



# Syracuse University Library staff news

Issue 128

August 9, 2004

## SUL to Implement New Graphic Identity



*The Library's new logotype, or wordmark.*

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The Library is about to roll out a new graphic identity system, which consists of a logotype, or “wordmark” (a distinctive treatment of the words “Syracuse University Library”), along with guidelines for using it in newsletters, brochures, fund-raising pieces, web pages, handouts, giveaways, etc.

Our last actual logo (or icon, or symbol), was an abstract rendering of Anna Hyatt Huntington’s sculpture *Diana the Huntress*. That logo was created in fall 1995 by Alan C. Dye, then a design student in the College of Visual and Performing Arts. At that time the University’s Commitment to Learning Campaign was underway, and our Library leaders sought to enhance and to feature the Library’s contribution to student learning. The logo project was started by the Library’s Development Committee, which asked Alan to give visual expression to such concepts as the pursuit of knowledge, discovery, and transcendence. For many of us, the Diana sculpture symbolizes such concepts. Furthermore, for generations she has been part of the lives of SU students, whose tradition was to rub her dog’s paw for good luck before exams. Diana was, therefore, an obvious source of inspiration for Alan.

The Diana logo was used in most of our printed and online communications until, for the spring 1999 issue of *The Library Connection*, Peter Graham introduced a new banner and decided that the Diana logo should be retired. The *Connection* banner has been adapted for use in Library bulletins, *Library Staff News*, miscellaneous handouts, and even coffee mugs—but it was not designed to be used as a logo or logotype and it has proved to be increasingly unsuitable as we expand and refine our communication vehicles. For example, the banner requires too much space for many purposes, and it cannot be made much smaller without shrinking the SU seal beyond recognition and violating SU graphic identity standards in the process.

Last spring the Library hired a graphic designer, Joanna Giansanti, who has been affiliated with SU for many years. She has worked to provide a more flexible design—and one that reflects the Library’s current identity: we are balancing the traditional, print-based past with the digital future; we are striving as never before to meet users’ needs and embracing change as a way of life; we wish to maintain a certain dignity and formality, while making the Library more approachable. Joanna presented four logotype designs. The majority of staff who reviewed these designs preferred the one that the Library’s Administrative Committee finally approved.

The new identity system will not be implemented all at once. For example, we won’t use the new design on Library bulletins until we use up the old stationery. When our designer completes our graphic standards guide, it will be available online for all of us to refer to as we incorporate the design into our own products, such as teaching handouts and PowerPoint slides.

I would like to thank all the staff members who reviewed the designs and shared their perspectives on our common identity and purpose.

*Mary Beth Hinton, Communications Manager*



*The “Diana logo” was the SU Library’s identity mark between 1995 and 1999.*

## In Brief

...newsaboutourstaff



SUL's Reference Department wished **Aneisa Joyce** a fond farewell. Aneisa left her position as a library assistant at the E. S. Bird Library reference desk on August 1. Her plans for the immediate future include focusing on completing her master's degree in School Media Library Science and simplifying a formerly very busy work week. We all look forward to seeing her employed in a local school media library position in the future.

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## Forward Retires After 35 Years

On Friday, July 30 at a reception in the 1916 room, the Syracuse University Library honored Frank Forward, Monographs Department, for his 35 years of dedicated service. Frank has had a varied career at SUL having worked in both technical services and public services.

Frank first began working in the Library Processing Center in Simms Hall. He then worked in Technical Services in the basement of E. S. Bird and in the former Area Studies Department, which was located on the fifth floor, as a searcher and as the PL-480 assistant. Frank is one of a handful of people in the Library who can name all the states, territories, and districts of India, due to his years of work with the Census of India! He was most recently a cataloger in Bibliographic Services, returning again to the fifth floor.

Frank has seen extraordinary changes in the Library in his 35 years of service. Frank was one of the original group of Library staff who received training on OCLC in 1972 when SUL became the first Library outside of Ohio to join this pioneering effort for online shared cooperative cataloging. He was here when E.S. Bird was built and he helped move collections from Carnegie to Bird.

Frank has witnessed the evolution of the catalog from files of typed 3x5 cards to SULIRS, one of the first online catalogs in the country (locally developed at SU), to NOTIS, to the current system of Endeavor's Voyager. He has observed firsthand the PC revolution and has watched the Internet grow from its beginnings to its current role as a major delivery venue for Library collections and services.

We all wish Frank the very best in retirement.

*Cynthia G. Cost, Administration*

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## Assessment Team Update

The Assessment Team (Tasha Cooper, Mary Beth Hinton, Pamela Thomas, and Nancy Turner) continues to meet weekly. The convener of the team is a rotating position; Tasha Cooper recently assumed this role. Current projects include:

- Completing the LibQUAL+™ report
- Finalizing a tool for the audit of Library assessment activities
- Drafting a proposal for follow-up assessment based on the results of the LibQUAL+™ survey
- Planning for LibQUAL+™ 2005
- Meeting with representatives of departments and programs currently working on assessment plans.

At the ALA Annual Conference, Nancy Turner attended a usability workshop on portal interfaces. Tasha attended a LibQUAL+™ Process Management workshop at ALA and an introduction to Project SAILS (an information literacy assessment project). Team members successfully completed the ARL Measuring Library Service Quality online course and are exploring fall training opportunities.

The Assessment Team welcomes your questions at any time. Please feel free to contact any team member with questions or to be added to a meeting agenda.

*The Assessment Team*

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*Bobbi Gwilt and Merritt Lennox assist Frank Forward in trying out his new retirement "throne."*

**Deadlines**

**Job Responsibilities**

# Time Out!

***Join us in enriching ourselves and others.  
Make a difference - join Peer To Peer.***

- Plan and host Peer To Peer discussions!
- Turn your articles or topics of professional interest into an opportunity to share with peers!
- All ideas and participants welcome.

Planning meetings held once a month during the school year



Stay tuned for more information regarding fall planning sessions.

**Interested in joining the planning group?  
Contact:**

**Tasha Cooper** *nacoop01@syr.edu*  
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**Lydia Wasylenko** *lwwasyle@syr.edu*

## Cabinet Meeting Summaries

### July 27

P. McLaughlin reviewed the OPAC Team Report, which had been previously distributed. An open forum is scheduled for the first week in August to review the enhancements that will be instituted. She asked for reactions to the recommendations, noting that some enhancements will be decided by future OPAC teams or after additional usability testing has been completed. There is still an opportunity for Cabinet to comment on additional OPAC changes and these comments should be sent to P. McLaughlin by Tuesday, August 3.

C. Dupont reported on the DIPA Library Liaison and asked if there were any questions about the liaison's role. M. Hanson noted a need to investigate the role of SUL and/or librarianship at the DIPA centers. L. Moeckel suggested determining whether current situations reflect previous collection development and management agreements. C. Dupont explained that the formalized liaison role can facilitate these discussions. He asked to be informed when DIPA-related issues are presented to staff.

Y. Tung distributed the latest list of libwww page responsibilities. The new web committee has provided easier access for updating web pages. M. DeSalvo will offer two training sessions in the near future.

The Annual Report discussion continued as D. Stephens asked if there is an urgent need to modify the current annual report template. Members agreed that there is not. M. B. Hinton estimated that there is a one-month turnaround time for editing and printing the annual reports. G. Griffin suggested minimal editing to allow 01/02 and 02/03 to be printed as soon as possible in the current format. Information for the 03/04 annual report is due to the AULs by September 15.

The annual report purpose, scope, and process for 03/04 will be discussed at a later meeting. W. Garrison explained that logically the annual report should coincide with gathering statistics for the ARL report.

M. B. Hinton explained the process that led to creating a new graphic identity for the Library. The *Library Connection* banner,

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### July 13

C. Cost held a meeting to update non-bargaining unit staff about the ongoing negotiations. The University has distributed campus-wide periodic updates during negotiations.

C. Cost circulated the revised proposed agenda for the town meeting which incorporates the feedback from Cabinet. The day prior to the meeting has been set aside to view posters in the 1916 Room. Flipcharts will be available during the preview day for comments or questions. G. Griffin suggested that Cabinet members lead the theme discussions.

E. DeRycke reviewed the Circulation Policies Action Team's recommendations. G. Griffin inquired about the action team's next steps. D. Stephens said that, first, the report will be revised based on the suggested changes. C. Cost will then present the policy to Risk Management for review.

L. Wasylenko explained that SULA has begun its 2004/05 planning.

All of the departmental reports for the 2003 annual report have been gathered. P. McLaughlin inquired about the use for the longitudinal data. What do we learn by reviewing it? C. Dupont noted

which was not designed to serve as a logotype, is not suitable for use in all our communications. Joanna Giansanti was hired to design the new logotype. M. Hanson suggested formally transitioning from the Diana logo to the new logotype in order to honor the student who created the Diana logo.

D. Stephens explained that multiple conflicts on the suggested August dates require moving the town meeting to September. G. Griffin announced that volunteers are still needed to lead the sessions at the meeting.

Acting University Librarian D. Stephens reported that each dean and dean-level administrator will meet with Chancellor Cantor to introduce their department, school, or college. This will be part of the new chancellor's yearlong introduction to SU. M. Hanson asked for an update on the Library's café. There is nothing new at present.

AUL for Information Management Services W. Garrison announced that the SFX demo and update will take place on August 3 from 9 – 11 a.m. LISD and N. Turner are developing a web form to report any difficulties encountered with SFX. All Library subscription databases are active. W. Garrison will meet with M. Lennox and Y. Tung to bring up Content DM.

AUL for Collection Development Peter McDonald, Director of Development G. Griffin, and AUL for Administrative Services C. Cost had no report.

Director of the SCRC C. Dupont reported on the progress to extend fire suppression to the sixth floor. Risk Management feels that the insurance benefit outweighs the risk of damaged items. The proposal will next be presented to L. Marcoccia and then to the Board of Trustees for their approval. The project may be completed next summer. The display case renovations continue and will be completed by September 21.

The next scheduled meeting will be held on Tuesday, August 10, 2004 at 2:00 pm in the Spector Room.

the need for both internal and external annual reports. There was a brief discussion regarding format for the current report.

AUL for Public Services and Acting University Librarian D. Stephens met with D. Freund, N. Cantor, and her cabinet to discuss fiscal challenges. The new chancellor will be installed at the beginning of November and a yearlong series of events will follow. D. Stephens asked for suggestions for SUL's contribution to the celebration.

AUL for Administrative Services C. Cost reported on current searches. Resumes have been received for the administrative specialist in Admin. The SCRC reference librarian first-consideration date has passed. The information technology analyst position has been posted. C. Cost also explained the E-Health Initiative research study. SUL is one of the campus departments chosen to participate.

The next scheduled meeting will be held on Tuesday, July 27, 2004 at 2:00 pm in the Spector Room.

Complete minutes of these meetings are available at <F://Committees/Standing Committees/Cabinet/Cabinet Minutes/>.