Branding the ODU Library: Introducing the Library Logo and Slogan

The ODU Library staff has embarked on the process of branding an official image of the library that effectively promotes its services and resources as an individual department.

The new ODU Library logo is a black stylized globe with three golden birds advancing from it. Research has indicated that the globe signifies endurance, power, and wholeness, while the soaring birds represent creativity, imagination, and thought. (Olderr, Steven, ed. Symbolism: a Comprehensive Dictionary. Jefferson, NC: McFarland, 1986.) Over time, you’ll notice this sophisticated logo on the library Web site, newsletter and promotional items. The colors, black and gold, match those of the University.

The new slogan, “Supporting the Quest for Knowledge,” corresponds to the library logo: the globe representing support and the birds in flight, the quest. The balance between the two is knowledge as a whole. The slogan also upholds the Dominican motto, “to contemplate truth and share the fruits of this contemplation,” as the understanding of truth and knowledge are of utmost importance to this educational institution. The library slogan also communicates the mission of the library as the supportive foundation of academic goals and achievement.

Jessica Jurkovic, the designer of the new ODU Library logo, was a junior when she created it. When Jessica first started at ODU, she studied Early Childhood Education. However, she changed her major to Graphic Design starting in her sophomore year. She enjoys helping people succeed in their businesses by creating logos, phrases, and business cards. After Jessica graduates in 2005, she hopes to work in the advertising field.

After her logo was selected by the ODU Library Public Relations Committee, Jessica graciously expressed her thanks to the committee for “picking my design and for giving me this wonderful opportunity to be a part of the history at the Ohio Dominican University Library.”

The ODU Library staff appreciates Jessica’s creativity, hard work, and professional attitude; the cooperation and guidance of Jessica’s Graphic Design instructor, Len Cooper; and the efforts of everyone in his Graphic Design class of spring 2004 who submitted a proposal. The Library PR Committee was impressed by the exceptional abilities of ODU art students, and choosing just one design was a difficult decision.

Laura Masonbrink, Access Services Librarian

New Online: Know How and the Virtual Library Tour

We are pleased to announce that two of the library’s online tools have been completely revised: the virtual library tour and Know How.

With updated content and a new look, the Virtual Library Tour is available from the library homepage or directly at www.ohiodominican.edu/library/tour. The tour contains current images and the latest information about the library’s services and collections. The tour also reflects the relocation of some of the library’s collections this past summer.

In addition, Know How, the library’s online interactive research tutorial, is now equipped with three learning modules: Understanding Research, Finding Books, and Finding Articles. Know How is designed to equip patrons with the basics for using the library, researching, generating search strategies, and searching in the library’s online catalogs and databases. Know How is intended to provide students with a good foundation in research and online searching. They can then build their skills upon this foundation.

In an effort to enhance the academic experience of incoming students (article continues)
A Message from the Director:  
Six New Databases Added for Theology and Business Students

OhioLINK, the major consortium to which the library belongs, has a philosophy of providing “economically sustainable increased access to information.” In essence this statement guides OhioLINK in its entire decision making.

In this spirit, the ODU Library staff continually looks for better ways of stretching our resources for the common good so that we can best meet our mission of supporting the curricular and research needs of the entire University community, both as a member of OhioLINK and, when necessary, individually.

Recently, the library staff purchased a few new resources that should be of interest to many in the ODU community:

- **Catholic Periodical and Literature Index** is an online database equivalent to the print version which has been a part of the ODU Library collection for decades. It includes indexed citations to articles published in Roman Catholic periodicals, Papal documents, church promulgations, and books about the Catholic faith.

- **New Testament Abstracts** provides extensive coverage of books and scholarly journal articles pertaining to New Testament studies and their historical context. (Coming soon!)

- **Old Testament Abstracts** provides extensive coverage of books and scholarly journal articles on Old Testament topics, antiquities, archaeology, Biblical theology, and philology. (Coming soon!)

- **SPORTDiscus** comes to us from the Sport Information Resource Centre and offers comprehensive, coverage of sport, fitness, and related disciplines.

- **ECONLIT** is a source of references to economic literature. It provides comprehensive information on accounting, capital markets, econometrics, economic forecasting, government regulations, labor economics, monetary theory, urban economics and much more.

- **Kiplinger Finance & Forecasts** is an industry standard which supplies business, economic, and public policy forecasts, as well as personal finance and business management guidance. It gives researchers a single source for the entire editorial output of Kiplinger.

All these resources are now available from our web site at http://www.ohiodominican.edu/library/articles/ to you as a member of the current ODU community anytime, wherever you use the Internet. I hope you find one or all of them a benefit to your academic pursuits.

**New Online Tools (cont.)**

Though **Know How** is designed to provide foundational knowledge, it is not intended to replace personalized, hands-on training. We still offer hands-on training in the classroom. Faculty who would like their students to receive general or subject-specific hands-on training in developing effective search strategies and utilizing the library’s research tools can call 251-4585 or email bonnerc@ohiodominican.edu.

Personal assistance in using the library’s resources is also available. ODU’s reference librarians are available in person, by phone, and by e-mail. For more information, consult our Ask a Librarian web page at www.ohiodominican.edu/library/ask.

**Know How**

- Christina Bonner, Reference & Instruction Services Librarian

**New Library Staff Members**

The ODU Library staff is pleased to introduce two new staff members!

Linda Beazley is our new part-time Periodicals Assistant. She is a familiar face here at Ohio Dominican because she volunteered at the library reference desk during the fall of 2003, while finishing her MLIS degree from the Kent State Columbus program. Linda also has experience working at the Bradford Public Library in western Ohio. Linda and her family have moved to the Columbus area, and she is happy to be back at the ODU library on a permanent, yet part-time basis. Linda will be working 9:00 AM – 2:30 PM on Mondays, Tuesdays, Thursdays, and Fridays. Linda replaces Cathy Zimmerman in this position.

Sarah Shippy joins the staff as our new full-time Technical Services Assistant. Sarah is a recent graduate of the University of the South in Sewanee, Tennessee. She spent four years perfecting her cataloging skills in the Technical Services department of the DuPont Library while obtaining her bachelor’s degree in history, and plans to earn her MLIS degree from the Kent State Columbus program. Sarah’s work schedule will be 7:30 – 4:00, Monday through Friday. Sarah replaces Janet Bush, who had been employed here at the ODU Library since 2001.

Linda and Sarah’s office spaces can both be found in Spangler 303C. Welcome, Linda and Sarah!

**New Library Staff Members**

- Laura Masonbrink, Access Services Librarian

**ODU Library Newsletter**

**Page 2**

**Volume 2 Number 4, Sept./Oct. 2004**