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**Library News
for Library Staff**

Volume 2, Issue 7

UTA LIBRARIES

Harry Potter Day



In honor of book six in the Harry Potter series, UTA Libraries hosted a day of activities related to Harry Potter on July 14. Muggles and magicians participated in the following free events:

- **Magic Compass Spells: Using GIS to select the American location for Hogwarts.**

GIS wizard Josh Been showed how GIS could be used as a magical tool to make decisions about where to locate an American branch of Hogwarts.

- **The Dungeon of Design: Unlock the mysteries of Photoshop.**

Users journeyed through a chamber of Photoshop secrets and created a crest for the fictional American Hogwarts

houses.

- **Why We Love to Hate: The Curious Case of Dolores Umbridge.** Dr. Hal Thorsrud, assistant professor of philosophy at New Mexico State University, applied the ideals of ancient philosophy to the questions of hatred and evil that are raised by the Harry Potter series. Listeners were challenged at the end to decide whether they would choose the Aristotle philosophy of appropriately hating Dolores Umbridge or the Stoic one of not allowing her to control their emotions.
- **Diagon Alley Costume Contest.** There were 13 costume contest entrants. Connor

Twohey won the Best Overall Costume prize for his well-designed Harry Potter costume, Shazik Haseen won the Most Creative Costume prize for her Sorting Hat costume, and Zohra Hakim won the Most Authentic to Movie or Book prize with her self-made detailed Hogwarts student costume.

- **Sorting Hat Ceremony.** Adults and children lined up to discover which house they would join if Hogwarts School of Witchcraft and Wizardry came to America. They quickly took an online personality quiz and discovered whether they

Continued on page 6

Connections

Keeping Up With Technology: The Deep Web

'This common type of search could be thought of as "split level searching"'.

Familiarity and ease of use as we access the Internet with Google, Yahoo, or our own bookmarks enables us to forget how complex the Web really is. In reality, the Internet is much more than fixed Web pages easily found with search engines. This difficult-to-access section, called deep Web or invisible Web, has been estimated to be 500 times larger than the surface Web.

What is the deep Web?

Current descriptions of the deep Web structure include the following:

- The content of online databases that can only be accessed by database interfaces and queries. Sites requiring a password or logon are closed to search engine spiders because they require typing, something a spider cannot do. Specialized searchable databases that do not require a password are also regarded as deep Web in that the results of searches are dynamically generated. Examples of deep Web databases that we use every day are UTA Libraries' online catalog and subscription databases. New developments

by popular search engines that are designed to access this part of the deep Web are discussed below.

- Non-textual files such as multimedia files, graphics, software, and PDF documents. Search engines have a difficult time indexing the contents of documents in Flash, Shockwave, and other programs like Word, WordPerfect, PowerPoint, etc. There are exemptions that are worth noting. Google and other search engines are now searching the full text of many PDF documents and creating image databases.

- Script-based Web pages and links excluded by search engines. A script is a type of programming language that can be used to fetch and display web pages. Spiders typically do not follow links or URLs with a ? Character meaning than an entire site using scripts can be excluded from a search engine.

Access to the deep Web is seamless to most experienced researchers as they use a search engine to retrieve sites such as NewsVoyager (a database of links to newspaper sites around the world) and

conduct a second search into the deep Web using the search interface of the database. This common type of search could be thought of as "split level searching".¹

New innovations

Major search engines such as Google and Yahoo! are developing technology and networks with vendors that enable them to offer users entry to restricted content. One example is a beta service called Google Scholar, <http://scholar.google.com>, which offers bibliographic citations to content owned by a range of publishers, professional societies, pre-print repositories, universities, and databases.

Yahoo! Search Subscriptions already has arrangements with seven vendors (*Consumer Reports*, *IEEE publications*, *Wall Street Journal*, *FT.com*, *New England Journal of Medicine*, *Forrester Research*, and *TheStreet.com*) to offer a search interface to their content. The beta version at <http://search.yahoo.com/subscriptions> enables the searcher to search all of the listed databases or select specific one to search. While users need a valid subscription

Techno-slang

Below are a few examples of the rich, colorful language called Techno-slang.

- **Flashing 12** – A novel term for a person with no technical abilities. It comes from the fact that their VCRs and micro-waves have a flashing 12:00 because they cannot figure out how to reprogram them. Example:

"My sister's a Flashing 12 and clueless about my iPod."

- **Link Rot** – A process where links on a web page become obsolete because the sites they link to change or no longer exist. Example: "Hey, don't use that site. They have link rot."

- **The 411** – Information. It is from the 411 information directory on the phone system. Example: "Dude, I'll give you the 411 on the new guy later."

—Lea Worcester

Keeping Up With Technology: The Deep Web (cont.)

to the sources to access their content, researchers in organizations with online subscriptions set up via IP authentication will automatically gain access to content. In many searches from the UTA domain, the login process happens automatically and there is no prompt for an individual username/password.

It is anticipated that search engine innovations will improve rapidly and dramatically alter how users access the deep Web and use library resources. Academic libraries have the option of being early adaptors and collaborating with search engines in the development of search interfaces that offer access to the deep Web, remaining on the sidelines until the technology is

Deep Web Sources	
CompletePlanet • completeplanet.com	Access to thousands of databases with summaries from the retrieved site
Direct Search • www.freepint.com/gary/direct.htm	List of searchable databases on many academic topics
Invisible-web. net • invisible-web.net	Directory of high-quality deep Web databases
ProFusion • www.profusion.com	Search hundreds of specialized search engines and databases

more fully developed, or ignoring the issue. As always, there is no one answer for all institutions and choices will be made according to the institution's vision, funding, and size.

Source

1. University Libraries, University at Albany. *The deep web*. Available from <http://library.albany.edu/internet/deepweb.html>. Accessed 22 June 05.

—Lea Worcester

Connections

Are You A Customer Service Ace?

“Customers are often wrong but they never stop being the customer.”

The following customer service quiz is the beginning of a small series of articles and information on customer service, internal and external, that I will be contributing in the months to come.

Are You a Customer Service Ace?

Take the quiz and see!

Test your customer service knowledge and learn how to be a service ace by picking the correct answer to each of these 10 questions.

1. A complaining customer is:

- A. Always right
- B. Almost right
- C. Often lying
- D. Always the customer

2. Customers who complain:

- A. Had unhappy childhoods
- B. Are genetically predisposed to be sourpusses
- C. Have trouble in their primary relationships
- D. Are doing you a service in identifying what isn't working in your business or organization

3. The best reward for your customer service representatives is:

- A. Earplugs and punching bags
- B. Valium or other mind-numbing drugs
- C. Recognition and appreciation on your part
- D. Anger management seminars

4. CRM stands for:

- A. Customers Rarely Matter
- B. Can't Remember Much
- C. Communicating Random Meaning
- D. Customers Rudimentarily Managed
- E. Customer Relationship Management

5. Customers who complain want...

- A. Something for nothing
- B. To be heard and have their experience validated
- C. To vent for the sport of it
- D. To be made majority shareholders in the company

6. Customer Service departments:

- A. Are the afterthought that cleans up messes other departments cause
- B. Build customer loyalty
- C. Are leaders in understanding customer behavior patterns and market research

7. For a company to be considered service-

oriented:

- A. It must mention customer service in its mission statement
- B. At least 18.3% of its employees must work in customer service department
- C. Its managers must at one time have been CSRs
- D. Customer service must be addressed by all departments

8. A Call Center is defined as:

- A. The midpoint in duration of a telephone call
- B. A revenue sink hole
- C. A place where middle-of-the-road calls coexist with liberal and arch-conservative calls
- D. A location where complaints and problems are converted into successful saves for your customers and your company

9. Customer Care is:

- A. A managed care medical program for customers
- B. A nifty alliterative phrase that looks good in company brochures
- C. A new program where customers care for themselves
- D. A philosophy wherein the customer is wrapped in service even before a problem arises

Are You A Customer Service Ace? (cont.)

10. Customer Service Culture is:

- A.** A new form of yogurt where the lid removes itself for you
- B.** Behavior being analyzed in a Petrie dish for contagions
- C.** A mythical civilization in which everyone smiles and welcomes you when they meet
- D.** An environment where customer service permeates the thinking of the entire company

KEY

- I. D.** Customers are often wrong but they never stop being the customer. Right or wrong they are to be accorded respect and cared for.
- 2. D.** Complaining customers alert you to systematic problems before they drive off more customers. Their complaints represent many more customers who may not spend the time to tell you about problems, instead just leaving you for your competitors.
- 3. C.** Your staff deserves and thrives on recognition and appreciation. Take the time to celebrate them collectively and individually. Whether through cards, gifts, surprises, outings and

acknowledgement at company functions, let them know how important, valued and appreciated they are to you and the company.

- 4. E.** CRM refers to systems designed to track and cater to each customer's whims and preferences over a lifetime. CRM is about managing customer relationships over the long haul by attending to their individual needs.

- 5. B.** Complaining customers have several needs. Implicit in their actual complaint is also a need to be heard and their unhappiness acknowledged. Fixing the problem is important. So is letting them know you understand their displeasure and feel for them. One without the other is an incomplete remedy for customer complaints. Don't forget the emotional component in complaints.

- 6. B and C.** When you solve a problem for a customer you actually build confidence and allegiance. You've proven you stand behind your products or service, giving customers a warm and fuzzy feeling of safety and protection. As well, you tap the pulse of

customers. Their complaints and feedback give valuable insight into how well your products are assembled, documented, sold and hold up. Listening to customers tells you a great deal about your company's products and services (and your competitors' too) from real life customers. That's invaluable!

- 7. D.** A Customer Service orientation must transcend the service department. All departments must understand and model good customer service for the company to be considered strong in service. Many problems can be avoided outright by attending to customer service. Why should the customer service department carry the weight of service for the entire company? Don't operate under the adage "never enough time to do it right, but always enough time to do it over." Get it right at the source, in all departments.

- 8. D.** Make your call center a shining example of your company's commitment to its customers. Your center is a visible symbol of your company's commitment to customer success.

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Connections

June Library Staff Awards

Hidden Hero's Award

- Scott Holmes

- Donna Kelley
- Lea Worcester

- Ginnie Pinkerton
- Phuong Le

- Mark Cook

Customer Commitment Award

- Michelle Buchanan,
- Burton King
- Diane Casebier
- Julie Williams

Making a Difference Award

- Karen Hopkins
- Jean Sherwin
- Lea Worcester
- Sue Sappington
- Carol Byrne
- Patty Grubaugh
- Charlotte LeBlanc

- Debbie Carter
- Ann Mitchell
- Tom Lindsey
- Noel Anderson
- Michael Hang
- Donna Harrison
- Bradley Guilliford

Bright Idea Award

- Gretchen Trkay

Harry Potter Day (cont.)

- belonged to the Glenda, Samantha Stephens, Houdini, or David Blaine House.

- **Name the Half-Blood Prince Contest.** Everyone was encouraged to make their choice who would be named Half-Blood prince in book 6. The winning entry will be randomly drawn from correct entries on July 18.

Winners will be notified by email.

books that would interest Harry Potter fans.

The UTA Bookstore donated the prizes for the costume and Name the Half-Blood contests as well as sold Harry Potter books and related merchandise at the event. In addition, the exhibit ***Witches, Wizards, and Wands*** on the first floor will continue through July 25 with selections of books from the Arlington Public library with

...and the winner of the How Many Cats? Library Staff Puzzle

Loretta Barker and Reference Ray knew that the student was feeding three cats—one tabby, one calico, and one Siamese.

Thanks to every one that sent in answers this month. Helen

Hugh offered an excellent explanation, “Simple logic with words-

I calico and 2 others (I tabby & I Siamese) = 3
I tabby and 2 others (I calico & I Siamese) = 3
I Siamese and 2 others (I calico & I tabby) = 3
3 cats”

C.D.'s Picks

Science for Everyone

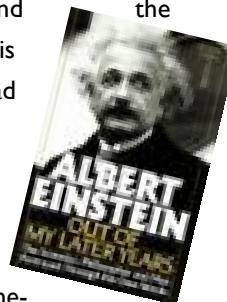
Recommendations for the non-scientist who loves science

Out of My Later Years,

Albert Einstein

Central QC16 .E5 A3 1970

The essays comprising this book were my first contact with Einstein's writing. I was amazed both by the clarity of his writing and the warmth of his delivery. I had seen him as larger than life. In this book, I discovered something of the man.



The essays are organized into six sections: Convictions and Beliefs, Science, Public Affairs, Science and Life, Personalities, and My People. The majority of the writing requires little or no scientific or mathematical background.

As you make your way through the sections, a portrait emerges of a man of profound intellect, who somehow maintains a deep sense of his own humanity. Certain themes recur throughout the essays, including his desire to transcend the boundaries of race, class, religion, and country and

his near obsession with establishing organizations that would ensure world peace.

This book is not a biography, but reading it allowed me to feel that I had glimpsed something of the heart and mind of the man behind the myth.

On the lighter side

Non-scientific reading available from UTA Libraries

(SEL Books: QL751 .G73 2005) that both autistic people and animals think visually rather than verbally.

Our central character, Christopher, while in complete sympathy with most animals in his life, finds the human animal bewildering, particularly its unpredictable emotions and its illogical behavior.

The Curious Incident of the Dog in the Night-Time,

Mark Haddon

Central: PZ7.H1165 Cu 2003

I found this book to be delightfully different from any other book I've read. Its voice is unique—that of a 15-year-old autistic boy who decides to solve the mystery of who killed his neighbor's dog. His story is punctuated with drawings, diagrams, and mathematical problems he finds fascinating.

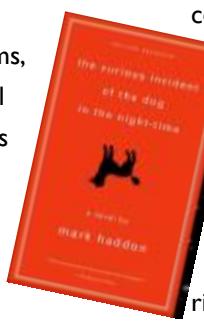
Though the book is concerned largely with humans, that Haddon placed a dog in the title is particularly appropriate, given autistic writer Temple Grandin's recent assertion in *Animals in Translation : Using the Mysteries of Autism to decode animal behavior*

Aside from page-turning entertainment, this outsider's view of "normal" life provides an enlightening exploration of human motives and passions. And, as the aunt of a 12-year-old boy with Asperger's Syndrome (a high-functioning form of autism), I found it particularly meaningful.

Notice Haddon's ability to convey his characters' complex emotions via a narrator who neither comprehends nor connects with them.

On the surface, the book appears to be a fun summer read, but underneath is a richly textured and intricately woven tale of human failings and human triumph.

—C.D. Walter



Connections

From the Archives: The Case of Jane R., Freshman

"Jane fixed a dummy in her bed and left before check was made."

The differences in the college experience of the Silent Generation, born 1925-1942, and the Millennials we currently have on campus can be seen the following 1948 document found in the UTA Special Collections archives.

"On Saturday night, March 1, 1948, Jane R.*, freshman student of North Texas Agricultural College, and Bill D. *, a sophomore student and veteran of World War II, attended the Freshmen Class Dance held in the NTAC Gymnasium from 9:00 pm to 12:00 midnight.

Jane reported to the Girl's Dormitory, where she is in residence—Room 15, 807 S. Pecan—and signed in at 12:15 am. (The girls are to be in their room before 1:00 am following a college dance.)

At a little before 1:00 am, Miss Wallace, adult in residence in 807 Unit, went upstairs to

check and see that all girls were accounted for. She found a dummy in Jane's bed, and Jane was nowhere in the building. The girls present in the unit said they knew nothing of her whereabouts."

let it hang out the window and when Jane was ready to return to her room she pulled the string to wake up her roommate, who quietly came down stairs to open the door for her."

The story continues . . .

"Jane reported, and admitted to the Dean of Women that she had deliberately planned to meet Bill D. after she was checked in at the dormitory. Because Miss Wallace was a little later than usual checking; Jane fixed a dummy in her bed and left before check was made. She said she met Bill and they took a taxi out to Midway Inn expecting to dance awhile, but learned it was closing and they returned to Arlington and dismissed the taxi down-town. They walked back to the campus and sat on the steps of the speech building or near there until they returned to the dormitory at 3:30 am. Jane revealed that her roommate, Jean Ann A., had tied a string to herself and

After considering expelling her from the girls' dormitory, Dr. E. Hereford, Dean of NTAC, Jane's mother Mrs. R. , and the Dean of Women agreed to let her remain. However, the errant student was not allowed to have nights out of the dormitory or to attend social functions for the remainder of the semester. The only exception was the final dance of the semester.

—Gary Spurr and Lea Worcester

Source

The Case of Jane R., Freshman.
1948. AR 258-36-12

*Last names omitted.

Contributors to the July Issue

- Carleen Dolan
- C.D. Walter
- Mark Mustacchio
- Lea Worcester
- Gary Spurr
- Elizabeth Swift

What IS the Annex Really Called?

The new name for the annex is Library Collections Depository (LCD). Its official address is 960 S. Davis Blvd., near the new Fine Arts Annex and the Snake Museum. We will share this building with OIT staff. The building will be of metal construction with concrete flooring. Our side of the building is 14,104 sq. ft. which will include an office, storage closet, restroom, and a small working space for Special Collections. The rest of the space is for shelving. Seventy percent of the shelving is for book storage (shelf size 48" x 12" x 195"), 30% for Special Collection archival box storage (shelf size 42" x 30" x

195"). Shelving height is 195" or 16.25 ft. tall. We will have 632 sections for book storage and 106 sections for box storage. Books will be stored according to height. The height distribution for the shelving

will be 45% at 10"; 40% at 12"; 10% at 9"; 5% at 14". Target date for shelving installation is Nov. 21st. First move could take place early in January.

—Carleen Dolan



Foundation for the new Library Collections Depository. The building on the left is the Natural History Specimen Building and the one on the right is the Fine Arts Studios

Are You A Customer Service Ace? (cont.)

9. D. Customer Care is a philosophy wherein customers are cared for by a company - the entire time they're customers. Care isn't just to be administered as a salve for problems. Demonstrate care from the start and your customers will flock to your products and services.

10. D. Customer Service Culture is the infusion of service ideals into every department, from sales, shipping and receiving to legal, human resources and beyond.

How did you do?

- If you scored 100% you may write the next article!
- If you scored 80% or better you're a service ace.
- 60-80% you understand customer service
- If you scored below 60% don't fret. Make improving your customer service a priority. Ask others what it means to them, take a class, read books and columns on service, subscribe to customer service e-zines, including Craig's (by emailing subscribe@craigsspeaks.com)

Craig Harrison is a speaker, trainer and communication consultant who builds clear and confident communicators, and strong sales and service cultures. Contact him at www.ExpressionsOfExcellence.com and his email is excellence@craigsspeaks.com.

I used Craig's quiz with his permission. I thoroughly enjoy his articles and work! Some parts of this quiz aren't exactly applicable to a library, but the customer service aspects certainly apply to many of us. I welcome any suggestions and comments and I hope that the information might be beneficial in some way or another.

—Elizabeth E. Swift

Connections

SEL Team First

SELERY was the first team to arrive at Texas A&M, the first stage, in the virtual *Run to the Border*, an intralibrary wellness challenge. The SELERY team composed of Science and Engineering Library staff members

Donna Kelley, C.D. Walter, and Antoinette Nelson averaged 3.57 miles a day in the 152 mile walk and completed their journey in 43 days.

Run to the Border is a walking race in 4 stages designed to encourage physical activity and team spirit. Participants wear a



The SELERY Team, Antoinette Nelson , C.D. Walter, and Donna Kelley, with their official *Run to the Border Tacky Trophy*

the *Run to the Border Tacky Trophy* until the next stage is reached.

The trophy is on display at SEL and boasts a set of eyes pasted on by one of the proud winners. "We just thought that he

pedometer and enter their daily miles in a spreadsheet where team totals are averaged each day so that teams with more participants do not have an unfair average. The race track is a course from UTA to UT Brownsville, 557 miles total, divided into four stages. The winner of each stage gets the honor of hosting

needed them." commented Antoinette Nelson who was at the time unaware of the several pounds of Dove chocolate hidden in the base of the trophy. Her surprise was tempered by the information that the chocolate goes to the grand winners at the end of the race.

Fahrenheit 100! Library Staff Contest

UTA staff members are challenged to guess how many 100 degree days we will have during July. The prize is a \$20 gift certificate to the Black Eye Pea restaurant.

According to the National Weather Service Forecast Office the average for the Dallas/Fort Worth area is 6 days of

100 degree or higher in July. Long time residents remember the searing summer of 1980 when the metroplex cooked for a record 31 days of 100 degree weather!

Send your guess to Lea Worcester with "Contest" in the subject line before **July 20th**. The winners will determined in a drawing of the cor-

rect answers.

Source:

1. National Weather Service. DFW—100F Weather Summary for Dallas/Fort Worth. <http://www.srh.noaa.gov/fwd/CLIMO/dfw/dfwclimo.html?season-Select=Seasonal+Extremes&submitName1=Go>

Library Larry

LIBRARY LARRY

TRAVEL AGENCY

WELL, IT'S SUMMER VACATION TIME. I WAS THINKING ABOUT GOING TO EURO-DISNEY, BUT I HEARD EVERYTIME THEY SET OFF A FIREWORKS DISPLAY, THE FRENCH SURRENDER.



Mark Mustacchio

Have Something to Share?

Connections: Library News for Library Staff's mission is to build community within UTA Library staff by reminding people of upcoming events and dates, introducing new staff members, celebrating a department's achievements, and other items of interest. The newsletter depends upon your contribution of articles and suggestions to add variety and interest. Everyone is encouraged to contact me

(phone—25747 or email—lworcester@uta.edu) with information about new hires, department projects, meetings, exhibits, or anything else of interest.

the staff newsletter a vital part of the community.

—Lea Worcester

If you are worried about having enough time, I am willing to take pictures, gather information, or assist with writing. As always, I am looking forward to working with you to make

UTA**Libraries**

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Connections is the library staff newsletter published the first week of each month. The newsletter introduces new staff members, highlights departments, reports on library staff events, and is a forum for items of interest.

Suggestions and contributions are welcome. Please contact:

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July 2005

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Connections is archived online at:

<http://libraries.uta.edu/connections/index.htm>