deis Princeton University Engineering Library Princeton, NJ	Judy Luther Informed Strategies Ardmore, PA	Andrew W Ehrley Auburn University Libraries Auburn, AL
Raija Dorrity The Boeing Company Huntsville, AL	Robert McFarland Washington University St. Louis, MO	
S. N. Godavari University of Manitoba Winnipeg, MB Canada	Brooke Marquardt Draper Laboratory Cambridge, MA	
Alan Goldsmith Philip Morris USA Richmond, VA	Mary Mims ASRC Aerospace Corporation Alexandria, VA	
Janice Goudreau Information Crossroads Columbia, MD		

**Engineering Division Award Presentations  
Tuesday, June 13, 2006**



Daureen Nesdill, Fran Staples, Director of IEEE Sales and Accounts



Cheryl Hansen, Colby Ellis, President and CEO of Elsevier Engineering Information