Test Your Knowledge

- What prior position did Chancellor Dubois have at UNC Charlotte?

- Who was Annie L. Alexander?

- In what year did UNC Charlotte begin offering academic programs leading to master’s degrees?

Inside this Issue:

- Staff Profiles
- Movie Stars
- Department News

Extra! Extra! 
Send your news! 
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ATKINS DESIGNS MOBILE APPLICATION

49er Alerts

“The idea of designing a mobile app for our library came about when I started using the note feature on my phone for my grocery list.”

“Meeting the needs of users” is a familiar phrase in the library world, but for some Atkins staff, it’s a way to connect to students by designing a mobile app to increase awareness and the use of library resources and services for users. 49er Alerts: Library Mobile Application to Facilitate Information Discovery is a project that was recently awarded funding from the U.S. Institute of Museum and Library Services (IMLS) through a Library Services and Technology Act Grant (LSTA). Somaly Kim Wu, Marcus Bess, and Bob Price collaborated on the project that was awarded $24,000 over one year from the State Library of North Carolina.

“The idea of designing a mobile app for our library came about when I started using the note feature on my phone for my grocery list. When I used it, I still forgot things.

So I thought, what if an app could remember for me? When we related this to library services, we thought about how the library could share news and promote services using proximity marketing, similar to what stores like Target, Harris Teeter and Lowes Home Improvement are doing. They send coupons, notices, and promotions for sales to people who are close by or in the vicinity. Libraries can do the same thing, but from an educational perspective,” says Somaly Kim Wu, Digital Scholarship Librarian.

“49er Alerts is innovative and it is a great idea. When we did our research on the proposal, we only found two case studies on the concept,” says Kim Wu.

See Atkins page 5
An Inside Look at Background Actors

Taking in a movie may be a treat for most, but for two of our own, the big screen is a way of life and a passion. Bonnie Cole and Lew Herman are background actors. If a television show or movie was filmed in North Carolina, chances are these Atkins employees were in on it, making scenes come together by walking down the street, sitting at a table or serving a main character drinks at a bar. Also known as “extras” these actors’ roles vary, bringing the film alive with movement, timing and a natural presence to validate what theater is meant to do—make it appear real.

Although the two claim to have no formal training, the skills they bring to the set have turned out to be pretty special as their ability to act is reflected in their impressive resumes. Combined, they have over twenty-five years of experience of transforming themselves into characters such as zombies, town school teachers, coroners, bartenders, farmers and everyday pedestrians. Both Cole and Herman have appearances in Iron Man 3, Are You Here, and TV series Banshee, Homeland, Sleepy Hollow, Under the Dome, and Witches of East End, a track record that continues to lead to new assignments.

Try it...This is exactly what Cole and Herman did to launch their acting careers. Cole pursued a suggestion from former Atkins Librarian Lisa Nickel. “Lisa told me about a friend of hers who was a background actor. I checked out the Facebook page that posted information about the film industry and the opportunities in North Carolina. The TV series Homeland was my first project. That was four years ago,” says Bonnie Cole, Circulation Financial Supervisor. Herman discovered the acting world when he had his summers off in the 1980s. “In 1989 they were filming The Color Purple at Wingate University and I drove by to see what was going on. They asked me to do a screen test for the role of the rural mailman. I didn’t get that part, but that was just the beginning for me. I really enjoyed the experience, and I wanted to do more,” says Lew Herman, Temporary Research Services Desk Librarian.

Often associated with the library world, “Life Long Learning” is something that Cole and Herman are actually experiencing with their acting. As they add to their list of accomplishments in their background roles, they continue to learn and grow with their acting and their knowledge about the film industry.
“Anybody can do it. The more unusual look you have, the more opportunities you’ll have. I have friends who are in their seventies. With acting, they are not necessarily looking for the model type, skinny, gorgeous people. They want real people in the scenes,” says Cole.

“The background is so important when filming a movie or television show. There is a lot of activity that takes place. Usually when a main character is being featured, they make the background less dominant by making it fuzzy, but sometimes a background gets featured,” says Herman.

He says, “I’ve learned a lot about the movies. To prepare for roles I often use a mirror to see my expressions to know if I’m capturing the look of what the assistant directors want. You actually learn as you’re working. Directors have a way of getting what they want to draw out certain emotions. This is how they get actors to cry on cue. They’ll ask you things like; tell me how you felt when your dog died. They ask things to bring out particular feelings for a scene.”

Cole says, if someone wants to do this, you have to really have a passion for it and enjoy it. That means being punctual and working the hours that they require. Sometimes the call times may be at 4am and you may work until 6:00pm. It takes a person who is patient and who is in pretty good physical shape and someone who is willing to put in long hours of standing or sitting for hours in the holding area waiting to be called to a scene. “I do this because I absolutely love it. The pay is not very good. People don’t do this for the money.

They do it because they enjoy the experience. I’ve met so many interesting people by working as a background actor. Being involved with films gives me a chance to see how a film or television show comes together and how the final project ends up --you never know if they are going to use the part that you were filmed for,” says Cole.

CAOS congratulates Carol Bellamy as the new Patron Services Coordinator


Digital Initiatives welcomes Rachael Winterling as the new Usability Assistant for the Digital Scholarship Lab


Bonnie Cole, Homeland

Lew Herman, The Hunger Games

Digital Initiatives welcomes Rachael Winterling as the new Usability Assistant for the Digital Scholarship Lab

Notable Names

Peggy Hoon
I am the Scholarly Communications Librarian.
I have worked in this position at Atkins since April 2011.
I’m originally from nowhere and everywhere, being the child of an Air Force Pilot. We moved approximately every three years so I have lived in many places in the United States as well as in the Far East.
In my free time, if I am alone, I enjoy reading more than anything. With others, I enjoy traveling and experiencing new places and culture.
Many people don’t know that my undergraduate degree is in Nursing from the University of Colorado. I practiced nursing on a teaching medical oncology floor for a number of years in a major hospital in Seattle.
The last movie I saw was a documentary, *Winged Migration* – a stunning photographic masterpiece chronicling the migration of species of birds that I had no idea even existed.
When I was younger, I wanted to make a difference and believed that if you tried hard enough, justice would follow.
If I had three wishes, I would give them to someone who believed wishes come true.

Michael Winecoff
I am the Associate University Librarian for Technical Services.
I have worked for Atkins for nearly thirty years. My anniversary is September 1. I have worked here thirty-five years if you count when I worked as a student and as a temp.
I am originally from Charlotte, NC and have lived in the university area nearly my entire life.
In my free time I like to eat out. Two hour lunches on the weekend isn’t unusual!
Many people don’t know that I am a cruise snob – fifteen on Royal Caribbean and one on Celebrity with the Southern Caribbean being my favorite destination. Cruise #17 is coming up in December.
The last book I read was *Jack & Jill* by James Patterson. The last movie I saw was *Haunt*.
When I was younger, I wanted to be rich. That still hasn’t happened.
If I had three wishes they would be to win the lottery, of course, be able to take at least four cruises a year just to keep things interesting, and move to Florida where I would be closer to the major cruise ports.

Crystal Perry
I am the Library Technician/Equipment Specialist.
I have worked for Atkins for twelve years and eight months.
I am originally from Atlantic City, NJ.
In my free time, I like to go to the movies, take long walks, and read.
Many people don’t know that I used to be a boxing coach, an official for the USA Boxing Organization.
The last book I read was *Seat of the Soul* by Gary Zukav. The last movie I saw was *Dawn of the Planet of the Apes*, in 3-D of course!
When I was younger, I wanted to be a Registered Nurse, but I just can’t stand the sight of blood, especially, fresh flesh wounds. It turns my stomach.
If I had three wishes they would be to hit the lottery, everyone wants that wish.
Go to the British Museum of History and a wish for 3 more wishes!

Amanda Binder
I am the Social Sciences Librarian.
I have worked for Atkins for two years.
I am originally from Chicago, IL.
In my free time I like to watch TV and movies, listen to music (sometimes live), spend time with friends, and enjoy the great outdoors.
Many people don’t know that I began studying French in kindergarten (and yet am still not even close to fluent).
The last book I read was *This is How You Lose Her* by Junot Díaz. The last movie I saw was *The Ballad of Ramblin’ Jack*.
When I was younger, I had no idea what I wanted to be.
If I had three wishes they would be health and happiness for my friends and family, time and money to travel the world, and to live among better drivers.
Recognizing an opportunity, the team took the idea to another level. They saw how the popularity of students’ use of cell phones and tablets could increase the relevancy of libraries. “We explored how libraries leverage technology, particularly mobile technology, to facilitate more effective outreach. We also looked at how businesses use mobile technology to drive sales. We found mobile devices are increasingly becoming an essential component of marketing and outreach campaigns,” says Marcus Bess, Instruction Librarian. Kim Wu says, when we hear so much about how libraries will be obsolete in the future, we figured that the creation of this mobile application could help erase that prediction and open up a new way to reach our library users.

Atkins’ librarians are doing just that. With this mobile application they hope to reach students that would not normally come to the library. “It’s critical for libraries to engage their users. Part of that means exploring new ways to reach out to the people we serve. The rate of smartphone ownership has only increased in the past few years, especially among students. The app will be successful because it will reach students through a format with which they are very familiar. I’m very excited about this project’s potential to connect library users with our resources and services,” says Bess.

Planning and designing is just the start of this mobile app. Implementing it and getting it to function properly is the goal. “Our biggest challenge with this project is finding a programmer to make it work. None of us are programmers so it’s a little difficult to build a solid plan not knowing how all the pieces will fit together. We’re hoping to find a graduate student to develop a program for the 49er Alerts app,” says Kim Wu.

“The initial stages of the project will involve developing the app and conducting usability assessments to ensure we’re building an effective, user-centered product. We plan to have the app ready to debut for the general public by mid-2015,” says Bess.