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# Annual Report 2004

Jay Schafer

*University of Massachusetts Amherst*

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## ISEL: A Library for Scientists and Engineers

THE INTEGRATED SCIENCES and Engineering Library (ISEL) in the Lederle Graduate Research Center opened in early 2004. ISEL combines the former Biological Sciences and Physical Sciences and Engineering Libraries into one efficient, beautiful facility. The extensive renovations in Lederle include a new lobby and service desks, fresh carpeting and paint, study tables and chairs; improved access to elevators, and plenty of new computers.

The ISEL grand opening celebration was held on February 23. Chancellor John V. Lombardi, Provost Charlena Seymour, and Director of Libraries Jay Schafer heralded the occasion with brief remarks. The day featured tours; demonstrations of wireless technology, which allows students to use laptop computers without plugging them in; and a photo display of "before and after" pictures.

ISEL brings together resources in agricultural sciences, astronomy, biochemistry, biology, chemistry, computer science, engineering, food science, geosciences, mathematics and statistics, physics, polymer science, and wood technology.

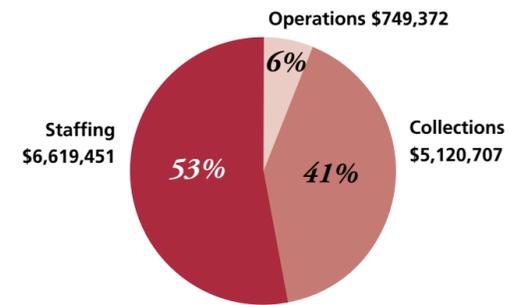
Leslie Schaler



*"The wireless access to the Internet now available is awesome."*

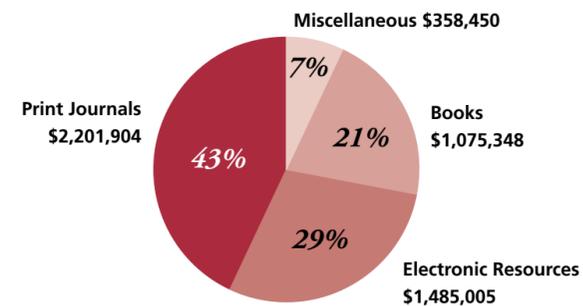
*"The newly remodeled ISEL is very nice with comfortable seating."*

### Library Expenditures, FY04



Total Expenditures: \$12,489,530

### Collections Expenditures, FY04

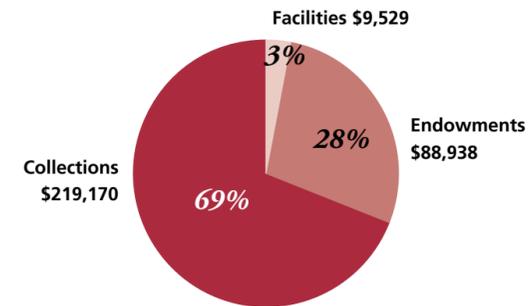


Total Collections Expenditures: \$5,120,707



Editors: Emily Silverman & Leslie Schaler • Designer: Jack Cavacco • Renderings: Edwards and Kelley • Painting: Tam Nguyen

### Donations, FY04



Total Dollars Donated: \$317,638

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

Director of Libraries  
W.E.B. Du Bois Library  
University of Massachusetts  
154 Hicks Way  
Amherst, MA 01003-9275

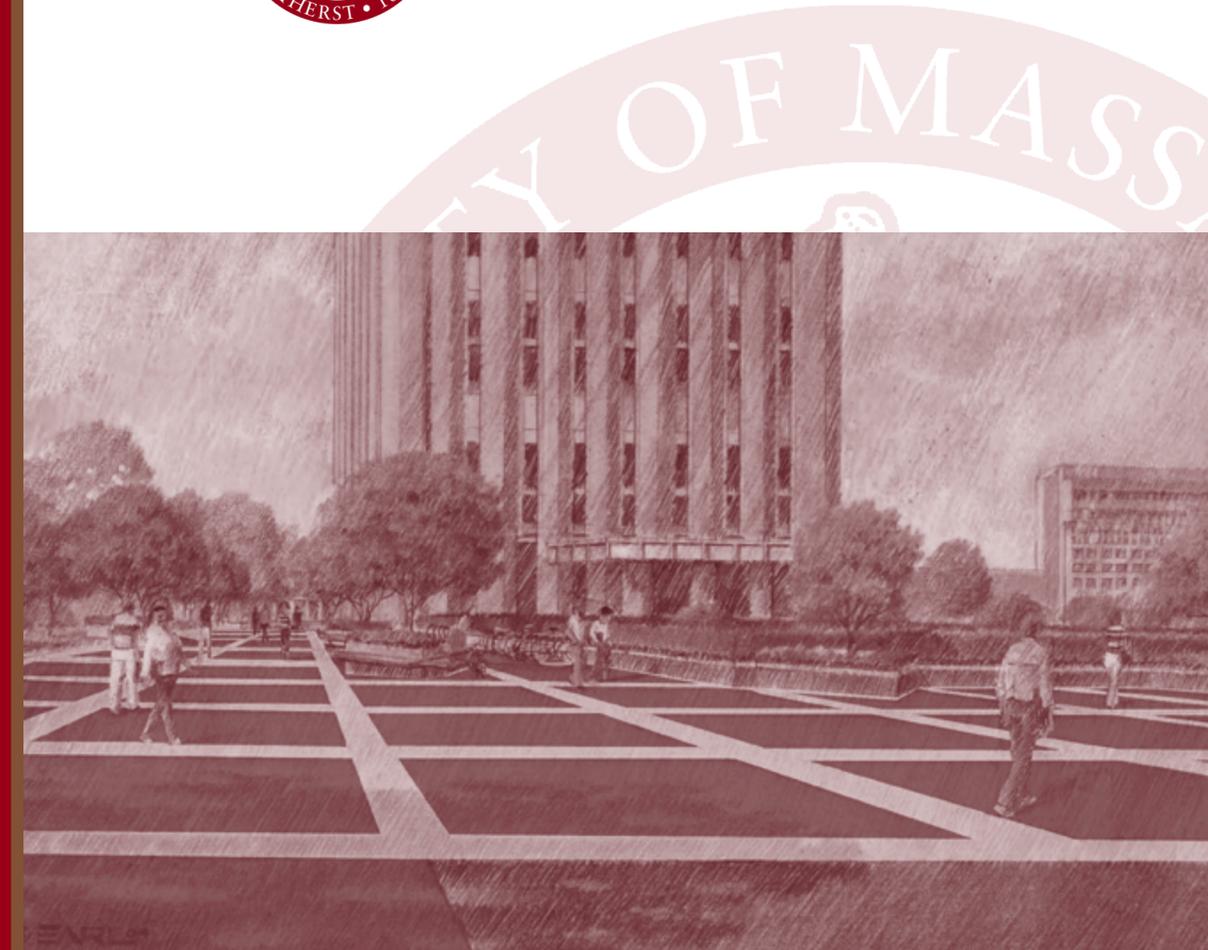
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REPORT OF THE

# Library 2004



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## Message from the Director

WITH BOTH FEET now firmly planted in the 21<sup>st</sup> century, none of us can disagree with Jawaharlal Nehru that "Everything changes continually." At the UMass Amherst Libraries in 2004, we wonder if even Nehru could have imagined the speed of change we are now experiencing. The many retirements of 2003 created an especially challenging environment for the Libraries in 2004.

By working collaboratively with library staff during the past year, we have developed an innovative new structure that provides for discussion and participation at all levels. This exchange of ideas has resulted in the creation of a shared vision for the Libraries and a renewed dedication to satisfying the demand for scholarly information by students, faculty, and the research community.

In the library community, we embrace changing information technology and, over the past year, have continued the transition from a traditional paper-based library to one providing electronic resources and services that are very competitive with other major research institutions. As technology continues to evolve, the library is a central player on the campus as we move toward learning management systems, institutional repositories, and providing services to off-campus constituencies.

This is an exciting time for libraries. Information technology in general and the World Wide Web in particular have created an awareness of knowledge resources in students, faculty, and the general public that has never before existed. Our traditional library roles of assisting users, building collections, and providing the intellectual organization necessary for access and retrieval are simultaneously being reinforced and challenged. Please visit the UMass Amherst Libraries web site ([www.library.umass.edu](http://www.library.umass.edu)) for more information about this year's accomplishments and our exciting new activities in 2005.

**Jay Schafer**  
Director of Libraries



Bill Cosby  
meets Director  
of Libraries  
Jay Schafer

Thom Kendall

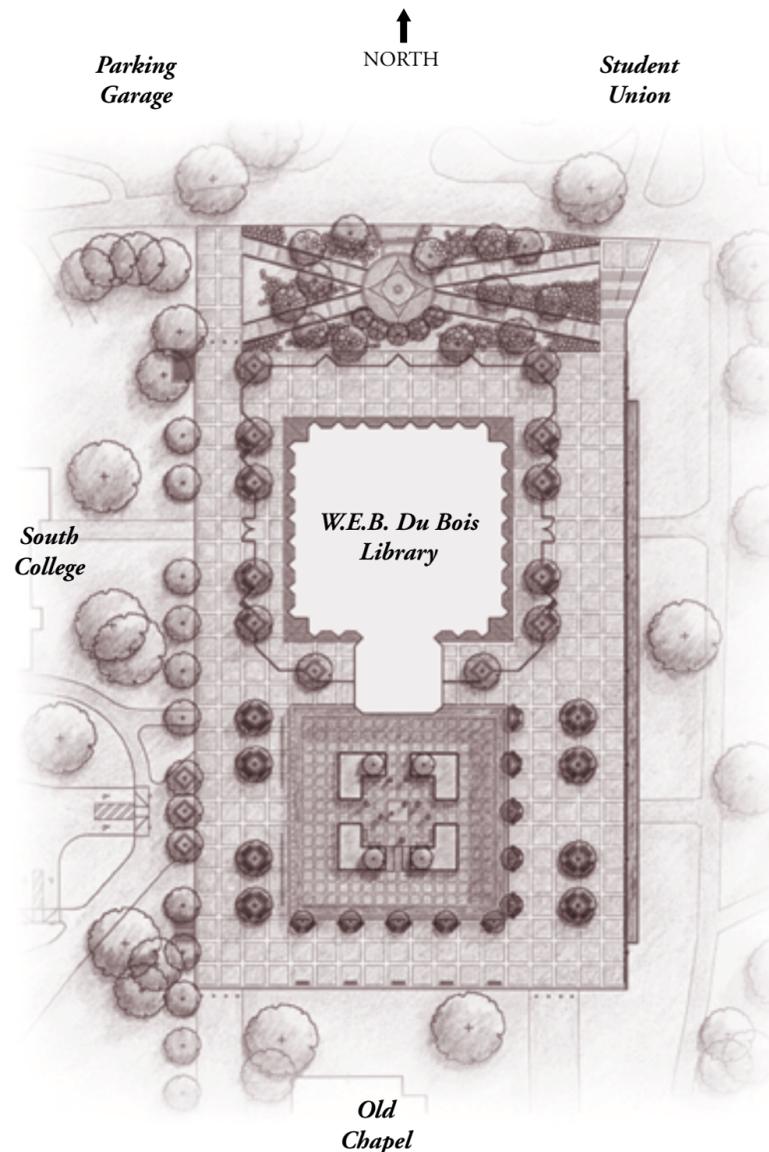
## "Patent Librarian Tracks Wacky Ideas"—and Other Highlights

IN HONOR OF the Library's 20<sup>th</sup> anniversary as a federal patent and trademark depository, patents librarian Leonard Adams, was interviewed extensively by both the *Springfield Republican* and the *Worcester Telegram* newspapers. We are one of just 86 patent depository libraries in the U.S., and this unusual component of our collection deserves the media attention. From mousetraps to self-cleaning toasters, this is a rich resource, if a bit "wacky" as one reporter noted with admiration.

The Library purchased a campus-wide subscription to RefWorks, a Web-based citation management program. RefWorks helps students, faculty, and staff create and build bibliographies. It collects, stores, and organizes citations from books, articles, Web sites, and other sources. It also converts citations into properly formatted bibliographies.

In 2004, the Library was one of 209 institutions participating in the annual LibQUAL+™ survey. LibQUAL+™ is a rigorously tested Web-based survey that helps libraries assess and improve their services and collections. The survey results are helping us direct efforts to improve services and collections. LibQUAL+™ is an outcome-based assessment instrument adapted from SERVQUAL, an instrument developed for business and industry. It is part of an ongoing service quality assessment program provided by the Association of Research Libraries.

## Old Dirt, but Good Dirt



AS CHANCELLOR JOHN V. LOMBARDI often notes there's a lot of "old dirt" around here – and the Library, for one, is happy to have it. In Lombardi lingo, "old dirt" is an improvement to an existing structure. Our "old dirt" project is the renovation of the Du Bois Library plaza (aka "the deck" around the building).

The deck project started last summer and completion is expected this spring. The plaza paving has been removed and will be replaced with handsome new two-toned concrete, seating areas under shade trees, a terraced garden, new lighting, and accessible pathways (see left, and front cover).

Along with the exterior improvements, many interior changes are underway as well. The entrance lobby will have a new vestibule that leads to a café (opened 2/7/05), information center, and browsing collection with each week's new books on display.

In addition, the map collection has been moved to the renovated Floor 2 from its penthouse on Floor 26. On the north side of Floor 2, we have created a quiet study area with new carpeting, comfortable chairs, and study tables.

Thanks to the helpful input from the LibQUAL+™ user survey, facilities improvements continue to be a high priority for the Library. We are creating an inviting environment that will support and foster research and studying.

These changes will include centralizing services on the Main Floor, transforming it into a Learning Commons – a dynamic teaching and learning environment. The Learning Commons will bring together many campus services and resources in a streamlined, central location. It will improve access to Library resources, provide state-of-the-art technology for research and coursework, and offer a variety of meeting rooms and study areas.

More mundane, but no less needed, are the planned improvements to the heating, ventilating, and air conditioning systems, fresh paint, new carpeting, and lots of comfortable chairs.

## 5,600 People Can't Be Wrong!

IN 2004, more than 5,600 donors contributed over \$317,000 to the Library. Both the number of donors and the amount given are all-time highs. We are genuinely grateful for your involvement and investment. Thank you for helping us ensure the strength and vitality of the Library.

Our goal in 2005 is simply to exceed the 2004 numbers – and to raise at least \$350,000. We can do it! Here are some of the ways we work to raise awareness and support.

The Second Annual "Dinner with Friends" at the University Club raised over \$8,000, a 100% increase from 2003. The featured authors were Jeannine Atkins (children's literature), Elinor Lipman (fiction), Ron Welburn (poetry), and Barry Werth (non-fiction). The evening included a delicious multi-course feast, Yankee book swap, autographed book raffle, and table-side conversations with the authors. Several business sponsors helped make the event successful, including Bonbons de Bourguignon®, Boyden & Perron, Dell Inc., Florence Savings Bank, Gravity Switch, the Jeffery Amherst Bookshop, National Evaluation Systems, Thurston Foods, and Trader Joe's. We thank everyone for their participation and sponsorship.

The Sixth Annual Recognition Awards Lunch celebrated retired library staff members and graduating student library assistants, and presented the Siegfried Feller Award for Outstanding Volunteer Service. The recipient of the Feller Award was Irving Seidman, author of *Oswald Tippo and the Early Promise of the University of Massachusetts*, which was published by the Friends of the Library in 2002.

The Friends of the Library hosted the Sixth Annual Donor Appreciation Reception on September 26 in Memorial Hall. All Library donors were honored, in particular those who donate through payroll giving. Author Nicholas A. Basbanes gave a delightful keynote talk on his work, which includes *A Splendor of Letters: The Permanence of Books in an Impermanent World*.

The Jeffery Amherst Bookshop, an independent bookseller in Amherst, once again dedicated a week-end to the Library. Their second annual Thanksgiving benefit included a great talk by Professor Stephen Gehlbach on his book *American Plagues: Lessons from Our Battles with Disease*. Ten per cent of the weekend's proceeds were donated to the Library. Thank you to Howard and Joy Gersten, and all the staff at the Jeff Bookshop.



## When is a dollar worth \$1.50? Now.

The Commonwealth's *Public Higher Education Capital and Endowment Incentive Program* will match, at a rate of 50 cents per dollar contributed, new endowment gifts to UMass Amherst received by June 30, 2005 (on a first received, first matched basis) that meet certain criteria. The following Library funds are among those eligible for matching.

**Oswald Tippo Library Endowment Fund** for special or exceptional materials to build the collections

**Randolph W. Bromery Library Endowment Fund** for initiatives that build awareness and understanding of the intellectualism of W.E.B. Du Bois

**Library Staff Development & Training Endowment Fund** to support training and development opportunities for Library staff

**Friends of the Library Endowment Fund** to support collections

**Ann Elder Bestor Memorial Library Endowment for Business Reference** for the business reference collection

**Howard E. and Margaret E. Barr Bigelow Fund for the Life Sciences Collection** for periodicals in biological sciences and geosciences.

**Library Archive Fund** for the preservation and restoration of archives.

**J. May Wiggin Fund** for special collections and preservation

**Bronislaw M. Honigberg Memorial Book Fund** for books in the biological sciences

**Pauline P. Collins Latin American Collection Endowment** for the collection on Latin America

**Littauer Book Fund for Judaica** for Judaica films, videotapes, books, etc.

**Veli W. and Ida G.L. Wallenius** for library materials and support of library programs representative of diverse cultures.

## Major accomplishments of the Libraries in 2004 include:

- Community, Diversity, and Social Justice Action Plan
- LibQUAL+™ survey to assess campus satisfaction with library services, collections, and facilities
- Selection of new Five College Integrated Library System
- W.E.B. Du Bois Library deck replacement construction project
- Revitalization of Library Development and Communication efforts
- Renovations including the Integrated Sciences and Engineering Library, and the Du Bois Library lobby, map collection, and quiet study areas
- Three Year Strategic Action Plan
- Planning for new Learning Commons on the Main Floor of Du Bois Library
- Participation in the Boston Library Consortium and the Massachusetts Virtual Union Catalog