MORE THAN BOOKS

The Freeman-Lozier Library Newsletter

ANSWERS TO YOUR QUESTIONS:
INTRODUCING THE ONLINE LIBRARY HANDBOOK

As the fall day and evening sessions get underway at Bellevue University, entering students, alumni, community users, and faculty have questions about how the library resources can make their job of learning and teaching easier and more productive. For the first time in many years, those of you with questions about the procedures, policies, and services of the library have one written source to consult to find the answers.

Two of the library staff members, with invaluable suggestions from the rest of the Bellevue University Library team, spent 15 months in 2006-2007 updating the Library Handbook. It went online on April 16, 2007, and is currently available on the left side of the Bellevue University Library homepage by clicking on "Library Handbook" in the Information column. For ease in navigating, links have been established in both the table of contents (p. 2-4) and the index (p. 45-47). For example, if a person wants to know if the texts for his/her courses this session can be checked out from the Bellevue University Library one can go to the index, find "Textbooks," click on page 23, and read the answer to your question.

The information in the handbook is divided into four sections: Introduction, Circulation, Facilities Policies, and Reference. The introduction includes a welcome letter from the Library Director, the table of contents, the library floor plan and organizational chart, and a questionnaire/evaluation for patron input.

The circulation section answers such library questions as:
* What are the library's hours of operation, phone numbers, and e-mail address? (p. 7)
* Can alumni check out materials? (p. 8)
* Where can library material be picked up and returned? (p. 13)
* Does the library own books and study guides to help prepare for CLEP and DANTES tests? (p. 23)

The facilities policies section answers questions about appropriate behavior and services and tools that are available in the library building. Some of these questions are:
* May I make or take a cell phone call in the library? (p. 25)
* May I borrow a laptop computer or headphone set in the library? (p. 29)
* Is it possible to reserve a library study room? (p. 31)

In the reference section, there are brief answers to such questions as:
* How do I contact the reference staff? (p. 33)
* How can I find out electronically what Bellevue University Library owns? (p. 36)
* What steps do I need to take to locate journal articles? (p. 41)
* Which databases do I have access to by being part of the Bellevue University community? (p. 42)

The Library Handbook was created so the current and future Bellevue University community has one written source containing concise answers to questions concerning the Bellevue University Library. Please help the library staff fine-tune the handbook by using it and completing and submitting the electronic questionnaire/evaluation available on page 5. Thank you for your assistance, and have a rewarding school year!

Allie O'Connor
Document Delivery Coordinator

Vol. 10 No. 4, Fall 2007

LIBRARY HOURS:
Monday through Thursday
8:00 a.m. - 9:30 p.m.
Friday and Saturday
8:00 a.m. - 5:00 p.m.
Sunday
Noon - 4:00 p.m.

PHONE NUMBERS:
Library Director 402-557-7300
Circulation/Renewals 402-557-7314 or 402-557-7308
Overdues 402-557-7313
Reference 402-557-7307
Interlibrary Loans 402-557-7307
Outreach Services 402-557-7311
Technical Services 402-557-7309
Toll-free 1-800-756-7920
Fax 402-557-5427
Email: library@bellevue.edu
www.bellevue.edu/library

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Upcoming Library Workshops
Read "R" Reviews
New Arrivals
A Special Thought
Bulletin Board

View the Newsletter Online:
http://library.bellevue.edu/news/books.htm
**YOU ASKED...**

**WE LISTENED!**

**Suggestion:** I think the library hours should be increased because all students do not have computer access in their apartments, so we are sometimes facing problems doing our homework on weekends and library off hours.

**Answer:** The library staff has been addressing this issue for over a year now and our study has indicated that library patrons would utilize the library should we increase the hours and they would benefit from extending the hours. Therefore, we are optimistic that we will probably increase the hours of operation in January 2008. Thank you for your interest and suggestion and we look forward to seeing more of you in the library in the near future.

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**DATABASE DATA**

If you have ever struggled to find company information, particularly detailed financials, you probably have not heard about Factiva, one of the library's subscription databases. This full text database from Dow Jones, provides access to business news and company information from more than 10,000 authoritative sources. The first page you see may seem a little confusing at first glance, but is actually the advanced search screen for locating business news items. For a quick search of news appearing within the last two weeks in featured sources, such as The Wall Street Journal and The Washington Post, use the "News Pages" tab located in the green area at the top of the page. However, the real value of Factiva can be found within the "Companies/Markets" search screens.

The "Companies/Markets" tab is the gateway to all manner of company information, such as company profiles, current stock quotes, and financials. For a quick overview of a publicly held company, use the "Company" option and search by company name or symbol. You will be taken to the "Snapshot" page where you will find contact information, a brief description, the latest stock quotes, a link to the company website, and key facts and financials. More detailed financials, including key ratios and annual balance sheets, cash flow statements, and income statements for the past five years, can be accessed from this page by clicking on "Financial Results." One of the most requested features is found under the "Reports" option which provides a comparison of a company's key financial ratios with its industry, sector, and the S&P 500 Index aggregates. Other detailed company profile and financial reports are also found here. The latest company news from sources such as newspapers, wire services, and trade publications can be found by using the "News" option. A unique "Charting" feature allows you to create custom charts showing company performance using various criteria and/or compared to other companies.

Once you learn to use Factiva to locate company information, you will wonder how you ever managed without it. Factiva can be accessed from the library homepage on campus, or through BRIJIN from off campus. For more help using this database, consult the Factiva library guide (http://library.bellevue.edu/path/factiva.htm) or contact the reference desk at 402-557-7313 or toll free 800-756-7920, ext. 7313.

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**NET-SCOPE**

**EXPLORE THESE INFORMATIVE AND INTERESTING SITES!**

   
   An "on demand tutoring" service that does not require appointments. All subjects are covered for grades 4-12 and includes advanced placement. Tutors are teachers, grad students, professors and other professionals who go through an extensive application process and training program. Pricing includes monthly payment for minutes. Sessions can be as short or as long as you like.

2. **MyNoteIT** - [http://www.mynoteit.com](http://www.mynoteit.com)
   
   A "social note taking service" which lets you store and share class notes. This service also tracks your assignments, projects and grades while keeping contact information on teachers and professors. Connect by computer or use your mobile phone to access notes.

3. **Zoho** - [http://zoho.com](http://zoho.com)
   
   An online office of products which include creating and sharing word processing, spreadsheets, presentations and planners. It also has programs to do web conferencing and remote computer troubleshooting. A few of the applications are priced such the projects and CRM but most are free to use or try. This is an alternative to other browser-based office applications such as Google Docs, AbiWord, or Open Office.

4. **CNET** - [http://www.cnet.com](http://www.cnet.com)
   
   CNET offers technological product reviews, news, downloads, tips and videos. It even has a section for comparing prices of tech products ranging from computers to car electronics. Each section is dedicated to listing the latest and greatest to the worst bet for upgrades, downloads and tech purchases. The section labeled "tips and tricks" offers tutorials, online courses, learning CDs, and forums while another section, CNET TV, broadcasts a rolling video stream on tech news. Most popular on the site is its section on downloads which offers a database of applications which are either free, free to trial or for purchase on a host of wants and desires which include games, antivirus software and graphic design tools, to name a few.

5. **Picnik** - [http://www.picnik.com](http://www.picnik.com)
   
   Quick-fix photo editing with no download required. This program is compatible with MAC, Linux and Windows. Just upload a picture without signing on and start fixing the color, adjust for red-eye, adding effects or crop, rotate and resize your image. Create an account and save your photos online or upload from a saved location such as Flikr, Picasa, or Facebook.

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**QUICK QUIZ**

Answer the following question using the Factiva database. Don't know anything about it? Read Database Data, above. The correct answer and name of the prize winner will be published in the next issue of More Than Books. For details on entering the contest, see the Bulletin Board in this issue.

**QUESTION:** What is Starbucks net profit margin average for the last five years?

*Send answers to library@bellevue.edu with the subject line: Quick Quiz, or obtain an answer form at the front desk. The deadline is November 16, 2007.*
READ

BOOK REVIEW OF:
"Why We Vote"
(JF799.C35 2006)

"Why We Vote" begins with the story of a young woman named Traci and her vote for Boston's City Council in 1989. Of the 275 registered voters in the precinct, Traci, new to the area and unfamiliar with the candidates, cast the only vote. The author, David Campbell, is an assistant professor of political science at Notre Dame. He researched why this woman voted while no one else did, and attempts to explain it in this book.

Campbell says that people are motivated to vote for two reasons: self interest and obligation. These motivators stem from how and where a person grew up. The way the community someone came from votes has an impact on how that person will vote in the future. He also says that civic education plays an important role in how and whether a person votes, and that schools should do more to educate future voters.

For an interesting look into what makes people vote the way they do, check out "Why We Vote" by David Campbell, available in the Bellevue University general circulating collection.

REVIEWS

JOURNAL REVIEW OF:
"How: International Design Annual"

Seek creative solutions by reading HOW magazine! From designing brochures to creating web pages, HOW magazine provides innovative design ideas from start to finish in a monthly high quality, colorful magazine. Graphic design and marketing students are sure to enjoy learning essential business information, new technology processes and about up-and-coming designers. Other frequently profiled topics include digital design, creativity, typography and paper. Additionally, HOW magazine holds annual international and interactive design competitions and features the results in special issues. HOW magazine is published in Cincinnati by F&W Publications and is available in the Bellevue University Library's print collection from 2003-present, as well as, in electronic format from 1998-2001 in ProQuest Direct.

VIDEO REVIEW OF:
"Big Mac Under Attack"
(DVD HF5429.215.U6 W35 2005)

Is McDonald's a brand on the verge of collapse, or can it be revitalized?
This documentary film by BBC Education and Training exposes the challenges that McDonald's, a known favorite, faces today. The film discusses the reasons why this well known fast food restaurant is coming to its potential "end of the food cycle." Reporter Jeff Randall visits various McDonald's in the United States as well as in England, in search of reasons why this once successful franchise is now struggling to keep its customers and also what they plan to do to regain their status.

McDonald's serves over 40 million people every day. It is hard to believe that the world's largest fast food company has to compete for their customers and will be closing 700 restaurants around the world this year alone. This 38-minute program attempts to show how McDonald's is trying to revive its name and what they were once known for, "quality, speed, and accuracy." How?

Due to a tremendous increase in obesity, people are becoming more health conscious and many do not see McDonald's as a "place for healthy eating." Reporter Jeff Randall asked a few people to sample McDonald's new line of health food - salads, low fat pastas, etc. The volunteers opinions and reactions are priceless and are a must see. All this and more can be found on "Big Mac Under Attack," which is available for a seven day checkout and can be found in our Bellevue University Library video collection.

NEW ARRIVALS

Check out these new books on the shelves near the display case!

First Time Leaders of Small Groups: How to Create High-Performing Committees, Task Forces, Clubs, and Boards
HM736.L66 2007

Latin America and Its People
F1410.M294 2008

Passing the Torch: Does Higher Education for the Disadvantaged Pay Off Across the Generations?
LC4069.6.A87 2007

Chocolates on the Pillow Aren't Enough: Reinventing the Customer Experience
TX91.3.C8 T57 2007

The Devil Came on Horseback: Bearing Witness to the Genocide in Darfur
DT159.6.D27 S74 2007

Healing Body and Mind: A Critical Issue for Health Care Reform
RA790.6.K38 2007

Con$umed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole
HC110.C6 B324 2007

Stem Cell Research
QH588.S83 N49 2007

The New Language of Business: SOA & Web 2.0
HD30.2.C3747 2007

The Extreme Searcher's Internet Handbook: A Guide for the Serious Teacher
ZA4230.H63 2007
FACTS AT YOUR FINGERTIPS

Criminal intent is a clearly formulated state of mind to do an act that the law specifically prohibits, without regard to the motive that prompts the act, and whether or not the offender knows that what he or she is doing is in violation of the law.

**FROM:** Encyclopedia of Security Management, p. 221.
(REF HV8290.S365 2007)

Fasting is a voluntary abstinence from food for the purpose of gaining spiritual benefits. It has been a long-standing spiritual discipline in Christianity, and North American Protestants have engaged in this practice in order to promote church-based revival and personal renewal.

**FROM:** Encyclopedia of Religious Revivals in America, p. 166.
(REF BV3773.E53 2007 V.1)

Document design is important from the moment a written communication is conceptualized. Like the arrangement of ideas for an essay, design helps you develop, organize, and present information in a document so as to meet the needs of your audience and fulfill your rhetorical purpose.

**FROM:** Hodges’ Harbrace Handbook, p. 147-148.
(REF PE1112.H6 2007)

Alexander Solzhenitsyn-winner of the Nobel Prize in Literature in 1970 for his fictional but also quasi-autobiographical works exposing the excesses of the Soviet prison system—is both an icon for freedom of opinion and expression and an example of the personal hardship endured by millions living under authoritarian rule.

**FROM:** Historical Dictionary of Human Rights and Humanitarian Organizations, p. 232.
(REF JC571.G655 2007)

Assurance services are a class of services provided by certified public accountants (CPAs) in public practice. While the term is sometimes used inconsistently among individual CPA firms, the American Institute of Certified Public Accountants (AICPA) Special Committee on Assurance Services defined assurance services as "independent professional services that improve the quality of information, or its context, for decision makers."

**FROM:** Encyclopedia of Business and Finance, p. 36.
(REF HF1001.E466 2007 V.1)

DID YOU KNOW?

Xrefer has changed names?

Xrefer name has been changed to Credo Reference. This database provides access to a variety of reference sources such as dictionaries, encyclopedias, and atlases.

NoodleBib has a new interface?

You still need to create your own personal ID before you start using this valuable citation generator software.

The library has upgraded the student computers?

We have upgraded to Microsoft Vista operating system and Microsoft Office 2007.

TECH TALK

The Technical Services department's focus in any library is not technology, as some would think it is, but on books. In this Tech Talk, though, the focus of our discussion is on how technology and books have combined and have become one of the resources that we offer at the Freem and Ezieer Library. In our Internet Subscription Database list we have a database called the ebrary Business and Economic Book Collection. It is called an "ebrary" because it is a collection of e-books, or electronic books.

You can enter the ebrary Business and Economic Book Collection site, through the library's home page or through BRUN if you are off campus. These books are processed in the Technical Services department and then uploaded into Slink on the library's home page. The first thing to do is download the ebrary Reader to view the e-books. Next, you want to create a "Personal Bookshelf" which lets you automatically save and manage bookmarks, highlights and notes as you work on your research.

The ebrary Business and Economic Book Collection site also offers many tools to enhance your research efforts. The "Personal Bookshelf" is password protected and will save any notes that you take along the side of a page. Ebrary will also let you copy and paste text or citations into a Microsoft Word or email document and allow you to print pages. Lastly, this database has a huge online Help Desk to assist you with all of your questions. So, the next time you are doing research on-line, check out an e-book on the ebrary Business and Economic Book Collection site and enjoy doing research for a change.

E.T.C. ELECTRONIC TIPS CORNER

Since the Library's student computers now have Microsoft Office 2007; if you are going to be moving files between computers, remember to use Save As and select the xxxx 97 - 2003 version for backward compatibility between Office 2007 and older Office versions. If your document ends in .docx, the "x" indicates that the file is saved in the 2007 version and will not be able to be opened in older versions.

If you are having difficulty turning off the pop-up blockers on a computer (multiple programs can run on your computer at the same time), you can temporarily override the pop-up blocker by holding down the CTRL key while you either click with your mouse or press the Enter key.

To view and print full text pdf documents from Library databases, you need to have Adobe Reader 8 loaded on your machine. To download it for free, see: [http://www.adobe.com/products/acrobat/readstep2.html](http://www.adobe.com/products/acrobat/readstep2.html).
UPCOMING LIBRARY WORKSHOPS

Getting to Know the Bellevue University Library:
(Topics include: iLink, BUILD-IT, Interlibrary Loan, and Virtual Reference Librarian -- just to name a few.)

* Thursday, September 6, 6:00 - 7:00 PM
* Wednesday, September 19, 1:00 - 2:00 PM
* Wednesday, December 5, 7:00 - 8:00 PM

NoodleBib:
(Learn how to cite sources in APA or MLA style using the database, Noodlebib)

* Tuesday, September 18, 6:00 - 7:00 PM
* Wednesday, October 24, 6:00 - 7:00 PM
* Tuesday, November 20, 10:00-11:00 AM

Locating Company Information:
(Databases include: Standard and Poor's NetAdvantage, EBSCOhost, Factiva, -- and many more.)

* Tuesday, September 11, 1:00 - 2:00 PM
* Thursday, September 27, 6:00 - 7:00 PM
* Monday, December 10, 7:00 - 8:00 PM

All workshops are offered in Library Classroom 460 and last approximately one hour. Call 557-7313 to register today! Or, contact Lorraine Patrick, Reference Services Librarian, at lorraine.patrick@bellevue.edu with any questions.
A SPECIAL THOUGHT

“The man who doesn’t read good books has no advantage over the man who can’t read them.”
~ Mark Twain ~
(1835-1919)

MORE THAN BOOKS
Vol. 10, No. 4, Fall 2007

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FUTURE FEATURE

“Federated Searching”
Becky Wymer

BULLETIN BOARD

WELCOME BACK STUDENTS!
Please remember to have your Bellevue University ID card updated to reflect your current enrollment status. The library staff looks forward to helping you have a very successful academic year.

BIBLIOGRAPHIC INSTRUCTION:
Faculty interested in familiarizing their students with the library may request a formal bibliographic instruction session conducted by a reference staff member. All sessions are customized by course and are approximately one hour. Bibliographic instruction sessions for campus classes are held in room 460 of the library, and sessions off campus are held in their respective classrooms at each location. Please call 557-7313 or email library@bellevue.edu to schedule yours today.

ATTENTION STUDENTS, FACULTY, AND STAFF!
Please do not reshelf magazines and journals after use. The library is conducting a journal usage survey for the next 11 months so please bring periodical material to the reference or circulation desk so they can be counted.

INTRODUCING THE QUICK QUIZ:
What is it? A quick one question quiz that puts your research skills to the test.
Who can enter? Any Bellevue University student, faculty, or staff member.
How many times can I enter? Just once per contest.
How do I enter? Enter in person by picking up an entry form at the front desk. Enter electronically by sending an email to library@bellevue.edu with the subject line: Quick Quiz, or by clicking on the link in the web version of the library newsletter, More Than Books, at http://library.bellevue.edu/news/books.htm.
How is the winner chosen? All correct answers will be entered into a drawing for a prize; winners will be notified and may come into the library to collect their prize. Prizes will be mailed to distance students.
When is the deadline for entering? The deadline for submissions is Friday, November 16, 2007.

FAREWELL:
Congratulations to Circulation Assistant Diana Jussila-Welsher on her new role at Bellevue University as an academic advisor. We will miss Diana in the library but wish her the best in her new position.

Congratulations!
Congratulations to Technical Services Librarian, Casey Kralik and her husband on their new baby girl, Mikela Kristine Kralik.

LIBRARY WORKSHOPS:
View the list of upcoming library workshops found in this newsletter. Be sure to register for these free workshops by calling 557-7313 or sending an email to lorraine.patrick@bellevue.edu today.

LIBRARY DISPLAY CASES:
Be sure to check out the monthly displays. In case you missed them, here they are:

- June 2007 (Safety and Pets)
- July 2007 (Patriotic Theme)
- August 2007 (Jazz Musicians Birthday’s)