



# Lobomania!

A special collections exhibit. See page 4.

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Despite challenging times, we continue to improve our services and programs for the UNM community and especially our researchers and students.

I would like to thank our staunch supporters Jim and Mary Lois Hulsman, for making it possible for us to launch a new award program for undergraduate students and to recognize our exceptional student employees. We are very excited about this project which you can read more about on page five and we look forward to being able to feature the research projects of our winners in the spring issue.

We have interesting and thought-provoking events scheduled throughout the semester that are always free and open to you. Stephen Fried, an award-winning journalist, will be giving the Fall Willard Lecture expounding on the impact Fred Harvey, the Harvey Girls and Harvey Hotels made on the development of the US West. Materials from our own collections will be on display for the evening of the lecture.

I hope you will enjoy learning about all the exciting activities that are happening at our libraries and that I will see you at the next Willard Lecture!

*Richard W. Clement*

## FALL WILLARD LECTURE 2017 TUES. 10/24/17 6:30 PM ZIMMERMAN LIBRARY | WILLARD ROOM



Alvarado Hotel, Albuquerque, NM.

## LEARNING FROM FRED HARVEY

From the 1870s through the 1950s, the unique multi-generational private company started by Fred Harvey did more than reign as the dominant hospitality, food service, tourism and Native art business in the West. With his corporate partner, the Atchison, Topeka & Santa Fe railroad, Harvey “introduced America to Americans” and helped retell the story of the Southwest’s past while recasting its future. Everything the company created, down to the walls of its hotels and the buildings along the Grand Canyon, were meant to teach and highlight some part of life in the Southwest. In largely unexplored archives, mountains of materials offer a way to view aspects of life in the West.

**Stephen Fried** is an award-winning journalist and best-selling author who teaches at Columbia University Graduate School of Journalism and the University of Pennsylvania.







UNM research  
download  
counts by  
country and  
region.

# UNM Digital Repository Reboot

The UNM Digital Repository recently underwent a significant transformation during a year-long project to migrate to a new system. Over 37,000 items reside in the UNM Digital Repository representing campus-wide scholarly work as well as administrative records and history. The UNM Digital Repository is a showcase for UNM scholarship available to scholars across the world. This year there were over 180,000 downloads of UNM work by scholars world-wide.

The Digital Repository is a shared platform managed by University Libraries, Law Library and Health Sciences Library and Informatics Center. Each library works with their faculty, staff, and students to encourage the use of the Repository and to assist with uploading and managing scholars' output.

The UNM Digital Repository includes UNM student theses and dissertations, faculty articles and scholarly works, research data sets, and university historical

records. The repository also hosts a large variety of open access online journals, ebooks from UNM Press, open educational resources, and hosted collections from other New Mexico educational and cultural institutions.

Since the new repository site went live in June 2016, there have been 211,858 downloads. *Stable Isotope Geochemistry* by Zachary Sharpe, an open-source textbook, has had 2,707 downloads in a single month.

The new system provides visually compelling analytics demonstrating global impact and live readership maps tracking and reporting on where UNM research is in use.

New resources are added to the UNM Digital Repository every day. If you would like to learn more about the Repository email [disc@unm.edu](mailto:disc@unm.edu) or visit [digitalrepository.unm.edu](http://digitalrepository.unm.edu).



## MEET DIGITAL HUMANITIES LIBRARIAN MARY WISE

In August we welcomed Mary Wise, our new Digital Humanities Librarian. She will work with the Digital Initiatives & Scholarly Communication unit to do outreach to arts and humanities departments to investigate collaboration opportunities and to support current digital initiatives on our campus and around the state.

She comes to UNM from the University of Iowa where she completed an M.A. degree in History and a certificate in Digital Humanities. She also has an M.A. in Library and Information Sciences from the University of Wisconsin, and a B.A. in History from Ohio University.

She served as the History Corps Coordinator and History Writing Center Coordinator at the University of Iowa and also worked at the American Indian Studies Program at the University of Wisconsin.

**“WHAT’S THE VALUE OF SCHOLARSHIP THAT STAYS HIDDEN? INCREASING AND DEMONSTRATING THE IMPACT OF SCHOLARSHIP IS MORE IMPORTANT FOR ACADEMIC COMMUNITIES THAN EVER.”**



# The Calligrapher and the Quarterback

## How a UNM Art Professor Tackled Sports Tradition

BY MICHAEL TAYLOR, PUBLIC SERVICES LIBRARIAN, CENTER FOR SOUTHWEST RESEARCH & SPECIAL COLLECTIONS



**Ralph Douglass never connected his interest in penmanship with his love for football until the mid-1950s, when he got his first TV.**

Tuning in to a football game one day, Douglass, a professor at the University of New Mexico's art department, could barely make out the big white block numbers on players' jerseys. Even when seated in a stadium, he had trouble reading them, a problem he was sure other football fans shared.

Most numbers, like most letters, Douglass noticed, look similar to at least one other. That makes it easy to mistake an 83, for example, for a 68. Despite their large size, block numbers were hard to read from far away, and folds caused by a player's posture, or dirt picked up during the game, made things even worse. As a result, sportscasters frequently misidentified players and had to correct themselves later.

"The mistake of schools," Douglass remarked, "is thinking the bigger the number is, the more legible it is. That's not true."

Well known in the art world as the author of the now-classic textbook *Calligraphic Lettering*, Douglass' interest in letterforms may have dated back to his time as an art teacher, in 1920-23, at the American University in Cairo, where he first encountered Arabic calligraphy, an art form he greatly admired.

In 1954, Douglass set out to put his knowledge of the history and theory of lettering to practical use by making sports jerseys easier to read.

It wasn't an easy job. Though everyone agreed that block numbers were flawed, the tradition was hard

to overcome. "For some strange reason," Douglass complained, "block letters got associated with Joe College, and no one had the heart to change them."

To see his plan through, the plucky professor would have to make his case to the rules committee of the National Collegiate Athletic







Association. Their regulations stipulated that jersey numbers must be block type, one and a half inches wide, eight inches tall in front and ten in back. Douglass persuaded the committee to allow a test of one-inch-wide numbers that used a smoother font that he called Modern Gothic.

The UNM Lobos tested Douglass' "spotter numerals," as they came to be known, in 1954 and 1955. The NCAA required the team to get consent from their field opponents, which was granted. After consulting with coaches, sportscasters, and fans, and examining dozens of photographs that clearly showed Douglass was onto something, the rules committee approved the numbers for optional use in 1956.

Though American sports teams, out of tradition, generally still use the block numbers that Douglass disliked so much, variant fonts are occasionally seen, and for many teams outside the U.S., sleeker numerals are the norm. The next time you watch a sporting event, look at the numbers on the players' jerseys. If you see anything besides block numbers, UNM's own Ralph Douglass is the man to thank.

To learn more, explore the Ralph Douglass Papers and the UNM faculty files in the Center for Southwest Research & Special Collections.



Cheerleaders, 1932

## Lobomania!

9/5/17 - 3/31/18

ZIMMERMAN LIBRARY

FRANK WATERS ROOM 105

A new exhibit in Zimmerman Library tells the story of how UNM sports have developed from the earliest days at UNM to the present. The exhibit, which will be on view from Sept. 5, 2017, through Mar. 31, 2018, encompasses all the varieties of sports at UNM and explores the development of Lobo Athletics over time. Some of the fun things people can learn are how UNM school colors developed and how we got our nickname and mascot. The exhibit also spotlights well-known UNM athletes and coaches.

Extensive records and archives of UNM athletics can be found in the University Archives collections in the Center for Southwest Research and Special Collections located in Zimmerman Library.

LIBRARY.UNM.EDU/CSWR





## Tkachenko joins Organization, Information & Learning Sciences

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Oleksandr Tkachenko joined the OI&LS program in August 2017 as a graduate from the Ph.D. program in Human Resource Development at the University of Minnesota. He also received a Ph.D. in Business Administration from the Carlson School of Management. Oleksandr has worked as a trainer, manager, and consultant in the Netherlands and Ukraine. His research interests include workplace learning, employee engagement, organization development, and leadership development. Tkachenko has published articles in such journals as *Human Resource Development Review*, *The Journal of Workplace Learning*, and *Human Resource Development International*.



## Jim & Mary Lois Hulsman Undergraduate Library Research Award

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UNM has many ways that it recognizes scholarship on campus but very few programs specifically recognize outstanding research efforts of undergraduate students from all disciplines. Recently, with financial support from long-time library supporters Jim and Mary Lois Hulsman, a working group of library staff developed a new award program designed to recognize excellence in undergraduate research that incorporates the use of University Libraries resources and demonstrates sophisticated information literacy skills.

The program will launch in October 2017. Students have until February 2018 to submit their research projects. Projects will be judged by a panel of UNM faculty and prizes will be awarded during a celebration in April. All prize-winners will be asked to make a presentation about their project. Expect to see some jubilant student faces in the spring issue when we will feature our winners!

The Hulsman's generosity has also extended to funding a program to recognize the outstanding work of our valuable student employees. We would not be able to keep our libraries staffed and opened without these hard-working and extraordinary young scholars.

**FIND OUT MORE ABOUT THE AWARD AT LIBRARY.UNM.EDU/AWARDS. IF YOU WOULD LIKE TO SUPPORT THE PROGRAM PLEASE CONTACT US!**



# BY THE NUMBERS

**9,865**  
students  
in 479  
library classes

**17k ?**  
answered  
in person &  
online

**1.5**  
million visits  
to our  
**4** libraries

**2+**  
million visits  
to our  
websites

**4.8**  
million  
database  
searches

**4**  
million  
books &  
ebooks

**2.8**  
million  
articles  
downloaded

**67k**  
subscriptions  
online or  
on the shelves

FY 2016/2017

**TOTAL BUDGET**

**\$15,063,835**

Salaries for faculty, staff & students

**\$7,612,527**

Acquisitions

**\$5,425,799**

Operations

**\$2,025,508**

## Give to University Libraries

Support collections, projects, spaces and students by giving to University Libraries. Visit the UNM Foundation website at [www.unmfund.org](http://www.unmfund.org) and search “Library.”

### OTHER WAYS TO DONATE

Use the enclosed envelope or send your check to the address below. Please write College of University Libraries & Learning Sciences in the memo line.

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Albuquerque, NM 87102-2520

For more information about making a gift, please contact our Development Office at 505.277.5632.



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CENTER FOR SOUTHWEST RESEARCH &  
SPECIAL COLLECTIONS  
ORGANIZATION, INFORMATION &  
LEARNING SCIENCES PROGRAM

### Newsletter Design and Layout

Patricia Campbell, Marketing Manager

## calendar

For details on time and location  
[goto.unm.edu/events](http://goto.unm.edu/events)

Oct. 11 • Literacy Campaigns in Nicaragua and Cuba: The Roles of Anti-Colonial Narratives.

Oct. 18 • Social Determinants of Motherhood.

Oct. 20 • Role of Community: Native Lives at UNM.

Oct. 25 • Ukukhothana: Highly-Stylized Protest in South Africa.

Nov. 1 • Schools Impact in Post-Conflict Guatemala.

Nov. 8 • Colorado River: A History of Water Allocation.

Nov. 9 • Women's Visual Narratives of New Mexico between the World Wars.

Dec. 14 • Cartographic Legacy: Spanish Royal Engineers for the Southwest.