



University of  
Massachusetts  
Amherst

## University Libraries Annual Report 2010

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# We're Climbing Ever Higher

These increases are just in the last year!

# \$1,190,258

Raised thanks to you

# 391,858

Electronic books available

# 322,746

People who visited ScholarWorks (from 209 countries), a 198 percent increase after 4 years

# 33,378

Visits to RefWorks, an online research management tool, an increase of 23 percent

# 8,925

Square feet of posters printed on our new poster printer, a service open to all

# 421

Consultations librarians provided in satellite locations across campus, an increase of 14 percent

# 20

Percent increase in Information Desk questions

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AMHERST, MA

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



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*“This may have been the best and most academically helpful lecture I have ever attended at UMass.”*

Librarians this year taught information literacy skills to 7,598 students and faculty, a 26 percent increase over last year. Here's what some of our other students are saying:

*“This session made me feel much more comfortable in this huge library! Thank you.”*

*“I know that this has made my research process much easier already.”*



On the cover: Minuteman Marching Band passes the Library on their way to the George Parks Memorial in October

# Report of the Library 2010



## Selected Acquisitions

### Library To House Largest Gift Ever to the UMass System



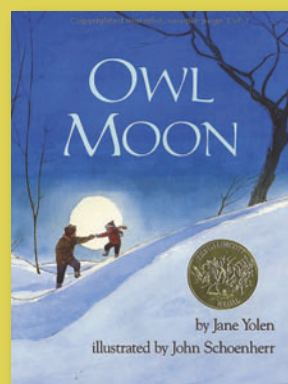
In partnership with the Sport Management Department at UMass Amherst, the Library's Department of Special Collections and University Archives will soon house the papers of Mark H. McCormack, including a comprehensive collection of McCormack's correspondence, writings, photographs, and client-related memorabilia. Beginning in 1960 when he struck a handshake deal with legendary golfer Arnold Palmer, McCormack became a pioneer in sport and entertainment marketing, launching what would become the world's largest sport management firm, the International Management Group (IMG).

The collection spans McCormack's entire lifetime (1930-2003) and when processing is complete, will total approximately 7,500 boxes, or 11,000 linear feet of material. The Library has embarked on a comprehensive assessment of the collection and will digitize significant portions of it, making it available to researchers and students worldwide through a special website. An archivist, Kirstin Kay (above), has been hired to coordinate efforts relating to the collection and has begun transferring the papers.

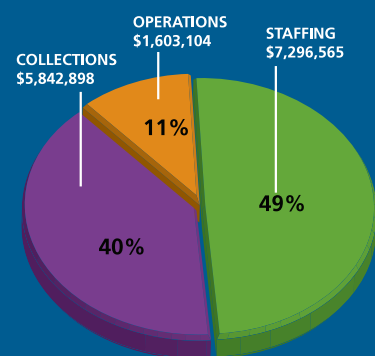
watch video [bit.ly/mccormackvideo](http://bit.ly/mccormackvideo)

### Masha Kabakow Rudman Issues in Children's Literature Collection

Professor Emerita Masha Rudman G'70 donated her personal collection estimated to include more than 8,000 volumes consisting of a combination of children's literature and scholarship on the subject. This valuable teaching collection is uniquely arranged according to important issues within the books, e.g. Adoption and Foster Care, Aging, Bullying, Death, Divorce, and more.



### Library Expenditures FY10



## Learning Commons 2010 Highlights

We expanded the Learning Commons to 30,000 square feet, an increase of 20 percent, boosted seating by 80 percent, added more study rooms, and installed multimedia computers.

**The Learning Commons** Lower Level, W.E.B. Du Bois Library

- The Learning Commons accommodates collaborations in pairs or groups.** (Photo of students at a table)
- Advising** (Photo of a student and advisor)
- Students work on multimedia projects using library hardware and software.** (Photo of students at a computer workstation)
- Circulation/Reserves** Multimedia recording equipment and laptop loans to students (Photo of a student at a service desk)
- Students can schedule in-depth consultations with their subject librarians.** (Photo of a student and librarian)
- Reference & Research Assistance** (Photo of a student and librarian)
- Writing Center** (Photo of a student at a writing desk)
- We combined the services of the Circulation Desk with those of the Reserves Desk and Interlibrary Loan on the Lower Level of Du Bois Library to expand service hours.** (Photo of a student at a service desk)

Other areas shown on the floor plan include: Reference Books, QIT Print Release, QIT Print Release (Loan), Media & Microforms (3rd floor), Learning Resource Center (10th floor), and Procrastination Station.

## 2010 GREATEST HITS

**ESTABLISHED** the W.E.B. Du Bois Center Board and hosted Inaugural Du Bois Center Symposium.



**WON** an NEH Grant for nearly \$315,000 to complete the digitization of the Du Bois Papers.

**EARNED** a place among the top 10 repositories (along with University of Pennsylvania, U of Nebraska Lincoln, and Purdue University) among hundreds of other Digital Commons Repositories.

**OPENED** the Teaching Commons: a space for faculty to collaborate and get technological support.



**MADE** headlines in *The Boston Globe*, *The Republican*, *The Daily Hampshire Gazette* and others in articles about the Library, students, and staff.

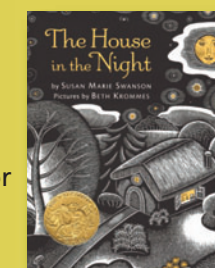
**PROVIDED** the world at our users' fingertips, literally, by offering WorldCat, a resource to search libraries world-wide, on the Library home page.

**CREATED** the John J. Bonsignore Library Fund for Legal Studies.

**LANDED** another grant from Microsoft for computer software worth nearly \$355,000.

**SUPPORTED** arXiv, an electronic archive that provides open access to scientific papers, to help ensure that it remains a viable service for the millions of scholars who depend on it.

**HOSTED** world renowned speakers, scholars, and authors, including Eric Frank '92, founder and president of Flat World Knowledge; illustrator and 2009 Caldecott medalist Beth Krommes G'80; and Lonnie Bunch, Director of the Smithsonian's National Museum of African American History and Culture.



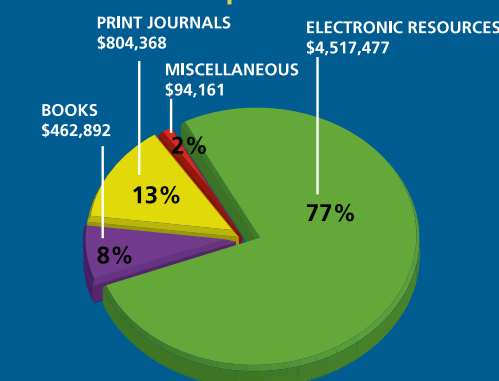
**REDESIGNED** the Library's Web Site: [www.library.umass.edu](http://www.library.umass.edu).

**INITIATED** a project to replace all five elevators in the Du Bois Library. Watch elevators being lifted by helicopter to roof of Library: [bit.ly/helicoptervideo](http://bit.ly/helicoptervideo).



**SERVED** almost 200,000 customers at the Procrastination Station Café, the highest grossing satellite food service on campus, generating over \$31,000 for the Library.

### Collections Expenditures FY10



Be a part of our success  
[www.library.umass.edu/giving](http://www.library.umass.edu/giving)