



Spring 2017



CONGRATULATIONS

**Congratulations to the
Graduating Class of 2017!**

Welcome

New DLIS Student Association E-Board Members For 2017-18

- Kathryn Baumgartner - Secretary
- Malcolm Harris - Assistant Secretary
- Ariana Kaleta - Assistant Treasurer
- Serena Troshynski - Vice President
- Leslie Wybiral - Distance co-chair

Letter from the Director

Dear DLIS Community,

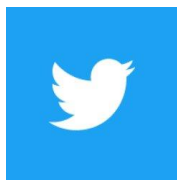
The Spring term is coming to an end and plans are being made for the summer. This summer promises to be quite busy for the faculty and myself with our ongoing preparations for reaccreditation in 2018. I would like to congratulate our May graduates and wish them the very best in their new careers. Students returning in September may want to investigate summer internships. Field experience is very important for putting coursework into practice. Internships (LIS 269) and independent studies (LIS 901) offer different possibilities for valuable experience.

What's new? The Certificate in Management for Information Professionals (CMIP) was approved by the New York State Education Department in January. This program has been in development since 2015 after being identified as a need by the DLIS Advisory Board. This 15 credit program fills a gap in management and leadership training for mid-career professionals. A subsequent review of the literature confirmed the need for current students as well. In the Fall, the second new course in the program, project management, will be offered. Students planning on graduating in Summer 2018 may be able to complete both the MS LIS and CMIP programs.

Alumna Jean O'Grady presented the William Gillard Lecture on March 28th. The Lecture series began in 1970 and is named in honor of William A. Gillard, Chairman of the Department of Library Science (1942 – 1956) and Director of Libraries (1945 – 1970). O'Grady, who is currently Senior Director of Information, Research, & Knowledge at DLA Piper LLP (US), has over 30 years of experience developing strategic information initiatives for large law firms.

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YouTube





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A Past President of the Law Library Association of Greater New York and a former Chair of the Private Law Libraries Section of the American Association of Law Libraries, O'Grady is a leader in the transformation of law libraries and information centers, digital contract licensing, knowledge management, and the legal publishing industry. O'Grady's talk entitled "Has the Librarian-Ship Sailed? – Redefining the Profession in a Post-Google World" was well-received by the capacity crowd in the D'Angelo Activity Center. After the lecture, awards were presented for the H.W. Wilson Professional Development Scholarships. Each year up to five \$500 scholarships are awarded to students presenting at a conference or having a paper accepted for publication. This year's awardees were: Sara Alcorn, Michael Bartolomeo, Laura Dellova, Pamela Griffin Hansen, Lindsay Jankovitz, and Ariana Kaleta. Given a surplus in the scholarship fund, we were able to award a sixth scholarship this year.

The DLIS Student Association's (DLISSA) Second Annual Symposium was held on the Manhattan Campus on Saturday April 22nd. This tremendously successful event consisted of a variety of talks, posters, a keynote address, and of course, good food. Congratulations to Sara Alcorn, Michael Bartolomeo, Kevin Quinn, and the organizing committee for a job well done. DLISSA also organized an informative webinar series this year featuring information professionals and career services staff. All DLISSA webinars are available online. Students may come in person, login remotely, or view the recording afterwards. If you can attend in person, there's pizza. According to www.thepizzajoint.com/pizzafacts.html, anchovies always rank last on the list of favorite toppings. No surprise there!

Best wishes for a great summer! Good job hunting, internship shopping, summer course taking and try to fit in some relaxation as well.

Best,

James Vorbach, Ph. D.

Director & Associate Professor



Letter from the Editor

Dear Reader,

I'm really excited for the Spring 2017 DLIS E-Newsletter for a couple of reasons.

First, and most obvious, the format for the newsletter has changed. It was our hope that we could create a product that felt like an actual newsletter, and I think we had some success in that department. Second, and most importantly, we had some really FANTASTIC submissions, from both students and faculty, which I think all of our readers will enjoy. Some of the topics highlighted in this edition

include: DLISSA Symposium, METRO Conference 2017, and Dr. Singh's new Marketing and Advocacy class. Each of these articles, as well as the others within this newsletter, will help to paint the picture of the growth and development that took place in DLIS during Spring 2017.

As we look back on the Spring 2017 semester, I would like everyone to take a minute to stop and smell the roses. As academics, we have a tendency to get caught up in the madness that comes with our work: assignments, grading, deadlines, etc. In the midst of that madness, sometimes we forget to appreciate what we have achieved, and more importantly, those who helped us with those achievements. This will be my first and last semester as editor of the DLIS Newsletter. I would like to take this time to thank Serena Troyshinski, and Ariana Kaleta for the work they did to help me compile and edit the newsletter, and for providing a good laugh during this transition. Thank you to Michael Crossfox for being the human power supply that fuels DLIS. Thank you to the faculty for putting in OUTRAGEOUS amounts of time to ensure the success of your students. And finally, thank you to the 2017 graduating class for raising the bar -- Good luck in your future endeavors!



Sincerely,
Kevin Quinn

2017 DLIS/H.W. Wilson Foundation Scholarship Winners

The \$500 DLIS/H.W. Wilson Foundation Scholarship for Professional Development is awarded to DLIS students who publish or present their research at a professional conference. The scholarships are officially awarded at the William A. Gillard Lecture on Community Engagement in the spring semester.

This year's winners:

- Sara Alcorn
- Michael Bartolomeo and Ariana Kaleta - "Reaching Out to Diverse Populations: What Academic Librarians Can Learn from Public Library Outreach Programs," to be presented at SUNYLA 2017
- Laura Dellova
- Pamela Griffin-Hansen
- Lindsay Jankovitz – "Effective Project Management Techniques to Prepare information Professionals for the Future Workforce," to be published in *Project management in the Library Workplace*, 2018



What's New - Spring 2017

Reflections: LIS 271 - Marketing & Advocacy in Information Organizations

By: Stephanie Fortino-Gonzalez

Prior to taking this class, I must admit that I had a very limited understanding of the concept of marketing. In all honesty, I thought its primary focus was on promotions and advertising. However, after engaging in the readings and composing the different papers and projects throughout this semester, I have learned that it is actually a very complex concept that is more about meeting the needs of the library's community than anything else. The *Information Organization Marketing Evaluation* opened my eyes to the idea that every part of the library (even down to the layout of the furniture) should be expressing the library's anticipated brand and message. My favorite project this semester, the *Advocacy Campaign Proposal*, demonstrated the importance of the library striving to meet the needs of every patron and shedding light on library services that may be falling short of expectations. The *Marketing Plan* collaborative project gave a glimpse into the experience of fostering a marketing initiative from an idea to implementation. And finally the *Marketing and Influencing People* paper allowed me to see how libraries, both large and small, are capable of developing and creating programs and services that can "catch on" and become viral in their respective communities.

Although the work at times seemed overwhelming, the value I gained from this course is immeasurable. Even if it is not immediately utilized, the skills I have learned in this class will benefit me down the line if I am ever promoted to a position of management or am asked to be part of a marketing committee.

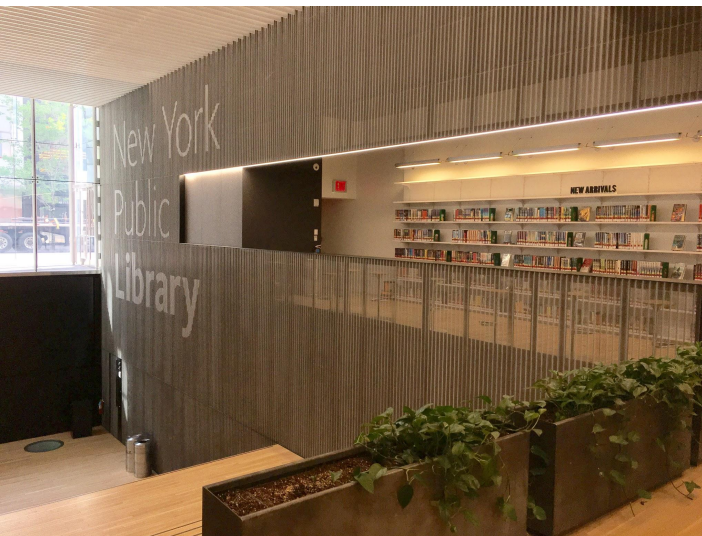
By: Lindsay Jankovitz

As a result of the concepts learned in Dr. Singh's Marketing & Advocacy in Information Organizations class, my knowledge and thoughts towards marketing has greatly evolved. I no longer think of marketing as just strictly promotional materials, such as flyers, community outreach, and programs. I now understand that it is an approach that affects everything within an organization, including how a library is set up, staff's behavior, and the services a library offers. Crucial class assignments, such as our "Marketing Plan Evaluation," "Advocacy Campaign Proposals," and our group projects stressed the importance of these concepts, while providing us with real-life examples of how these concepts can affect an organization and the public's perception of it.

This class also allowed me to understand how important it is to focus on an organization's staff and to ensure that they have the resources and knowledge needed to perform their job duties, to the best of their abilities. I believe that this lesson will be extremely valuable to me, as an information professional. Overall, this class has had an everlasting impression on me, and has made me into a stronger information professional.



Student Dispatches



53rd Street Library

By Serena Troshynski

Few public libraries can compare to the beauty of New York Public Library's Schwarzman Building with its regal stone lions, Patience and Fortitude, standing guard, and the famous Rose Reading Room. However, the newest branch of the New York Public Library is similarly awe-inspiring. Located in the heart of Manhattan, steps away from the Museum of Modern Art, the 53rd Street Library is an inviting, state-of-the-art space featuring an amphitheater and a laptop bar.

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Attracting museum visitors: A panel by the Long Island Museums Association

By: Kat Baumgartner

The Long Island Museums Association (LIMA) consists of over 50 museums and historical societies located on the island, including the Nassau County Museum of Art. On March 6, 2017 the Nassau County Museum of Art hosted a panel titled "Re-Engage Your Audiences, or Stop Boring Us to Death!" The purpose of this panel was to share creative ways institutions have been able to increase audience interest and interaction, as well as draw new visitors to their sites. The panelists at this event were: Laura Lynch, the Director of Education at the Nassau County Museum of Art; Bev Tyler, Historian at Three Village Historical Society; and Cindy VandenBosch, President of Turnstile Tours.

Perhaps unsurprisingly, the demographic group focused on most heavily was millennials. This demographic can be harder for museums to reach, but the panelists had some suggestions on how to bring them into museums. Embracing trends such as selfies is a great way to allow visitors to engage directly with the content and share their outing with their social media followers. Another important element is connecting the art or artifacts to present-day situations in order to emotionally engage audiences. With young adults, it can be helpful to reach out to an influential social media persona and request that they share images and information about the museum site in order to show others how fun a visit can be.

The overall message was to keep in mind the needs of various groups of people. There were many other effective tips and tricks shared by the panelists, but the main point is to remain open-minded and explore new ways to interact with visitors and potential visitors. Technology and its uses are constantly evolving, so our approach to the entertainment side of museums must continue to evolve as well.



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Coming to work in this beautiful building, I am continually reminded of the opportunities afforded me by St. John's metropolitan location. I began work as a Library Page at the 53rd Street Library this February, a month after beginning the Library and Information Science Program. My responsibilities in this position include shelving returns, processing holds, and shelf-reading. Working in a public library while I complete my coursework has allowed me to gain valuable experiences and make real-world connections to my classes. I'm glad to have the opportunity to work in one of the biggest and best funded library systems in the county- right in St. John's University's backyard.

METRO 2017 Reflection

By: Christina Boyle.

This winter, I attended my first METRO annual conference at the Kimmel Center in NYC. The conference was filled with librarians from all over the country and world - the keynote speaker was a librarian, Marie Østergård, who gave a demonstration of the renovations of what has been named Dokk1, a multifunctional library building in Denmark. Although incredibly interesting, this was overshadowed for me by the other presentations that I attended. Dokk1 seemed to be nearly unattainable, a magical library on another continent that encompassed everything an information center should be. The main sessions that I attended were a bit more relevant to a LIS student like myself. The first presentation I attended was by different academic librarians, who discussed their independent research projects.

“METRO Con was also a great networking opportunity. I met the president of SUNYLA, as well as librarians from LIU, Brooklyn College, NYU, and the CUNY Graduate Center. They were all incredibly welcoming and friendly, and seemed very interested that I was going to be emerging into the LIS workforce soon”

This was so valuable to view, since as a future academic librarian myself, I will be expected to engage in scholarship throughout my career. Firsthand accounts of this was

incredibly inspiring. The other session that I found to be most useful was a presentation on an ILL software designed to make ILL requests quicker and more efficient. It was great to see some of the upcoming developments that can have practical benefits for LIS professionals. I did view a few other sessions as well, but these were the ones that I enjoyed the most.

METRO Con was also a great networking opportunity. I met the president of SUNYLA, as well as librarians from LIU, Brooklyn College, NYU, and the CUNY Graduate Center. They were all incredibly welcoming and friendly, and seemed very interested that I was going to be emerging into the LIS workforce soon. I will certainly make it a priority to attend the METRO conference each year.



Genealogical Resources for the African American Community

By: Ariana Kaleta

By now, if you are working in a library, you already know Americans are hungry to find their roots. Genealogy is hot these days! Americans are hunting their attics, going online and coming into the library, trying to find out who they are, where they came from, why they came and when they came to this country!

Providing reference for patrons searching for their ancestry may appear easy at first but not all searches are one click on Ancestry.com. Certain populations will not just pop up on mainstream sites like Familysearch.com or Findmypast.com. Due to the migratory nature of African Americans after the Civil War, ancestry searches for African Americans may need to cross state borders and these sites provide information focusing on various parts of the country.

These Five Sites for African American Genealogy each provide different information and access to different databases:

1.) **Arigeneas.com** is a free website based on a growing community of volunteers. Afrigeneas.com has been providing and maintaining a searchable database of surnames, extracting, compiling and publishing all related public records with genealogy value for over ten years. The company has been collecting slave data from descendants of slaveholding families as well as from public and other private sources, in order to provide a searchable database of surnames, as well as hosting discussions with tips and topics to help researchers... Linking to specific Internet resources.

2.) **Freeafricanamericans.com** is a visually no frills site, but don't let it's old school web design fool you. This site chronicles the Free African Americans of Virginia, North Carolina, South Carolina, Maryland and Delaware. According to the site, it tells the history of free African American community as told through the family history of most African Americans who were free in the Southeast during the colonial period.

3.) **Lowcountryafricana.com** is a site dedicated to African Americans from South Carolina, Georgia and Florida.

4.) **Ccharity.com** or "Christine's Genealogical Website" offers historical news stories and links to the most recently updated Searchable Data and Transcribed Data. It also provides direct links to National Archives blog and Freedmen's Bureau Online for search assistance.

5.) **Blackpast.org** describes itself as an Online Reference Guide to African American History. The site itself provides details on African American History, African American History in the West and Global African History. The site's genealogy page also provides some individual family histories and links to more mainstream genealogy search sites.



Uncovering the past: Explorations of a 19th-century Whitman coverlet

By: Kat Baumgartner

Several of the assignments for Dr. Angel's LIS 258: Museum Informatics required partnering with a museum of our choice. As I have a literary background, I decided to reach out to the Walt Whitman Birthplace Association in Huntington, New York. Dr. Angel asked that we select an artifact to work with throughout the semester, imagining how we might implement social media and interactive technologies based on our chosen piece.

The executive director of the Birthplace, Cynthia Shor, offered several artifacts that I could work with and I opted for the one that proved to be both exciting and challenging. It was a blue and white, hand woven, cotton coverlet with the name Phebe Whitman stitched into one side, along with the date February 2, 1818. Having a name and a date did not make it easy to determine which of three Phebe Whitmans alive in 1818 was the owner of the coverlet, as I had naively believed it might.

There were a number of avenues that could be taken to piece together the narrative of this artifact, so with the guidance of several researchers associated with the Birthplace, I began parsing through two genealogical charts and a family tree in order to make connections between the mysterious Phebe and the great poet. One woman was ruled out, as her name is consistently spelled with an o (Phoebe) in multiple sources, which narrowed the candidates down to a great-aunt and a distant cousin of Walt's.

Neither of these two women had children listed on the genealogical charts, but one had a husband, Isaiah Jarvis. Looking through the tax records located in Huntington Town Hall, I was able to find the great-aunt's husband and father; she would not have been listed because women's names did not appear in official documents at the time. None of the wills housed in the archives belonged to any of Phebe's family and none listed a coverlet like the one possessed by the Birthplace.

Although my time spent in the archives did not reveal who the owner of this coverlet was, my ventures through the Huntington Rural Cemetery might prove useful. After three trips to the burial ground, I was able to find a grave with the name Phebe Whitman; my next step is to determine how one of the Phebes from the genealogical chart might be connected to the Shepherds buried with this Whitman. I will also be reaching out to the donors of the coverlet in order to determine their relation to the Whitman family and gather any information they may have on who this bedspread was made for.

Why bother going to all this trouble to determine the owner of this coverlet? Archives and museums are more than mere repositories for cultural artifacts; they must also be warehouses of information on those objects. It is this sort of work that keeps people of the past from fading into oblivion, and reminds us of how vastly different life was such a short time ago.



Message from the Faculty



**“Accidental” or “Intentional” Leader?
A Choice for DLIS Graduates**

By: Dr. Rajesh Singh

The LIS profession is plagued with “accidental” managers and leaders, primarily due to lack of adequate exposure to advanced management courses in LIS (library and information science) schools. Dr. James Vorbach and I worked together to develop an advanced “Certificate in Management for Information Professionals” (CMIP) for DLIS students in order to address this issue and prepare well-equipped and well-trained managers and leaders.

I’m pleased for our students, as the CMIP will help them to develop more skills and confidence in leadership and management, making them more competitive in the job market. It will also be valuable for midlevel information professionals who need to update their leadership and management skills. This 15 credit CMIP program provides advanced management courses in marketing and advocacy, project management, and knowledge management in addition to the “required” management and Capstone courses.

This management certificate program brings enormous opportunities for DLIS graduates and will equip them with solid skills needed in the evolving workforce. As our profession becomes more and more focused on community over collection, it requires information professionals to be equipped with marketing and project management skills. The ability to develop strategic partnerships with the community, vendors, and stakeholders, as well as to lead and manage projects is not only desirable, but a necessity for information professionals.

By taking advantage of the CMIP program at their doorstep, our DLIS graduates will have the skills and confidence to become an “intentional” leader, giving them a myriad of new career avenues to pursue.

For More Information about the Certificate in Management for Information Professionals, please visit:
<http://www.stjohns.edu/academics/schools-and-colleges/st-johns-college-liberal-arts-and-sciences/programs-and-majors/management-information-professionals-advanced>



Twenty-five Things You Didn't Know About Michael Crossfox



1. I'm happiest when...

I do a good job.

2. Especially if it...

Gets a standing ovation (I used to be a concert Violinist/Violist).

3. I've always wanted to...

Be a motorman for the NYC Subway.

4. My family and I...

Are very hard workers.

5. I was terrible at...

Finding flaws in myself.

6. My first job was...

Walking dogs on the Upper East Side. I had three employees a year later, and sold the business for \$100,000 when I was 13.

7. I could probably eat...

Anything served to me, especially in a private home. #manners.

8. I stole...

The cookie from the cookie jar.

9. I was born on the same day as...

Michael Crichton, Arthur Ashe and Johnny Carson.

10. My all time favorite film is...

The Goonies.

11. I do a pretty mean...

Old Russian lady from Rego Park.

12. I'm still mad...

No one has correctly adapted Frank Herbert's "Dune" for the screen.

13. I met my husband...

Nine years ago, married for five this May.

14. I always knew I wanted...

To inspire people with my indomitable spirit and winning personality. But since that never happened, I've settled with intimidating people and serving world class snark.

15. I'm not afraid to...

Kick down barriers to get what I need

16. I make the best... Guacamole

17. I have almost no...

Chill

18. I cry when I...

Am confronted with unwarranted suffering or abject misery. We're all here together, and for such a short time. We have to help each other in any way we can.

19. I'm (now) a...

Social media personality quiz-taker.

20. I spent 12 years...

Performing on the world's great stages.

21. I wish my folks...

A happy retirement!

22. At five, I was deeply in love with...

Oscar the Grouch. He's my spirit animal.

23. I believe if everyone...

Acted, thought and worked like me, we would be a Type II Civilization on the Kardashev Scale by the year 2150.

24. I can't stand...

Mouth noise/ chewing sounds.

25. Whenever...

There's trouble, I'll be there on the double. Because I love drama!



**2017 Symposium
Presentations**

**“Cultural Intelligence and
Information Poverty”**

Ariana Kaleta

“New York World’s Fair”

Richard Jones

“Arturo Toscanini”

Laura Dellova, Maeve Dwyer,
and Richard Jones

**Alicia Columbello and
Megan Smead**

**“Why Academic Libraries
Should Care About
Cosplay”**

Christina Boyle

“Portal to the Past”

Kat Baumgartner

“Harleigh Schultz”

Matthew Hamilton and
Stephen Young

Keynote Address

Matthew Hamilton

2nd Annual DLISSA Symposium

Kat Baumgartner

On April 22, 2017 the Department of Library and Information Science Student Association (DLISSA) held its 2nd annual student research symposium at the university’s Manhattan campus. The morning began with a delectable, diverse breakfast spread and friendly conversation as people were finally able to put faces to the names they had seen in many of their online courses.

Once everyone had been well fed, DLISSA President Sara Alcorn offered some opening remarks and introduced the day’s first presenter. Ariana Kaleta gave a pecha kucha on the subject of international librarianship, touching on important topics such as digital literacy and cultural intelligence. Afterwards, the DLISSA board members gave pecha kuchas of their own sort as they participated in PowerPoint karaoke. Memorable lines were spoken; a particularly relevant standout for those commuting from Long Island was the exclamation that the Long Island Rail Road, rather than climate change, was the true enemy of the earth. The speaker of this truth, Matthew (Michael) Bartolomeo, was crowned the winner of the challenge.

Richard Jones shared a project he has been working on with Dr. Szylvian and a group of fellow graduate students in the Department of Public History. They are working with the Queens Museum to improve access to the museum’s materials about the New York World’s Fair and to inspire new research projects surrounding these items. The work that has been accomplished on this ongoing project thus far may be viewed [here](#).

Another project centered around Queens history is [Queens Memory](#), which is supported by the Queens Public Library system and Queens College. This site brings together digital stewardship and community engagement by allowing visitors to create their own exhibits using the artifacts available online. They can then share these exhibits with friends via social media, comment on exhibits created by other members, and use tags to classify images. Michael Crossfox is currently working with Queens Memory to collect oral histories from members of the LGBT community in order to commemorate the 25th anniversary of the Queens Pride Parade.

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The group presentations consisted of students from Dr. Vorbach's Web Design class, sharing the work they have been doing throughout the semester. Laura Dellova, Richard Jones, and Maeve Dwyer worked with the Center for Migration Studies and the Italian Welfare League to create a website about Arturo Toscanini, an Italian conductor and musician of the 19th and 20th centuries. Their creation, which serves as a digital repository, can be seen [here](#). Alicia Columbello and Megan Smead worked as mentors to the culinary and research clubs at St. John the Baptist Diocesan High School, assisting the students in the creation of Wordpress sites where they could share recipes and research projects. These sites serve as great tools for the students, who can add web design experience to their resumes and share links to their online posts in their college applications.

During lunch, Christina Boyle presented her poster on the importance of cosplay and how it can be incorporated into various types of libraries. Cosplay does not have to be limited to video game or movie characters, but can also include literary figures and war reenactors as well. It is a great way of creating a community and allowing people to share their passion with others. Kat Baumgartner also had a poster on display, revolving around research she has been doing on a coverlet belonging to the Walt Whitman Birthplace Association.

The keynote speaker, Matthew Hamilton, wrapped things up with two presentations. The first was about Harleigh Schultz (1883–1958), a Hollywood publicist who rubbed elbows with people like Cecil B. DeMille and Clark Gable. Matthew and his project partner Stephen Young created a [website](#) to house materials on this interesting man, including a number of photographs signed by the celebrities Schultz had come in contact with. Matthew's next speech told us about the path he had taken to get to the Library and Information Science program here at St. John's—this path included time in the military, the Peace Corps, and a monastery—and the important lessons he learned along the way. He discussed the role librarians play in culture and politics, and gave the audience two important takeaways: Always pursue the truth and never give up.

Following symposium, students gathered at McSorley's and Barcade to continue discussions on the profession and vanquish alien forces in Galaga.



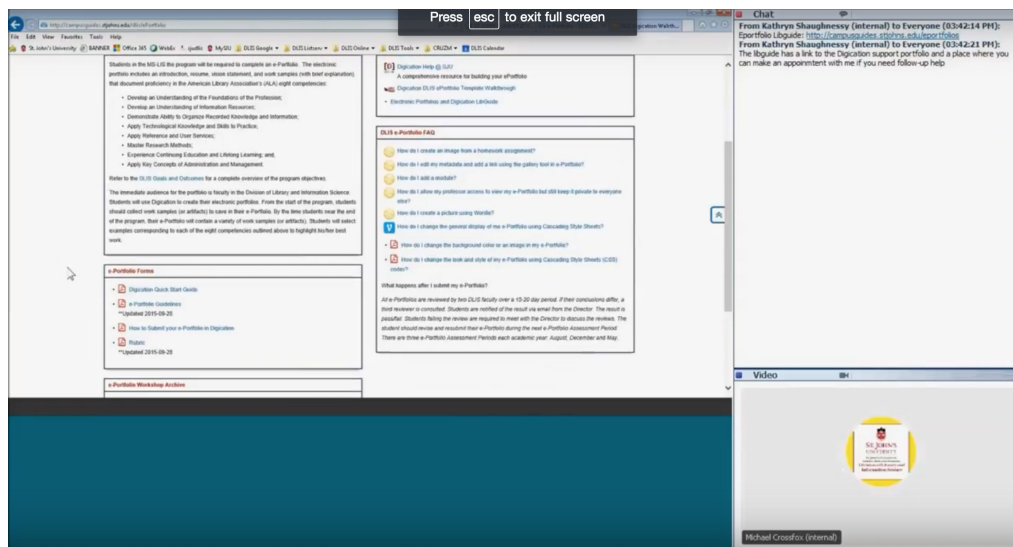


Alumni Speakers Share Their Experiences via Webinar Series

The DLISSA Webinar Series was created to offer DLIS students a forum for discussing trends and practices in contemporary librarianship with guest speakers in an informal setting.

For Spring 2017, we invited alumni to present on their professional experience via a post to the DLIS Alumni LinkedIn Group. The Alumni presenters were asked to prepare a brief presentation (about 20 minutes) in response to a series of questions about their academic background, professional development and career advancement. The presentation could take the form of a digital slideshow, or a conversation moderated by Michael Crossfox.

After their presentation, presenters answered questions from students attending the online webinar synchronously.



DLISSA thanks the following presenters for their participation in the Webinar series:

- * Valerie Bove, MLS '10, Library Media Specialist at St. John's Prep.
- * Sandra Michele Echols, MLS '12, Assistant Dean at the College of New Rochelle.
- * Roseann Podias, MLS '15, Adult and Youth Services Librarian at Freeport Memorial, Oceanside and Uniondale Public Libraries.
- * Jaclyn Vialet, MLS '11, Director of the Health Education Resource Center (HERC) at St. John's University.



More information about the DLISSA Webinars can be viewed on the DLIS blog:
sjudlis.com/events/webinars

If you are an alumnus of DLIS and are interested in engaging with current students about the profession, or would like to present research in the Fall semester, please email dliis@stjohns.edu