



A Newsletter for Employees of the University of Louisville Libraries  
Vol. 32, No. 6 ♦ October, 2016

# The Owl

*“The Owl of Minerva takes flight only as the dusk begins to fall.” — Hegel*

---

## **New Tagline Tells the University Libraries’ Story**

By Carolyn Dowd, Senior Communications Coordinator, University Libraries

**W**hat are we, the University Libraries, all about? What do we do, and what is our story? While the answers may seem straightforward, no two people are likely to respond in the same way, using similar language or emphasizing the same qualities. We are a complicated, multifaceted public entity with a history, a day-to-day reality and a meaningful presence in many individuals’ lives. It is challenging to evoke all we do and stand for in a succinct and memorable way.

Many public entities, nonprofits and businesses face this challenge when they try to communicate, particularly when they lack the big bucks of Coke or Nike or Apple. Creating a strong brand on a shoestring has been the University Libraries’ challenge for several years and was Task #1 in the Libraries’ [Communications Plan](#).

The route was hardly straightforward. As a refugee from the corporate world, I keep learning the differences between private and academic workplaces. One big difference is that academia strives for democracy, and is highly participatory, which can make decision-making maddeningly slow. But building consensus makes for a much stronger outcome. So while the process had a few unexpected twists, I was glad we slogged through.

To begin, we consulted Jeff Rushton, UofL’s director of digital media at the Office of Communications and Marketing (OCM), as he had helped other units and departments on campus create a visual identity system. His services were free, unlike a large branding company, which we could ill afford. Jeff was happy to help and began with a brainstorming session where individuals from various sectors of our audience (donors, faculty, students) joined Libraries personnel to discuss ideas about our image, both current and desired, and generate ideas for what it might look, sound and feel like.

The session was a blast. Many provocative, interesting ideas emerged, including favorite brands that inspired pride and affiliation – the Human Rights Campaign; the Museum of Modern Art; Apple; Amazon; the Discovery Channel; NASA; and SpaceX (prior to the Falcon 9 pad explosion) – and descriptions of a potential “mascot” – Gazelle (fast, adaptable, nimble, tenacious); Explorer (adventurer a la H.G. Wells, space shuttle); an Owl (intelligent, libraries background); Architect and Thinker; Printing Press; and Scroll on the Sun. Top adjectives for the University Libraries included: curious, resourceful, informative, personable and inspiring.

Jeff took the results of the meeting to his creative team at OCM – branding guru Brian Faust and his group of graphic design and art students. The team took a few months to debate the findings and come up with visual options. While the results were highly professional and even gorgeous, they didn't quite fit. Libraries personnel who reviewed the logos did not feel we were getting close to our quintessence.

So after a few days of disappointment, I met with Melissa Laning and Bob Fox and suggested we change course and see how close we could get to an excellent tagline. We knew we had a visual identity of sorts created by Faust and his team – our logo – which we could not alter. In fact, the prior efforts at a brand image seemed to compete with the logo's layout and font. So the tagline appeared to be the right way to go.

After a few donut-fueled brainstorming sessions among a group of extremely helpful and energetic Libraries personnel (named and thanked below), we landed upon a number of options that we further whittled to a list of seven to present to Dean Fox. Luckily, he agreed with the top vote getter: **Discover. Create. Succeed.**

For those interested, the other options were: Your Source for Success; Empowering Imagination, Fueling Discovery; Author Your Future; Check Us Out; Feed Your Mind; and Open to Ideas.

As Bob said in a recent email:

While our brand is much larger than a tagline, a phrase can highlight qualities central to our identity. It can point the way for messaging both within and outside the Libraries. It can guide activities, opinion and even research.

These three words describe our patrons' process of interaction with the Libraries. It defines the wonder and excitement of learning, the reciprocal interaction between finding material and turning it into scholarship, and the projected outcome of having interacted with our invaluable resources, whether printed, digital or human.



'Celebration Cake!' photo by Ashley Triplett

The three words are extremely flexible, allowing for multiple marketing strategies to all of our disparate audiences. We can invite students, faculty and the public to **Discover** the Music Library's collection of Grawemeyer Award winners' recordings and compositions. We can invite students, faculty and other researchers to **Create** new scholarship, new ideas, and new memories from these works. We can suggest that they will **Succeed** in their academic work, in their communities and in their lives.

*The Owl* is published six times a year as an online PDF publication by the University of Louisville Libraries, Louisville, KY 40292.

There is a combined June-August "summer" issue and a November-January "winter" issue.

Co-Editors: Robin Harris (robin.harris@louisville.edu, 852-6083) and Amy Purcell (apurcell@louisville.edu, 852-1861).

Editorial Board: Matt Goldberg, Anna Marie Johnson, Jessie Roth.

Book Editor: Chris Poché. Layout: Amy Purcell.

© 2016, University of Louisville Libraries. *The Owl on the Web*: <http://owl.library.louisville.edu>

*The Owl's* purpose is to promote communication among the various libraries in the UofL system.

Deadline for publication is the 21st of each month preceding publication.

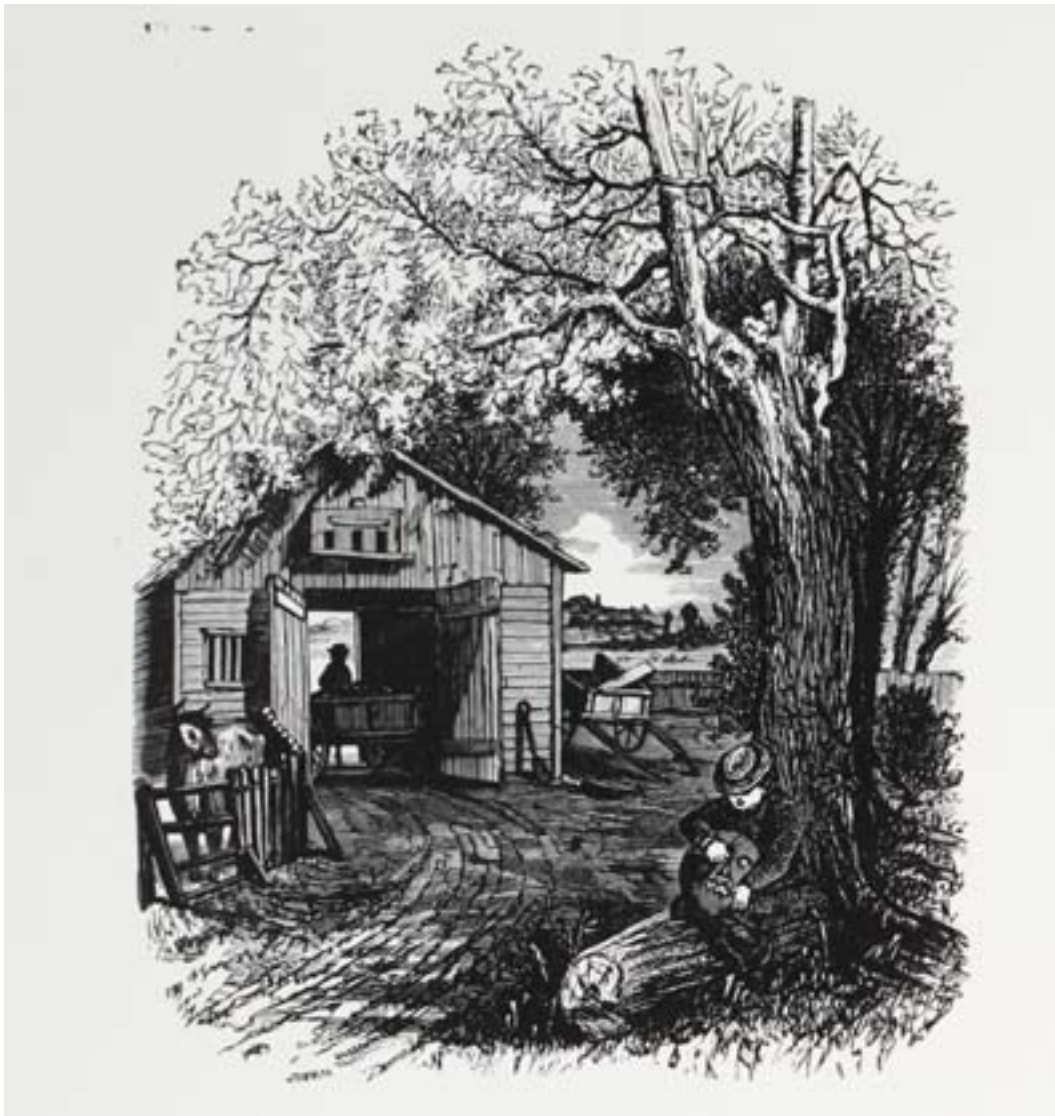
Opinions expressed in *The Owl* are not necessarily those of the University Libraries or the University of Louisville.



This is a long-term effort. We have not “solved” the problem of communicating our brand with this tagline, but we are that much further along the road to communicate who we are and what we offer. It will take not only marketing pieces and articles, but day-to-day work to implement the brand, and every person in the Libraries is a part of that effort!

In the coming weeks, we will be promoting the tagline in marketing pieces and on our website, on social media and in communications to other units and externally. I will be distributing a template for proper use of the tagline to Libraries personnel, and let you know some of the University’s rules: for example, we are not allowed to place the tagline directly below the logo in graphic pieces.

I want to thank everyone who participated in this effort over the past year. It has been a huge undertaking and I am so happy we’ve landed on a memorable and powerful phrase. Specifically, a big thank you to the following, whose creativity and brilliance are unsurpassed! Trish Blair, Sarah Carter, Rob Detmering, Matt Ertz, Sue Finley, Tiffney Gipson, Matt Goldberg, Terri Holtze, Anna Marie Johnson, Melissa Laning, George Martinez, Jessica Petrey, James Procell, Amy Purcell, Lauren Robinson, Maurini Strub, Ashley Triplett, Marcy Werner and Josh Whitacre.



John P. Morton & Co. Woodblock Prints, Reprint sheet 1., John P. Morton & Co. Woodblock Collection, Margaret M. Bridwell Art Library, University of Louisville



# Library and Department News

## **ART LIBRARY**

### *Art Library Loans Phone Chargers*

The Art Library has responded to student requests by purchasing Apple and Android cellphone chargers for loan. We have been loaning headphones for several years, and now we are pleased to offer this additional equipment loan.

### *Color Printing Is Here!*

With the recent closure of the MITC iTech-Xpress walk-in store, Bridwell Art Library seized the opportunity to upgrade the library's printing equipment in order to meet users' needs. Several programs, including graphic design and interior design, rely heavily on printouts for student assignments. We now have color printing available on letter and tabloid sizes, both of which cost 70 cents/page. The same machine will also allow students to make color scans to PDF or JPG files, which may be saved to a USB drive or sent to them via email.



### *Art Students Repurpose Catalog Cards*



Trish Blair and Kathy Moore initiated a new project this fall, called "Cards on Cards." We offered this project during the Art Department's annual ice cream social, where students were given the opportunity to decorate old card catalog cards. A faculty member was so inspired by this project that he took a whole stack for his students to doodle on. One week after the event, student workers Blake Schreiner and Jenna White created a composite artwork. The piece hangs prominently by the circulation desk, so please come take a look at all of the individual designs.

## EKSTROM LIBRARY

### Faculty/Staff Anniversaries

Congratulations and many thanks to the faculty and staff who have work anniversaries in October.

Alice Abbott-Moore	☘	28 years
Colleen Eubank	☘	12 years
Joyce Graves	☘	9 years
Betsy Osoffsky	☘	26 years
Amy Purcell	☘	26 years

### Faculty Favorite



Matt Goldberg has been nominated as a 2015/16 Faculty Favorite for his teaching in the History Department. One person commented “I’ve never liked American history, but he made it interesting.” Read more here: <http://louisville.edu/delphi/awards/facultyfavorites>

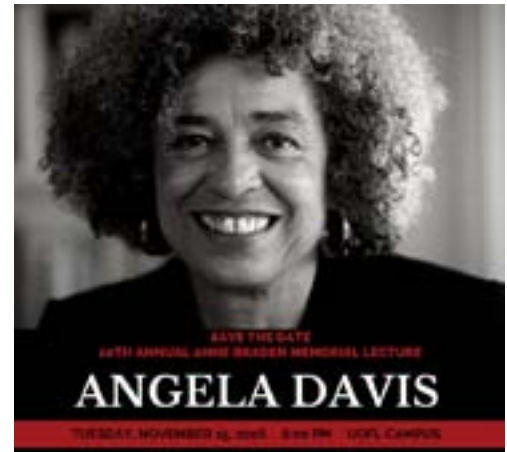
## Anne Braden Institute for Social Justice Research

### Race, Place & Perceptions: Making Louisville Home for Us All

On October 18, the Anne Braden Institute collaborated with the Muhammad Ali Center and the Muhammad Ali Institute for Peace and Justice to present a program on race and perceptions of race. Race has no real standing as a biological concept, but for centuries, it has had enormous social power in defining life outcomes. In this campus and community conversation, we heard what some of the most dynamic writers of today have to say about race and place. This program was in conjunction with the Ali Center’s Race exhibit. The Race exhibit will be on display through January 2, 2017.

### Anne Braden Memorial Lecture

On November 15, 2016 at 6:00p.m. in the Papa John’s Cardinal Stadium’s Brown & Williamson Club, Angela Davis will deliver the 10th annual Anne Braden Memorial Lecture, entitled “Freedom Is a Constant Struggle.” For several decades, Angela Davis has been among the prominent scholar-activists fighting for racial, gender, and economic justice. This event is free and open to the public. People will be seated on a first-come, first-served basis. Tickets are not required. For more information contact the UofL Anne Braden Institute for Social Justice Research at (502)852-6142, or visit [louisville.edu/braden](http://louisville.edu/braden).



## Research Assistance & Instruction

### Keynote Speaker Fannie Cox

Fannie Cox was the keynote speaker at the 2016 Academic Library Association of Ohio (ALAO) Diversity Workshop on October 6, 2016. Her talk was entitled “Diversity, Recruitment, and Community Engagement: It’s Happening at the Library.”

### Pop Culture Association Presentation

Rob Detmering presented with Laura Detmering (Spalding University) at the Popular Culture Association of the South conference in Nashville, Tennessee on October 13, 2016. Their presentation was entitled “How about I Kick Your Ass Like a Woman? -- Literacy, Information, and Gender in The CW’s Primetime Lineup.”

And the Winner of the Most Interesting Topic Is . . .

The most interesting student research topic that we've investigated recently: archaeology done in privies.

## LAW LIBRARY

Anniversaries 

Congratulations to Jodi Duce (22 years), David Minton (28 years), and Jerome Neukirch (20 years), our terrific Law Library staff members who celebrated their UofL work anniversaries in October. We appreciate you!



## EMPLOYEE SPOTLIGHT

### KATHY MOORE

**UofL position and department:** Library Specialist, Bridwell Art Lib

**Year you started in the UofL Libraries:** June 1977

**Hometown:** Louisville, born and bred; actually, I've always lived and worked within three miles of my childhood home, which Mom and Dad still live in!

**Unusual previous positions:** Actually, this is my first and only professional job! There were some odd jobs during college, including busboy at Ireland's Steak & Biscuits restaurant by UofL (I was able to wean several sets of kittens on their steak scraps); also had a second job for 3-4 years around 2001 as a cater/waiter for Kentucky Derby Museum -- a great experience working Derbies there! (although they had a "no tip" policy ☺ )

**Hobbies/Activities:** 43-year member of a medieval living history group (Society for Creative Anachronism); 26-year member of the folklore-ish/middle-eastern/central Asian Crescent Moon Dance Company; avid reader, especially sci-fi, golden age British detectives, cookbooks; avid film/tv watcher, especially any period piece from PBS, sci-fi, and everything with Benedict Cumberbatch!



**Favorite Movies:** Rocky Horror, 300, Monty Python, any British period piece

**Favorite Food:** fried chicken livers, and anything chocolate

**Favorite Vacation Spot:** newest—Berlin, Ohio (Amish country); continuing—annual Cooper's Lake, Pennsylvania (two-week medieval recreation camping event with 10,000 like-minded friends)

**Anything else you would like to tell us about yourself:** I was in my last semester here at UofL when the Art Library assistant's job came open, so in I jumped! I made \$5,000 the first year -- wow, I was all set!! And, Gail Gilbert was my only boss for my first 37 years.



# NEW EMPLOYEE SPOTLIGHT



## Rebecca Morgan

**Preferred nickname:** Bekki

**UofL position and department:** Hospital Librarian at the Rowntree Library

**Hometown:** Broomall, Pennsylvania which is just west of Philadelphia.

**Schools Attended:** University of Delaware, Drexel University.

**Pets:** A dog named Bruno and a cat named Suki.

**Favorite Books:** *The Name of the Rose*, *We Have Always Lived in the Castle*, *Good Omens*

**Hobbies/Activities:** Hiking, kayaking, biking, and spending as much free time with my niece and nephew in Lexington as possible now that I'm in Kentucky.



## THANK YOU

Sarah Carter

Carolyn Dowd

Dionne Griffiths

Rachel Howard

Anna Marie Johnson

Melissa Laning

Jessie Roth

Ashley Triplett



... for contributing to this issue of *The Owl*

© 2011 Linnet Printing Solutions, Inc.  
WWW.SNOOPY.COM

# DigiNews

## Digital Collections Update

*By Rachel Howard, Digital Initiatives Librarian*

October is Open Access month, and we are pleased to announce that [ThinkIR](#), the University of Louisville's Institutional Repository, currently makes 2,549 theses and dissertations, 243 undergraduate Honors theses, and 90 faculty works freely available online.

The rapid growth of this open access digital archive owes thanks to Sarah Frankel, Open Access and Repository Coordinator since January, and to the coordination of the Scholarly Communication and Data Management Work Group, as well as to our partnerships with the College of Arts and Sciences Honors Program and School of Interdisciplinary and Graduate Studies. Dean Fox, the Faculty Advisory Board, Ekstrom Library's Research Assistance and Instruction department, John Chenault at Kornhauser Health Sciences Library, and Carolyn Dowd, the Libraries' Communications/Staff Development Coordinator, are assisting with outreach to faculty. Altogether, ThinkIR's scholarly works have accrued 209,083 downloads and 43,479 metadata page views since our launch in the bepress Digital Commons platform in February 2015. One Pan-African Studies thesis has been downloaded over 3,000 times; fourteen others, from fields ranging from Music Theory and Composition to Industrial Engineering, have each already exceeded 1,000 downloads. University of Louisville Libraries' scholarship is also gaining visibility, with 228 downloads of 26 works posted.

ThinkIR demonstrates that University of Louisville scholarship has global reach, attracting one Shakespeare researcher in French Polynesia and 11,087 downloads of diverse content in India.

SelectedWorks, a companion bepress software module, allows us to create profile pages highlighting the research of individual scholars. Working from a professor's *curriculum vitae*, [Sarah](#) sets up their page, researches their publishers' permission policies, and posts either the appropriate version of the publication or a citation to it, which may resolve to the actual publication for those with individual or institutional subscriptions.

You can explore ThinkIR by scholar, school/department, or keyword at <http://ir.library.louisville.edu>. Contact Sarah Frankel at [thinkir@louisville.edu](mailto:thinkir@louisville.edu) to learn more about making your own research more accessible.







# Library Exhibits

## Archives & Special Collections

Tom Fougousse  
25 years of UofL Photography

Through December 2016  
Photographic Archives Gallery



Jazz saxophonist/flutist Don Braden, a Louisville native, performing with jazz pianist Harry Pickens, a Louisville resident. Comstock Hall, 1999

### Law Library

Law Library Reading Room  
Justice on Trial: Centennial of the Nomination and Confirmation of Louis D. Brandeis to the Supreme Court

Through December 31, 2016



**Books of Shakespeare's Time**  
works of literature, history and exploration, science, and theology printed and read during Shakespeare's lifetime.

November 1 - December 23, 2016  
Richard Kain Gallery, Rare Books



*The Life of Merlin, 1641.*

### Music Library

#### Music Library Archives & Special Collections

Items showcasing the library's archives and special collections, including signed letters and autographed scores with the signatures of several world-renowned composers

November 2016  
First floor

