2014-2015 **ANNUAL REPORT** UC LIBRARY 2100

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Message from the University Librarian

We are on the threshold of a new era at UC Santa Barbara Library as we prepare to open 150,000 square feet of new and revitalized spaces.

Throughout construction on the Addition & Renovation Project we have dedicated ourselves not only to remaining open and fully operational, but also to forging ahead with new initiatives.

I'm pleased to present UCSB Library's annual report for 2014-2015, highlighting the diverse work we accomplished this year, in partnership with and in service of UCSB students, faculty, and scholars.



We are especially proud of recognition we received for our leadership in several areas. The Library of Congress added our Vernacular Wax Cylinder Collection to its National Recording Registry. A Spatial Discovery Grant is allowing us to explore new ways of providing access to location-based data. And the Digital Library Federation asked UCSB Library to join its membership.

We are most grateful to Sara Miller McCune, who donated \$5 million to UCSB, designating half to create the Sara Miller McCune University Library Innovation Fund. This fund acknowledges trust in the Library to respond to ever-changing scholarly needs.

Students recognize the value of the Library as well, praising in particular quiet study spaces and access to online research materials. This year, we introduced a Student Success Librarian, who is working to build deeper connections between the classroom and the Library.

The Library's Strategic Roadmap was finalized after extensive input from the UCSB community and will help guide our work in the coming years. We are happy to share it with you here.

Thank you to all who have supported and engaged with the Library this past year. We appreciate your patience during construction-related activity, and look forward to inviting you soon to cross the threshold into your new Library filled with light and learning.

DENISE STEPHENS



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Crossroads e-newsletter

We invite you to sign up to receive *Crossroads*, UCSB Library's free monthly digital newsletter, featuring news about Library accomplishments, events, exhibitions, donors, and acquisitions. To subscribe, visit **www.library.ucsb.edu/general-news/subscribe**.

STRATEGIC ROADMAP

Sketching the Future Directions of UCSB Library

UCSB Library, always looking ahead, has created a roadmap to its future as a 21st-century learning and service destination. During the 2013-14 academic year, the Library led high-level conversations with campus stakeholders — students, faculty, and administrators — to analyze recent survey data and to help sketch key priorities and directions. The Library then sought



Gilbert "Magú" Luján's poster "Cruising Turtle Island" (1986) was acquired by UCSB Library's California Ethnic and Multicultural Archives in 2014-15.

feedback on a draft of the roadmap from the entire campus community, and made refinements. In 2014-15, the Library facilitated conversations internally, with librarians, department heads, and other employees, for their perspective on the draft and how the Library can and should respond to changing user needs.

The result is the strategic roadmap below that we will use to guide us in our work in the years to come. Thank you for your participation in defining the future of our Library.

Mission

UC Santa Barbara Library enables exploration and collaboration for scholars in their intellectual engagement with the world of ideas and the creation of knowledge.

Vision

UCSB Library empowers a lifetime of research, discovery, and learning.

Through leadership and advocacy, the Library will achieve its mission and vision by employing innovative and collaborative strategies in three areas:

Research & Learning Resources

- Explore with faculty new strategies to provide necessary scholarly information to support the campus' research and teaching missions.
- Increase visibility of the Library's distinctive collections and their value for enhancing research and learning outcomes.



- Align information resources with the strengths of the UCSB campus and its commitment to interdisciplinary research and learning.
- Facilitate the discovery and use of data and information created and published by UCSB researchers and scholars.

Discovery & Delivery Services

- Develop programs and contribute to collaborative programs that foster student success.
- Promote services that offer personalized discovery, collaboration, accessibility, and timely availability of scholarly information.
- Enhance user competence and confidence in the evaluation and use of information through instructional design and relevant technologies.
- Build innovative services to enrich the impact of UCSB teaching and research.

User Experience & Engagement

- Create a welcoming, comfortable, safe, and inspiring experience, both physically and virtually.
- As the intellectual and cultural commons of campus, serve as a forum for students and faculty to share their work and knowledge.
- Integrate resources and services into non-Library learning spaces through partnerships across campus.
- Optimize delivery systems to provide access to relevant resources and services regardless of location, resource type, or technological platform.

To achieve these outcomes and ensure organizational effectiveness, the Library will:

- Develop and sustain best practices related to assessment and planning.
- Understand and communicate the Library's contributions to the mission of the campus.
- Adapt and reconfigure programs and services to provide the value needed by users.
- Be a thoughtful and collaborative partner in UC-wide Library governance and initiatives.
- Create capacity for and capitalize on innovation.
- Develop sustainable resource and funding models with the University and other partners.

INNOVATION & TRANSFORMATION



"I think education is the foundation of democracy — and public education in particular. I have a great deal of respect and admiration for what goes on at UCSB and I think that the university contributes immensely to the quality of life in Santa Barbara. I guess I tend to put my money where my mouth is. That's an old phrase, but a good one."

—Sara Miller McCune

Sara Miller McCune University Library Innovation Fund

Sara Miller McCune, dedicated to education, philanthropy, the arts, democracy, and the written word, in April 2015 announced a donation of \$5 million to UC Santa Barbara. Half of her donation will go to the UCSB Library to create the Sara Miller McCune University Library Innovation Fund.

The fund will be used to plan and implement programs, spaces, and experiences that meet the evolving and increasingly complex information requirements shaping academic research libraries. Thanks to her generous gift, the Library will have the capacity to innovate and support forward-looking, transformative approaches to delivering services that empower research, instruction, and learning.

Sara Miller McCune, founder and executive chairman of the academic publisher SAGE and president of the McCune Foundation, has been a committed supporter of UCSB — including the UCSB Library — for more than 20 years.



Evolving Workforce Residency

As the UCSB Library evolves, so does its fellowship program for library graduates. Since 1985, the Library has offered a two-year fellowship to new MLS graduates. Participants have moved on to positions at academic libraries around the country, including Stanford, the University of Michigan, and here at UCSB. In 2014-15, the Library Fellowship Program was reinvented, and renamed the Evolving Workforce Residency. The residency encourages participants to imagine the academic library of the future, and provides resources and freedom to experiment and explore new models for 21st-century libraries.

The first Evolving Workforce Resident is Kyra Folk-Farber, who also holds the title of Assistant Music Librarian. Folk-Farber has a Doctorate of Music in voice performance and a Master of Information degree with a concentration on Library & Information Science. Her research focus is musicians' knowledge, behaviors, and attitudes regarding copyright and fair use, and she is designing copyright curricula for music students based on that research. Folk-Farber is also working on an acquisition-and-streaming model that will provide long-term access to digital sound files.



"The opportunity to teach and help develop the music collection at a research university with a forward-thinking library system and its own music department is my dream job."

-Kyra Folk-Farber, Evolving Workforce Resident and Assistant Music Librarian

RESEARCH & DISCOVERY

Spatial Discovery Fund



Data experts gather for one of several sessions at UCSB Library during a special meeting to discuss research and strategies related to finding spatial data.

Data — how to find, access, and preserve it — has become an urgent topic of conversation among scholars. In June, the Library received a generous anonymous gift that will support research to identify more effective technical ways of identifying spatial data. The Spatial Discovery Fund demonstrates a real trust in the Library's expertise when it comes to descriptive information, or metadata.

Spatial data, which directly or indirectly describes a location, can be associated not just with geography, but other disciplines as well: economics, politics, history, visual arts, medicine, computer science, and more. Spatial thinking can lead to new paths for learning and solutions to real-world problems.

Also in June, the Library and UCSB's Center for Spatial Studies hosted a meeting of international experts who discussed strategies associated with the discovery of spatial resources.

UCSB Library already has a history of leadership with respect to spatial data, including development of the Map & Imagery Laboratory, and emerging programs, such as the Social Sciences Data Lab (see next page), and Interdisciplinary Research Collaboratory, a key part of the expanded Library that will support data creation, curation, and analysis.

"The Library is where people search for and 'mash up' information. A spatially enabled search for data will allow for this integration of disciplinary perspectives."

—Werner Kuhn, UCSB professor of geography and director of the Center for Spatial Studies



Social Sciences Data Lab (SSDL)

As part of our mission to evolve as a 21st-century provider of information, UCSB Library opened the Social Sciences Data Lab (SSDL) in January to help students, faculty, and scholars find and analyze data. The lab features high-powered statistical software and computers that offer access to the Library's growing collection of data sets and resources.

It's staffed by reference librarians who are trained to help people locate data, and by students with specialized knowledge of the statistical software.

Scholars from a variety of disciplines have used the lab's services this year, including economics, political science, psychology, sociology, biology, history, math, environmental studies, computer science, geography, and religious studies.

Four workstations provide access to the statistical computer programs R, Stata, SAS, SPSS, NVivo, ArcGIS, and Stat/Transfer so that users can manipulate and run analysis on primary and secondary data. The SSDL also started a campus NVivo user group.

The lab will eventually move to the expanded Library and become part of the Interdisciplinary Research Collaboratory.

"More campuses are setting up services related to data as demand for numeric material grows, and as library expertise grows in this area."

---Stephanie Tulley, Economics, Business, and Social Sciences Data Librarian



Librarian Stephanie Tulley helps an economics student find information in the Library's new Social Sciences Data Lab.

STUDENT SUCCESS

Student Success Librarian

Library use and student success are linked: Studies show that first-year students who use the library have higher GPAs than non-library users. Recognizing our crucial role in student achievement, in March 2015 the Library announced that it was dedicating a librarian role to student engagement, and gave UCSB librarian Jane Faulkner a new title: Student Success Librarian. Her outreach efforts focus on investigating challenges particular to students, especially first-years and those in traditionally underserved populations. Her goal is to propose and implement initiatives that help undergraduate and graduate students develop as early scholars and thriving members of the UCSB research community. She is seeking to create partnerships between the Library and student-centered units and programs across campus committed to student learning.



Librarian Jane Faulkner shows students how to use the UCSB Library.

"I tell students to think of the Library not so much as a storehouse of books but as a giant lab filled with people from all disciplines, asking and answering questions. Every student is part of this 'scholarly conversation,' which can be very daunting. One of my jobs is to alleviate some of this fear."

-Jane Faulkner, Student Success Librarian



Graduating Students Exit Survey

For the second year in a row, we administered a survey to graduating students (all undergraduates) to collect data on the value the Library played in their academic careers. Of the more than 500 graduating students who responded to the five-question online survey, 73 percent said the Library was "important" or "very important" to their success at UCSB. The following services ranked highest:

- Individual or quiet study space
- Access to online research materials
- Course reserves
- Computers, printers, scanners, wireless, Library laptops
- The Study Bean store and coffee bar
- Group study space



The survey also found that students from diverse disciplines use the Library: 43 percent of respondents were from the general sciences and engineering, 40 percent from the social sciences, and the rest from the humanities and fine arts.

Complete results for 2014-15 are available at www.library.ucsb.edu/node/6846.

"The Library was my second home and contributed greatly to my success here at UCSB." —Graduating Student

> "It is (a) safe place where I can get motivated to do school work." —Graduating Student

"The most helpful aspect of the UCSB Library has always been the staff, who I can ask questions, and who visit my lectures to give tutorials." —Graduating Student

COMMUNITY & CULTURE



UCSB second-year psychology major Matilda Mead takes a photo with Piper Kerman.

UCSB Reads

For its ninth year, the award-winning UCSB Reads program, which brings the UCSB and Santa Barbara communities together to read the same book, was extended through two quarters (instead of one). The 2015 book was Piper Kerman's best-selling memoir *Orange Is the New Black*, selected by a panel of UCSB faculty, students, staff, and community representatives.

More than 2,000 books were distributed free to UCSB students in the Library by Chancellor Henry Yang and others. The Library also gave free books to students in five UCSB courses taught by faculty who included the book on their syllabus. The Library sponsored discussions and other activities on campus and in the Santa Barbara Public Library System that explored restorative justice, prisoner re-entry, rehabilitation, memoirwriting, and more.

Kerman presented a free lecture and book signing in Campbell Hall attended by 1,200, including an overflow crowd.

A highlight of UCSB Reads was *Girls-in-Justice*, a Library exhibition featuring UCSB Professor Richard Ross' photographs of girls in the juvenile justice system. View the exhibition online at **www.library.ucsb.edu/node/7209**.

"Thank you for providing a space for students, faculty and staff to all be in community together. I appreciate when we have a university 'commons,' and I'm grateful for programs like UCSB Reads that provide that."

-Lisa Slavid, Coordinator of Organizational & Performance Management, UCSB Housing & Residential Services



Pacific Views: Library Speaker Series

UCSB Library proudly launched the Pacific Views: Library Speaker Series in the 2014-15 academic year to showcase UCSB faculty and graduate students from diverse disciplines speaking about their current research, publications, or creative work. Two free talks, open to the public, were held in the Library's stunning 8th floor Pacific View Room, followed by receptions.

In November 2014, the first speaker, Environmental Studies professor David Cleveland, presented "Balancing on a Planet: Can Local Food Improve Health, Increase Equity, and Slow Global Warming?" More than 130 students came to hear him speak, and many more had to be turned away because the room was full to capacity.

In April 2015, UCSB Computer Science professor and cybersecurity expert Giovanni Vigna discussed "The Evolution of Malware (or 'Ninja Malware Attack!')" Nearly 70 people attended his talk, and at the post-talk reception, he couldn't get away because so many students and fellow faculty members wanted to continue the discussion.

The series, co-sponsored by the Office of the Executive Vice Chancellor, will resume in 2015-16.

Watch a video of Cleveland's talk from the Library's website or at http://youtu.be/fRPjgpyE75Y, and Vigna's talk at http://youtu.be/Dfb_dbSvrMc.



"I had a great experience with the Library Speaker Series. The audience was diverse and lively and I really enjoyed the interaction."

-Professor Giovanni Vigna

RECOGNITION



National Recording Registry



A Civil War veteran sings "Down Where the Cotton Blossoms Grow." A speech commemorates Jan 1, 1900. A baby cries (some sounds never change).

You can hear all of the above, and more, in the Library's collection of Vernacular Wax Cylinder Recordings. In March 2015, the Library of Congress added the collection to its National Recording Registry.

The National Recording Preservation Board (NRPB) selects 25 recordings for the Registry each year that "are culturally, historically or aesthetically important, and/or inform or reflect life in the United States."

First made of tinfoil, then wax and plastic, cylinder recordings were the first commercially produced sound recordings. The cylinder phonograph also allowed its owners to make sound recordings at home.

UCSB Library's Department of Special Research Collections houses more than 650 vernacular wax cylinder recordings from the 1890s through the 1920s. These "home" recordings are perhaps the most authentic audio documents of everyday life in the period: songs sung by children, instrumental selections, jokes, and even the squeals of barnyard pigs.

The digitized recordings are available to listen to online via the UCSB Cylinder Audio Archive at **http://cylinders.library.ucsb.edu.**

Most vernacular wax recordings remain in private hands or uncatalogued in institutions, so UCSB Library's collection, available digitally to the public, is rare.

"UCSB Library's extensive special collection serves as a beacon for the recognition and assertive preservation of these highly endangered audio treasures." —Library of Congress



Digital Library Federation



The fossil imagery data curation pilot project at UCSB includes archival storage of microscopic images of rock specimens.

In 2015 the UCSB Library accepted an invitation to join the prestigious Digital Library Federation (DLF), whose members "advance research, teaching, and learning through the application of digital library research, technology and services." The federation, with about 120 member organizations, promotes standards and best practices, research data management, and aggregation and preservation services for digital collections. Other DLF members include the Library of Congress, Stanford University, California Institute of Technology, Getty Research Institute, and UCLA and UC Berkeley.

The invitation recognizes such UCSB Library projects as the Alexandria Digital Research Library and Data Curation @UCSB Program. The DLF hosts symposiums and conferences that offer a shared development and learning environment.

LIBRARY DONORS 2014-2015



From left, Robert and Carol Bason, and Jackie and Bob Laskoff, attend the 2015 UCSB Reads donor dinner for author Piper Kerman.

Thank you to all our donors for your generosity this year. Endowments, donations of funds and rare collections, and your presence at events and exhibitions, are so important.

The new UCSB Library will focus on strengthening our academic partnership with the university to support student success, research, creativity, and collaboration. UCSB receives only 15% of its funding from the State of California, so we need support from alumni, donors, and friends to preserve and support collections; upgrade facilities and technology; and create programming.

We know you have many options for supporting areas of excellence at UCSB — thank you for choosing the Library.

Academic Initiatives, UCSB Academic Senate, UCSB Mary and Ross Adams Alumni Association, UCSB Anonymous (2) Harry Arends and Brian Winchell Christine Arth and *Darrell Baker Arts & Lectures, UCSB Associated Students, UCSB Au Bon Climat Winery Lisl Auf der Heide Paul Baragona Dr. Clarence Barlow Carol and Robert Bason Danielle Bermudez Ricki Ann Blau and William Reeves *Dr. Joseph Boisse and David Williams Helen and Edward Borgens Norman Bradley Claire Bredenoord Iane and Christian Brun

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Every effort has been made to provide a complete and accurate listing of donors and gifts received from July 1, 2014 through June 30, 2015. 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 2014-2015



1,343,075	Gate count, including Arts Library
1,144,834	Website visits, including mobile site
27,170	Reference transactions
476	Instruction sessions
7,789	Instruction session participants
5,846	Attendance at Library events and outreach programs
3,150,333	Volumes held
126,370	Library items circulated
32,112	Interlibrary Loan items borrowed
13,949	Interlibrary Loan items loaned
69,663	Electronic journals
765,406	E-books
146	Funded positions

EXPENDITURES 2014-2015

Information resources	\$5,478,374
Salaries (including student assistants, excluding fringe benefits)	11,718,769
Building operations	679,143
Technology	253,204
Other operational expenditures	2,701,315
Total Library expenditures	\$20,830,805





What students are saying on Twitter (@UCSBLibrary), Facebook, and other social media.



I have no doubt that we have the best @UCSBLibrary in the state and probably in the country. #gauchopride — Henry Joseph Medina @Henry_J_Medina

The librarians at @UCSBLibrary are lifesavers for dissertators living a 7hr drive from campus. Thanks for rescuing me from a crisis! — Emily Schmidt @FabulousMissEm





Special Collections is a dream. ... The workers go above the call of duty.

— Michael D.

Shout out to Davidson library for having computers when I don't 😇 😇

- Derek @Dereklicious





The UCSB Library will open 150,000 square feet of new and renovated space in January 2016. The reinvented Library's new spaces include the Paseo grand entrance (at far right) and plaza; state-of-the art Special Research Collections facilities; an Interdisciplinary Research Collaboratory; a 24-hour Learning Commons; a Faculty Study; a Graduate Study; and light-filled reading galleries.



www.library.ucsb.edu University of California at Santa Barbara, CA 93106-9010

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