



7-27-2017

Reclaiming the Library's Central Role with Services to Campus

Jenny K. Oleen

Western Washington University, jenny.oleen@wwu.edu

Kim Marsicek

Western Washington University, kim.marsicek@wwu.edu

Follow this and additional works at: https://cedar.wwu.edu/library_facpubs

 Part of the [Library and Information Science Commons](#)

Recommended Citation

Oleen, Jenny K. and Marsicek, Kim, "Reclaiming the Library's Central Role with Services to Campus" (2017). *Western Libraries Faculty and Staff Publications*. 62.

https://cedar.wwu.edu/library_facpubs/62

This Presentation is brought to you for free and open access by the Western Libraries and the Learning Commons at Western CEDAR. It has been accepted for inclusion in Western Libraries Faculty and Staff Publications by an authorized administrator of Western CEDAR. For more information, please contact westerncedar@wwu.edu.

RECLAIMING THE LIBRARY'S CENTRAL ROLE WITH SERVICES TO CAMPUS

Kim Marsicek,
Western CEDAR
Manager

Jenny Oleen, Scholarly
Communications
Librarian



WESTERN LIBRARIES

Learning Outcomes:

- Leveraging roles
- Tailoring campus outreach
- Gaining administrative support



INTRODUCING WESTERN WASHINGTON UNIVERSITY

In the northwest corner of Washington state, nestled near the Salish Sea and not far from Mt. Baker.

Located halfway between Seattle and Vancouver, BC., WWU is nationally recognized for its academic strength and commitment to sustainability.

(picture of Western campus - news.wwu.edu)



Western Libraries

Two buildings housing numerous programs, partners, and materials all joined together by a sky bridge.



Mission Statement

Western Libraries connects –
People to people
People to place
People to learning.

Making Western Libraries more relevant!

Western Libraries worked at fulfilling its mission through re-envisioning itself.

- Learning Commons
- Heritage Resources
- Library Communications Manager
- Western CEDAR





Browse

- [Collections](#)
- [Disciplines](#)
- [Authors](#)
- [Scholars Gallery](#)

Search

Enter search terms:

in this repository

[Advanced Search](#)

Notify me via email or [RSS](#)

Contributors

[Author FAQ](#)

Browse Research and Scholarship

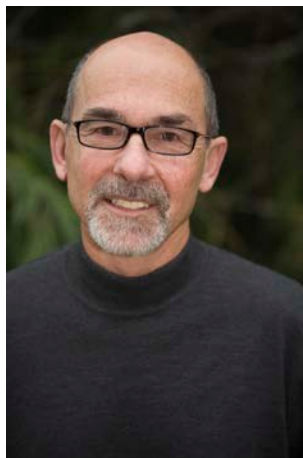
[Follow](#)

- [Department, Academic Program, or Center](#)
- [SelectedWorks Gallery](#)
- [Conferences and Events](#)
- [Journals and peer-reviewed series](#)
- [Masters Theses and Graduate Research](#)

Western CEDAR, part of an innovative global movement promoting open access to scholarship and creative works, is a service of Western Libraries, in partnership with the Graduate School, Office of the Provost, and Office of Research and Sponsored Programs. CEDAR advances Western Washington University's commitment to enriching academic inquiry and strengthening communities by sharing the expertise and creativity of its students, faculty, and staff.

Contact [Western Libraries](#) for further information or questions.

Recognize your cheerleaders!



Don Alper



Brian Bowe



Lorraine Kasprisin



Provost Brent Carbajal



Max Bronsema



Dean Mark Greenberg

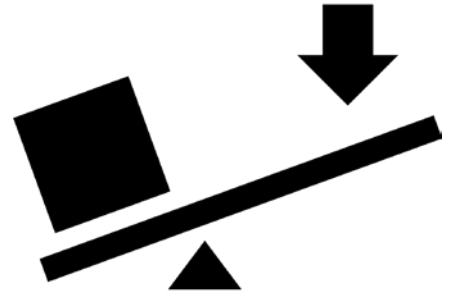


Dean Kathy Kitto

Leveraging Roles to Connect with Strategic Partners

Identify Strategic Partners:

- University Communications and Marketing
- Student Publications
- Capitalizing on other campus connections



University Communications and Marketing

Library Communications Manager paved the way:

- Annual invite to campus-wide Communication Managers group
- Western Today feature stories about CEDAR
- Arranged CEDAR team meetings with the Office of Communications and Marketing team

University Communications and Marketing

- Gave input on implementation of Expert Gallery
- Provided advice for targeted outreach
- Networked with university publications and media



The Media Contacts page in the Scholars Gallery gives users access to more information about the experts.

Added bonus: UComm is notified when email contact is made through SelectedWorks.



Experts Available For Comment

Name	Department	Expertise
Rebekah Paci-Green	Environmental Studies	Resiliency: Preparing and recovering from natural disasters
Melissa Rice	Physics and Astronomy/Geology	Mars and Planetary Geology
John Bower	Fairhaven	Declining seabird populations
Rich Brown	Theatre and Dance	Theatrical performance and the staging of new plays
Maria Timmons-Flores	Woodring College of Education	Pathways to Teaching Program
Pam Whalley	Economics	Financial Literacy
Hart Hodges	Economics	Center for Economic and Business Research
David Sattler	Psychology	The psychology of natural disasters
Vernon Johnson	Political Science	Munro Institute for Civic Engagement; Race and Public Policy
Jay Teachman	Sociology	Families, Veterans



Browse Media Contacts

Sort by name (A-Z)



Rebekah Paci-Green
Assistant Professor, Environmental Studies, Huxley College of the Environment

Disciplines
Environmental Sciences

Research Interests
How risk perception shapes social vulnerability, Unsafe built environments, Comprehensive school safety to natural



Vernon Johnson
Professor, Department of Political Science

Disciplines
Political Science, Comparative Politics

Research Interests
African Politics, Comparative Settler and Post-Settler Colonialism, Race and Public Policy, Revolution in Africa,



David N. Sattler
Professor, Department of Psychology

Disciplines
Psychology, Social Psychology

Research Interests
Preparedness for and Psychological Responses to Hurricanes, Earthquakes, and Tsunamis



Joel Swisher
Director, Institute for Energy Studies and Research Professor of Environmental Science, Western Washington University

Disciplines
Power and Energy, Environmental Sciences

Research Interests
Analytics of electric utility resource planning, Integration of variable renewable sources and plug-in vehicles with the



Jay Teachman
Professor, Department of Sociology

Disciplines
Sociology

Other Benefits from UComm meetings



cedar.wvu.edu ● westerncedar@wvu.edu

Western CEDAR



Contributing to Education
through **Digital Access to Research**

Part of an innovative global movement promoting open access, Western CEDAR is a service of Western Libraries in partnership with the Graduate School, Office of the Provost, and Office of Research & Sponsored Programs.



Western CEDAR makes the research, scholarship, and creative works of WWU faculty, staff, and students easily discoverable and freely available to anyone, anywhere in the world.

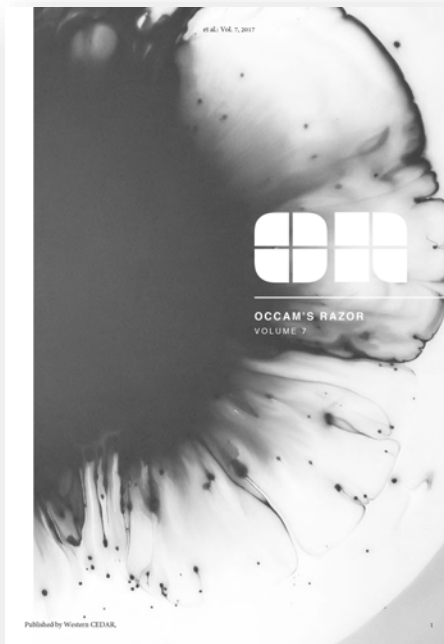
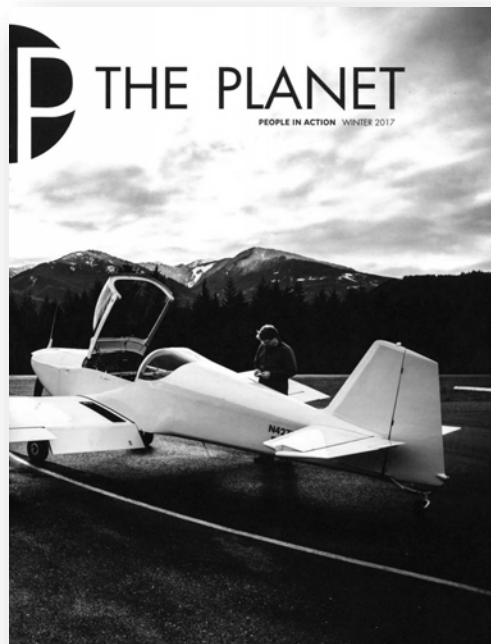
You can use Western CEDAR to:

- Create a personalized page to showcase your research and scholarship (Selected Works).
- Feature student scholarship.
- Publish journals and books.
- Manage conferences and events.
- Disseminate organizational accomplishments (such as datasets, reports, and conference proceedings).
- Display articles, PowerPoint presentations, video, and more.

CEDAR staff will get you started and can do much of the work for you.

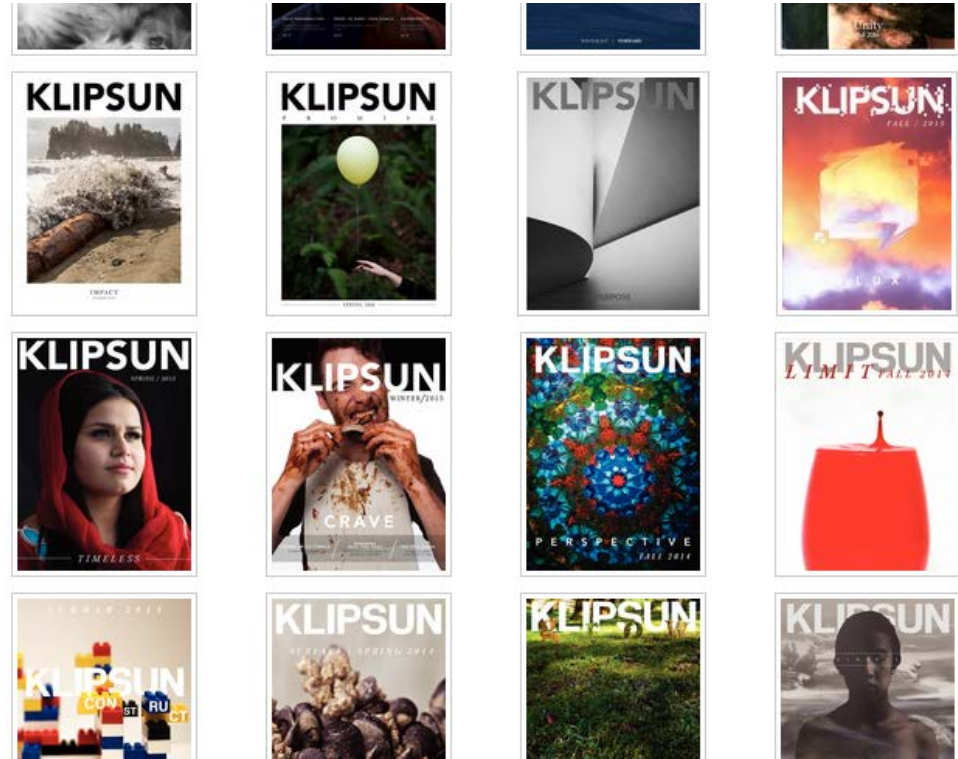
Contact: Kim.Marsicek@wvu.edu
Jenny.Oleen@wvu.edu

Student Publications



Klipsun Magazine

We used the Digital Commons Book Gallery, which allows for the publishing of book covers. A dramatic display of this previously published journal was the result.





[Home](#) > [Books, Journals, and other Publications](#) > [Western Student Publications](#) > [Planet](#)

Browse

- Collections
- Disciplines
- Authors
- Scholars Gallery

Search

Enter search terms:

in this collection ▾

[Advanced Search](#)

Notify me via email or [RSS](#)

Contributors

[Author FAQ](#)

Links

- [The Planet - current issues](#)
- [Western Libraries](#)
- [Other Digital Collections](#)

Book Locations



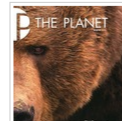
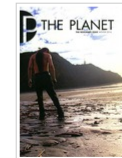
THE PLANET

The Planet is Western Washington University's award-winning environmental magazine. A part of the environmental studies program at the Huxley College of the Environment, the student-run *Planet* is proud to be the only magazine in the Northwest dedicated to covering the environment. Since its start in 1979, our magazine has won 49 regional and national awards. The print magazine is published quarterly, while the website contains additional reporting. It can be seen at <http://theplanetmagazine.net>.

We are in the process of loading older issues of *The Planet*. If you are interested in the current issues please click the above link.

[Follow](#)

[Switch View](#) [View Slideshow](#)





Occam's Razor

[Home](#) [About](#) [FAQ](#) [My Account](#)

[Journal Home](#)
[About This Journal](#)
[Aims & Scope](#)
[Editorial Board](#)
[Policies](#)

[Most Popular Papers](#)

[Receive Email Notices or RSS](#)

Select a volume :

[All Volumes](#)

Search

Enter search terms:

[in this journal](#)

[Advanced Search](#)



[Home](#) > [Books, Journals, and other Publications](#) > [Western Student Publications](#) > [orwvu](#)

[Follow](#)

Occam's Razor is Western Washington University's undergraduate academic journal. OR is student-run, student-written, and interdisciplinary.

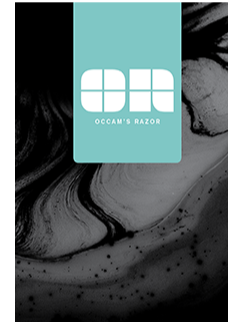
Current Volume: 7

Complete Volume

[PDF](#) [Occam's Razor Vol. 7 - Full \(2017\)](#)

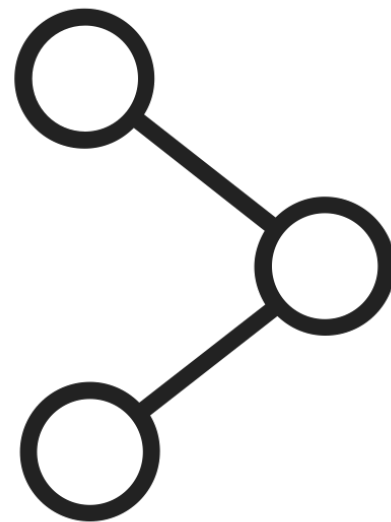
Articles

- [PDF](#) [Protestant Ecofeminism in the Poetry of Ella Higginson](#)
Elijah W. Morgan
- [PDF](#) [Representation in American Theater: The Chicana Community's Fight to Express Social and Political Inequalities](#)
Claudia Wagener
- [PDF](#) [Effectiveness of Chemical Defense in a Tropical Millipede Species on a Potential Predator, the Tarantula *Megaphobema mesomelas*](#)
Maya L. Klem
- [PDF](#) [Skin Deep Green: Environmentalism in Contemporary America](#)
Eurydice S. Pentz
- [PDF](#) [Co-evolution of Calcium Homeostasis and Lactase Persistence: Implications for Treatment of Degenerative Bone Diseases in the 21st Century](#)
Ryan J. Glendenning and Aaron J. Williams
- [PDF](#) [Identifying Domestic Violence: A Call for Advocates](#)
Tess C. O'Reilly



Making campus connections pay off!

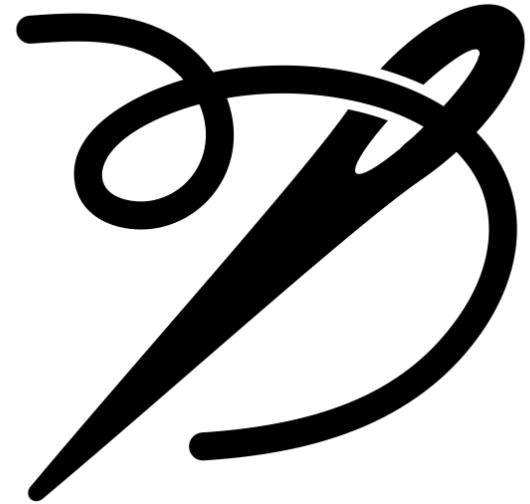
- Committee work
- Connections at events



Tailoring Outreach

- Creating specific scripts
- Building on initial contact
- Joint meetings with bepress

Consulting Services representative




Doing your homework

- Learn constituent's needs and show how you can meet them.
- Create a tailored outline for presentations
- Show supporting examples

Building on a Relationship

Book > Institute > Reports

Lake Whatcom
Monitoring Reports
sponsored by the
city of Bellingham.



Freshwater Algae in Northwest Washington, Volume I, Cyanobacteria

[Robin A. Matthews, Western Washington University](#)

385 Downloads
since March 22, 2016

Included in
[Environmental Monitoring Commons](#)

[Download Full Text \(117.9 MB\)](#) [Download](#)

Contents (61 KB)
Acknowledgments (44 KB)

- 1 Introduction (3.8 MB)
- 2 Solitary a
- 3 Fil. Cyano
- 4 Fil. Cyano
- 5 Biovolume
- 6 Reference

[Home > INST_CTB_S_Offis > Institute for Watershed Studies](#)

INSTITUTE FOR WATERSHED STUDIES

The Institute for Watershed Studies (IWS) exists to support research on freshwater lakes, streams and wetlands. Affiliated with [Huidey College of the Environment](#), IWS provides support to all Western faculty and students with an interest in watershed problems.

Lake Whatcom Monitoring Project 2015/2016 Report

Dr. Robin A. Matthews
Michael Hilles

Vandersypen
Watershed Studies,
College of the Environment

Robert J. Mitchell
Biology Department,
College of Science and Engineering

Gregory B. Matthews
Biology Department,
College of Science and Engineering

Western Washington University
Bellingham, Washington 98225

February 21, 2017

Funding for this project was provided by the City of Bellingham, as part of their long-term commitment to environmental education and their concern for maintaining the water quality of Lake Whatcom. We thank Marilyn Desmul, Charlie Christenson, Ariel Edwards, Kayla Galicia, Sarah Gunderson, Jesse Klingler, Miles Mayer, Ian Moran, Kaelin Newman, Nolan Reese, Jocelyn Wensloff, Samuel Witus, and Holly Young for assistance with the project.

Schedule “Tours” with bepress support rep

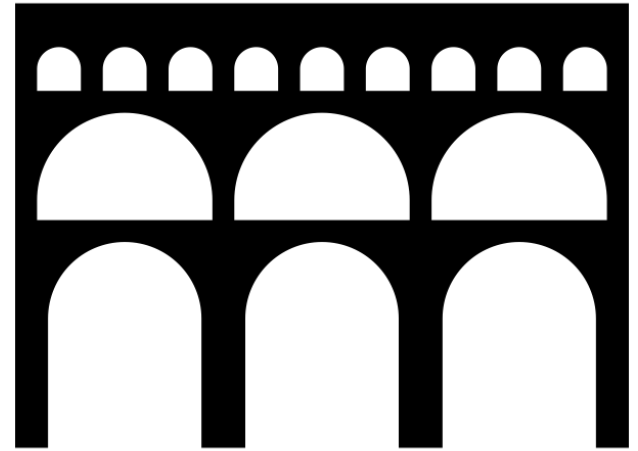
Build your relationships early and continue growing them

- Graduate Student Conference
- Salish Sea Ecosystem Conference
- Journal of Educational Controversy



Ensuring Continued Support

- Working with your dean or director
- Involving stakeholders in the Institutional Repository
- Connecting with current and future partners at various campus meetings



Continued support for others, too

- Occam's Razor
- Institute of Watershed Studies
- Pallative Care Institute

Palliative Care Institute

Home About FAQ My Account

WESTERN
WASHINGTON UNIVERSITY

PALLIATIVE CARE
INSTITUTE

Home > INST_CTRIS_OFFIS > DC

PALLIATIVE CARE INSTITUTE

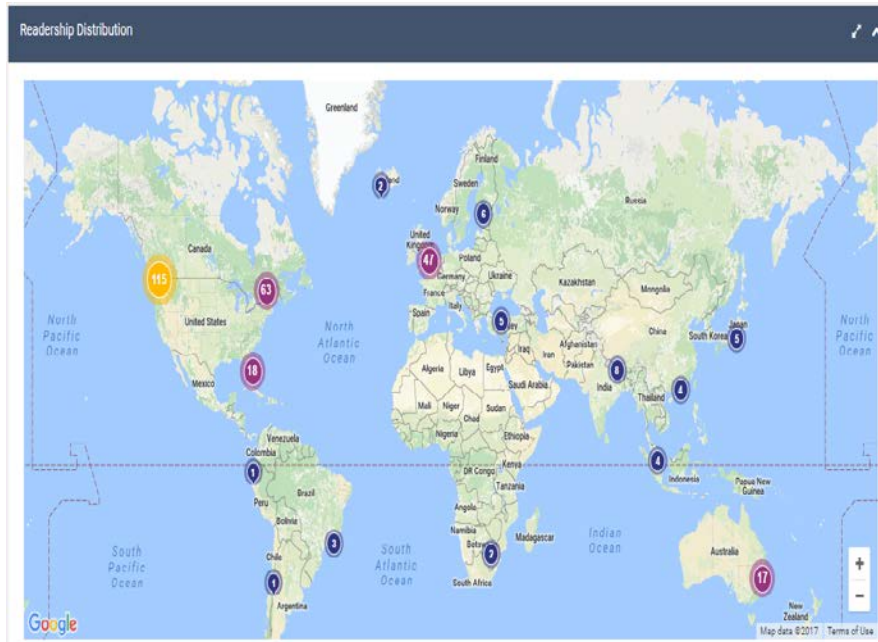
Wordle: Participant Feedback from 2016 "Death Happens" event

thankful, informed, thoughtful, enlightening, powerful, grateful, inspired, educational, helpful, empowered, excellent, prepared, caring, informed, thoughtful, enlightening, powerful, grateful, inspired, educational, helpful, empowered, excellent, prepared, caring

Follow

The [Palliative Care Institute](#) at Western Washington University is a partnership with [Northwest Life Passages Coalition](#) and other community agencies and volunteers to transform palliative care in Whatcom County and support our human responses to living and dying. Our goal is to create a healing community by providing a space where people living with serious illnesses or facing the end of life don't have to be cured to heal. We build on collaborations among those both inside and outside of the medical industry, reclaiming palliative care as a community responsibility.

St. Joseph Hospital
PeaceHealth
 waha
Whatcom County Health & Wellness
 WESTERN
WASHINGTON COLLEGE OF EDUCATION
 WESTERN
FAMILY & COMMUNITY

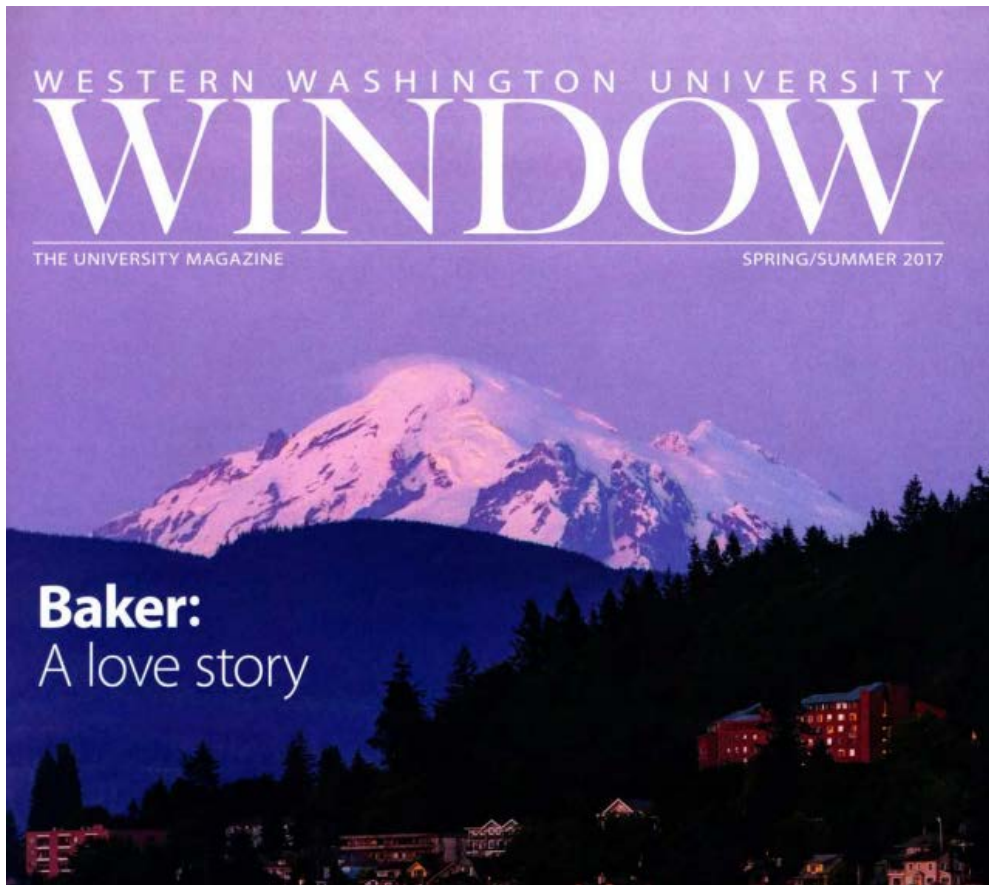


WESTERN WASHINGTON UNIVERSITY
WINDOW

THE UNIVERSITY MAGAZINE

SPRING/SUMMER 2017

Baker:
A love story



Questions?

Contact us:

Kim.Marsicek@wwu.edu

Jenny.Oleen@wwu.edu