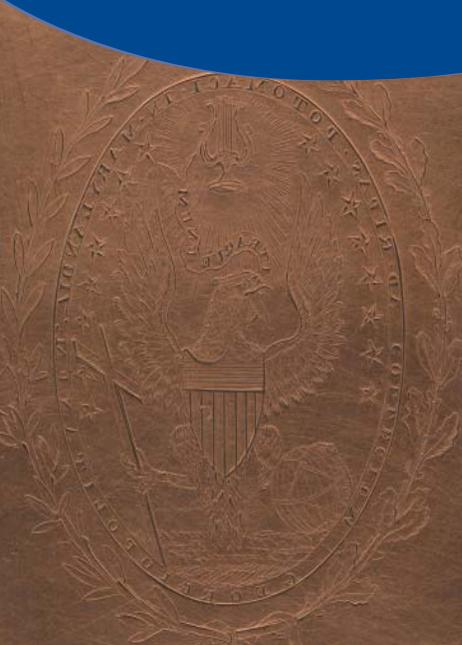


Library Associates

NEWSLETTER



Left: copper printing plate for the Georgetown College emblem, designed around 1798. Left: Class of second rudiments (preparatory class) in the Quadrangle, 1885. From the Georgetown University Archives and included in the April-August exhibition *For the Record...200 Years of Collecting Georgetown's History*.

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Archives Celebrates 200 Years

Georgetown University Library is celebrating the 200th anniversary of the Georgetown University Archives this year, and on the evening of April 21 marked the occasion with a special event in Lauinger Library's Pierce Reading Room and with interactive events and exhibitions throughout the Library. University Librarian Artemis G. Kirk was joined by Georgetown President John J. DeGioia, the Tenth Archivist of the United States David S. Ferriero, and Georgetown University Archivist Lynn Conway to talk about the importance of the history preserved in the Georgetown University Archives, thought to be one of the oldest university archives in the country.

Following the program guests were invited to tour the accompanying exhibitions, *For the Record...200 Years of Collecting Georgetown's History* in Lauinger's Fairchild and Special Collections Galleries, and *Fact or Fiction? Mythbusting Hoya History* with the University Archives in the Kerbs Exhibit Area.

The Archives at Georgetown University was set up in 1816 to house the "Title papers of the Corporation [of Roman Catholic Clergymen]." Over the decades, its mission expanded. The Archives now actively acquires, preserves, organizes and encourages the use of records, regardless of medium, that document all aspects of the University's rich history and traditions. Records are kept in the Archives not

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FROM THE UNIVERSITY LIBRARIAN

This *Newsletter* is issued four times a year. It is distributed to all Library Associates, members of ARL, the Georgetown University Board of Directors, Board of Regents, Board of Governors and selected others.

UNIVERSITY LIBRARIAN

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METRICS, MEANING AND MANAGEMENT

Data drive the world. Libraries, ever conscious of the meaning and measure of our resources, services and programs, have long been using data, statistics and numerous other metrics in order to assure that we are doing the right things at the right time—and that those things have added value to the academic enterprise. But libraries are focusing more and more on outcomes, rather than inputs and outputs. It's no longer as meaningful to us to state what we have and how many transactions we processed. We want to assess the outcomes, not just the numbers, of our work.

The impact of technology on our resource acquisitions has changed the way in which we report our data. For example, at the end of fiscal year 2015 the Georgetown University Library reported that we hold 3,858,983 “volumes,” of which over 1.4 million are electronic resources and 2.45 million are in print. However, some of these e-resources come in packages from vendors, and they are bundled within licenses. In the e-resource world, with few exceptions, we own the right to use the materials under license to the vendor, but we no longer own the materials themselves. So do we, or don't we, hold nearly 4 million volumes? How do we manage actual data and statistics in meaningful terms?



You can watch last fall's Scholarly Communication Symposium, *Assessing Impact: Altmetrics*, online at library.georgetown.edu/scholarly-communication/symposia.

Technology has also changed the measurement of faculty productivity and scholarly value. If a library has lists of publications, the academy also wants to know the breadth of outreach of those publications. Professor X may have produced 14 scholarly articles in a given year in a given field, but did anyone cite them? Did impact factors rank the work highly because of verifiable usage, or publication in “prestigious” journals?

continued on page 3

METRICS, continued

Measures in the expanded world of social media are becoming more quantifiable, but are they meaningful? Last fall the Georgetown Scholarly Communications Committee presented a fascinating panel discussion about “altmetrics,” literally alternative ways of measuring productivity and, in some cases, impact or outcomes. A librarian author of a book entitled *Meaningful Metrics* described the numerous ways to assess impact from new measures. A former dean of a school of information science presented a hilarious comparison of social media-based “likes” between Beethoven and Justin Bieber. If Beethoven had a Twitter account today, would he have as many millions of followers as Justin Bieber? Does it matter? As the presenter stated from a 1963 quote, “Not everything that can be counted counts, and not everything that counts can be counted.”

The third presenter, a humanist and professor from Georgetown, cautioned that some disciplines are more readily disposed to quantity and quality, but when measuring the impact of a scholarship-changing humanities book that took years to produce against Professor X’s 14 articles in a given year, how is value determined? The articles can be produced and disseminated much more quickly, so a broader audience is to be expected. But in scholarly monographic publishing, a far longer process with far smaller distribution, are the outreach and outcome any less good because they are less widely available? Are we pitting Bieber and Beethoven against each other with any standard of measure?

Technology, altmetrics, traditional data and statistics, and demand for outcomes have led libraries to focus more carefully and more deeply on what it is we do and how it is we measure. We used to catalog; now we provide metadata. We used to collect statistics; now we look for metrics by hits, views and downloads of our e-resources. We used to collect materials to develop a well-rounded, research-based scholarly corpus to meet the interdisciplinary and multidisciplinary needs of our students, faculty, researchers and staff. Now we provide access to information in all formats, for all users, from all available sources. Are these metrics useful and do they demonstrate the value of our collections and services? Do we know how much of a checked-out book a user reads? Do we know whether a “view” of an e-title is tantamount to taking a book off a shelf and returning it without further examination? Do we know if a user who downloads an entire article actually read the article? Libraries have always focused on our users and our services to them. As objects and measures change, we will always strive to provide the best of everything to our university. We will review, assess and report. But we will also consider carefully whether impact is equivalent to value, and whether we can truly measure meaningfully the drill-down metrics we are eager to compile.--AGK

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EVENTS

Quo Vadis?

The Future of Humanities Scholarship

Georgetown's Scholarly Communication event this April addressed the value of the humanities and how research in the humanities is communicated to both scholars and the public. The panel explored how we can increase the reach and impact of humanities scholarship by disseminating research more broadly, thus allowing humanists to reach new audiences. Panel members included Robert Newman, Director, National Humanities Center; Jane Aikin, Director, Division of Research Programs, National Endowment for the Humanities; and moderator Daniel Shore, Associate Professor, Department of English, Georgetown University, with introductory remarks by Robert Groves, Provost, Georgetown University.

You can watch the event online at library.georgetown.edu/scholarly-communication/symposia, and find more resources on the value and reach of humanities scholarship at library.georgetown.edu/scholarly-communication/humanities.



PHISHING FOR PHOOLS

On the evening of February 25 the Library Associates held the Tanous Family Endowed Lecture with speaker George Akerlof, Nobel Laureate in Economics and Professor in the McCourt School of Public Policy at Georgetown University. His lecture centered on his most recent book, *Phishing for Phools: The Economics of Manipulation and Deception*, co-authored with Robert J. Shiller. The book explores the contrast between our overall free market economy wealth and the many participants in that economy who live in poverty, and the ways in which a free market may allow sellers to manipulate and exploit consumers to turn a profit. Through extremely entertaining and illustrative examples, Akerlof outlined the duality of the way a theoretical free market economy functions and how real people live their lives in that economic model.

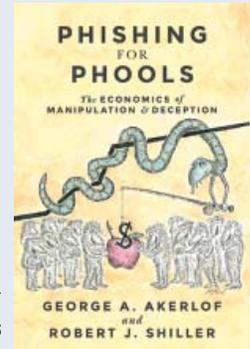


Photo by David Hagen



The Tanous Family Endowed Lecture Fund was established by Library Board member Peter J. Tanous (C'60) in honor of Lauinger Library's 40th anniversary.--GM

AMERICA IN THE AGE OF SHADOW WARS AND AN ALL-VOLUNTEER MILITARY

The Ellen Catherine Gstalter Memorial Lecture was held on March 3 in Copley Formal Lounge. Mark Mazzetti, correspondent for *The New York Times* and Pulitzer Prize winner, and Phil Klay, U.S. Marine Corps veteran of the Iraq War and recipient of the National Book Award for Fiction, presented "America in the Age of Shadow Wars and an All-Volunteer Military." Together they explored their experiences with the United States military: Mazzetti as a journalist and Klay as a service member.

Mazzetti outlined a history of the Central Intelligence Agency and the U.S. military



Photo by David Hagen

EVENTS

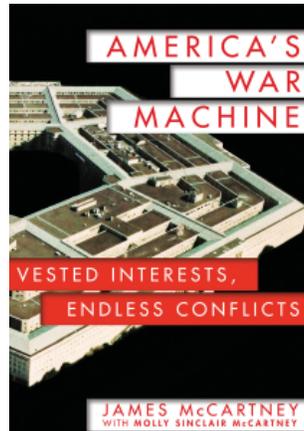
leading up to and during the current wars. He posited that the C.I.A. has been conducting increasingly militarized espionage through the use of drones at the same time that the military has moved closer to the intelligence model through targeted attacks.

Klay told several anecdotes related to his own experience in the military, illustrating the personal effects of this new hybrid of intelligence and military force on civilians and the dissonance that often occurs when these tactics are used to install democratic ideas and governance.

The Ellen Catherine Gstalter (C'98) Memorial Lecture Fund, established in 2007 by Herbert W. (C'65) and Barbara E. Gstalter in memory of their daughter, supports an annual lecture on significant social issues in America. --GM

ACROSS GENERATIONS: COVERING FOREIGN AFFAIRS AND NATIONAL SECURITY

The Library Associates held the lecture *Across Generations: Covering Foreign Affairs and National Security* on March 16. The lecture featured Molly Sinclair McCartney, who has donated the papers of her late husband and international journalist James McCartney to the Booth Family Center for Special Collections. Sinclair McCartney, a reporter for 10 years at the *Miami Herald* and 15 years at *The Washington Post*, recently completed and published the book, which James McCartney had almost completed before his passing in 2011. She began her lecture with an outline of James McCartney's life and career covering foreign affairs and national security. He had reported from 30 countries; his career included stories on the Vietnam War, all but one of the summits held between the United States and the Soviet Union, and many conflicts in the Middle East.



Sinclair McCartney ended her talk by contrasting James McCartney's experiences with those of his son, Robert McCartney, who is currently a correspondent with *The Washington Post*. Didn't get a chance to attend? Watch these events online at library.georgetown.edu/digital/lecture-hall. --GM



Photo by David Hegen

Exhibitions

SPECIAL COLLECTIONS GALLERY & FAIRCHILD GALLERY

April-August

For the Record...200 Years of Collecting Georgetown's History

ROBBIN GALLERY

February-August

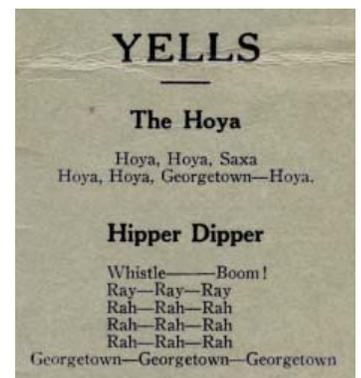
Jazz Ambassador Louis Armstrong, Ghana 1956

KERBS EXHIBIT AREA

April-August

Fact or Fiction?

Mythbusting Hoya History with the University Archives



Detail from "Official Songs and Yells," from the *Fact or Fiction?* Exhibition in Kerbs

WELCOME TO K. MATTHEW DAMES

The Library is pleased to welcome K. Matthew Dames as Associate University Librarian for Scholarly Resources and Services. In this role, Dr. Dames will serve as intellectual arbiter of collection development and content strategies for the University Library's 3.5 million volume system, and will supervise more than 30 information professionals across five departments and two branch libraries.

Matthew began his library career several years ago at the Law Center's E.B. Williams Law Library as a Library Resident fellow, during which he chaired the library's USA PATRIOT Act task force and helped author its policy for responding to law enforcement requests for library records. More recently, Dr. Dames has been interim dean of the Syracuse University Libraries, with administrative, academic, and management responsibility for the University's 3 million volume library system, its academic press, archives and records management division, institutional repository, copyright office, audio archive, and storage facility.

Additionally, Matthew founded Syracuse's Copyright and Information Policy Office, one of the first college or university offices dedicated to providing copyright, licensing, and scholarly communications advice to its campus community. In this executive position, he authored, implemented, and annually updated Syracuse's institutional copyright policy, which was released in 2012. This policy has been adopted, in whole or in part, by more than 20 American colleges or universities.

A recipient of doctoral fellowships from the National Science Foundation and the Institute of Museum and Library Services, Matthew is the first African-American to earn the Ph.D. degree from Syracuse University's School of Information Studies. He also is an attorney in good standing with the Bar of Maryland.

"I'm delighted that Matthew Dames has joined our team of excellent and dedicated staff," says University Librarian Artemis G. Kirk. "Matthew's expertise and background will be invaluable as we work to advance the goals of the Georgetown University Library of the future."



Archives, continued



"Tradition Crumbles; College Adds Girls."
The Hoya, Vol. 50 No. 1,
September 14, 1968. From the
Georgetown University Archives.

simply because they are old, have financial value, or display well. They are kept because they have research, historic, administrative or legal value to the University or because they have an "emotional" value in that they serve to connect alumni with both their personal Georgetown experiences and their part in the continuum of Georgetown history. Archives staff respond to approximately 1000 reference or research queries each year on the history of the University, its component parts, or people associated with it. These queries come from Georgetown administrators, faculty, students and alumni, as well as from external researchers such as scholars, writers, journalists, production companies and genealogists.

The exhibitions are on display through mid-August, and can also be seen online at library.georgetown.edu/exhibitions. You can watch the event speakers online at library.georgetown.edu/digital/lecture-hall.

LAUINGER'S BOOKS GET A REORG

This summer the circulating collections in Lauinger Library will be reorganized to make it easier for users to browse the stacks. When the shifting is complete, the collections will be organized by their Library of Congress call numbers in a logical sequence across floors, beginning with A on the first floor and ending with Z on the fifth floor. Arabic, Chinese, Japanese, and Korean language collections will be interfiled into their respective subject areas. Periodicals and government documents will be moved to the Lower Level.

If you are in Lauinger Library and have difficulty finding an item on the shelf, the staff at Lauinger's Circulation Desk on the third floor entry level will be glad to help!



Photo by Stephen Fernie



Photo by David Hagen

The Campaign for the Library

As this issue of the Associates Newsletter goes to press, *For Generations to Come: The Campaign for Georgetown* and the Library's part of that campaign will come to a close. The University has achieved and surpassed its fundraising goal of \$1.5 billion. Here at the Library we are overwhelmingly grateful for the extraordinary opportunities your contributions to the campaign have made and will continue to make possible.

In our next issue we will celebrate some of the many ways your time, talent and treasure has contributed to strengthen the Library's spaces, collections, innovations, people and programs, now and for generations to come.



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LibraryAssociates

The Georgetown University Library Associates are a group of Georgetown alumni, parents and friends dedicated to helping the Library shape the creation of knowledge, conserve culture for posterity and transform learning and research. To learn more, contact us at 202-687-7446 or visit us at:

library.georgetown.edu/associates

Did you miss one of our Library Associates events? You can find full-length videos online in the Digital Georgetown section of our website. Go to www.library.georgetown.edu/digital/lecture-hall.

Georgetown's Mascot



The Georgetown football team pose with mascot Hoya I in 1927. See more about our mascots and other true and less true Georgetown myths in the Kerbs exhibition *Fact or Fiction? Mythbusting Hoya History with the University Archives*, on the third floor of Lauinger until August, or online at library.georgetown.edu/exhibitions.