



**UC** SANTA BARBARA  
**LIBRARY**  
**2015-2016 ANNUAL REPORT**

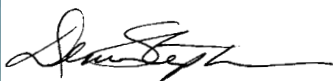
## Message from the University Librarian

I am pleased to present the 2015-2016 Annual Report of the UC Santa Barbara Library. As I look back, I'm amazed at how much we accomplished this year. There's far too much to be contained in these pages, but I've selected some highlights that demonstrate the many ways in which we are reinventing UCSB Library for the future.

This was a year of significant growth for UCSB Library. Our successes are made possible with your feedback and participation, and the generosity of Library donors. Thank you for joining us in our mission to enable exploration and collaboration for scholars in their intellectual engagement with the world of ideas and the creation of knowledge.

Once you have finished reading, I hope that you will feel inspired to visit us and to remain (or become) an active member of the UCSB Library community by subscribing to our monthly e-newsletter, *Crossroads* ([www.library.ucsb.edu/general-news/subscribe](http://www.library.ucsb.edu/general-news/subscribe)).

With all best wishes for another productive and successful year.



**DENISE STEPHENS**





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## Reinventing the UCSB Library

*“It’s not a coincidence that we speak of reading a passage in a book. Books, like libraries, are still portals that take us to unimagined places. Entering the library is a kind of rite of passage, and opening our new library today is a rite of passage for our university.”*

—Executive Vice Chancellor David Marshall, UCSB Library Grand Opening, January 13, 2016

The big news of this past year was the grand opening of 150,000 square feet of new and renovated space after two-and-a-half years of construction. From the moment UCSB Library’s Paseo entrance doors officially opened on January 4, 2016, students, faculty, and others have been flocking in to take advantage of comfortable light-filled study and meeting spaces, including a 24/7 **Learning Commons** with reservable group study rooms and expanded café, a **Faculty Study** and additional Graduate Study, re-opened collections, and exhibitions and events in our state-of-the-art **Special Research Collections**.

Nearly 1,000 people joined us on January 13 for a formal grand opening with remarks by Chancellor Henry Yang and others, the presentation of a resolution by local officials, a ribbon-cutting ceremony, music and dance performances by UCSB students, and an open house. Media throughout the Central Coast covered the event.

Since re-opening, UCSB Library has welcomed up to 300,000 people a month into our spaces, a 50% increase in foot traffic. Much of the renovated and expanded Library was designed with input from students and faculty, and we continue to adjust programming and furnishings as we observe how the spaces are being used.





**RESEARCH  
& DISCOVERY**

## Interdisciplinary Research Collaboratory

The Library's new Interdisciplinary Research Collaboratory opened in January to serve faculty and students from all disciplines working as individuals and in groups on data-intensive research projects. An outgrowth of the Social Sciences Data Lab that we reported on in our last Annual Report, the Collaboratory provides access to hardware and software to analyze and visualize quantitative, qualitative, and spatial data, and expert assistance from librarians and graduate students in finding and evaluating data sources as well as utilizing available tools.

Over 1,000 people used the Collaboratory's services between January and June 2016. This included students in a Department of Film and Media Studies class, "Data Visualization as Media Praxis." During the spring quarter 2016, this interdisciplinary group of students mounted "Visual Provocations," an exhibition on the Collaboratory's 85-inch 4K video monitors exploring trends in data, culture, and aesthetics.

As we expand our support for digital scholarship beyond the social sciences, we have also added data curators, such as our recently-added Humanities Data Curator.



### Highlighted Research Data Sets in the Collaboratory

UCSB Library subscribes to these research data sets for use by UCSB students, faculty and scholars:

**Crimson Hexagon** provides real-time access to hundreds of billions of social media posts from Twitter, Facebook, YouTube, Instagram, Tumblr, Google Plus, blogs, forums, comments, and consumer review sites, which can be searched and downloaded for analysis and visualization.

**DataStream** provides historical, global coverage of equities, stock markets, commodities, futures, currencies, options, bond markets, company financials, and economic data.



## Data Curation Program

Three years ago, UCSB Library mounted an investigation into campus data management needs, in partnership with the Office of Research and Executive Vice Chancellor. The study included a survey, case studies, the formation of a working group, and implementation of pilot projects to evaluate how the Library could best support UCSB scholars in their management and preservation of research data.

As the year drew to a close, UCSB Library officially launched the Data Curation Program, which provides consultation and instruction to ensure that data produced at UCSB is well-described and findable, accessible and usable, citable, and preservable for years to come.

Data curation taps into the Library's traditional strengths, including archiving, digitizing, and creating metadata. To enhance those strengths, we initiated a training program for our subject librarians and continue to hire dedicated data curators.

The three pilot projects that concluded this year paired library specialists with faculty to:

- Curate data from student projects in the Bren School of Environmental Sciences & Management.
- Focus on GIS data, digital imagery, and spreadsheets created as part of professor Anabel Ford's archaeological and anthropological study of Mayan culture.
- Work with professor Susannah Porter's fossil images based on geological samples.



**Learn more**

[www.library.ucsb.edu/data-curation](http://www.library.ucsb.edu/data-curation)

## Alexandria Digital Research Library

UCSB Library launched the Alexandria Digital Research Library (ADRL) in 2014 to increase access to distinctive digital collections already in the Library's possession, but mostly hidden.

Initially, we partnered with the Graduate Division to upload UCSB student electronic theses and dissertations. This year, we developed the repository's capacity to deliver images, streamed music and video, and numeric data, in addition to text. Now a significant subset of the Library's existing digital collections has been brought into ADRL—including the University Archives Photographs Collection, the Cylinder Audio Archive, and the Flying A Studio Photograph Collection. That's over 20,000 unique items and growing!

Built on Hydra, an open-source framework developed by Stanford University, University of Virginia, and other research institutions, ADRL exposes the Library's collections to our own community and people around the world. Researchers can now stumble upon our collections through Google, UC's Calisphere, Digital Public Library of America, and other online search engines, opening a window into the deep resources we hold here at UCSB.

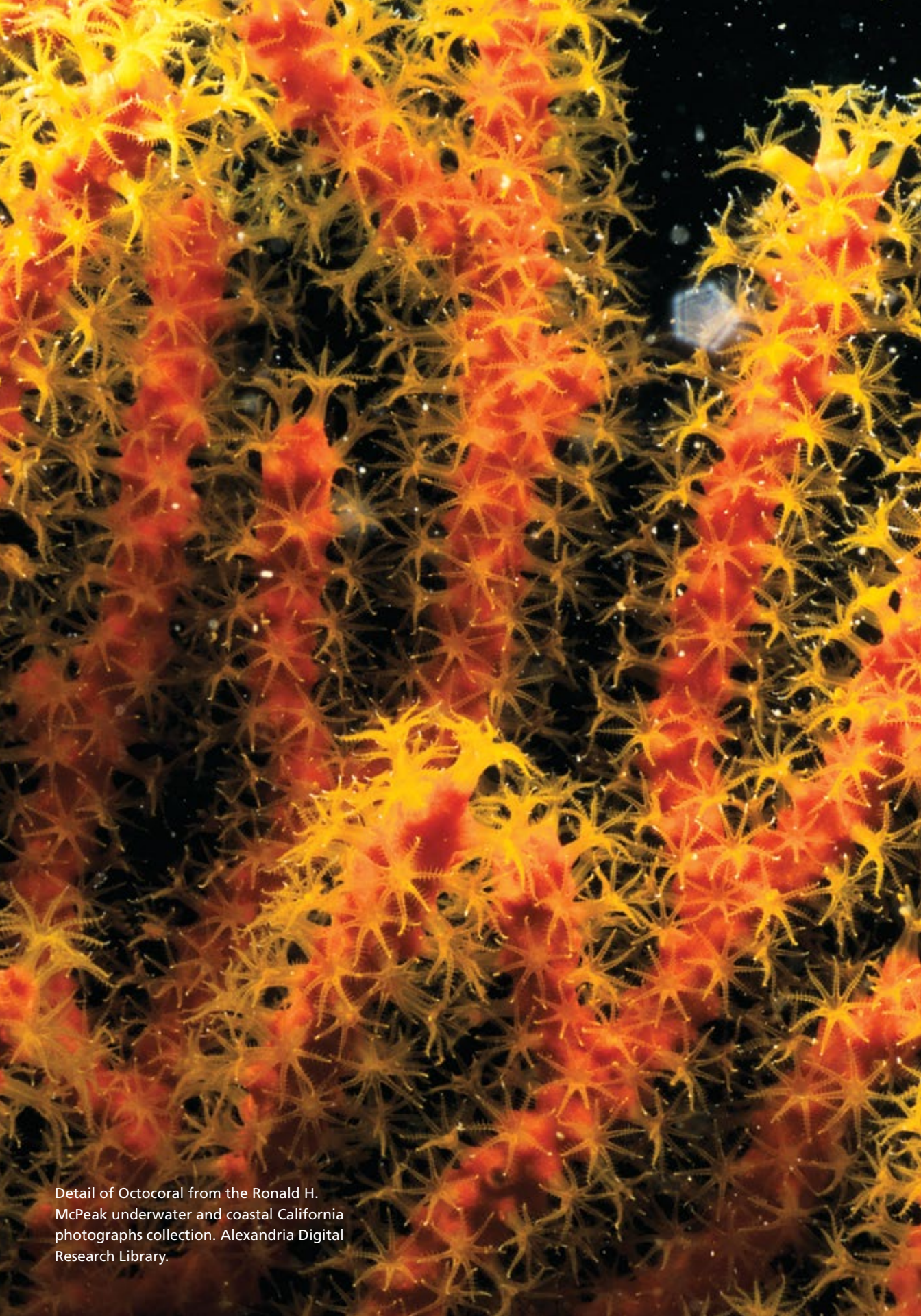
Since ADRL can archive and provide managed access to any type of digital material, it can potentially serve as a single portal to all Library collections and other teaching, research, and administrative materials generated within the University.



**Visit**

[alexandria.ucsb.edu/](http://alexandria.ucsb.edu/)





Detail of Octocoral from the Ronald H. McPeak underwater and coastal California photographs collection. Alexandria Digital Research Library.





# STUDENT SUCCESS & LEARNING

## UCSB Reads 2016

In 2016, UCSB Library celebrated the tenth anniversary of UCSB Reads, which brings the campus and Santa Barbara communities together to discuss significant issues while reading a common book.

The book, *Just Mercy: A Story of Justice and Redemption*, was selected by faculty, students, staff and community representatives, and proved to be one of our most popular. Ten professors assigned *Just Mercy* as required reading to 1,103 students, and 1,200 people attended the free author talk in Campbell Hall (including several hundred who watched a live-stream version in overflow seating). Forty student activist leaders met with author Bryan Stevenson in the MultiCultural Center during his visit.

The award-winning memoir deals with racial bias in the criminal justice system. In this time of national turbulence around race, UCSB Library was pleased to contribute to dialogue and learning inside and outside of the classroom. Highlights of programming we offered on campus and at public library branches included:

- Activism and Social Change: A Panel Discussion on Racial Justice
- Community Policing and *Just Mercy*: A Conversation
- A screening of the documentary *White Like Me: Race, Racism & White Privilege*

We are grateful to the many campus and community partners who supported UCSB Reads 2016, who are listed on our donors page.

## Student Exit Survey

2016 marked the third year that UCSB Library administered an exit survey to graduating students, and the first year we filtered results by academic division. Of the 525 students who responded, 79 percent said the Library was “important” or “very important” to their success, up from the previous year.

While we see some divisional differences, a majority of every group rates the Library as important or very important. Science students use and value the Library as much as students from the social sciences, humanities, and fine arts.

The “library as place” is more important than ever, especially following the Library’s renovation. Across the board, our top-rated service is individual/quiet study space, followed by access to online research materials, course reserves, group study space, and computing and printing.

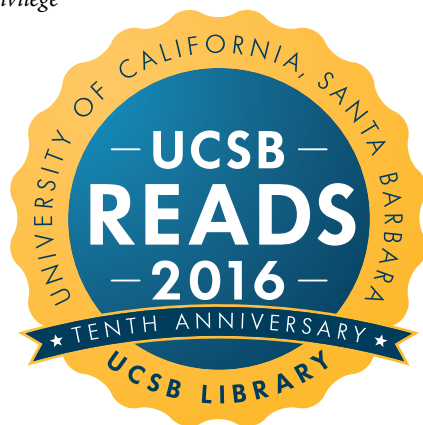
Some comments:

“Taking a class ... that taught me how to properly use the Library’s resources helped me immensely.”

“The Library’s access to scientific journals was invaluable to ... projects I completed.”

“Having access to Course Reserves was a tremendous help ... for this poor college student.”

“Thank you ... for enabling me not only to complete my assignments, but to reach beyond what was asked of me and create research that I never thought was possible ...”







# PARTNERSHIPS & COLLABORATION

## Graduate Student Lunch & Learn

The Library partnered with the Graduate Division and Graduate Student Association to offer Lunch & Learn, a regular event series that gives graduate students the opportunity to present their work outside of their disciplinary settings. Each Lunch & Learn features 15-minute talks by a STEM (Science, Technology, Engineering, and Mathematics) graduate student and a SHEF (Social Sciences, Humanities, Education, and Fine Arts) graduate student.

Unlike traditional seminars and lectures, Lunch & Learn encourages graduate students to communicate about their research in whatever way they feel most comfortable, welcoming anything from PowerPoint slides to fireside chats to hands-on demonstrations.

Free lunch is provided as well as the chance to socialize with and learn from graduate students across campus. A selection of topics that were addressed this year include:

- “Symmetries, Braids, and Higher Dimensions” (Ben Coté, Mathematics) and “The Opposite of Tragedy is Community” (Kyle Crocco, Education)
- “LEDs: Lighting the Path to the Future” (David Hwang, Materials) and “Permissible Wrong-Doing” (Sherri Lynn Conklin, Philosophy)

256 graduate students attended Lunch & Learn since the series launched in January 2016, with 119 of those attending events in the Library. Lunch & Learn continues in 2016-2017.

## Transfer Student Center

*"I wish this arrived last year when I first transferred, but I am at ease knowing that it will be here for future transfer students, so they don't have to feel lost like I did. Instead of spending time running around campus looking for resources, they will be able to find them all in one place...They will be set up for success here."*

—Cori Sainte Marie, President, Transfer Student Alliance

In spring 2016, the University's first-ever Transfer Student Center opened inside the Library, the result of a partnership between the Division of Undergraduate Education and UCSB Library. With two dedicated academic advisors, eight peer mentors, and part-time advisors from a variety of campus programs, the Transfer Student Center is assisting transfer students with academic planning and linking them to resources that can help them thrive academically and socially in the research university environment.

The Transfer Student Center is also a place for transfer students to drop in to study, meet, and connect with other transfer students; access information; and attend workshops, including research skills workshops led by librarians.

In addition to the Library, the Center is partnering with offices around campus to offer workshops, office hours, and other programming for transfer students, including Financial Aid, Counseling and Psychological Services (CAPS), the Educational Opportunity Program (EOP), Career Services, Campus Learning Assistance Services (CLAS), Summer Sessions, the Education Abroad Program (EAP), the Undergraduate Research and Creative Activities Grant Program (URCA), and the Faculty Research Assistance Program (FRAP).



Learn more  
[transfercenter.ucsb.edu](http://transfercenter.ucsb.edu)





**IN THE NEWS**



## In the News

A selection of this year's news stories featuring UCSB Library:

### S.B. INDEPENDENT (COVER STORY):

“UCSB Unveils its Library of the Future”

(Jan. 14, 2016)

### SANTA BARBARA NEWS-PRESS:

“Library renewed: UCSB officially unveils expanded facility”

(Jan. 14, 2016)

### KCRW:

“The role of a library in the digital age”

(Jan. 13, 2016)

### KEYT:

“New library opens at UCSB”

(Jan. 13, 2016)

### KCBS FM, CENTRAL COAST PUBLIC RADIO:

“Librarian sees new UCSB Library as a ‘game-changing’ resource for students”

(Jan. 8, 2016)

### VICE:

“This Project Is Digitizing Wax Cylinders So You Can Listen Like It’s 1880”

(Nov. 20, 2015)

### BBC WORLD SERVICE:

“Thousands of 100-year-old wax cylinder recordings now available to download”

(Nov. 12, 2015)



### CHRISTIAN SCIENCE MONITOR:

“From Wax Cylinders to the Cloud: How to Preserve Data for the Long Term”

(Nov. 11, 2015)

### SMITHSONIAN.COM:

“Now Available: The Ultimate Old-Timey Playlist”

(Nov. 10, 2015)

### C-NET:

“Thousands of 100-year-old wax cylinder recordings available to stream”

(Nov. 9, 2015)

### NOOZHAWK:

“Select UCSB Freshmen Check Out Campus Early, Get Head Start on College”

(Aug. 29, 2015)

### HARVARD GAZETTE:

“Uncovering what Thoreau uncovered”

(Jul. 31, 2015)

## Leadership in History Award

This spring, UCSB Library received a prestigious Leadership in History Award from the American Association for State and Local History for the May 23, 2014 Isla Vista Memorial Archive and *We Remember Them* exhibition.

The Leadership in History Award recognizes outstanding achievement in the preservation and interpretation of state and local history. The award was issued jointly to the UCSB Library, the UCSB Public History Program, and the campus's divisions of student affairs and humanities and fine arts.

The May 23, 2014 Isla Vista Memorial Archive was assembled in the wake of the incident that occurred on that date, in which six UCSB students were killed and 14 other persons injured. Guided by an Ad-Hoc Memorial Preservation Committee of faculty, students, staff, and alumni, the UCSB Library collected condolence items left at spontaneous memorial sites in Isla Vista, as well as items sent to the university. Other materials in the archive represent how the university and community responded to the incident.

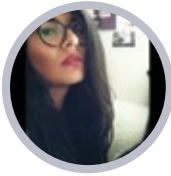
The archive is housed in the UCSB Library's Department of Special Research Collections and is now available for research.



### Online Guide

<http://www.oac.cdlib.org/findaid/ark:/13030/c8571hkp>

## What people are saying on Twitter (@UCSBLibrary), Facebook, and other social media:



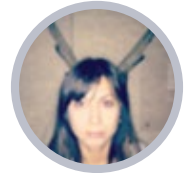
*I'm so impressed with the new UCSB library that I know this quarter my grades are going to be amazing lol #whereyouat*

— Kirt @skirt93

*Part of my job includes doing research for other people. So much love for the quick and helpful folks over at @UCSBLibrary*



— Angel Diaz @diazarchives



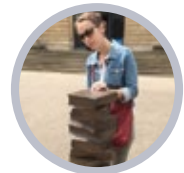
*Had the incredible opportunity to meet Bryan Stevenson—author of Just Mercy. Thank you to @ucsbmcc and @UCSBLibrary.*

— Héctor Sánchez C. @hectorsanchezc\_



*Great bus reading! Love all the #govdocs at the @UCSBLibrary*

— Caitlin Rathe @CaitlinRathe



*Ever wanted to listen to a speech by Teddy Roosevelt? Thanks to the @UCSBLibrary you can. #history*

— Mike McLaughlin @gadgetchaser





## Library Donors, 2015-2016

We extend sincere thanks to our donors this year as we celebrated many milestones together. In addition to January's Grand Opening Ceremony, in April many of you took part in the University's first-ever Give Day, a digital fundraising campaign that garnered several new Library supporters. In 2015-2016, we raised a total of \$1,179,975.13 in both cash and gift-in-kind appraised donations. As the academic year concluded, the class of 2016 designated the Library as the recipient of their senior class gift, demonstrating trust in the Library for future generations. And a dozen new donors included bequests to the UCSB Library in their wills. From first-year students to Nobel Prize winners, UCSB scholars benefit from your support for essential study spaces, research collections, learning opportunities, technologies, and services.

Sharif Ahmed	Tristan Chan	Lois Erburu
Elizabeth and David Alix	Chancellor's Coordinating	William and Martha Erickson
Alumni Association	Committee on Isla Vista	Foundation
Anonymous	Andrew Chen	Violet Escobedo
Gretchen and Michael Antill*	Siyu Chen	Stuart Ewen
Toni Arellanes-Miller	Stephen Cheng	External Vice President for
Jody and John Arnhold	Devin Cheyne	Statewide Affairs, Associated
Arts & Lectures	Francisco Chima-Sanchez	Students
Associated Students	Claire Chin	Holly Fallah
Ashley Atkins	Amanda Chron	Jackie Fan
Shabnam Azimi	Allen Cohen	Jason Farnam
Alexandra Ballinger	Kimiko and Gideon Cohn	Michael Feinstein
Frank Balzer	College of Creative Studies	Jean and Robert Feinstein
Vida Barco	College of Engineering	First-Year & Graduate Student
Liam Bartling	College of Letters and Science	Initiatives
Carol and Robert Bason	Community Environmental	Regina Fletcher
Carlos Basto Corteville	Council, Inc.	Douglas Foster
Jonathan Beltran	Dr. Bernard Comrie	Terry Freedlander
Deborah Bennett and	Taylor Cooper	Jose Gamez
David Sutton	Rafael Costas	Mingze Gao
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Ricki Ann Blau and	Tiffany Diaz	Daniel Gargantilla
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Angela Boyd	Daniel Domenighini	Geri and Michael Gates
Charles Brillo-Sonnino	Madison Donahue-Wolfe	Yoli Gavaldon
Jane and Dr. Christian Brun	Trinity Donias and	Adrian Gee
Emma Burley	Nicholas Kozis	Get Oil Out! Inc.
Lauren Butler	Julie Downey	Gevirtz Graduate School
Denise and Patrick Callinan	Nina Dryer	of Education
Cindy Camberos	Shaoqiang Du	Megan Gibson
Dr. Neal Carron	Anna Duong	Dr. Ursula and Bradford Ginder
Eric Carstensen	Bettina and Glenn Duval	Matthew Glenn
Michael Casarrubia	Embassy of the Russian	Jason Goellnitz
Jogreet Chadha	Federation	Yoni Golan

## Donor Profile: Allen Cohen



An author and retired UCSB librarian, Allen Cohen avidly reads and collects books; attends concerts and plays; takes classes on chess, Shakespeare, and short stories; participates in book clubs at the public library; admires and collects art; and donates generously to the activities he cherishes.

A steadfast supporter of the UCSB Library, he served on the board of the former Friends of UCSB Library, and now makes a monthly donation to support the Art & Architecture Collection and Special Research Collections.

“I have a deep feeling for libraries,” Allen said. “They’ve been a major part of my life.”

While attending City College of New York, Allen worked as a student assistant in the school’s library, then went on to pursue a master’s degree in library science at the Pratt Institute.

At UCSB Library, where he was Head of Cataloging and in charge of collection development for film, Allen led efforts to move from traditional cards to an online catalog. Still, Allen appreciates the power of printed work.

For Give Day, Allen donated \$25,000 to UCSB Library to acquire the archive of a major small press in Santa Barbara. We are deeply grateful for his donation that will support research and teaching related to book arts.

Devon Gradford  
Graduate Division  
Graduate Student Association  
Alan Grosenheider  
Tiffany Gudkova  
Gregory Gunterson  
Daniel Hacking  
Charles Hanson  
Michael Harrington  
Husayn Hasan  
Dr. Howard and Lynn Hawkes  
John Randolph Haynes and  
Dora Haynes Foundation  
Mary Heebner and  
Macduff Everton  
Jennifer and Dr. Paul Hernadi  
Helene Hinh  
Adrian Hoyos-Urias  
Marilyn and Reverend  
Wesley Hromatko  
Christine Huynh  
Rafael Ibarra  
Kelly Ikeda  
Interdisciplinary Humanities  
Center  
Ashley Iraheta

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Nicholas Jauffret  
Hongxuan Jiang  
Jing Jie Jin  
Zhe Jin  
Brett Johnson  
Sheila and Dr. Donald Johnson  
Eric Johnson  
Gary Johnson  
Ann Joyce  
Maureen and Michael Kamino  
KCSB 91.9 FM  
Matthew Kerns  
Gary and Lynn Kious  
Mara and Dr. Walter Kohn\*  
Brendan Korbas  
Arie Koster  
Drew Kriete  
Hildegard and Roger Lagerquist\*  
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Arlene and Milt Larsen  
Alex Lee  
Amanda Leung  
John Levin  
Sydney Lewis and  
Christopher Tai

Debra Lieberman  
Anlih and Luen-Yuan Lin  
Elizabeth Lippincott  
Jesse Lopez  
Rachael Lutz  
Ryan Lutz  
Kathy and Drew Madrigal  
Maribel Magana  
Marisa Marchetti  
Joanne Marshall  
Cristian Martinez  
Peter Martland  
Janet Martorana  
Drs. Julie and Alan Matsumoto  
Diane Maxted  
Sara Miller McCune  
Sheila and Frank McGinity  
Marilyn and Terrance McGowan  
Shay Mehr  
Rosalie Quadri Mellish and  
Martin Mellish  
Oscar Mendez  
Anya Merkle  
Blake Merrifield  
Marian Metson  
Jacqueline Metzger

Rebecca Metzger	San Jose Museum of Quilts & Textiles	Jacob Tredwell
Kenneth Millar	Gloria Sanchez Hernandez	Christen and Dr. Robert Treuhaft
Nan and Dr. Michael Miller	Santa Barbara Botanic Garden	Alexander Truong
Jody and Don Monteleone	Santa Barbara Public Library	Michael Tsang
Kelly Morales	System	UCSB Bookstore
Kendra Morrison	Elizabeth Sarkis	Arturo Valdez
MultiCultural Center	Matt Sayles	Jessica Valera
Bill Muster Foundation	Mary View and Eric Schneider	Patricia Van Every
Nori Muster	Jean and Dr. Thomas Schrock	Rae Ann O. Varona
Claudia Niles	Schwab Fund for Charitable Giving	Rebecca Velasco
Sarah Norris	Judy and Dr. Dale Seborg	Jennifer Vitti
Office of the Executive Vice Chancellor	David Seubert	Kyle Vizzo
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Darlene and Jeff Olympius	Michael Silveira	Madeline Vu
Packard Humanities Institute	Tripti Singhal	Dr. Candace Waid and David Marshall
Sheila Pallotta	Joshua Siverson	Ezekiel Wald
Yihao Peng	Pamela Skewes-Cox	Sara Wald
Samantha Perez	Lucia Snowhill	Kathryn Gonzalez and John Waldron
Karen and Dwight Petersen	Daniel Soleiman	Patrick Waldron
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Jessica Plasencia	Jessica Sparks	James Warner
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Dr. Linda and Thomas Putnam	Barbara Stupay	Women, Gender, & Sexual Equity Department
Kathy and Paul Relis	Matthew Sutton	Writing Program
Erick Resendiz	Nancy and Craig Swanson	Jiafu Wu
Rebecca Roberts	Sai Man Tam	The Wyles Trust Foundation
Elizabeth and Dr. Cedric Robinson*	Pamela and David Tambo	Jacob Wyner
Edward Rock	Nikolas Tartakovsky	Jin Yang
Edgar Rodriguez	Janice Taylor	Mohammed Yassin
Deborah Rogow and Dr. Howard Winant	Drs. Zeinab Dabbah and Daniel Temianka	Linda and Melvin Young
Valerie and Gilbert Romoff	Crystal Thai	Tze Yu
Terry Rosenberg	Eleanor Thomas	Yizhou Zeng
Joan and Dr. Geoffrey Rutkowski	Ann Lou and Dr. Ronald Tobin	Seyburn Zorthian and Dr. Marc McGinnes
Patricia Sadeghian	Drs. Rachel and Waldo Tobler	Angela Zuniga
Antonio Salazar, Jr.		<i>*In memoriam</i>
Robert Salerno		

Every effort has been made to provide a complete and accurate listing of donors and gifts received from July 1, 2015 through June 30, 2016. Please accept our apology if a mistake or omission has occurred and contact Emily Teter at 805-893-2187 or emilyteter@ucsb.edu.







**BY THE NUMBERS  
2015-2016**

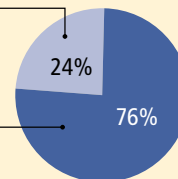
<b>1,982,961</b>	Gate count, including Music Library
<b>1,837,303</b>	Website visits, including mobile site
<b>23,169</b>	Reference transactions
<b>381</b>	Instruction sessions
<b>6,298</b>	Instruction session participants
<b>10,218</b>	Attendance at Library events and outreach programs
<b>3,206,594</b>	Volumes held
<b>100,428</b>	Library items circulated
<b>29,227</b>	Interlibrary Loan items borrowed
<b>12,657</b>	Interlibrary Loan items loaned
<b>59,717</b>	Electronic journals
<b>781,751</b>	E-books
<b>146</b>	Funded positions

## EXPENDITURES 2015-2016

Information resources	\$5,812,069
Salaries ( <i>including student assistants, excluding fringe benefits</i> )	9,234,782
Building operations	679,280
Technology	1,203,223
Other operational expenditures	5,811,423
<b>Total Library expenditures</b>	<b>\$22,740,777</b>

Print resources  
\$1,371,648

Electronic resources  
\$4,440,421







**UC** SANTA BARBARA  
**LIBRARY**

[www.library.ucsb.edu](http://www.library.ucsb.edu)

University of California at  
Santa Barbara, CA 93106-9010

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