

MINITEX

Reference NOTES

A Program of the Minnesota Higher Education Services Office (HESO) at the University of Minnesota-Twin Cities

March 2003

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Information Bits

Reference Services: Virtual, Digital, and In-Library - A New Model for Effective Delivery, Part II

April 11, 2003, 11:00 - 1:00 Central Time
MINITEX Teleconference - for more information, go to <http://www.minitex.umn.edu/train-conf/teleconference>.

Teleconference held in S30B Wilson Library, West Bank Area, Minneapolis Campus, University of Minnesota Twin Cities

Registration is required, and must be submitted at least two (2) days before the teleconference.

For more information, contact: Mary Parker, m-park1@umn.edu

Campaign to Raise Awareness of ELM Launched

Stories from users of Electronic Library for Minnesota (ELM) and information kits for libraries and media centers are helping to spread the word about this important resource, which is available to all Minnesota residents. More than 1,600 kits were shipped to registered ELM participating libraries and media centers in early March. And, MINITEX staff received 295 stories from 204 K-12 schools, 43 academic libraries, 46 public libraries, and two state government libraries and compiled them into a document that was shared with legislators and persons attending MLA/MEMO Legislative Day on Feb. 19. The kits are meant to help libraries and media centers ensure that their users are aware of the electronic resources that are available through ELM. MINITEX has partnered with the Advertising Federation of Minnesota to provide ELM promotional materials that libraries and media centers can share with their users. The kits include posters, table tents, brochures, bookmarks, and stickers. If you have not received an ELM kit or if you would like additional un-kitted promotional material for your library or school media center, please contact Karen Docherty at kdochert@umn.edu.

More information about the kits, about access to ELM, and related questions is available at <http://elm4you.org> OR <http://www.minitex.umn.edu/cpers/elm/kit.asp>. Copies of the stories that we received from ELM users provided witness to the importance of these resources. Stories came in from all four corners of the state from Kennedy and Lancaster in Kittson County to Caledonia and Mabel in the far southeast, from Worthington and Edgerton to Duluth and Ely. Rural and urban Minnesotans; staff members of academic, public, K-12, and special libraries; and others described their use of the resources. Some spoke of ELM as a portion of the electronic resources available to them; others emphasized that the ELM databases are their only option of dependable electronic information sources.

The stories are being distributed to other interested individuals. The stories are available at <http://elm4you.org> webpage under the "Newsroom" link. Or, if you want a copy of the packet, contact Elly Gustafson-Held (ellygh@umn.edu), and we will mail one to you. Like most things in this uncertain budget year, the prospects for continued ELM funding are unknown. During the current biennium, \$2.8 million (more than \$2 million from MINITEX and \$800,000 from the MN Dept. of Children, Families and Learning) have been used to support ELM. A bill (HR626 and SF756) has been introduced in the MN Legislature that would provide for \$400,000 for ELM database licensing for FY04 and FY05. (Chief House author of the bill is Bud Nornes and co-authors are Erickson, Greiling, Sykora and Davnie. The chief author in the Senate is Tom Bakk with co-authors Kelley, Stumpf, Gaither, Wergin) This funding could take the place of the one-time funding that the Legislature provided to CFL to support statewide database access, but prospects for approval of this new money are uncertain. The MINITEX portion of the funding will be impacted by the proposed reduction in the MINITEX base budget. See page 1 of the March MINITEX MESSENGER for more information.



MINITEX Says Farewell to Susan Hoffman

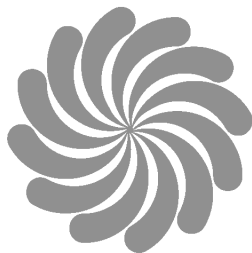
We are sad to announce that Susan Hoffman has tendered her resignation effective Friday, March 21. She has accepted an exciting new Librarian position with the Eden Prairie Community Library of Hennepin County Library System. In her new position, she will utilize her formidable outreach, training, and reference skills.

Susan joined our Reference Services staff in May 2000; prior to her tenure with MINITEX, she worked in the University of Minnesota's Wilson Library for 15 years. During the past 2 1/2 years she has been a superb emissary of MINITEX and our programs and services. You and your patrons have been the recipients of her excellent reference skills and tenacity. Susan contributed to the development and presentation of ELM training throughout Minnesota. Her curiosity and knowledge about library issues, technology, and trends were reflected through her inimitable style and writing flair in articles published in [Reference Notes](#)

We will miss her warmth, kindness, vitality, sense of humor, among all of her other wonderful qualities. Join us in wishing Susan all the best in her new ventures!

Welcome back, Heidi Armstrong Temple

You will soon hear a familiar voice answering the phones and see a familiar name on responses to reference referrals. Yes, Heidi Armstrong Temple will be rejoining MINITEX Reference Services the week of March 24th after her maternity leave ends. We're pleased and excited to welcome back Heidi!



Gale's Business & Company Resource Center (BCRC) gets a face-lift

BCRC is one of the Gale resources available through ELM. It provides access to a wide variety of global business information including case studies, competitive intelligence, career and investment opportunities, business rankings, and company histories. Gail Golderman and Bruce Connolly gave BCRC an "A" rating in their review of online business resources in the Winter 2003 issue of *Netconnect*. BCRC provides business, finance, economics, and marketing information for anyone from the casual investor to the business professional to undergraduate and graduate students. It contains Thomson Financial content, which is used globally by financial investment banks and institutions. BCRC offers access to:

- Business journal news and analysis
- CDA/Investment insider buying and selling activity
- CDA/Spectrum major shareholders
- Consumer marketing data
- Company chronologies and histories
- Emerging technology reports
- First Call Consensus Snapshot
- Investext™ Select Reports
- Press Releases
- Twenty minute delayed stock quote

BCRC's new interface is much more intuitive than the previous one. You can now choose from five different search modes. From a simple keyword search to a more precise company or article search, getting to specific information is made much more simple. Like Gale's other "Resource Centers," BCRC offers a quick start search which allows the user to simply enter a word or phrase in the entry field and choose which part of the database to search in—Company, Industry, or Articles. If you're looking for specific company information you can enter company information in any or all of the provided fields to search. Also included is a feature that allows you to search for a specific product or brand by name or description. By typing in the name of an industry, SIC, or NAICS code, you can quickly access industry information. BCRC also contains a hierarchical browse of industry terms. In the Article search mode, Gale's industry recognized subject guide is supported in addition to keyword and article text. Date, journal name, full-text, and peer-reviewed limiters

are also available. The Advanced search is a great way to limit your search by database or source from the get-go. By selecting content area you can search just that database for information. Content areas you can limit by include investment reports, histories, rankings, industry overviews, company profiles, financials, and a few others.

BCRC organizes search results into a tab format. By clicking on the desired tab you are taken to a list of matching results. Another click on the desired result will display the needed information. As with all other Gale resources available through ELM, the results can be printed or emailed. For product education and information including search tips, fact sheets, navigation guides, sample searches, and more, visit http://www.gale.com/customer_service/index.htm. Stay tuned for information on MINITEX BCRC webinars!

NetLibrary Update

netLibrary check-out length set at 4 hours:

Due to requests from several libraries and a subsequent poll of MINITEX netLibrary users, we have changed the check-out period for all MINITEX netLibrary books to 4 hours. Since netLibrary eBooks are viewed on average 10-15 minutes at a time, we anticipate that setting the check-out period at a shorter interval will make the collection even more accessible. Users can always browse a book without checking it out. Check out is useful if you wish to ensure your access for a period of time as long as four hours. The publicly accessible eBooks (3,405 titles) have unlimited access and never need to be checked out.

Launch of the 2nd MINITEX eBook collection!

MINITEX is gearing up to launch the 2nd MINITEX / netLibrary eBook collection. This effort will differ from the building of our initial eBook collection. This time, libraries will be asked to contribute funds for a large group purchase. For complete information, see: <http://www.minitex.umn.edu/ebook/netlib/>

Benefits of participation in this member-funded collection:

- Get direct authenticated access to netLibrary from any computer at your library or school .
- Obtain real-time usage statistics for your library or school via the Library Resource Center at www.netlibrary.com/resourcecenter.
- Receive a set of OCLC MARC records for all titles in the shared collection included in the participation price.
- Gain access to an estimated 800-1,200 or more titles (depending on member participation).

Those who do not participate can continue to gain access to this collection via MnLink (Minnesota) or other statewide access systems. But, if your library wants direct access via IP or secure referring URL as well as MARC records, a fund contribution is required.

Collection building:

Titles for this new collection will be chosen by a balanced, representative group of librarians from contributing libraries. A collection building profile will be created based the makeup of our current collection. This group will then choose specific titles on behalf of the larger group. Sign up for this offer in the first 45 days and you will be considered for participation in this group if you so desire.

Dates:

March 17-June 12: Enrollment period for sending in participation form and agreement

April 10th: WEBINAR - Building the 2nd MINITEX collection

April 23 - June 23rd: Titles selected

June 12: Deadline for submitting order form and signed license agreement

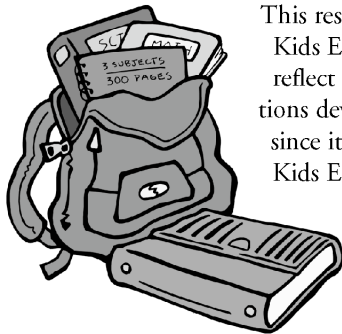
July 1: Access to new collection available (estimated date)

For MINITEX member funded shared eBook collection pricing go to <http://www-minitex.lib.umn.edu/ebook/netlib/collections.asp>.



New K-5 Gale Resource will soon be available via ELM

Through ELM, Minnesota libraries and residents will soon have access to another Gale K-5 resource called Kids InfoBits. This reference and periodical resource introduces elementary students to the research process and challenges them to think and explore in fun new ways. Kids InfoBits gives children easy access to magazines, reference books and newspaper articles that have been selected just for their age group.



This resource has taken InfoTrac Kids Edition and updated it to reflect the changes and innovations developed in Gale products since its original release. InfoTrac Kids Edition and Kids InfoBits will both be offered via ELM. Some new features available in Kids InfoBits will be:

- More than 80 full-text magazines
- New interface with more graphics
- New functionality and more intuitive search capability
- Graphic icons that are more subject representative
- Blackbirch Press' The Kid's Almanac of Geography
- The Blackbirch Kid's Visual Reference of the World
- Kidbits, 2nd Ed.
- Merriam-Webster Elementary Dictionary
- Blackbirch Encyclopedia of Science and Invention

REFERENCE NOTES

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Main Website www.minitex.umn.edu
Reference Email ref@othello.lib.umn.edu
Office Hours. Mon-Fri., 8:00 a.m. - 4:30 p.m.
Reference Intake Form. <http://www-minitex.lib.umn.edu/reference/refdb/index.asp>

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