

UNIVERSITY LIBRARY

NEWSLETTER

McHenry Library
UC Santa Cruz
Science &
Engineering Library



Friends of the UCSC Library

November 2010

Being Grateful

by Ginny Steel, University Librarian

As the days grow shorter and the end of 2010 is in sight, it's time to take stock of what has happened over this busy year and to say "thank you" to the many people who have helped the UCSC Library carry out its mission. We are very grateful for all of your support and good will, and it has sustained us through one of the most difficult years in memory. The budget situation, student occupations of the Science & Engineering Library, and the fire in McHenry Library tested our mettle over the past 12 months, and we could not have made it through without the help of so many people:

Thank you to the wonderful people who have continued or increased their support of the UCSC Library.

Thank you to the generous people who parted with precious collections of prints, photographs, books and more, so they can be used to support teaching and research in Special Collections & Archives and in our circulating collection.

Thank you to the Grateful Dead fans who hosted us in their homes and who invited their friends to make miracles happen for the Grateful Dead Archive.

Thank you to the UCSC parents who understand the role libraries play in their children's education and who helped us extend library hours during finals.

Thank you to the people who answered the call

to support the UCSC Library by responding to students who phone to solicit donations.

Thank you to the fabulous students who worked to pass Measure 42, the proposition to institute a student fee to pay for the restoration of library hours for the next three years.

Thank you to the construction workers who are moving into the final stages of renovating the original McHenry Library.

Thank you to our campus partners in administration, ITS, Student Affairs, and other units who have worked with us in many ways to help us enhance the library's support for teaching and research.

Thank you to our hard-working and dedicated library staff who, in the face of daily challenges, so ably keep the UCSC library services and buildings running. You have done a terrific job!

Finally, thank you to the 1 million library users who are living testimony that academic libraries thrive and continue to serve the purpose of educating the future leaders of the state and the country.

2011 is not far off, and we're looking forward with optimism. Have a wonderful holiday season and best wishes for the new year!



Determined Students Make it Happen

by Lettie Bennett, Associate Director of Library Development

In an era where it is normal for academic libraries to be open 24/7, in the spring of 2010 the UCSC library buildings were headed in the opposite direction.

Budget cuts of \$1.95M assessed to the University Library over the last two years had resulted in cuts to the collection budget, fewer open hours, and staff vacancies. Those cuts equaled:

- 6.5 full-time staff positions unfilled
- 9,888 student employee hours unfunded
- * \$780,000 in permanent cuts to the collection budget

Without the personnel to staff the library buildings, fewer open hours were the reality.

BUT, creative thinking by University Librarian Ginny Steel and her library management group led to the idea of a student fee dedicated to restoring library hours. That idea became Measure 42, a \$6.50 per academic quarter fee. The fee would fund an extra 400 open hours per quarter, plus an added 6 hours a day during finals weeks, beginning Fall 2010 and ending Summer 2013. And it would restore some staff and student assistant positions.

Working with library administrator Elise Herrera-Mahoney, under the student leadership of Matt Palm, Michael Laird and Jessie Wilkie, students organized in support of Measure 42.

Matt, Michael and Jessie had to make two things happen in order for the measure to be placed on the campus ballot:

1. Secure approval of all 10 colleges and the Graduate Student Association.
2. Get at least 1,577 undergraduate and 150 graduate signatures.

They, and the student volunteers they recruited, did it! In fact 2,555

undergrads and 218 grad students signed the petition.

After the measure gained a place on the ballot, the student volunteers had to secure the votes of 5,252 students for the election to be valid. For the measure to pass, 50% +1 of the minimum number of voting students had to vote in favor it.

Once again, the group did it. Measure 42 passed with an exceptional 83.9% approval!

Anyone who has ever worked on a political campaign has an idea of the effort involved. Here's what Matt, Michael, Jessie and their group did:

- Developed flyers, buttons, bookmarks and other campaign material.
- Distributed hundreds of flyers and posters across classrooms, bus stops, residential dining halls, library buildings, Quarry Plaza, and the academic buildings
- Created a Measure 42 FaceBook page targeted to undergraduate students
- Ran a Facebook ad created by librarian Sue Perry
- Sent a letter to graduate students to encourage them to vote
- Scheduled and staffed tables in front of McHenry and Science Libraries to encourage all students to vote.

What's the impact of Measure 42?

- Findable Books: student employee hours added to keep up with the demand for re-shelving (280,000 items a year circulate)
- More reference assistance: four part-time librarians added to staff
- Access: Longer open hours equal more access to collections, librarians, computers, and quiet study space

We are thankful to all the students who voted, organized, coordinated and made real the restoration of library hours and services. We especially thank Michael, Matt, and Jessie.

Editorial



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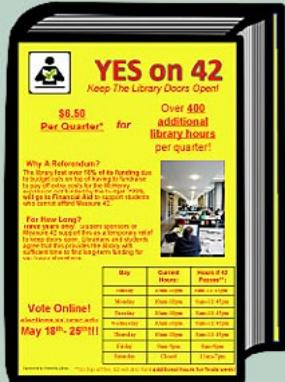
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Cultivating A Movement: An Oral History Series on Sustainable Agriculture and Organic Farming on California's Central Coast

By Lettie Bennett, Associate Director of Library Development

Long title. Fascinating subject.

Congressman Sam Farr joined other guests and library staff to celebrate the release of a series of 58 interviews with farmers, activists, researchers, and educators. Congressman Farr was among those interviewed. (For a full list of interviewees, see the September 2010 issue of University Library Newsletter.)

Congressman Farr spoke to the assembled interviewees, students, faculty, and community members about the crucial importance of organic and sustainable agriculture, as well as the role of the University Library.



Zachary Wolinsky and Trevor Storey, UCSC students who attended the event.

Trevor is a senior majoring in Environmental Studies with a focus in Agroecology and food systems.

Zachary is a fourth year Anthropology student affiliated with Cowell College. An organizer for the Education for Sustainable Living

Program (ESLP), Zachary said, "What excites me about the Cultivating a Movement project is that it shows us where we have come from and where we are going with sustainable and organic agriculture in California. It is important to know this rich history and hear it from the farmers and families themselves. "

One of the stories he told harkened back to the days when Sam Farr was a state legislator. Funding for the construction of the UCSC Science & Engineering Library was about to be voted on, along with construction of many other buildings across the state. A savvy staff member pointed out to Sam that "his" library needed to be among the top 10 on the list to be assured funding. Sam had the change made, and, sure enough, any project lower than number 10 did not get funding. Whew!

The oral history project is one of the outputs of the University Library's Regional History Project. The Regional History Project has been documenting the history of the Central Coast of California and the institutional history of UC Santa Cruz since 1963, through oral history. Library staff member and historian Irene Reti leads the effort.



Congressman Sam Farr with University Librarian Ginny Steel

The latest collection encompasses the 1960s through the present. The transcripts of the interviews are available online and are published in a 10-volume set. At the library's website you'll find the transcripts along with audio clips from the oral histories, photographs, and additional resources.

Exhibits featuring excerpts and images from the project are on display at both McHenry and Science & Engineering Library buildings until December 10th.

Visit library.ucsc.edu and type "Cultivating a Movement" into the search box in the upper right corner of the page. Be entertained, informed, and deeply moved.

Thank you, Irene and team members. And thank you, library supporters!

One Call at a Time

By Christy Rey, Friends of UCSC Library

Each year the UCSC Telephone Outreach Program (TOP) helps raise money for the University Library.

Thanks to the support of 262 UCSC alumni, parents of students, and campus friends, the University Library received an estimated \$22,000 during the 2010 TOP calling period.

Kiersten Fields, a psychology major and one of 60 trained TOP student callers, gave voice to why these students make calls and ask people to talk with them: "We believe our role is to serve as a connection between specific University needs and the UCSC alumni, parents, and friends. Our goal is to inspire, educate, and empower people to allocate their donations toward their most deeply held values."

In 2010 more than half of the contributions raised by the TOP student callers were directed to the renovation of the University Library and the remaining portion was used to augment the library collections. One example was the \$1,700 in pooled donations directed to the physical and biological sciences to purchase an essential online version of the *Encyclopedia of Inland Waters*. According to Science Librarian Christy Hightower, "No other work

brings together such valuable content on so many aspects of inland waters. Given the extraordinary demands on freshwater worldwide, this work fills an important need."

"TOP students develop valuable communication skills and are trained to have a variety of conversations about all aspects of the University. TOP connects with thousands of individuals, raising funds and enhancing relationships between UCSC and its alumni, parents, and friends," explained Frank Barter, manager of the Telephone Outreach Program.

Librarians and library staff members give high praise to the one-call-at-a-time fund-raising efforts of the TOP program. **Next time you hear from a TOP student, please "Answer the Call" and continue to support the University Library's work.**



If you'd like to make an online contribution to the University Library, visit library.ucsc.edu/giving. We are grateful for your support.



191
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McHenry Library / Science & Engineering Library Fall Quarter Hours September 23 - December 9, 2010

Sunday-Thursday	8am–12am
Friday	8am–8pm
Saturday	11am–7pm

Exceptions

Wednesday, November 24 (Thanksgiving Holiday) OPEN 8am-5pm
Thursday & Friday, November 25-26 (Thanksgiving Holiday) CLOSED
Thursday, December 9th (Last day of Finals/Qtr) OPEN 8am-5pm

Extended Hours for Finals (December 1–December 8, 2010)

Wednesday, (12/1) 8am-3am
Thursday, (12/2) 8am-3am
Friday, (12/3) 8am-11pm
Saturday, (12/4) 8am-10pm
Sunday, (12/5) 8am-3am
Monday, (12/6) 8am-3am
Tuesday, (12/7) 8am-3am
Wednesday, (12/8) 8am-3am

Library Hours are shown on the web page
<http://library.ucsc.edu/hours>

