



University of  
Massachusetts  
Amherst

## University Libraries Annual Report 2013

Item Type	article;article
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Download date	2025-05-19 18:42:09
Link to Item	<a href="https://hdl.handle.net/20.500.14394/32341">https://hdl.handle.net/20.500.14394/32341</a>



## We pulled together and ...

**CELEBRATED** the 40<sup>th</sup> anniversary of the W.E.B. Du Bois Library building.

**JOINED** HathiTrust, a partnership of major academic and research libraries collaborating to preserve and provide digital access to published content.

**HONORED** Kenneth Feinberg '67, G '02H at JFK Library in Boston on September 11 (*view the video on YouTube*).

**HOSTED** former President and Prime Minister of Cape Verde, Pedro Pires in Special Collections.

**ANNOUNCED** the launch of The American Revolution Documentary Archive.

**LAUNCHED** the National Arts Policy Archives and Library.

**HOSTED** "Owning the Genome: Myriad Genetics and Biomedical Patents" with attorney Chris Hansen.

**CELEBRATED** the birthday of W.E.B. Du Bois with events and speaker Arthur McFarlane, great-grandson of Du Bois.

**HOSTED** Open Access Week, a series of events promoting unrestricted online access to peer-reviewed scholarly research.

**OFFERED** a new course, "Demystifying Library Research".

**HOSTED** Senate Historian Richard Baker '61 in Washington, D.C., with Congressman James McGovern, D-MA.

**COMPLETED** digitization of the Horace Mann Bond Papers.

**WELCOMED** Teenage Mutant Ninja Turtle sculptures donated by Peter Laird '76.

**COMPLETED** occupancy sensor and elevator projects and initiated sprinkler and electrical upgrade projects.



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# Annual Report of the Libraries

UMASS  
AMHERST



Rope pull 2013



Rope pull circa 1905





**From 1,000 shirts ordered:**  
 12,400 bottles diverted from landfills;  
 199,648 lbs. of greenhouse gases saved;  
 137,586 gallons of water saved; and  
 1,701 kWh hours of energy saved.

### Greening the Libraries

- Created sustainable t-shirts in honor of Earth Week made out of 100% recycled bottles featuring an archival photo of the campus's early days as an agricultural school. The T-shirts were created from post-consumer waste yarns made in the U.S. and are stamped with a bottle count. The average shirt consisted of 14 bottles.
- Raised \$35,400 from 931 donors for the Libraries Sustainability Fund
- Won prestigious Gale Cengage Learning Financial Development Award for the Libraries Sustainability Fund
- Awarded eleven Sustainability Curriculum Initiative Grants to Faculty
- Co-sponsored Annie Leonard, creator of The Story of Stuff Project, keynote speaker for Earth Day
- Welcomed the "Green Monstah" E-Waste Recycling Center to the Library and helped recycle 500 electronic waste items, including ink cartridges, cell phones, and phone batteries

### How Library Dollars Were Spent



**Collections Expenditures FY13**  
 Total: **\$6,979,364**

- Subscriptions & electronics: \$5,965,957
- Books and other one time resources: \$820,053
- Collection Support \$193,354

**Library Expenditures FY13**  
 Total = **\$17,638,187**

- Staffing: \$8,407,165
- Collections: \$6,979,364
- Operating Expenditures: \$2,251,658

## Your Libraries by the numbers

**903,330** e-books available, an increase of **17%**

**896,783** WorldCat searches in 2013 calendar year

**1,281** Facebook friends, an increase of **71%** in calendar year 2013

**15,077** average number of visitors on busiest days, Wednesdays in April

**1,200,330** downloads of content in ScholarWorks and **461,072** visitors during the 2013 calendar year

**1,104,576** raised by the Library from **5,496** donors

**1,155,223** visitors to Du Bois Library, a **3%** increase

**\$1,329,962** Gross sales of Procrastination Station Café, an increase of **140%**

**250,215** café customers

**143,781** cups of coffee sold

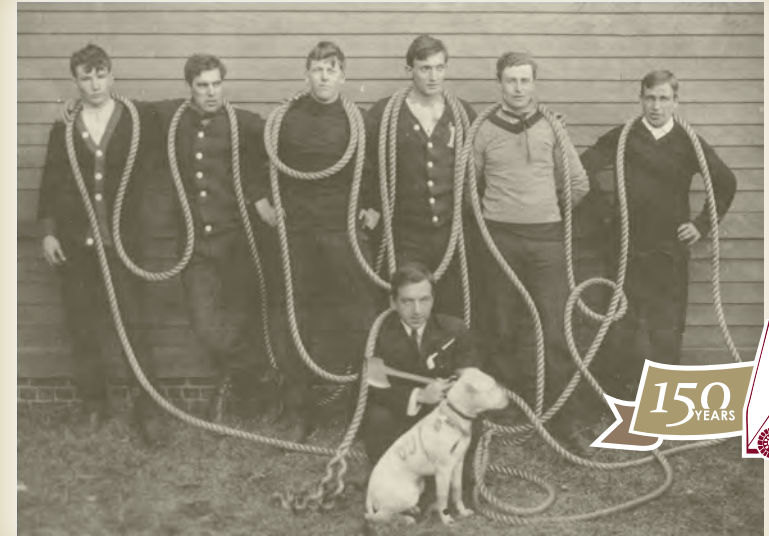
**\$24,799** in revenue from **27,328** square feet of posters, an increase of **25%**

**1,035** Printed Posters, generating **\$19,950** from **110** donors to help open the Digital Media Lab

**Raised \$2,750** enabling the Library to purchase a more powerful webcam to view the Peregrine Falcon chicks

**Raised \$19,950** from **110** donors to help open the Digital Media Lab

\*Numbers are for fiscal year 2013 unless otherwise noted



### Campus Celebrates Sesquicentennial 1863-2013

**SPECIAL COLLECTIONS AND UNIVERSITY ARCHIVES** had a special role in the sesquicentennial celebrations in 2013 releasing 10,000 historic images and photographs, supporting research and providing interviews for WGBY's documentary, *The Radical Idea: UMass Amherst and America's Education Revolution*, curating a series of exhibits examining campus life from the founding years to the present day, hosting the 15th Annual Fall Reception, "Ghosts of Campus Past," and providing images for the commemorative book *UMass Rising* and for monuments to the agricultural roots of the college.

#### Other highlights from Special Collections

The Credo digital repository surpassed 100,000 items comprised of almost 300,000 individual scans representing 20 different archival collections. This makes Credo one of the largest special collections digital repositories in the country.

#### GIFTS OF NOTE

##### Stan Rosenberg Papers, ca.1991-2008

**Stanley C. Rosenberg '77** began his career in politics as an aide to state Senator John Olver from 1980 to 1983. By 1986 he was elected to the Massachusetts House of Representatives where he served until 1991 when he was elected to the state Senate, a seat vacated by U.S. Congressmen John Olver. The Democratic Senator has served in the Senate ever since, assuming a number of leadership positions from Chair of the Senate Committee on Ways and Means to President Pro Tem of the Massachusetts Senate. Representing towns in Hampshire and Franklin counties, Senator Rosenberg was a moving force behind a campaign finance reform bill that reduced the role of private money in the state's political system.

*The best way to win someone's trust is to tell the truth; clearly, forcefully, directly.*

—Stan Rosenberg

##### Judi Chamberlin Papers, ca.1970-2010

A pioneer in the psychiatric survivors' movement, the late **Judi Chamberlin** was as an activist for the civil rights of mental patients. She helped found the Mental Patients' Liberation Front, authored *On Our Own: Patient Controlled Alternatives to the Mental Health System* (1978), and was a tireless advocate for the patient's perspective and for choice in treatment. She was awarded the Distinguished Service Award by the President's Committee on Employment of People with Disabilities in 1992, the David J. Vail National Advocacy Award, and the 1995 Pike Prize, which honors those who have given outstanding service to people with disabilities.

*Stimulating people to think, and helping them to articulate what they may not have had an opportunity to put into words, is extremely satisfying.*

— Judi Chamberlin

*Happy Birthday to our own Great Tower. In your continual transformation, you continue to transform lives.*

Every great tower has its challenges. The Leaning Tower of Pisa has had noticeable issues since it was built in 1173. The 124-year old Eiffel Tower was supposed to stand for just two decades. In 1945, the Empire State Building weathered a B25 hitting its 79th floor, to say nothing of King Kong's claws. The Statue of Liberty is still under repair following Hurricane Sandy. ||| Forty years after it first rose on the Amherst skyline, the W.E.B. Du Bois Library stands tall at the heart of campus. It has weathered hurricanes, naysayers, myths, rumors, and riots. In 1986, students and faculty participated in a grass-roots effort, using old-fashioned elbow grease and donated materials, to spruce up the library, during "Mass Transformation." At its ruby anniversary, the Du Bois Library contains a Learning Commons, Digital Media Lab, renovated archives and digitization facilities, technology-rich study spaces, and classrooms of the future.

**W.E.B. Du Bois Library 1973-2013**

*A Monumental Effort. A Continual Transformation.*

