



Why They Love the Library

Hip hop homage to the UCSC Library? You bet! Student Adam Kiyoshi Cline entered a library-sponsored "Why I Love the Library" video contest and won first prize for his rocking musical tribute to the "UCSC Libraries." That video has been viewed more than 4,700 times. For other contest winners, visit YouTube.com and see the "UCSC Library contest" page.

While Adam and other students express their love via video, community members, parents, and alums have told us why the UCSC Library is important to them the old-fashioned way, in writing.

Artist and teacher Cynthia Siegel, a member of the Friends of the Library, writes:

I discovered Friends of the UCSC Library while working on my MFA at San Jose State. The UCSC library continues to be an excellent resource for me as a working artist who is always developing new ideas and for preparing lectures for the classes I teach at Cabrillo and Foothill community colleges. **Thank you for maintaining such a great resource for our community!**



Photo: Phil Carter

Terri and John Quinn, parents of recent graduate Jillynne Quinn, support the UCSC libraries because their daughter told them how important the libraries were to her college experience:

She spent hours in your libraries using all the resources you have to offer. She used library materials to augment her texts. She was a heavy user of your online journal access tools. And if she needed a quiet place to study she could always count on the library.... She even had some free time to peruse your literature offerings and pick out a good book to read for pleasure. She had wonderful interactions with the library staff, who were always eager to help. As you can see, **your libraries were an essential part of her college experience.**

Rick Burke, Stevenson College '74, is a longtime supporter of the library's Buy a Book program. A librarian himself, Rick has visited many libraries. He writes:

On a campus without a center, the library is truly the heart of UCSC. Few other libraries can boast of such a perfect, peaceful and beautiful setting as the McHenry Library. Libraries may be moving into the age of predominately electronic resources, but students still need a space to meet, study, and commune with nature, and **no library does it better than the McHenry Library.**

Sarah Longfield, Library Development Office student assistant, spends *many* hours studying and working at the UCSC libraries. She testifies:

Over the past four years, the library has become a home away from home for me. I love the library because I can count on it to be well lit, open late, and devoid of any incessant chatter from hall mates, neighbors, or housemates. I love the library because I can check out a laptop, saving my back from lugging around my personal laptop all day. I love the top floors in both libraries because they are absolutely silent, perfect for mid-study-session power naps. I love McHenry for having a coffee bar that's open as long as the library is open. I love the private rooms in Science & Engineering for study groups before difficult midterms and finals, and for a collaborative space to use during group projects.

In summary, as student Amber Balliet tells us: "Being there makes you feel smarter!"

Why do YOU love the library?
You can tell us by taking our 6-question survey.

Friends of the Library Share Holiday Cheer

To thank former members of the Friends of the UCSC Library Board for their many efforts, Margaret Gordon and Alan Ritch opened their home on December 16th, 2010. Margaret served for 38 years at the UCSC Library and was the founding director of its Library Development office. Margaret's husband Alan headed Collections at the UCSC Library and went on to retire from the UC Berkeley library as Director of Collections.



University Librarian Ginny Steel, Katie Ackerknecht, Associate Library Development Director Lettie Bennett.

Their home, with its views of Monterey Bay and cozy warmth on a damp December night, welcomed University Librarian Ginny Steel along with library supporters Katie and Bill Ackerknecht, Dr. Connie Wright, Gwen and John Marcum, Marci and Fred Smith, and Mark Engel. Joining their fellow supporters were retired University Librarian Lan Dyson and his wife Susan Cooper, along with founding member of the Technical Services Department Rolf Augustine. Dave Kirk, retired Media Center manager, livened the gathering. Also present were Library Development staff members Astrid von Soosten and Lettie Bennett.

After enjoying sweet and savory treats, the group heard Ginny speak about the highs (passage of Measure 42, 1 million users served) and lows (the budget challenges, the fire at McHenry Library) of 2010. Ginny emphasized that it was the support and good will of those present, along with hundreds of others, that sustained her during one of the most difficult years in memory, and that she looks forward with optimism to the New Year.



University Librarian Ginny Steel addresses long time Friends of the Library at the home of retired Director of Library Development Margaret Gordon and her husband Alan Ritch.

Photos: Alan Ritch

Editorial

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McHenry Library / Science & Engineering Library Winter Quarter Hours

January 4 - March 17, 2011

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

Exceptions

Monday, February 21 CLOSED (Presidents' Day)

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

The California Budget and UCSC Library

By Ginny Steel

As many of you have read in the newspaper, Governor Brown's proposed state budget includes a cut of \$500 million to the University of California. A reduction of that magnitude trickles down to each of the campuses and then on to the libraries. For the UCSC Library, we are now in the midst of planning for a budget decrease for the next fiscal year of nearly \$1.5 million.



Our highest priority continues to be to limit the impact of this latest budget crunch on students, faculty, library patrons, and employees, but one can only put so much lipstick on a pig. We expect to be able to purchase many fewer books and journals, restructure and eliminate services, and drastically reduce the size of the staff.

The upcoming reduction will bring the total cut for the library to 34 percent over a 4-year period. This scenario is based on the assumption that the total cut to the UC system will not exceed \$500 million and that voters will support the extension of the previous tax increases. If the tax extension does not happen, then we expect to make additional reductions in library collections and services.

It's a bit gloomy in the library these days. Fortunately the McHenry renovation is nearing completion so we have something to really look forward to!

Library's Dead PR Wins Award!

For its efforts to publicize the Grateful Dead Archive, the UCSC Library is among five U.S. libraries to receive the prestigious [2011 John Cotton Dana Library Public Relations Award](#).

In April 2008 the University Library received the vast archives of the cultural phenomenon that was the Grateful Dead, to worldwide media coverage. The challenge for the Library was to ride that wave of publicity to generate financial support for preserving, organizing, and digitizing the collection, in order to make it fully available to fans and scholars both online and at the library. The John Cotton Dana Award recognizes the "outstanding achievement" of that "hugely successful" ongoing campaign.

Applying for the Award meant fully documenting our challenges, our strategic planning, and our implementation tactics. Finally, as a part of the application, we evaluated our work based on these criteria:

- Facebook fans — As of February 2011, fans of the Grateful Dead Archive Facebook page number more than 52,000.
- Website visits — While we do not have the ability to track visits to the section of the library website devoted to the Grateful Dead Archive, we have detailed statistics about hits on the UCSC website. News about the Archive generated interest second only to the recent report of the UCSC Astronomy Department's discovery of an earth-like planet.
- Visitors to an exhibit — 41,600 visitors attended the exhibit *The Grateful Dead Now Playing at the New York Historical Society*. Items exhibited were drawn primarily from the Archive.



- Press coverage — More than 500 articles and news stories have been published on the Archive. The success of our strategy was clearly visible in how many acclaimed magazines and newspapers published articles on the Archive, including *The New York Times*, *The Atlantic*, *Rolling Stone*, and *The Washington Post*. We also received significant online and television coverage.
- Donors and supporters — As of February 2011 there are 385 donors to and supporters of the Archive.
- Donations — Over \$1.5 million to date.

The John Cotton Dana Award is considered the top public relations award for libraries. It comes with a \$5,000 cash award for each winner. The prize is made possible by a partnership among the H.W. Wilson Company, the H.W. Wilson Foundation, and the Library Leadership and Management Association (LLAMA), a division of the American Library Association.

While the application process was arduous, the payoff in dollars and in recognition of our work made this chapter of our own "long, strange trip" well worth the effort.

The Bullock Family Photography Archive

It must be the natural beauty of California's spectacular Central Coast that explains why so many distinguished photographers have lived and worked in our area.

Not surprisingly, UCSC Library's [Special Collections & Archives Department](#) is home to exceptionally strong photographic archives that began with a gift of Edward Weston's project prints in the late 1960s.

The photographic collections, now numbering close to half a million items, have continued to grow through the acquisition (via both purchase and gift) of works by contemporary photographers such as Morley Baer, Ruth-Marion Baruch, Pirkle Jones, Erik Lauritzen, Brett Weston, Wynn and Edna Bullock (see more images of the work of Wynn Bullock at www.wynnbullockphotography.com), and Verna Johnston.

The University Library's Special Collections & Archives Department, in conjunction with The Bullock-Wilson Trust and Bullock Family Photography LLC, is seeking funds to establish a major archive that will preserve for us and for future generations the creative work of Central California Coast photographers Wynn Bullock and Edna Bullock. Items in this archive will join Bullock photographs already owned by the library.

Wynn and Edna's daughter, Barbara Bullock-Wilson (Cowell College '67) and her husband Gene Bullock-Wilson have pledged to gift the University 500 vintage Edna Bullock photographs. Additionally, they are donating significant sets of research materials ranging from family photos and memorabilia to Barbara's extensive files documenting over 40 years of work with her parents and their artistic legacies.

We are grateful to Gene and Barbara for their generosity and for their determination to see their family's legacy preserved right here where it belongs – at the UCSC University Library. To learn more, visit the [Bullock Family Photography Archive](#) page on the library website, <http://library.ucsc.edu>.



Wynn Bullock: *Color Light Abstraction 1160 (1961)*