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).

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.”


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.

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

The Library's access to scientific journals was invaluable to projects I completed.

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.

Taking a class that taught me how to properly use the Library's resources helped me immensely.
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
**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
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
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
Elizabeth and David Alix Alumni Association
Anonymous
Gretchen and Michael Antill*
Toni Arellanes-Miller
Jody and John Arnhold
Arts & Lectures
Associated Students
Ashley Atkins
Shabnam Azimi
Alexandra Ballinger
Frank Balzer
Vida Barco
Liam Bartling
Carol and Robert Bason
Carlos Baso Corteville
Jonathan Beltran
Deborah Bennett and David Sutton
Simrun Bhagat
Colin Biafore
Michael Binford
Ricki Ann Blau and William Reeves
Pablo Boserman
Angela Boyd
Charles Brillo-Sonnino
Jane and Dr. Christian Brun
Emma Burley
Lauren Butler
Denise and Patrick Callinan
Cindy Camberos
Dr. Neal Carron
Eric Carstensen
Michael Casarrubia
Jogreet Chadha
Tristan Chan
Chancellor’s Coordinating Committee on Isla Vista
Andrew Chen
Siyu Chen
Stephen Cheng
Devin Cheyne
Francisco Chima-Sanchez
Claire Chin
Amanda Chron
Allen Cohen
Kimiko and Gideon Cohn
College of Creative Studies
College of Engineering
College of Letters and Science
Community Environmental Council, Inc.
Dr. Bernard Comrie
Taylor Cooper
Rafael Costas
Brunilda Debus
Sharon and Stephen DeDecker
Kristine and William Delk
Tiffany Diaz
Nancy Dimsdale
Yvette and James Diven
Daniel Domenighini
Madison Donahue-Wolfe
Trinity Donias and Nicholas Kozis
Julie Downey
Nina Dryer
Shaoqiang Du
Anna Duong
Bettina and Glenn Duval
Embassy of the Russian Federation
Lois Erburu
William and Martha Erickson Foundation
Violet Escobedo
Stuart Ewen
External Vice President for Statewide Affairs, Associated Students
Holly Fallah
Jackie Fan
Jason Farnam
Michael Feinstein
Jean and Robert Feinstein
First-Year & Graduate Student Initiatives
Regina Fletcher
Douglas Foster
Terry Freedlander
Jose Gamez
Mingze Gao
Jenny Lou Garcia
Kristina Garcia
Virginia Gardner
Daniel Gargantilla
Sudah and Harinath Garudadri
Meryle Gaston
Gerí and Michael Gates
Yoli Gavaldon
Adrian Gee
Get Oil Out! Inc.
Gevitz Graduate School of Education
Megan Gibson
Dr. Ursula and Bradford Ginder
Matthew Glenn
Jason Goellnitz
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.
San Jose Museum of Quilts & Textiles
Gloria Sanchez Hernandez
Santa Barbara Botanic Garden
Santa Barbara Public Library System
Elizabeth Sarkis
Mary View and Eric Schneider
Jean and Dr. Thomas Schrock
Schwab Fund for Charitable Giving
Judy and Dr. Dale Seborg
John Shahin
Michael Silveira
Tripti Singhal
Joshua Siverson
Pamela Skewes-Cox
Lucia Snowhill
Daniel Soleiman
DeEtta Sowers
Jessica Sparks
Grant Stanton
Denise Stephens and William Edwards
Dean Stewart
Student Affairs Academic Initiatives
Barbara Stupay
Matthew Sutton
Nancy and Craig Swanson
Sai Man Tam
Pamela and David Tambo
Nikolas Tartakovksy
Janice Taylor
Drs. Zeinab Dabbah and Daniel Temianka
Crystal Thai
Eleanor Thomas
Ann Lou and Dr. Ronald Tobin
Drs. Rachel and Waldo Tobler
Jacob Tredwell
Christen and Dr. Robert Treuhaft
Alexander Truong
Michael Tsang
UCSB Bookstore
Arturo Valdez
Jessica Valera
Patricia Van Every
Rae Ann O. Varona
Rebecca Velasco
Jennifer Vitti
Kyle Vizzo
Joan von Kaschnitz
Madeline Vu
Drs. Candace Waid and David Marshall
Ezekiel Wald
Sara Wald
Kathryn Gonzalez and John Waldron
Patrick Waldron
Jessie Wall
James Warner
Betsy and John Watson
Sally Weimer
Megan Williams
Brian Winchell and Harry Arends
Drs. Beth and Michael Witherell
Women, Gender, & Sexual Equity Department
Writing Program
Jiafu Wu
The Wyles Trust Foundation
Jacob Wyner
Jin Yang
Mohammed Yassin
Linda and Melvin Young
Tze Yu
Yizhou Zeng
Seyburn Zorthian and Dr. Marc McGinnes
Angela Zuniga
*In memoriam

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

<table>
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<tr>
<th>EXPENDITURES 2015-2016</th>
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<td>Information resources</td>
<td>$5,812,069</td>
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<tr>
<td>Salaries (including student assistants, excluding fringe benefits)</td>
<td>9,234,782</td>
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<td>Building operations</td>
<td>679,280</td>
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<td>Technology</td>
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<td>Other operational expenditures</td>
<td>5,811,423</td>
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<tr>
<td>Total Library expenditures</td>
<td>$22,740,777</td>
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Print resources $1,371,648
Electronic resources $4,440,421