

Bib·li·o·Tēch

NEWS FROM THE MIT LIBRARIES

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FROM THE DIRECTOR



Photo by Richard Howard

I confess to being a huge fan of dog cartoons. As loyal followers of *New Yorker* cartoons will attest, dogs can be (to some, anyway) a hilarious vehicle to comment on work, aspirations, and life in general.

Take for example the cartoon of a proud hunting dog, emerging triumphantly from the swamp rushes, bearing a rather bemused-looking fish in his mouth rather than a duck. Who among us has not witnessed or experienced a similar moment of confident triumph, only to discover that what one worked so hard to deliver was not quite what was expected?

This leads me to the serious business of explaining why the MIT Libraries routinely ask the MIT community how we are doing, and what faculty, students, and researchers need from us. If we are bringing you a fish, when what you really need is something else, we'd like to know.

The legendary management guru Peter Drucker once noted that “Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.” With mounting expectations about the role of research libraries in higher education, coupled with rising costs and volatility in the technology of both information and education, the MIT Libraries need to focus resources on what matters most. And the best way to do that is to figure out what MIT needs — now and in the future.

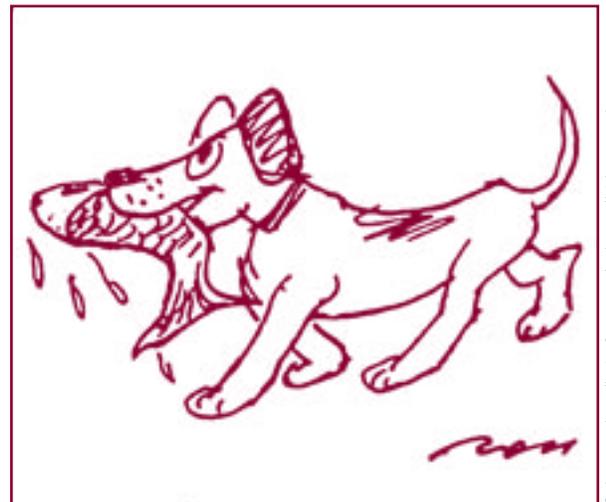
Commercial enterprises have it easy. As the founder of the L.L.Bean company avowed, “Sell practical, tested merchandise at reasonable profit, treat your customers like human beings — and they will always come back.” Although the MIT Libraries do treat our community with respect and care, and our information products and services are thoughtfully selected and always pretested, we are a service of MIT, not a profit center. And unlike for-profit companies, which can reinvest growing revenues in popular services, non-profit service organizations like the MIT Libraries must be creative and innovative in deploying available resources to design and grow the popular services they offer.

Who among us has not witnessed or experienced a similar moment of confident triumph, only to discover that what one worked so hard to deliver was not quite what was expected?

Happily, we have a wide variety of popular services, and the use of both traditional and new products and services offered by the MIT Libraries continues to grow. We know this because we capture extensive data on the use of the Libraries. But even more importantly, we know our services have value because the MIT community so generously and thoughtfully tells us so in our surveys. While there is always more to do, and we are eager to do more, feedback from faculty, researchers, and students gives us confidence that we can and do deploy resources where our key constituents need them, and that they, in turn, get high value from the services and products we provide.

So I want to thank all those of you who took the time to complete the Libraries' most recent survey of the MIT community. I can assure you that we are already taking advantage of the information we gathered and that your time was well spent. I hope that you will be pleased with the results of your participation in this survey as in the months ahead we develop responses to the priorities you identified.

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HOW ARE WE DOING?

MIT COMMUNITY EXPRESSES VIEWS IN RECENT LIBRARIES' SURVEY

Last fall the MIT Libraries undertook the largest user survey in our history, targeting all MIT faculty, students, and research staff — in other words, nearly 14,000 individuals who represent the Libraries' core constituency. The response rate was remarkable — 6,460 actual responses, or 46% of the community responded! Some 50% of all students took the time to respond, and an impressive 30% of faculty did also.

The goals of the survey were motivated by the Libraries' 2005 strategic planning efforts. The Libraries wanted to assess the community's perception of the quality of our services in relation to their sense of the importance of each service. We hoped to better understand current information-seeking behavior in order to anticipate and consider priorities for future Libraries' services. And last, but not least, we sought to assess awareness of our services and resources to see where additional outreach might be needed. A copy of the survey can be viewed at <http://macfadden.mit.edu/presentations/all-staff1-06/librarysurvey.pdf>.

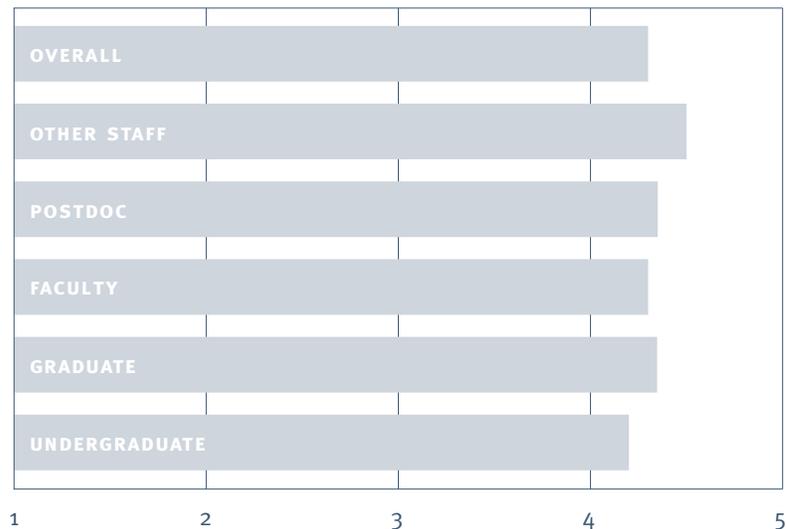
HIGH LEVEL OF OVERALL SATISFACTION

On the whole, respondents graded the MIT Libraries highly (4.3 on a 5-point scale) when asked to rate their overall level of satisfaction. From prior surveys we expected that graduate students, post docs, research scientists, and faculty would rate library satisfaction somewhat higher than would undergraduate students, and that was indeed the case with this survey.

HIGH LEVEL OF SATISFACTION WITH NETWORKED RESOURCES AND SERVICES

The survey also demonstrates the remarkably positive results of the large-scale effort and investment the Libraries have put into providing access to resources and services that are used over the network. When asked whether library resources were used a) by visiting the library, b) from elsewhere at MIT, or c) from off-campus, responses indicate that the Libraries are successfully delivering library resources and services, at gratifyingly high levels of satisfaction, outside the physical library, both on and off-campus.

OVERALL, HOW SATISFIED ARE YOU WITH THE MIT LIBRARIES? MEAN SCORE: 1=VERY DISSATISFIED; 5=VERY SATISFIED



PRIORITIES FOR THE FUTURE

As we look to the future, the survey points to resources and services the MIT community would like the Libraries to expand or develop. When asked to rank a list of ten possible priorities for future innovation and improvement, respondents targeted easier searching across library resources as their number one choice, closely followed by more historic depth to online journal collections.

Yet another interesting finding of the survey was an apparent lack of awareness of a number of the less traditional tools and services provided by the Libraries. While 85% of those answering the survey said they use the Libraries' physical facilities, web site, and electronic resources, awareness of some of our newer services and resources was less deep. In the months ahead we will look at ways to advise our core constituency about the availability of new tools through communication and outreach.

NEXT STEPS

We will continue to analyze the wealth of data supplied by this survey. Obvious next steps will be to analyze the data by schools, departments, and user categories. We have thousands of individual comments, to consider and weigh. We will also correlate ratings of satisfaction with importance to identify where there are gaps in service. And we will look to leverage discoveries about the behavior and views of faculty, students, and research staff in order to improve services and ensure that our future efforts are focused in a way that provides the highest benefit to the MIT community.

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SUPPORTING THE LIBRARIES

PROFESSOR'S GIFT WILL BENEFIT FUTURE GENERATIONS OF AERO-ASTRO SCHOLARS

Former payload specialist astronaut Larry Young may have spent his long career in a futuristic field, but he knows scholars will always need the history held by libraries. “A Google search is not a substitute for library scholarship,” said Young, the MIT Apollo Program Professor of Astronautics.

Young speaks from personal experience. As an MIT alumnus and member of the faculty for 43 years, he has benefited from MIT’s research libraries for decades. A widely-recognized expert in the field of aerospace medicine, Young has focused his research on the interaction of the eyes and inner ear — the components that determine motion sickness during spaceflight — and created models widely used in the field. Besides taking advantage of library resources, Young has also added to them; his own books on motion sensation are part of the collection.

In 1962, Young co-founded the MIT Man Vehicle Laboratory, which focuses on interdisciplinary research on the effects of air and space travel on pilots and passengers. He trained at the Johnson Space Center as a payload specialist astronaut before becoming the first holder of the newly-created Apollo Program chair in Astronautics. In 1995, NASA recognized his development of an expert system for astronauts with a Space Act Award. He has been elected to two National Academies, the Institute of Medicine and the National Academy of Engineering, as well as the International Academy of Astronautics. In addition, his work on ski injury research has earned him a US Ski Association Award of Merit.

Throughout his long and prestigious career, Young has kept in mind the fundamental role of the MIT Libraries in advancing knowledge. Recently he decided to aid their efforts by establishing a gift annuity to support the Aeronautics and Astronautics Library. In return, Young will receive a guaranteed, fixed income — much of which will be tax-free — for the rest of his life. He also received a charitable income tax deduction in the year of his gift. But more than these benefits, Young values the satisfaction of knowing his gift will make a difference to the library.

“I chose to make a gift now rather than just including MIT in my will,” he said, “because I want to enjoy it while I’m still around. This gift is a legacy to future students and to my grandchildren, who will someday find in the library the value of what’s gone before them, and perhaps share my appreciation of MIT.”

The MIT Libraries also appreciate his legacy. “We are so grateful to Professor Young for his thoughtful gift,” said Aeronautics and Astronautics Librarian Eileen Dorschner. “His generosity will enable us to support the education and research of future generations of students and faculty. It will enable the library to continue to maintain a world-class collection in a world-class space.”



Photo by Ed Quinn

Larry Young, MIT Apollo Program Professor of Astronautics

Ann Wolpert, Director of the MIT Libraries, concurred. “Professor Larry Young’s gift is a reflection of his dedication as an educator to MIT’s exceptional Aero-Astro students,” she said. “As a teacher, mentor, researcher, and author in his own right, Larry understands the importance of strong libraries and robust information resources to the life and learning of MIT students. His generosity is an exceptionally meaningful way to support the MIT Libraries while affirming his strong commitment to the field of Aeronautics and Astronautics at MIT. MIT students will benefit from Professor Young’s gift for years to come, and the MIT Libraries are grateful for his vision and support.”

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A GIFT THAT PAYS YOU BACK

When you establish a gift annuity to support the MIT Libraries, you receive income in return.

SAMPLE ONE-LIFE BENEFITS FOR A \$50,000 GIFT

AGE	RATE	ANNUAL INCOME
90	11.3%	\$5,650
85	9.5%	\$4,750
80	8.0%	\$4,000
75	7.1%	\$3,550
70	6.5%	\$3,250

- **Fixed** Gift annuity rates are fixed based on the beneficiary's age at the time of the gift. You receive the same dollar amount year after year, instead of an amount that varies with the market.
- **High** Gift annuity rates range from 5.5% to 11.3% — much higher than other sources of fixed income, such as bonds or CDs.
- **Lifetime** You (or the beneficiary you name) will receive annual income in quarterly payments for the rest of your (or the beneficiary's) life.
- **Tax-free** When you fund a gift annuity with cash, a portion of your annual income will be tax-free.
- **Tax-favored** When you fund a gift annuity with appreciated stock, you avoid some of the capital gains tax otherwise due on the asset.
- **Guaranteed** All annuity payments are guaranteed by the full faith and credit of MIT, and backed with the total assets of the Institute.

You also receive a **charitable income tax deduction**, and the satisfaction of knowing that your gift makes possible the education of a new generation of thinkers.

For more information on how a gift annuity can benefit you and your family, contact:

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INSIGHT FROM ALUMNI NORTHERN CALIFORNIA ALUMNI DISCUSS LIBRARIES

A recent visit with Northern California alumni resulted in some interesting insights into what libraries mean to MIT alumni. We spoke about issues ranging from rare books and manuscripts to information access. We discussed what libraries of the future might look like, how they will serve their communities, and how the MIT Libraries will change over time.

Hans Peter Brondmo (1987), an expert on e-mail internet marketing, and CEO and founder of Plum, Your Personal Sharable Online Library, spoke of the transformation taking place in information access. **Daniel Seligson (1976)** reminisced about childhood trips to the Beinecke Rare Book & Manuscript Library, which sparked a lifelong interest in libraries and books. He also spoke about his gift to the MIT Libraries of Moser's seven-volume *Pennyroyal Caxton Press Bible*, one of only 400 limited-edition copies. **Thomas Inglis (1947)**, a bibliophile extraordinaire, shared his collection with us, as well as his remarkable knowledge of the book as artifact and resource. Time spent with **Brewster Kahle (1982)**, digital librarian and director and co-founder of the Internet Archive, revealed a great kinship with the goals of the MIT Libraries, as he described the importance of preserving the contents of the Internet and other "born digital" materials as well as the Internet Archive's book-scanning project. **Cliff Reid (1979)** spoke with much authority on the importance of maintaining integrity of copyright and attribution in the rapidly growing world of information access, while continuing to nurture resources like MIT's OpenCourseWare and MIT Libraries' DSpace. **John A. Stern (1941)**, principal of Palo Alto Aeronautical Consultants, reminded us of how much libraries have been and continue to be a critical part of the educational process. **Michael L. Taviss (1981)** of Taviss & Associates spoke about the need to preserve information digitally, by scanning copies, and by saving data that is born digitally in archives such as DSpace.

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FROM THE ARCHIVES

ARCHIVES RESEARCH REVEALED

Photo by Lois Beattie



Researchers working in the Institute Archives & Special Collections

Walk past the Institute Archives & Special Collections and peer in the glass window and you'll see researchers poring over some of the Institute's most valuable archival collections. Researchers from around the world come to MIT to consult these one-of-a-kind resources on the history of MIT and the history of science and technology. So how are these resources used, and what are the results of the research that goes on behind the Archives' door?

Here's a look at several recent publications that were researched in the MIT Archives.

BOOKS

Mind and Hand: The Birth of MIT (Cambridge: MIT Press, 2005). This book was crafted after careful study of early records of MIT, including corporation and faculty records, the papers of early presidents William Barton Rogers and John Runkle, and the papers of early faculty members and students.

Tris Speaker: The Rough-and-Tumble Life of a Baseball Legend (Lincoln, Neb.: University of Nebraska Press, 2005). Timothy M. Gay consulted the Archives' *Technology's War Record* for his biography of the former Boston Red Sox centerfielder who during World War I trained at a U.S. Navy aviation program at MIT.

Designing MIT: Bosworth's New Tech (Boston: Northeastern University Press, 2004). MIT professor of architecture Marc Jarzombek utilized the papers of MIT alumnus and civil engineer John Ripley Freeman, the papers of MIT administrator Frederick Fassett, the administrative records of MIT, and *Technology Review* for this account about MIT's Cambridge campus.

Fischer Black and the Revolutionary Idea of Finance (Hoboken, N.J.: John Wiley & Sons, 2005). Economic historian Perry Mehrling examined Fischer Black's papers to analyze Black's theories and his impact on the world of finance.

Tuxedo Park: A Wall Street Tycoon and the Secret Palace of Science That Changed the Course of World War II (New York: Simon & Schuster, 2002). Author Jennet Conant found Archives' material about the Tuxedo Park, New York laboratory in the papers of Alfred Loomis and Karl Taylor Compton.

JOURNAL ARTICLES

Two articles in the October 2004 issue of *Technology and Culture* used the Archives' collections: Larry Owens examined the transformation of MIT's biology department in "Engineering the Perfect Cup of Coffee: Samuel Prescott and the Sanitary Vision at MIT." Robert Kargon and Anthony Mollala revealed a 1950s plan for decentralizing populations to diminish the impact of a potential nuclear attack in "The City as Communications Net: Norbert Wiener, the Atomic Bomb, and Urban Dispersal."

PROJECTS

The Archives' collections have also been used for student theses and class projects on subjects ranging from geological discoveries by William Barton Rogers to the 1970s controversy over recombinant DNA.

The MIT Institute Archives & Special Collections is open to the public. Researchers are invited to contact us at 617.253.5690, via email at mithistory@mit.edu, or to visit our web site <http://libraries.mit.edu/archives/>.

Tom Rosko, Head, MIT Institute Archives & Special Collections
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LIBRARIES AWARDED GRANTS

\$75,000 GRANT WILL FUND LIBRARY INSTRUCTION FOR FIRST-YEAR CHEMISTRY STUDENTS

The Libraries were recently awarded a \$75,000 grant from the d'Arbelloff Fund for Excellence in Education to introduce first-year students to the scientific research process and provide them with the skills needed to find, evaluate and use information successfully. The project will focus on students taking 3.091, Introduction to Solid State Chemistry — a large freshman level chemistry course with an enrollment of over 400 students. Students will be taught how to:

- Identify and critically evaluate a variety of potential sources of information relevant to their coursework.
- Determine the most appropriate tool(s) or resource(s) for their information requirements and develop effective search strategies for their use.
- Properly cite information sources used in assignments.
- Gain skills that are transferable to new subject areas and valuable throughout their educational careers.

Angie Locknar, Instruction Coordinator for the Engineering & Science Libraries, will spearhead the project and work closely with an information literacy consultant and Professor Donald Sadoway in the Department of Materials Science and Engineering to develop content and exercises for the course. Funding is provided for one year, with the possibility of continuation for a second year pending the success of the project.

The d'Arbelloff Fund for Excellence in Education was established through a generous \$10 million grant from Brit, SM '61, and Alex d'Arbelloff. Projects funded in the program are designed to enhance and potentially transform the academic and residential experience of MIT's undergraduate students.

For more information on library instruction programs see: <http://libraries.mit.edu/ask-us/instruction/index.html>. For more information on the d'Arbelloff Fund for Excellence in Education see: <http://web.mit.edu/darbelloff/>.



Photo by L. Barry Hetherington

A Libraries' instruction coordinator teaches students effective search strategies for their coursework.

MIT AWARDED \$1.5 MILLION FOR RESEARCH ON NEW SEARCH TECHNOLOGIES FOR DIGITAL LIBRARIES

MIT recently received a \$1,500,000 grant from The Andrew W. Mellon Foundation for the next phase of a project that promises to create new search technologies for digital libraries.

The project, called SIMILE, brings together researchers from the MIT Libraries Digital Library Research Group (DLRG) and the MIT Computer Science and Artificial Intelligence Lab (CSAIL) to create next-generation search technology using Semantic Web standards — a group of standards developed by the World Wide Web Consortium to promote large-scale interoperability and reusability of content on the Web.

“With digital content increasing at a rapid rate; searching for, sorting through, and managing millions of digital documents is a serious challenge for today's libraries and the libraries of tomorrow,” said MacKenzie Smith, Associate Director for Technology at MIT Libraries. “Semantic Web technologies offer a way to make searching and navigating large digital libraries easier.”

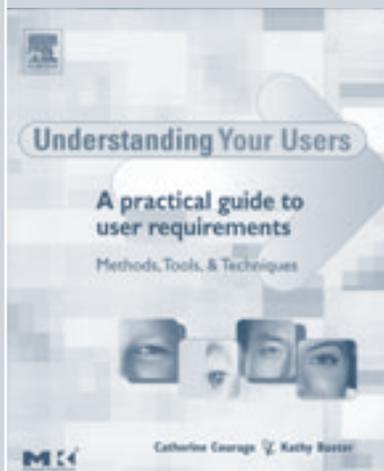
The new SIMILE work funded by the Mellon Foundation will focus on building software tools that can be used with large collections of digital content from the higher education and cultural heritage sectors. These will include authoring and editing tools, searching and browsing tools, tools for data management, and storage technologies to meet the needs of scholars, researchers and students. SIMILE technology will also be applied to DSpace (<http://dspace.org/>), the open source digital archiving platform created by the MIT Libraries and Hewlett-Packard to manage and make accessible millions of digital documents including research articles and scientific databases.

To learn more about the SIMILE research project, visit: <http://simile.mit.edu>.

LIBRARIES' WEB SITE GETS HIGH MARKS IN NEW BOOK

MIT Libraries' web site received high ratings for its clear, simple, and easy-to-use design in a new book entitled *Understanding Your Users: A Practical Guide to User Requirements*.

The book features a case study that compares web sites of several academic research libraries. The MIT Libraries' site received the highest overall rating (35 points out of 40), based on aesthetic appeal, page layout, site navigation, utility features, help and instruction, resource presentation, usability and accessibility.



NEW COPYRIGHT OPTIONS FOR MIT AUTHORS

The MIT Libraries have recently collaborated with the Intellectual Property Committee, the Vice-President for Research, and the Intellectual Property Counsel at MIT to develop an amendment that MIT authors can use to retain rights when assigning copyright to a publisher. The amendment was developed to assist faculty in complying with a National Institutes of Health request that manuscripts resulting from NIH funding be deposited into the PubMed Central database. Using the MIT Amendment to Publication Agreement, authors can also be confident that they can use their publications in their academic work at MIT and deposit their work into other repositories, such as MIT Libraries' DSpace.

To find out more about copyright issues in scholarly communication or to download a copy of the amendment agreement go to: <http://libraries.mit.edu/about/scholarly/>

INTERLIBRARY BORROWING MADE EASIER WITH NEW WEB SYSTEM

MIT Libraries' users can now request books, articles, and other materials from academic libraries worldwide through a new web-based system.

The new system, known as ILLiad, allows MIT users to access materials from other libraries outside of MIT in support of their MIT-related work and research. Locally this includes access to the 18 other member libraries of the Boston Library Consortium, as well as to Harvard Libraries.

Users are able to track and manage their requests anytime through the ILLiad web browser, download requested articles in PDF format, view a history of their completed requests and renew books borrowed from other libraries.

New users can register at <http://libraries.mit.edu/illiad> to make their initial request and select a preferred location for pickup.

UPCOMING EVENT

**4th Annual Prokopoff Concert:
Friday, April 7th, 12noon-1pm,
Lewis Music Library**

Join us in the Lewis Music Library (14E-109) for a performance of violin music from the extensive collection of Stephen Prokopoff. This collection of music, donated to the Libraries in 2001 by Prokopoff's widow, Lois Craig, contains approximately 2,680 scores from the 18th century on with special emphasis on 20th century music. The concert is organized and performed by MIT students.

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 The logo for MIT Libraries, featuring a stylized red arch above the text "MIT Libraries".

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