#DoingItWrong

*Jennifer Hootman*

Looking to drum up more interaction with your Twitter followers? Well, other than avoiding the more obvious out-of-bounds type tweets, the “rights” and “wrongs” of tweeting are not always terribly clear. What are some best practices when it comes to rules of engagement in the Twittersphere?

Kevin Shively of Simply Measured reports on the “5 Surprising Tips for Tweets That Drive Engagement” derived from Simply Measured’s “Twitter Benchmark Report.” The report is an analysis of over “23 million engagements (Retweets, @Replies, & Favorites) from 117 million users interacting with 145,828 brand Tweets” during the fourth quarter of 2014.

And the surprising top 5 Twitter tips are:

- Tweet Text Only
- Use Your 140 Characters
• Use Hashtags...But, Not Too Many
• Use Links and Hashtags Together
• Show Excitement and Convey Urgency

For more explanation and examples of these top 5 tips, visit Shively's blog post.

What Twitter practices have worked for you to boost engagement? Tell us in the comments below.

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Microaggressions: Deux

Jennifer Hootman

In the November 2014 issue of Reference Notes I wrote a brief article about microaggressions. I shared information about what it means and what I learned from the workshop, “Identifying and Responding to Microaggressions” developed by the Diversity Outreach Collaborative of the University of Minnesota Libraries.

Recently, a colleague called my attention to an article in the January 2015 issue of The Journal of Academic Librarianship, “Racial Microaggressions in Academic Libraries: Results of a Survey of Minority and Non-minority Librarians” (Hint: The full-text article can be located in ELM’s Academic Search Premier). It’s a good read and provides terrific material for discussion and further research questions. It’s refreshing to see an article in the LIS literature that specifically addresses microaggressions among academic librarians.

The author, Jaena Alabi (Auburn University), begins with an informative literature search; takes a more detailed look into the development of microaggression as a concept; identifies three forms of microaggression (microassaults, microinsults, and microinvalidations); and addresses the negative outcomes of these pervasive, insidious denigrations. The article’s core purpose, however, is to discuss the methodology and results of a survey of academic librarians that was open from February 15, 2012...
to March 30, 2012. Alabi’s research and survey attempted to address two questions:

- Are academic librarians of color experiencing racial microaggressions from their library colleagues?
- Do white academic librarians observe these derogatory exchanges directed at minority colleagues?

For the first question, survey results say…..yes! The results indicated that some academic librarians of color have not only experienced racial microaggressions from their colleagues but also have been treated differently than their white colleagues. For the second question, survey results say…not likely! The results indicated that while minority academic librarians were more likely to perceive racial microaggressions aimed at colleagues, non-minority librarians were unlikely to report observing any racial microaggressions.

Despite efforts made to recruit minorities into librarianship, Alabi points out that the field of academic librarianship is over 85% white. Moreover, she stresses that further research and investigation into racial microaggressions could improve diversity recruitment and retention.

Take a look at Alabi’s article and learn more about the survey. And for further information about microaggressions, join us for our upcoming webinar, “Identifying and Responding to Microaggressions,” with Jody Gray, Diversity Outreach Librarian, University of Minnesota Libraries – Twin Cities.

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Tailoring Communications to Different Audiences

*Rita Baladad, Minitex CPERS*

The Association for Library Collections and Technical Services (ALCTS) recently offered a webinar called “Tailoring Communications to Different Audiences.” Although the intended audience for this webinar was technical service librarians and staff, the seven rules instructor Jennifer Williams offered for honing written communication are helpful reminders for anybody wanting to communicate clearly for greater effectiveness.

1. **Be concise**
The cardinal rule for all communication is don’t waste the reader’s time. Specifically, in an email, get to the point at the very beginning of the email, in the very first sentence if you can.

2. **Know your audience**

Audience is anyone receiving the message. Audience determines the medium (the format of the message—email, text, poster, presentation, etc) and the formality (not only formality in word choice but also formality of medium: email is more formal than a text message; a poster is more informal than a presentation).

3. **Be clear**

Make it easy for your audience to take the action you want: a yes/no question is easier to answer (and easier to understand) than an either/or question. When asking somebody to make a choice, offering up a Hobson’s Choice is usually more effective.

4. **Mirroring creates rapport**

When in doubt about what formality level to use in communications, mirror your audience (or whoever has communicated with you): if a vendor addresses you by first name, use her first name, too.

5. **People won’t read (corrolary: people won’t see signs)**

One example: when sending vendor marketing material to staff, don’t just email the link pointing to the vendor’s marketing material: staff will probably be overwhelmed by the information on the vendor webpage. Instead, pick out one or two of the materials and attach it to the email; summarize what else is available; and send the link. And, especially with patrons, keep words to a minimum.

6. **Avoid jargon**

Know your audience: “ALA ALCTS CRS” is probably jargon to anybody not in technical services (when in doubt, spell things out!). The instructor noted that people in technical services are often called upon to be translators (between vendors and library staff; between IT and librarians/users; between IT and vendors, etc). All communication at a basic level is translation: interpreting ideas for different audiences. Never assume that these different audiences share your terminology or work experiences.
7. **Know thyself**

Know your strengths and weaknesses and know your place of work, too. Be sure to familiarize yourself with how your place of work communicates both internally and externally.

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**Going Mobile? RootMetrics Maps Minnesota by Carrier**

*Carla Pfahl*

Tech reporter Julio Ojeda-Zapata recently highlighted a report by RootMetrics in the *Pioneer Press Your Tech Weblog* that measures the best wireless carrier for Minnesota, the Twin Cities (referred to as “Minneapolis” in the report), and Minneapolis-St. Paul International Airport for the second half of 2014. The four major wireless carriers were all tested: AT&T, Sprint, T-Mobile, and Verizon. Test scores were reported in terms of overall coverage which was made up by individual scores of reliability and speed. Here is the rundown of how we fared:

**Minnesota:**

Verizon was the clear winner for overall coverage with T-Mobile placing last.

**Twin Cities:**

T-Mobile squeaked past Verizon for overall coverage but it was listed as a tie between the two. Verizon
had the fastest download and upload speeds increasing its median download speed from 16.5Mbps to 27.9 Mbps and increasing its media upload speed from 9.2 Mbps to 19.7 Mbps.

**Minneapolis-St. Paul International Airport:**

T-Mobile had the best overall coverage with Sprint placing last.

**United States:**

This is the compilation of all tests performed. Verizon had the best overall coverage with T-Mobile placing last. One notable score was for text performance with AT&T taking first place and Verizon in third place.

As Ojeda-Zapata reported in his post, any provider you have for the Twin Cities metro area will perform the needed functions, but if you are outside of the Twin Cities area it might be best to stick with Verizon.

RootMetrics, based out of Bellvue, Washington, is a data research company focused on mobile performance.

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### 53 Formative Assessment Ideas

*Matt Lee*
Formative assessments help educators to gauge learner understanding in the middle of the learning process, as opposed to summative assessments which test for understanding at the end. A nice analogy is that formative assessment is when the chef tastes the soup, while summative assessment is when the guests do. That analogy comes from an Edutopia article titled “Dipsticks: Efficient Ways to Check for Understanding” which details 53 different formative assessment techniques. The ideas are geared towards classroom teachers who may have longer-term access to learners, but many could be modified for library instruction. Take a look for creative ideas on checking for your learners’ understanding mid-process.

25 GVRL Titles for Minitex Libraries

Gale recently offered 25 titles from Gale Virtual Reference Library (GVRL) at no additional charge as part of our Minitex contract. The MEIR Task Force selected the following 25 titles as best serving all types of libraries across the Minitex region. These titles are automatically included in other Gale databases we receive like Student Resources in Context and Expanded Academic ASAP via PowerSearch and Interlink. For Minnesota libraries and users, a link to the collection on the ELM Portal is coming soon. If you’d like to set up links to this GVRL collection from your library site, read on for several options and more information.

Titles:

- St. James Encyclopedia of Popular Culture
- The Gale Encyclopedia of Mental Health
- Gale Encyclopedia of Multicultural America
- Encyclopedia of Religion
- Gale Encyclopedia of Medicine
- Career Information Center
- Gale Encyclopedia of Nursing and Allied Health
- Grzimek's Animal Life: Extinction
- Worldmark Encyclopedia of the Nations
- Environmental Encyclopedia
- Gale Encyclopedia of American Law
- Human Diseases & Conditions
- Encyclopedia of Public Health
- Gale Encyclopedia of Everyday Law
- Gale Encyclopedia of Surgery and Medical Tests
- American Eras Primary Sources: Westward Expansion (1800-1860)
- American Eras: Primary Sources: Civil War and Reconstruction (1860-1878)
- American Eras: Primary Sources: Development of the Industrial United States (1878-1899)
- Bioethics
- Encyclopedia of Business and Finance
- Shakespeare for Students
- The Gale Encyclopedia of Children's Health: Infancy through Adolescence
- Encyclopedia of African-American Culture and History
- The Encyclopedia of Philosophy

Libraries with existing GVRL collections

New titles are already automatically integrated into existing GVRL collections.

Libraries without existing GVRL collections

Choose how you’d like to link:

1. To link to the full collection, use this link: http://infotrac.galegroup.com/itweb/LocationID?db=GVRL (replace LocationID with your library's location id)

2. To link to individual titles, follow these steps:
   - Start at http://support.gale.com/
   - click “View Your Gale Resources,”
   - enter your library's location id,
   - locate and click “Gale Virtual Reference Library,”
   - locate and click “ebook URLs.”

Note: If prompted for password after setting up link(s), submit your library's IP addresses to Gale using your Minitex MyLibrary account.
Usage Statistics

GVRL stats are available alongside usage stats for other Gale databases via the Gale Administrative Module. Instructions here.

MARC Records

MARC Records can be downloaded from Gale via http://support.gale.com/.

Other Details

Access to these 25 GVRL titles is subscription based and active through the duration of the ELM contract.

If the collection includes titles that individual libraries have purchased on their own, no credit for duplicates or additional selections will be made available.

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Celebrate Women’s History Month with Content from ELM

Beth Staats

March is Women’s History Month, which began as a national week-long celebration during the second week of March in 1981. Six years later, in 1987, the National Women’s History Project petitioned Congress, who finally designated the entire month as Women’s History Month. Between 1988 and 1994, Congress passed additional resolutions requesting and authorizing the President to proclaim March of each year as Women’s History Month. Since 1995, Presidents Clinton, Bush and Obama have issued a series of annual proclamations doing so as well.

From Student Resources in Context to Britannica School to MasterFILE Premier, the ELM databases are a great resource for researching women and their impact on the history of our country, as well as internationally. Whether it’s a news audio broadcast, a biography, an image, a video clip, or a primary
document, you can locate thousands of documents relating to women and history in ELM. The images included below are all from *Student Resources in Context*.

In 1869, the Wyoming Territory became the first state to grant women the right to vote. This engraving, published in Harper's Weekly, portrays women going to the polls in Cheyenne in November 1888, the first time women had voted in a national election in U.S. history.

House Speaker Nancy Pelosi hosts a Women's History Month celebration in honor of Secretary of State Hillary Clinton in March 2010.
Mary (Ritter) Beard (1876–1958) is best known for her book *Woman as Force in History*. In this book, Beard disputed the traditional theory that women did not play a major role in shaping of civilization. She also wrote numerous other accounts of women's history that were considered pioneering works in their time.

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**Did You Know?**
With a quick browse through ELM's **Publication A-Z** feature, here’s a sample of some of the full-text newspapers available in ELM’s **ProQuest Newsstand Complete**. Search for titles that match your interest!

- Chicago Tribune
- El País
- Irish Independent
- La Opinión
- Le Monde
- Los Angeles Times
- New York Times
- South China Morning Post
- Star Tribune
- St. Paul Pioneer Press
- The Times of India
- Toronto Star
- USA Today
- Wall Street Journal
- Washington Post

And *thousands* more! **ProQuest Newsstand Complete** also features a translation tool for news articles.

Look for the **Publications A-Z** tab on the ELM website’s homepage.

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**Historic Minneapolis Tribune Update**

The *Historic Minneapolis Tribune* – which was purchased by State Library Services and available via ELM until June 30, 2014 – will soon be made available via the Minnesota Historical Society's new **Minnesota Digital Newspaper Hub**. The Minnesota Historical Society released this statement about the *Historic Minneapolis Tribune* collection:
Last year, State Library Services transferred ownership of the digitized Minneapolis Tribune (1867-1922) to the Minnesota Historical Society for integration into the Minnesota Digital Newspaper Hub. The Minnesota Historical Society created a new technical standard to guide the conversion of almost 300,000 historic Minneapolis Tribune digital newspaper pages. This is a long, complex project, but we anticipate access to be restored in 2015. For more information, contact Jane Wong at jane.wong@mnhs.org.

You can also find out more about the Historic Minneapolis Tribune and the Minnesota Digital Newspaper Hub from Sarah Quimby, Library Processing Manager for Minnesota Historical Society, as she presents the webinar “Minnesota Digital Newspaper Hub” on Tuesday, March 31, 2015 hosted by Minitex.

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Updates to Gale Databases Coming Soon

Matt Lee

Gale is revamping many of its databases to bring more visual consistency across platforms, improve accessibility, and ensure that content displays well on mobile devices. The updates will affect the In Context line of products, including Student Resources in Context; InfoTrac databases like Expanded Academic ASAP; and Gale Virtual Reference Library. The updates will happen automatically on April 2nd, and you can see a preview of them now – just look for the “New Experience” banner in most Gale databases.
Search facets will be moved to the right of the screen to highlight content in response to Gale research showing that users scan a page left to right. High contrast banners and buttons will improve accessibility of the databases for those with low vision. And the site is responsively designed to display on multiple screen sizes.

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AskMN Has a New Website and a New Participating Library

Carla Pfahl

The statewide portal for AskMN, http://www.askmn.org/, has a new look! In February we updated the site to be a responsively design site that is supported on any device. We also replaced the 24/7 chat form for both the academic library queue (“college research”) and the public library queue (“question on any topic”) with the 24/7 chat widget. This was also done out of need for a responsive user experience. Now a user on a tablet, smartphone, or laptop computer will have the same experience accessing chat from the statewide portal.

Take a look at the new site and test it out for yourself. We value your opinion and would love to know what you think about it. Comments can be shared here: http://askmn.org/contact.
AskMN welcomes Metro State University as a participating library! Beth Staats and I will be providing training to the Metro State Librarians in March and they will begin with their new 24/7 service shortly after.

Mindfulness Webinar Archived!

If you were unable to attend the February 20th Minitex guest webinar titled “Insights and practical tips on practicing mindful librarianship to manage stress,” you can view it at your convenience at http://minitex.umn.edu/Training/Details.aspx?SessionID=566. Presented by Kristen Mastel, Outreach and Instruction Librarian with the University of Minnesota Libraries, and Jenny Innes, Research and Instruction Librarian with George Washington University, this 60-minute webinar focuses on how the practice of mindfulness has tremendous potential to help librarians manage work-related stress and improve the quality of library services.
One-Second Poll: Word Association

Take a look at the word provided below and share the first word that occurs to you in response. When you’re ready, scroll down...

What is the first word you think of when you see?:
Weeding

Submit

Never submit passwords through Google Forms.

This form was created inside of University of Minnesota.

Report Abuse - Terms of Service - Additional Terms
And here are the results from last month's poll:

Dewey Decimal vs Library of Congress

58% 42%

80 responses