

The Lens

FOR FACULTY AND SCHOLARS

FALL 2012

LIBRARY ADDITION AND RENOVATION PROJECT UPDATE

Pre-construction Phase in Full Swing

Students returning to campus this fall discovered an expanded and more secure Overnight Study option at the Library. To replace the 24-Hour Room, which had to close in anticipation of construction, the entire first and second floors of the main Library have been made available for Overnight Study to students, faculty, or staff with a current UCSB ID. In comparison to the old 24-Hour Room, Overnight Study offers more than double the number of study spaces, and includes access to computers, printers, copy machines, and reference books. Campus safety personnel are on site throughout the night. In addition, a new Graduate Study Room has been created on the second floor.

Another change is the relocation of the coffee cart that was at the east entrance to the Library. Since the two-story section of the building will be renovated, the Library worked with the UCen to relocate

the coffee service to just inside the main west entrance for the duration of the construction project. Coffee and snacks are very important to many Library users, and the expanded space now offers a wider range of food and study supplies.

The Library Addition and Renovation Project will require the relocation of some collection materials—some temporarily, some permanently. In identifying ways to minimize the adverse impact of these shifts, we worked this summer with the Ad Hoc Advisory Committee on Library Collection Space Planning, made up of faculty and graduate students (see the article on page 3 for more on this process). As a result, the Library will be creating a new offsite location called West Stacks. The West Stacks facility is located in a nearby building complex and will provide short- and long-term storage space for the Library, (Continued on page 2)

In this issue

- 1 Library Addition and Renovation Project Update
- 2 Letter from the University Librarian
- 3 Clarifying Fair Use: Code of Best Practices Published by the Association of Research Libraries
Library Collection Space Plans Emerge from Collaboration
- 4 Supporting Research: The Map & Imagery Laboratory
- 5 *Moonwalking with Einstein* Selected for UCSB Reads
- 6 New Faces Bring Additional Expertise to Library
Hydration Stations Part of Campus Sustainability Initiative
- 7 Open Access Fund Pilot Program Launched
New Databases of Note
On Exhibit: Thank You Title IX
- 8 UC Librarians Maximize Value of Journal Subscriptions
Digital Collections: Ron McPeak Collection
On Exhibit: Stars of the Opera Stage



MESSAGE FROM THE UNIVERSITY LIBRARIAN

The beginning of a new academic year is always a time of great excitement and potential on campus. We made significant inroads over the summer in the pre-construction phase of the Library Addition & Renovation Project, and many changes you can notice in the Library already. We are excited to share architectural renderings of the Addition & Renovation, including a spectacular video flythrough of the new space. Stop by the exhibit in the alcove near the reference desk to see what we have to look forward to.

Library staff has also been diligently planning for relocation of thousands of volumes to a new West Stacks facility, thanks to the input we received from the faculty and graduate student survey conducted as part of our Space Planning Initiative and the work of the Ad Hoc Advisory Committee.

While preparing for this enormous undertaking, Library programming continues. We are thrilled to announce the

selection of the 2013 UCSB Reads book, *Moonwalking with Einstein: The Art and Science of Remembering Everything* by Joshua Foer. It is sure to give us plenty to talk about.

In this issue, we introduce some new databases, our impressive imagery collection, and a new pilot program that offers support to authors who choose open access publishing.

I am pleased to welcome a significant number of new professionals who have joined the Library from all over the country in the past six months. With this vital team in place, we are better poised to serve you.

As always, we invite you to get involved by contacting us at lens@library.ucsb.edu.



Library Building Exhibit, 1st Floor Davidson Library

We want to hear from you!

The Lens is published by the Office of the University Librarian at UCSB. *The Lens* is part of our commitment to building partnerships with faculty, researchers, and the campus community. If you have questions or experiences to share with the Library, or concerns or issues that might be addressed in this newsletter, please let us know. You may contact us at lens@library.ucsb.edu.

The Lens is printed on recycled paper.

(Continued from page 1) eventually replacing both Annex I and II. All materials at West Stacks will be retrievable, and we are in the process of designing enhanced access services and limited patron access to offset the inconvenience of having to wait for physical delivery. Stay tuned for more information.

Other changes you will notice in the building are the relocation of the new books area and current newspapers, digital screens in the lobby to deliver quick communications about the building project and library information, and an exhibit about the Library's history and future.

Looking ahead, we will be working closely with the construction management company to determine project phasing and construction working hours that will cause the least disruption to Library users. The Library is committed to avoiding diminution of services and ensuring continued access to all materials. Though we are months away from groundbreaking, the pre-construction phase is in full swing.

Please contact Mark Hartell, Building Project Coordinator, at project@library.ucsb.edu with any questions or thoughts.

LIBRARY COLLECTION SPACE PLANS EMERGE FROM COLLABORATION

When the last issue of *The Lens* hit mailboxes, the Library was just assembling an Ad Hoc Advisory Committee on Library Collection Space Planning. Composed of members nominated by academic deans and the Academic Senate, the committee was tasked with providing critical guidance to the Library on planning for the necessary relocation of materials in advance of the Addition & Renovation Project.

This past spring, the Library distributed a survey to faculty, researchers and graduate students asking about their collection use and access preferences, as well as their perceptions of the impact of alternative access strategies on research and instruction. The Advisory Committee then met over the summer to analyze the results and endorsed the findings.

The survey results indicate that, across all disciplines, most respondents do not object to offsite storage and retrieval, especially for journal articles. If a book or article can be delivered in a short period of time, only a small group of users in any discipline responded that materials must be in the Library. However, results also reveal that users in different disciplines approach and use the collections in different ways. For example, users in the arts are generally more dependent on access to original documents than users in the sciences. Informed by the survey results, the Library is developing strategies for keeping more essential materials onsite

while working to develop enhanced retrieval services to mitigate the loss of onsite access to selected materials. Potential services we are exploring are office delivery of books and rapid document delivery of tables of contents, journal articles, and select chapters.

The Library is very grateful to the Advisory Committee members who dedicated their time as part of the Library Collection Space Planning Initiative. Moving forward, we will continue to draw upon what we learned about the needs and research behaviors of our users to make long-term decisions about how the Library's collections are shaped and developed.

For access to the complete survey results and Advisory Committee recommendations, please visit <http://www.library.ucsb.edu/library-addition-renovation/collection-space-planning>.

CLARIFYING FAIR USE

Q: How do I know if the material I put on e-reserves or CMS is a fair use?

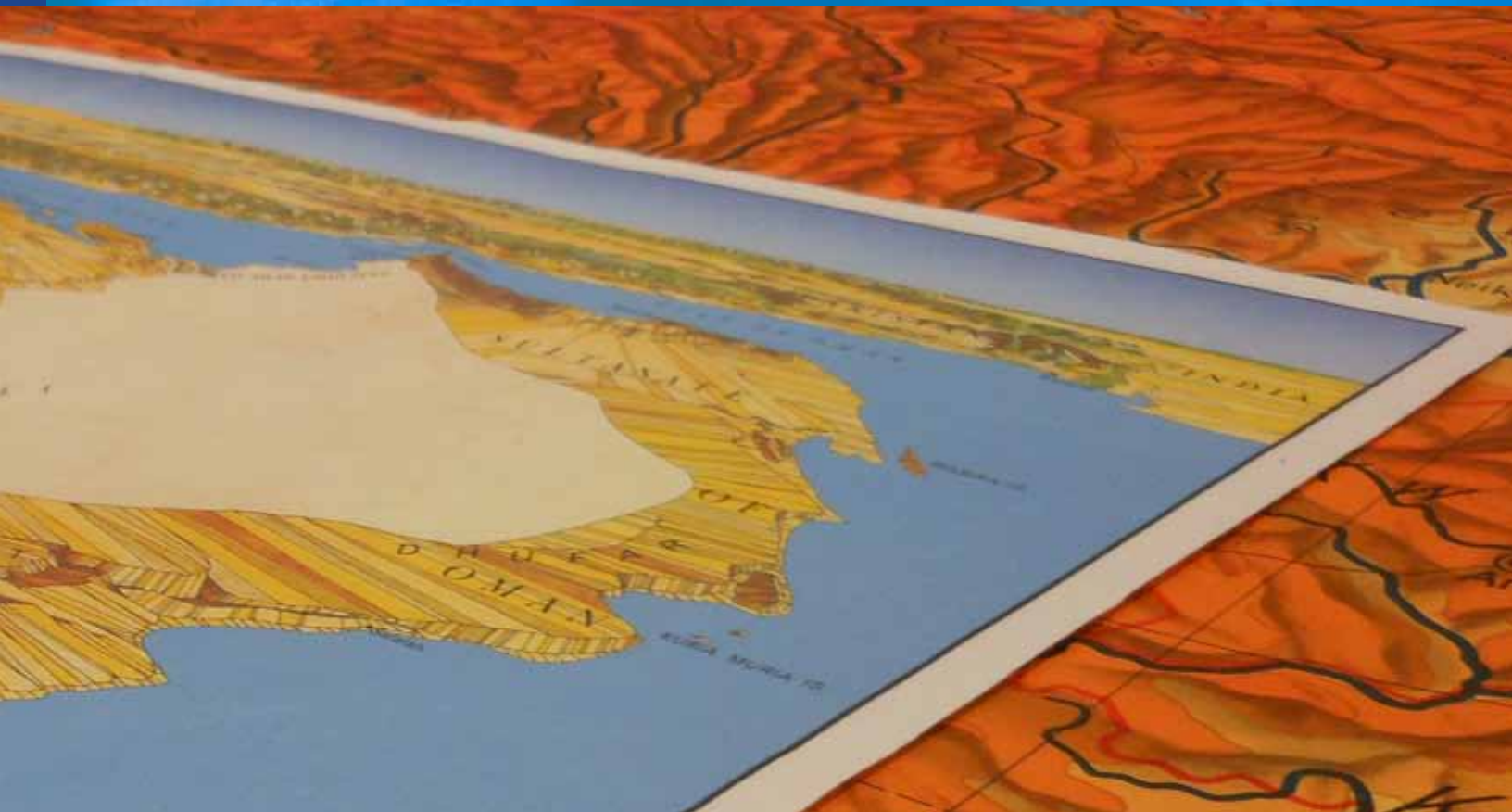
A: Principle One in the Code of Best Practices in Fair Use for Academic and Research Libraries states that "It is fair use to make appropriately tailored course-related content available to enrolled students via digital networks." There are several enhancements and limitations that modify the principle, but the principle itself includes some key guidance.

Copyright law makes some exemptions when copyrighted materials are used for teaching, but there are limitations. Online access and publication have complicated matters further. To help clarify the application of copyright in academic settings, the Association of Research Libraries developed a *Code of Best Practices in Fair Use for Academic and Research Libraries*. Available as a free PDF, the document includes a practical FAQ section for faculty, from which the above question and answer are excerpted.

Fair use is a broad, flexible doctrine that enables important activities that might fall just beyond the limits of other copyright exceptions. Fair use also allows for important new technological uses that could not have been foreseen by the drafters of the Copyright Act, such as Internet search. This code of best practices identifies eight sets of common current practices in the use of copyrighted materials in and around academic and research libraries, to which the doctrine of fair use can be applied. It articulates principles describing generally how and why fair use applies to each such practice or situation.

Code of Best Practices in Fair Use for Academic and Research Libraries is available as a free PDF. Use this QR code to view or download a copy at <http://www.arl.org/fairuse>





SUPPORTING RESEARCH: THE MAP & IMAGERY LABORATORY

The Map & Imagery Laboratory (MIL) at UCSB Library is the largest imagery collection in any academic library in the country. The collections in MIL include a wide range of materials related to geospatial information such as globes, maps, atlases, aerial photography and digital remote sensing data.

One of MIL's highlights is an extensive compilation of California aerial photographs that date as far back as the 1920s. Most of these images are large-format photographs shot from fixed-wing aircraft by government agencies and their contractors, with a level of detail much higher than Google Maps. The same areas have been photographed every five years for almost ninety years, creating a uniquely valuable resource for researchers. This imagery is especially valuable for the study of urban change, environmental restoration, and disaster planning, and is heavily used by academics and industry partners.

MIL's imagery collections also include topical sets such as World War II-era reconnaissance photographs of Japan, photographs taken of the earth and moon by Apollo astronauts, and images of Los Angeles after the 1992 riots.

Starting in the 1990s MIL built some of the first online spatial search and delivery tools through grant-funded research projects, such as the National Geospatial Data Archive (NGDA) and the Alexandria Digital Library (ADL). MIL continues to invest in ADL, building new tools to make it easier for users to access collections that include airphotos of Central American rainforests and the locations of Santa Barbara storm drains.

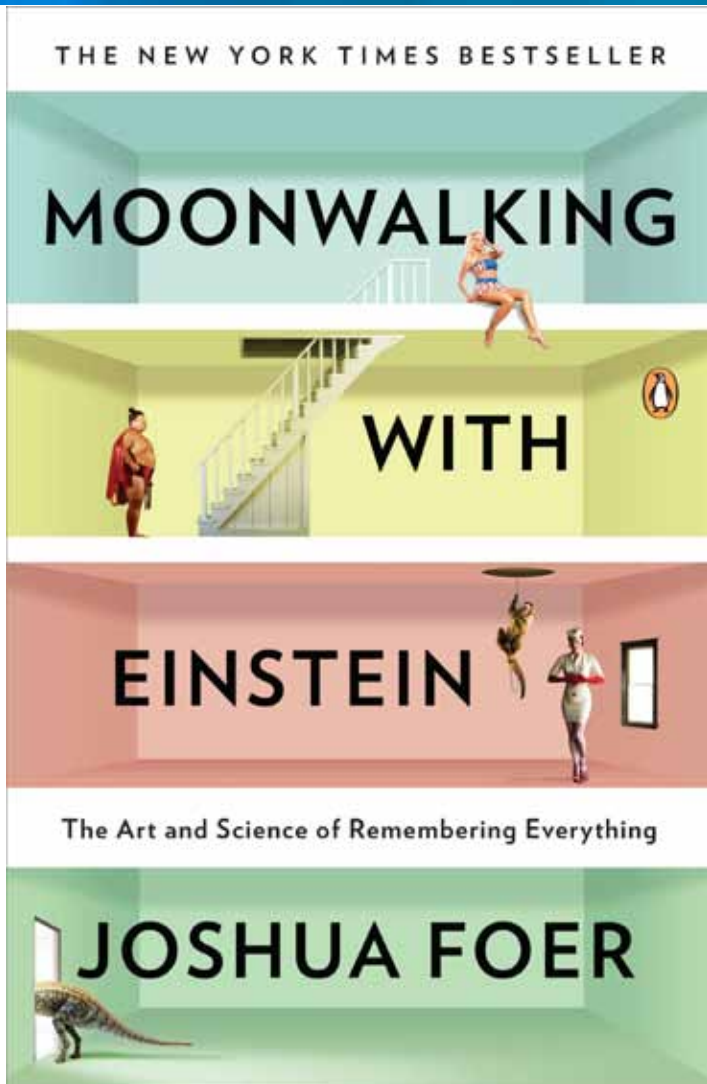
MIL also has extensive holdings of printed maps that include topographic and geologic series of many different countries. These

collections are most comprehensive from the 1950s through 1980s and represent a unique portrait of the earth's surface and subsurface before the invention of computer mapping. With the advent of geographic information systems (GIS), MIL now collects a whole new type of material and supports the appropriate tools for viewing and manipulating this data.

GEOSPATIAL INFORMATION IN THE HUMANITIES

Once the exclusive domain of earth scientists, spatial data is now finding uses in various disciplines. Since historical maps and contemporary digital data can be easily combined using GIS, scholars in fields like history, literature, architecture, art and film and media are experimenting with what is being called the Spatial Humanities.

A Spatial Humanities project might trace the production of wine grapes and beer hops in 19th century America using the Newberry Library's "Atlas of Historical County Boundaries" along with the U.S. "Census of Agriculture." Or combine MIL's historic aerial photographs with Google Earth to create a visualization of how the automobile forever changed the Southern California landscape. The UCSB Library is already using geo-tagging to allow vintage postcards and photos in our digital collections to be located on a map. Such remixing and representing of data is at the heart of an ongoing trend (Continued on page 5)



UCSB READS 2013: STRETCH YOUR MIND

Joshua Foer's *Moonwalking with Einstein: The Art and Science of Remembering Everything*

A campus-wide advisory committee consisting of faculty, staff, and community partners has selected the UCSB Reads book for 2013: *Moonwalking with Einstein: The Art and Science of Remembering Everything* (Penguin, 2011). Now in its seventh year, the award-winning UCSB Reads program encourages the UCSB and Santa Barbara communities to join in reading and exploring a common book with wide-ranging and interdisciplinary themes. Each year the UCSB Library hosts several faculty-led discussions both on campus and in local public libraries that deal with the book's important questions and issues. UCSB Reads 2013 will officially launch when Chancellor Yang distributes 2,500 free copies of the book to students at the beginning of the winter quarter. The program will culminate with a free reading and lecture by the author in Campbell Hall on March 4, 2013.

In *Moonwalking*, science journalist Joshua Foer sets out to report on the U.S. Memory Championships and becomes swept up in the art of memory techniques that originated in ancient Greece, learning to apply them in increasingly impressive memory feats of his own while he writes about the world's top-level memory champions.

Moonwalking offers countless opportunities for interdisciplinary programming that draws from our diverse campus resources and faculty expertise. Fields that may be particularly interested in this title are psychology, neuroscience, education, anthropology, art, classics, and history, among others. Some of the questions the book raises have to do with the distinction between memorization and learning, the nature of "expertise," and the difference between pre-literate and literate societies.

There are many ways in which you can get involved with UCSB Reads:

- Consider teaching all or part of *Moonwalking* in your courses. The Library will make free copies of the book available to your students if you do so.
- Volunteer to be a panelist in one of the UCSB Reads campus and community conversations.
- Encourage your students to attend the conversations. Include the dates of the author's lecture and other events in your syllabus.
- Attend the events!

To get involved, share programming ideas, or if you have questions, please contact Rebecca Metzger, rmetzger@library.ucsb.edu, (805) 893-2674 or Jane Faulkner, faulkner@library.ucsb.edu, (805) 893-5380.

(Continued from page 4) toward interdisciplinary and multimedia scholarship. MIL can help scholars identify appropriate data and use GIS software for all kinds of analysis. Last year, MIL head librarian Jon Jablonski joined scholars and artists in a daylong workshop called 'Signal Traffic' that investigated ways to visually represent the flow of information through the infrastructures associated with broadcast spectra, fiber-optic networks, and satellites. Jablonski provided the group with selections from MIL showing how this problem has traditionally been solved by cartographers mapping the flow of water through aqueducts, commodities flowing over rail and water transport networks, and the flow of human migration.

Google Maps and smart phones have brought basic maps into daily use for many people on campus. MIL offers researchers across campus the raw materials and technical expertise to take the next step in integrating spatial information into their work.

If you are interested in using the Map & Imagery Laboratory for viewing, research or teaching purposes, please contact Jon Jablonski, Head, Map & Imagery Laboratory at (805) 893-4049 or jonjab@library.ucsb.edu.

NEW FACES BRING ADDITIONAL EXPERTISE TO LIBRARY

ASSISTANT/ASSOCIATE UNIVERSITY LIBRARIANS

May Chang, AUL, IT & Digital Initiatives

May comes to us from East Carolina University, where she was the Assistant Director for Library Technology. She received her MLIS from University of Illinois and also studied Asian Arts at the University of London. She has a BS in Computer Science.

Alan Grosenheider, AUL, Organizational Development & Effectiveness

Alan comes to the Library from the University of Hawaii at Manoa where he was the AUL for Administration, Personnel & Planning. Prior to that he was the South Asia Librarian at the University of Washington. He has an MLS from University of Washington and a Master of Human Resource Management from University of Hawaii. Alan's role will be to align our efforts in assessment, human resources, planning and training to maximize the Library's effectiveness in adding value to the educational experience and research enterprise of our students and faculty.

Rebecca Metzger, AUL, Outreach & Academic Collaboration

Rebecca brings a strong background in marketing and public relations to this position. She previously served as the Reference, Instruction & Outreach Librarian at Lafayette College in Pennsylvania. She earned her MS degree from the Simmons College Graduate School of Library & Information Science, where she currently teaches a graduate-level library marketing course.

NEW SUBJECT LIBRARIANS

LeahKim Gannett, Performing Arts

LeahKim was previously the Dance & Theater Librarian at the University of Maryland. She has an MLS degree from University of Maryland and a BA in Theater from the University of Wisconsin.

Socrates Silva, Latin American & Iberian Studies

Socrates is the former Associate Editor of the Hispanic American Periodicals Index (HAPI) at UCLA. A true UC veteran, he has an MLIS and MA from UCLA and a BA from UC Berkeley.

Jennifer Thompson, Black Studies

Jennifer earned her MLS from the University of North Carolina at Chapel Hill in 2010 and her BA in French from Swarthmore College in 2008. She was most recently the Research Services and Collection Development Librarian at Duke University's John Hope Franklin Research Center for African and African American History and Culture.

Stephanie Tulley, Economics, Business & Social Science Data

Stephanie is fresh from the Department of Special Collections & Archives at Kent State University in Ohio. She received an MLIS and MBA from Kent State, and a BS in Economics and International Studies from Kansas State University.

OTHER POSITIONS

Mark Hartell, Building Project Coordinator

Mark Hartell has joined the Library as Library Project Coordinator, responsible for coordinating logistical planning and preparations for the Addition and Renovation Project. As such, Mark will liaise with Library departments, campus project leaders, and construction contacts as the project progresses.

Greg Janee, Digital Library Research Specialist

Greg Janee is a digital library research specialist. He previously worked with the Library on the Alexandria Digital Library (ADL) and National Geospatial Digital Archive (NGDA) projects. Currently, he is investigating faculty and researcher data management issues as part of the pilot program on data curation coordinated by the Library and the Office of Research. The results of his study will define the Library's long-term strategy to help UCSB scholars to manage and archive their research data.

Isabella Madarang, Executive Assistant to the University Librarian

Isabella comes to us from the Department of Defense's War Gaming Center in Rhode Island. She has a Master's degree from Regis University and a BA from UCSB. In her spare time she does advocacy work for animal welfare organizations and is on the board of a nonprofit animal shelter.



HYDRATION STATIONS PART OF CAMPUS SUSTAINABILITY INITIATIVE

This summer, four Hydration Stations were installed at the Library. Hydration Stations are modified drinking fountains with elevated faucets that make it easy for library visitors to fill their own water bottles with free reverse osmosis or filtered water. The Hydration Stations are a green alternative to single-use plastic bottles. Provided by the Green Initiative Fund and the Coastal Fund, the Hydration Stations are located in the lobby, and on the second, fourth, and eighth floors of the main Library.

OPEN ACCESS FUND PILOT PROGRAM LAUNCHED

The California Digital Library (CDL) and UC Libraries have launched an Open Access Fund Pilot Program to help scholars cover the cost of author fees when publishing in peer-reviewed open access publications. The chief goals of the Pilot Program are to foster greater dissemination of the work of University of California scholars and to encourage faculty control of copyright. If researchers retain some or all of the copyright to their work or use alternative forms of publishing that do not place restrictions on access, they enlarge their audience, further knowledge sharing, and accelerate research, all of which result in their work having a greater impact. Some scholarly societies, like the Modern Language Association, have demonstrated support for author rights by adopting a blanket policy of allowing their journals' authors to retain the copyright to their work.

The Open Access Fund Pilot Program is based on the Berkeley Research Impact Initiative (BRII) established at UC Berkeley in 2008. Faculty, graduate students and post-docs without grant funding for their research are eligible to apply for funds. The Library is administering the Program with investments from CDL and the Office of the Executive Vice Chancellor. The Pilot Program will be evaluated after eighteen to twenty-four months to determine its success and sustainability.

For more information and to apply for funds from the Open Access Fund Pilot Program, please consult the Library's Scholarly Communication webpage at <http://www.library.ucsb.edu/scholarly-communication> or contact Sherri L. Barnes, Scholarly Communication Program Coordinator at (805) 893-8022 or barnes@library.ucsb.edu.



A sample graph from the State Stats database

NEW DATABASES OF NOTE

Civil War Era, available through ProQuest, contains nearly 2,000 pamphlets and complete runs of eight newspaper titles from 1840-1865. Previously unavailable digitally, the collection includes biographies, campaign literature, government documents, journals, presidential addresses, sermons, and speeches. UCSB is the only campus in the UC system with this database.

In the Earth Sciences, the Library has recently acquired a collection of electronic books published by the **American Geophysical Union (AGU)** from 1956 to the present. Topics include geology and geophysics, Antarctic research, water resources, coastal and estuarine studies, and seismology, among others. This new collection compliments our access to online AGU journals.

State Stats provides comprehensive data about each state on topics such as health care, crime, education and more. Information is drawn from over 80 different sources covering more than 15 years. Data can be manipulated using mapping and graphing tools, compared with other data sets, and exported to Excel.

These and all of our electronic databases can be accessed at <http://www.library.ucsb.edu/research/resources/databases>.



On Exhibit

"Thank You Title IX: Celebrating 40 Years of Gender Equity Progress at UCSB" is now on display in the Ethnic & Gender Studies Library as part of the campus-wide event marking the importance of this transformative legislation.



DIGITAL COLLECTIONS: RON McPEAK COLLECTION

As a result of a collaborative project with the Marine Science Institute more than 2,000 images from the Ronald H. McPeak Underwater and Coastal California Photographs collection have been scanned and are now available through the Library’s digital collection portal, including “Decapoda” (left) showing *Taliepus nuttallii* and *Macrocystis pyrifera*. More information and a dazzling array of images are available at <https://digital.library.ucsb.edu/collections/show/23>.

On Exhibit

UC LIBRARIANS MAXIMIZE VALUE OF JOURNAL SUBSCRIPTIONS

For many years, the UCSB Library, along with libraries across the country, has been struggling with the rising costs of scholarly publications and flat budgets. One way that we deal with this situation is to pool resources with other UC libraries, which allows us to provide access to research materials that we would not be able to support on our own.

In a review process using a new methodology and metrics developed by the California Digital Library, UC librarians are working to assess the value of our subscription journal titles across the various publisher packages, mindful of local research needs. Value is determined not just by cost but also by quality and utility. For example, the value of a journal takes into account its impact factor, number of UC citations and number of articles by UC authors, keeping in mind disciplinary differences. UCSB librarians have been reviewing our bundled journal packages based on these new metrics, with the goal of gaining greater control over what we pay for and creating a more sustainable pricing model for resources that best support UCSB researchers.

For more information, contact your collection manager or Janet Martorana, Head, Collection Development, at (805) 893-8724 or martoran@library.ucsb.edu.

STARS OF THE OPERA STAGE

“Stars of the Opera Stage: ‘Golden Age’ Images from the William R. Moran Collection” has been extended through December. Curated by Zachary Liebhaber, Department of Special Collections, this exhibit features cabinet cards and other rare memorabilia from a glamorous era, including this image of Baritone David Bispham as Alberich in Richard Wagner’s *Der Ring des Nibelungen*.



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