An image from an early twentieth century brochure promoting European tourism in the African colonies. The brochure is featured in the current Special Collections exhibition, *Images of Africa*. See back cover.

Introducing the New Special Collections Research Account

In mid-September, the Library launched a new, personalized Special Collections Research Account, offering researchers an efficient way to manage Special Collections visits and requests online – anytime and from anywhere. After a one-time required registration process, researchers can now:

- Request books in advance along with other materials from Special Collections (journals, magazines, microfilm, manuscripts, and even audiovisual materials) directly from the Library Catalog;
- Compile multiple requests for an event, such as class visits, lectures, and research visits;
- Order digital scans, photocopies, and audio/video reproductions;
- Track the progress of requests in order to plan visits accordingly and avoid delays and other inconveniences;
- Securely access account history to keep track of previous requests and orders; and
- Pay for copies and scans with a credit card.

UCSB faculty, staff, and students will use their NetID and password for registration, while visiting scholars will be invited to create a unique login.

For Library staff, this innovative online tool reduces the reliance on paper forms and manual data entry, and allows for faster and more convenient communication with researchers.

The Special Collections Research Account is powered by a system called Aeon, which is now in use by four other UC campuses and by leading university libraries around the country.

Register for your Special Collections Research Account now at http://researchspecial.library.ucsb.edu/.

Questions about the Special Collections Research Account? Contact special@library.ucsb.edu

Message from the University Librarian

A few weeks ago, I dropped my daughter off for her freshman year at a major mid-western research university. So it is with a parent's optimism and sensitivity that I approach this academic year at UCSB, especially attuned to the success of our students here.

Responding to student requests, this fall the Library is implementing required log-ins for most of the computers in our buildings. Among other things, this allows us to prioritize computer access and security for UCSB students, faculty, and staff. As faculty, a UCSB NetID and password is all you need to log-in to a Library machine (see p.4).

We take pride in the developments reported in this issue of *The Lens*. We are proud of the work that our Map and Imagery Laboratory is doing to assist Afghan scientists (see p. 5). Special Collections continues to distinguish itself in the area of recorded sound, with their latest project to create a comprehensive discography of early American music (see p. 4). And I am personally proud to launch *Pacific Views*, a speaker series in the Library that will highlight the work of UCSB's talented faculty. Join me on November 18 to celebrate our first speaker, Environmental Studies professor David Cleveland (see p.4).

As University Librarian, I have made it a priority to engage Library users on important issues and challenges. This month, I invite your comments on a draft Strategic Roadmap, which was developed out of conversations we held last year with more than eighty faculty, students, and staff. Your comments will help us as we wrap up the process of defining strategic directions and goals for the near future (see p.3).

Those returning from a summer away may be surprised at how quickly the Library Addition and Renovation project has taken shape. With an anticipated opening of fall 2015, we're more than halfway there. This year will be spent planning for the re-integration of staff and collections, selecting furniture and equipment, and working with you to define new services and spaces (see p.6).

However, there is something we need to talk about. While construction is addressing space concerns, the Library's collections budget has remained unchanged for over a decade in the face of steep inflation rates. This leaves us struggling to provide sufficient and competitive information resources to meet the diverse research and instructional needs of this world-class research and teaching university. In the coming months, we will introduce this critical issue while sharing our analysis and projections of the Library's capacity to deliver scholarly collections. We look forward to engaging with you to find a sustainable solution to this collective problem (see p.5).

Denise Stephens
University Librarian

Take the Library Website Survey

The UCSB Library is conducting a review of its website in order to identify areas for improvement. To better understand how you use our website and what changes you would like to see, we invite you to take our brief survey by October 31, 2014 at **http://www.library.ucsb.edu/websurvey.** Data from the survey will be used to guide a redesign of the site. We hope you will take this opportunity to give us your input.

Call for Comments on Library Strategic Roadmap

Last spring, the Library invited more than eighty campus stakeholders—students, faculty, librarians, and administrators—to meet for focused and high-level conversations about the future of Library programs and services. Participants met on multiple occasions to analyze recent LibQUAL+ satisfaction survey data and help sketch key priorities and directions for the Library. Those key priorities and directions form the basis of the draft Library Strategic Roadmap, which we are now opening up to the entire UCSB community for public comment.

Following the comment period, the Library will take several months to further develop goals, measures, and milestones from this framework, and will unveil the final Strategic Roadmap later in the 2014-2015 academic year.

Please provide comments or suggestions on the draft Strategic Roadmap by October 31, 2014 via the survey form found at http://www.library.ucsb.edu/roadmap.

Draft Library Strategic Roadmap

DISCOVERY & DELIVERY

- Discovery systems allow connections between the users of resources as well as with resources.
- Delivery systems are robust, providing access to a wide variety of resource types.
- Users easily personalize their discovery and sharing of resources.
- Serendipity is enhanced in both physical and virtual spaces.
- Searches are optimized to discover relevant resources regardless of location or database.

LEARNING

- Multi-modal competencies [archival, data, information, visual, etc.] are incorporated into learning how to use library resources.
- Partners across campus have integrated the Library resources and services into non-library learning spaces (e.g. classrooms, Gaucho Space, centers, laboratories, etc.).
- Instruction in library use and research methodologies is personalized and leverages technology and peer-to-peer learning.

RESEARCH

- Data created, informal communications, and information published by UCSB researchers are easy to discover and are clearly branded as the intellectual output of UCSB.
- Data-manipulation and data-sharing services are provided to maximize the impact of UCSB researchers.
- Areas of distinction in the Library's collections are aligned with the research agendas and teaching focuses of the campus.

LIBRARY AS EXPERIENCE

- Library has partnered with other campus programs to programmatically encourage the success of UCSB students and faculty (e.g. Writing Studio).
- The Library as the intellectual commons for campus assists in facilitating conversations that cross disciplinary boundaries and are across institutions (e.g. teleconferencing services/speaker series via teleconferencing).
- Library spaces are welcoming, comfortable, safe, and inspiring with some programmed to reinforce the social aspects of its users and collaboration or group study as well as for quiet study or reflection.
- Library experienced with equal—or enhanced—access via mobile devices.
- Social media is leveraged to promote the effective use of Library resources and services.

Library Establishes Speaker Series

David Cleveland is Inaugural Speaker

David Cleveland,
Professor, UCSB Environmental Studies

This year, we are pleased to announce the launch of *Pacific Views,* a Library speaker series that will showcase UCSB faculty and graduate students from diverse disciplines speaking about their current research, publications, or creative work.

The inaugural talk is being offered by David Cleveland (Professor, UCSB Environmental Studies) on Tuesday, November 18 at 4pm in the Library's stunning eighth-floor Pacific View Room. Cleveland's talk is titled "*Balancing on a Planet: Can Local Food Improve Health, Increase Equity, and Slow Global Warming?*" A reception following the talk will feature a sampling of local foods, and the UCSB Bookstore will be selling copies of Cleveland's recent book, *Balancing on a Planet: The Future of Food and Agriculture.*

Cleveland's talk is co-sponsored by the Office of the Executive Vice Chancellor and the Interdisciplinary Humanities Center.

Library Responds to Student Request for Computer Authentication

Coming this fall, most computers in the UCSB Library (Davidson and Arts libraries) will require that users log-on for access. UCSB students, faculty, and staff can easily authenticate using a UCSB NetID and password. Visiting researchers will be able to obtain guest credentials at the Circulation Desk.

This initiative is being implemented in response to increased student demand that the Library prioritize machines for University-affiliated users. In order to honor our responsibility as a public university, we have retained a small suite of computers in our main lobby that do not require authentication. Open access computers are available for community members to access the Library Catalog and databases, government resources, and to engage in other limited research activities.

UCSB Library joins thousands of academic libraries across the country, including many UC schools, in requiring authentication on public computers. The authentication tool will also provide other benefits, like allowing us to better understand demand and usage of machines in different parts of the Library. Note that the authentication software only verifies that a User ID and password are present in the University's database. It does not keep track of computer activity associated with individuals.

If you have questions about this initiative, please contact Gary Johnson, Associate University Librarian for Research and Scholar Services, at (805) 893-3713 or johnson@library.ucsb.edu.

Discography of American Historical Recordings Launches

With renewed support from the Packard Humanities Institute, the Library launched the beginnings of the Discography of American Historical Recordings (DAHR) this past June. This public research database of pre-1950s sound recordings supersedes the UCSB-created Encyclopedic Discography of Victor Recordings, a discography of recordings issued by Victor Records that established a new standard for authoritative online discographic resources.

With DAHR, researchers can now access through a unified interface more than 100,000 master recordings (matrixes) made by multiple recording companies between 1892 and 1930. Packard's $500,000 grant is supporting the acquisition, keying, and ingest of matrixes from Columbia Records, Berliner Gramophone Co., Brunswick, and Okeh; the licensing of electronic publication rights; and database and website programming. A partnership with the Library of Congress is also allowing for the addition of some streaming audio.

Thanks to Packard's funding, and to funding from the National Endowment for the Humanities and the William R. Moran Fund for Recorded Sound, as well as to dedicated project staff in Special Collections, DAHR is closer to becoming a truly comprehensive national discography of early sound recordings.

You can connect to the Discography of American Historical Recordings at http://adp.library.ucsb.edu/.

# A Serious Conversation: Library Collections Budget

In the LibQUAL+ Library satisfaction survey conducted in spring 2013, faculty and students across all disciplines clearly voiced their concern that the Library's information resources are inadequate. Many of your requests for important journals have gone unmet due to the Library's limited purchasing power. For over a decade, our collections budget has remained flat while journal and monograph prices have risen well above the general inflation rate. We have now reached a critical point where we have exhausted our strategies to minimize the impact of inflation—from canceling print versions of online journals to participating in collective purchasing through the California Digital Library. Even significant one-time budget infusions from University administration and diverting funding away from other Library priorities have failed to stem eroding purchasing power as our campus adds programs and researchers with new information needs.

The time has come for a serious conversation about the funding required to support the breadth and depth of collections, including journal subscriptions, at UCSB. This year, we will begin crucial conversations with University administration and faculty about the increasingly difficult problem of the Library's collections budget. This is a significant challenge we believe we can address by working together. Look for more on this topic in future communications.

For background reading about the Library's collections budget challenges, visit our website at http://www.library.ucsb. edu/collection-development/budget-challenges.

Map & Imagery Lab Works with USGS to Aid Afghan Scientists
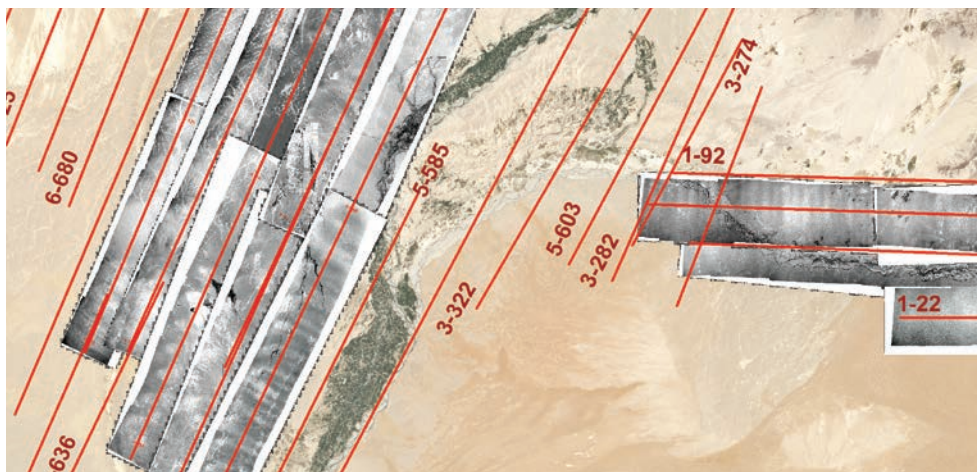
1952 photographs and associated flight lines overlaid onto a 2007 LandSat mosaic. The modern data helps MIL staff to determine the location of the vintage data in the Helmand Valley.

In 1952, a team of pilots and photographers from Fairchild Aerial Surveys in Los Angeles created a set of 1500 photographs of Afghanistan's Helmand Valley. Sixty-one years later, those images came to UCSB Library's Map & Imagery Lab (MIL) as part of a significant acquisition of aerial photographs from Whittier College (see related story in Spring 2013 issue of *The Lens*).

This year, the United States Geological Survey (USGS) approached MIL's Aerial Imagery Research Service (AIRS) with a request to scan and index the flight. The USGS has been helping the Afghan government to restore and rebuild natural resource infrastructure and information that was lost during years of instability in the region. MIL's staff has been stitching the photographs together into a guide map to help USGS and Afghan scientists more precisely geo-reference the photographs and form a larger picture of the landscape.

MIL's historic airphoto collection is the largest in an American university. While access to the collection is free for UC researchers, commercial users are required to pay fees for research assistance and reproductions. Revenues generated by AIRS subsidize this service and the long-term preservation of the collection.

Campus GIS Software License Now Managed by Library

All UCSB students, faculty, and staff have access to a wide variety of mapping and spatial analysis software via a campus-wide license with Esri. The Esri license has long been sponsored by six campus departments, including the Library. Starting this year, the license is now being administered by the Library's Map & Imagery Laboratory (MIL).

MIL already supports geospatial research on campus in a variety of ways, like offering classroom visits and assisting with access to a vast archive of spatial data. With its new responsibility, MIL now provides 12-month licenses for personal computers and manages the software license on University-owned equipment. The license is already used by Campus Planning and Facilities and drives the Geography Department's Interactive Campus Map (http://map.geog.ucsb.edu).

For more information visit http://www.library.ucsb.edu/mil/esri.

Addition and Renovation Project Update

On June 25, University Librarian Denise Stephens participated in a topping off ceremony with our construction firm, C.W. Driver, by signing the last beam to be added to the Library Addition

This summer, construction in the Library required a series of temporary floor and restroom closures. We appreciate your patience in dealing with reduced access to stacks, study space, and amenities. During this time, the Library's Circulation Desk operated a paging service on a two-hour turnaround cycle. 5,290 items were paged from closed floors from February 17-July 11, with all categories of users submitting retrieval requests: 16% faculty, 39% graduates, 44% undergraduates, and 2% staff. Bravo to our Circulation Services staff for folding these hardhat duties into their jobs in order to meet user needs and retain access to collection materials.

With the start of fall quarter, workmen have vacated the open sections of the Library, having installed a new fire alarm and suppression system in the 8- and 4-story buildings, updated restrooms to meet ADA requirements, and structurally reinforced the 8-story tower.

Our construction management firm, C.W. Driver, is now hastening its efforts towards completing the connecting Paseo, 2-story renovation and 3-story addition. The roofs on each of these structures is done; in mid-summer, University Librarian Denise Stephens signed the last beam for the addition during a topping off ceremony (see photo). Work is now progressing rapidly on fitting out the mechanical-electrical-plumbing features, building walls, adding windows and doors, and embedding technologies that will support the Library's new learning environments and collaborative spaces.

We look forward to sharing milestones with you throughout the year as we count down to an accelerated grand opening in fall 2015.

New Librarians

Tom Brittnacher recently filled our first data curation position. As Geospatial Data Curator, he is overseeing the Library's digital geospatial data collections and helping develop services for campus researchers interested in managing, preserving, and sharing their data. Tom has a BS in Geography, MA in Urban Planning, and a MLIS degree. He has worked in the private sector and was the first GIS Librarian at the University of British Columbia.

Catherine Busselen joined the Library on July 1 as Performing Arts Cataloger/Metadata Librarian. With twelve years of music cataloging experience at Brown and Vanderbilt universities, Catherine brings a wealth of knowledge about bibliographic control and metadata management for music and performing arts collections. She earned her MLS from Indiana University.

Shari Laster is the Library's new Government Data and Information Librarian. Shari comes from the University of Akron Library, where she managed government documents and coordinated technical services activities for the depository library program. In addition to providing reference and instruction, Shari has collection responsibilities for U.S., California, and local documents, government data, and law.

New Appointments

Jennifer Thompson is now head of the Ethnic and Gender Studies Library.

Chizu Morihara is now co-coordinator of the Humanities Collection Group with Sherri Barnes.

Open Access Week, October 2014

International Open Access Week promotes unrestricted online access to peer-reviewed scholarly research as a new norm. This year, join the Library at one of these events to learn more about trends and debates in scholarly publishing today:

Monday, October 20, 12pm
'Generation Open' Webcast & Pizza Party

Graduate students are invited to kick-off Open Access Week and this year's 'Generation Open' theme with peers from around the globe. In a live webcast from the World Bank, speakers address the importance of students and early career researchers in the transition to open access.

Tuesday, October 21, 5pm
What's the Big Deal?: Journal Pricing Secrets Exposed

Ted Bergstrom (UCSB Economics) presents findings from his recently-published article in the *Proceedings of the National Academy of Sciences,* which examines price discrimination by commercial and nonprofit journal publishers for bundled online subscriptions to academic journals.

Monday, October 27, 4pm
Altmetrics: New Ways to Evaluate for a New Publishing Environment

Journal citation impact factors have been exclusively used to measure research quality…until now. Librarian Chuck Huber introduces alternative metrics, or *altmetrics*, such as article downloads and social media citations, and explores how researchers can use them to their advantage.

Thursday, October 30, 4pm
Survival of the Fittest: The Brave New World of Scholarly Publishing

UCSB faculty journal editors discuss the positive and negative impacts of open access on their relationships with publishers. Panelists: Dorothy Chun (Education), Charles Kolstad (Bren), Helen Morales (Classics). Moderator: Eunice Schroeder (Library, Collection Development)

*All events are held in the UCSB Library, Mary Cheadle Room, 3rd Floor*

Many thanks to our co-sponsors: Bren School of Environmental Science & Management, Center for Information Technology and Society, CRIR (Council on Research and Instructional Resources), Department of Chemistry, Department of Economics, Graduate Division, Office of the Executive Vice Chancellor, and Office of Research.

For more information, go to http://www.library.ucsb.edu/scholcomm or contact Scholarly Communication Program Coordinator Sherri Barnes at (805) 893-8022 or barnes@library.ucsb.edu.

Scholarly Communication Express:

Brief Presentations on Publishing Trends
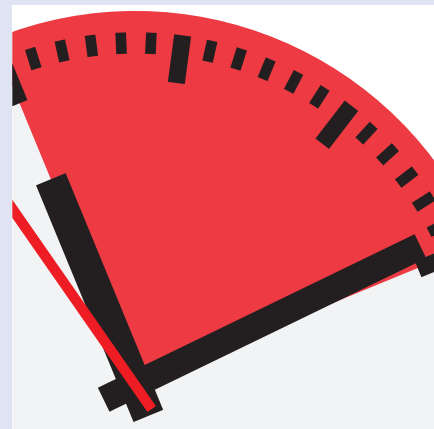
Last spring, the Library launched Scholarly Communication Express, a program that delivers 15-minute presentations to departments, organizations, and small groups on trends in academic publishing. The goal is to reach faculty and others during their regularly-scheduled meetings, without taking up too much time. Current topics are: the UC Open Access Policy, altmetrics, creating data management plans, Creative Commons licenses, eScholarship repository, EZID accounts, the NIH Public Access Policy, and understanding article publication agreements. Librarians also welcome the opportunity to consult individually with scholars seeking to navigate the increasingly complex scholarly communication environment. Presentations and personal consultations can be easily requested online at http://www.library.ucsb.edu/15.

Current Exhibitions

Images of Africa
Special Collections, Third Floor
Through January 2015

Special Collections, which has long taken a global view in building its research collections, houses a wide range of rare, valuable, and unique items that explore the diversity of Africa. Curated by David Tambo (retired head of Special Collections) and Edward Fields (Special Collections employee), *Images of Africa* draws upon research materials in Special Collections by and about Africans over the past 400 years. Included are maps, manuscripts, photographs, works by African writers, travelers' narratives, oral histories, rare 78rpm African records, and more.

An exhibition reception will be held in Special Collections on Thursday, November 6, 5-7pm.

An Artist Looks at His African Heritage
Arts Library, Lobby
Through January 2015

Presented in conjunction with *Images of Africa* in Special Collections, this exhibition showcases works by printmaker Amos Kennedy focusing on the African mask tradition.

Fall Events Calendar

MONDAY, OCTOBER 20
12-1:30PM

'Generation Open' Webcast & Pizza Party
(Open Access Week)
Mary Cheadle Room, 3rd floor

TUESDAY, OCTOBER 21
5PM

Ted Bergstrom: What's the Big Deal?: Journal Pricing Secrets Exposed
(Open Access Week)
Mary Cheadle Room, 3rd floor

SATURDAY, OCTOBER 25
10:30–11:30AM

Parents & Families Weekend Library Tours: Come Discover the Heart of Campus
Meet in UCSB Library Lobby

MONDAY, OCTOBER 27
4-5PM

Altmetrics: New Ways to Evaluate for a New Publishing Environment
(Open Access Week)
Mary Cheadle Room, 3rd floor

THURSDAY, OCTOBER 30
4PM

Survival of the Fittest: The Brave New World of Scholarly Publishing
(Open Access Week)
Mary Cheadle Room, 3rd floor

THURSDAY, NOVEMBER 6
5-7PM

Exhibition Reception, Images of Africa
Special Collections, 3rd floor

TUESDAY, NOVEMBER 18
4-6PM

David Cleveland: Balancing on a Planet: Can Local Food Improve Health, Increase Equity, and Slow Global Warming?
Pacific View Room, 8th floor

The Lens
FOR FACULTY AND SCHOLARS

♻ Printed on recycled paper.