Our Mission
We provide the highest level of information resources and services to member institutions in support of student and faculty success, and the cultural preservation of the Atlanta University Center.

Our Vision
To reflect the excellence of our member institutions by being the first and best choice for our users in their search for information.
We are pleased to present the 2015 Library Report for the Atlanta University Center (AUC) Robert W. Woodruff Library. This publication is our opportunity to let you peak beyond the stacks as we offer you open access to the inner workings of the Library. And, of course, it’s also our chance to brag a little about our achievements. We’ve been hard at work as always, and we want you to know how we ended the year.

While this report documents many statistics, it also tells a story – our story. The story of the AUC Woodruff Library is one of constant change and growth as we continue to stretch ourselves every day. “Stretching” is part of our internal jargon for our ongoing efforts to meet and surpass the expectations of our students, faculty and community of advocates. Whether it’s about improving our facilities, acquiring new collections or simply striving for outstanding service in every department, we are ever evolving to set the standard for excellence as the “center of the Atlanta University Center.”

Today’s academic libraries are about so much more than study carrels and bound journals. Our students and faculty need a dynamic, flexible and inviting space that promotes scholarship and new thinking. So read on and learn more about the innovation and collaboration happening at the AUC Woodruff Library to create and deliver information services in such a space.

Loretta Parham, CEO & Director

The Big Picture: A Snapshot of 2014-2015

1,542,472
library holdings (1,495,485)

1,583,211
full-text downloads and database searches (1,925,486)

618,026
physical & virtual visits (757,737)

132,548
downloads of AUC e-scholarship (79,149)

36,775
user interactions (23,366)

10,692
study room reservations (9,323)

4,658
new remote access accounts established (6,641)

1,400
visits to the Archives Research Center (930)

* ( ) = FY 2013-2014 Statistics
To support our diverse educational constituents and their unique curricula, we have holdings across all formats exceeding 1.5 million items.

<table>
<thead>
<tr>
<th>Collections</th>
<th>364,010 print volumes</th>
<th>302 databases</th>
<th>82,075 e-Books</th>
</tr>
</thead>
<tbody>
<tr>
<td>Government Pubs and</td>
<td>89,262 e-Journals</td>
<td>8,277 media</td>
<td>7,995 total linear feet of materials in archival collections</td>
</tr>
<tr>
<td>Microforms</td>
<td>167,437 pages in digital collections</td>
<td>17,805 Theses and Dissertations</td>
<td>14,116 journals, databases, books, and media resources added</td>
</tr>
</tbody>
</table>

**Student Population:** 7,899

**Instruction**
- 2,916 students impacted
- 236 & 4,276 sessions taught

**Orientation**
- 335 extended one-on-one assistance
- 2,916 students impacted

**Research Consultation Center**
- 335 extended one-on-one assistance
- 2,916 students impacted

**On-site campus office hours**
- 1,472 students assisted
- 236 sessions taught
- 4,276 students impacted
- 335 extended one-on-one assistance
- 1,472 students assisted

**Research Consultation Center**
- 335 extended one-on-one assistance
- 2,916 students impacted

**On-site campus office hours**
- 1,472 students assisted
- 236 sessions taught
- 4,276 students impacted
- 335 extended one-on-one assistance
- 1,472 students assisted
2015-2020 Strategic Plan

Mission
We provide the highest level of information resources and services to member institutions* in support of student and faculty success, and the cultural preservation of the Atlanta University Center.

* Member institutions include: Clark Atlanta University, the Interdenominational Theological Center, Morehouse College, and Spelman College.

Vision
To reflect the excellence of our member institutions by being the first and best choice for our users in their search for information.

Priority Areas and Goals

Leadership and Governance
Goal: Align leadership and governance processes to successfully implement the Library’s strategic direction and plan.

Financial Diversification and Stability
Goal: Increase and diversify funding sources to support great organizational sustainability.

Technology Capacity
Goal: Enhance and expand access to a stable and secure technological infrastructure to support innovative teaching, learning, research and records preservation.

Stakeholder Engagement
Goal: Tailor marketing, outreach and engagement of AUC stakeholders to increase resources and services usage.
Publish or Perish? An Academic Writing Institute
Last fall, the Library was awarded a sub-grant from the HBCU Library Alliance's Expanding Library Support for Faculty Research Project to host an academic writing institute for AUC junior faculty. Sixteen faculty members participated in the two-day event held in December 2014. A post-institute brown bag sharing session was held in January 2015 and inspired the formation of an AUC Junior Faculty Writing Circle, which meets weekly at the Library.

Journey into the Heart of Northeast Brazil
On display at the Library for most of the academic year, the traveling exhibition, Bandits & Heroes, Poets & Saints – Popular Art of the Northeast of Brazil, told the story of how European, African and indigenous cultural traditions have interacted over more than 500 years to form the distinctive culture of northeastern Brazil. The exhibition was part of the Library’s ongoing efforts to increase cultural exchange opportunities across a broader range of perspectives. The Library welcomed Ambassador Hermeno Telles Ribeiro, Consul General of Brazil, and his Deputy Consul of Brazil to our facility to tour the exhibition, which was organized by Con/Vida-Popular Arts of the Americas.

Breaking New Ground with the Greenscape Project
In Spring 2015, we broke ground on a construction project that reflects the ongoing positive change happening at the Library. The Phase II Renovation Project: Brawley Greenscape and Pedestrian Parkway, will transform the grassy lot across from the main entrance. It will add beauty and character with plants and trees, expand the usable space of the Library, upgrade the paved walkway, include a rain garden, provide an outdoor learning space, add an outdoor dining area for Woodi Café and accommodate use as a venue for small-scale events.

Telling Our Story in a Digital Age
As part of the multi-year effort to promote awareness about the Atlanta Student Movement and the fight for freedom, the Library’s virtual exhibit, Seeking to Tell a Story: Political Action from Slavery to Civil Rights, is an ongoing narrative of the African American journey to empowerment. It is told through photographs, flyers, news clippings, political cartoons and correspondence housed in the Archives Research Center and now online at digitalexhibits.auctr.edu.

Celebrating 50 Years of the NEH
In collaboration with the Georgia Humanities, the Library hosted National Endowment for the Humanities Chairman William Adams in May 2015 during his tour in celebration of the agency’s 50th anniversary. His stop was the first visit by a NEH chairman in over a decade. In keeping with the NEH’s recent initiative, “The Common Ground: The Humanities in the Public Square,” the Library, AUC faculty and other colleagues in the humanities field welcomed Chairman Adams with a viewing of the Martin Luther King Jr. Papers at the Library’s Archives Research Center, a meeting with Atlanta Student Movement alumni Lonnie King and briefings by the Atlanta History Center, Oral History Association and other organizations.
Notable Highlights

• Awarded second round of travel research awards to three scholars to explore and conduct research in the Archives Research Center

• Received over $2.3 million in grants, including $2.25 million from The Woodruff Foundation, $56,000 from LYRASIS, $25,000 from The Rich Foundation and $10,000 from the Georgia Humanities

• Recognized for excellence in communications and marketing materials produced by the 2015 Communicator Awards (Silver), 30th Educational Advertising Awards (Silver and Bronze) and 2014 MarCom Awards (Gold)

• Launched collection of 94 streaming videos from the Asa G. Hilliard III Collections

• Processed and made accessible six new collections in the Archives Research Center

• Research guide downloads of over 90,000 visits in 2014

• Library Copy & Print Center sales up 40% over last year

• Sold more than 36,000 items at Woodi Café during the fiscal year

Top Digital Downloads

AUC Electronic Theses and Dissertations Collection ........ 116,977

Communication & Social Change journal .................. 3,556

Tupac Amaru Shakur Collection Conference proceedings .... 2,772

Clark Atlanta University Yearbooks ......................... 2,494

Publications of the Atlanta University Center Community .... 1,825

Documenting HBCU Presidents: An Oral History Project ..... 845

Atlanta University Catalogs .................................. 763
A Little More about Us

Established in 1982, the Atlanta University Center (AUC) Robert W. Woodruff Library interior was renovated in 2010. A modern academic library, our facility features collaborative learning and study spaces, current technologies, practice presentation studios, an array of print and electronic resources, an exhibition hall and a premier Archives Research Center. We have a diverse staff of more than 75 employees working and collaborating to deliver services as a team. The Library is a nonprofit corporation under the Georgia Nonprofit Corporation Code and operates exclusively for educational and charitable purposes as defined by Section 501(c)3 of the IRS Code. It is governed by a ten-member Board of Trustees (see back cover for listing).

Total Library Budget
FY 2014-2015

Several of our Institutional Memberships

• ALA - American Library Association
• ARCHE - Atlanta Regional Council for Higher Education
• CLIR - Council on Library and Information Resources
• DLF - Digital Library Federation
• EDUCAUSE
• HBCU Library Alliance
• LYRASIS
• The Oberlin Group
• OCLC - Online Computer Library Center, Inc.
• SAA – Society of American Archivists

Collections
$2,107,357 (22%)

Staffing & Fringe Benefits
$4,147,955 (43%)

Operations
$3,433,651 (35%)

Plant a Seed of Support

We would like to thank those individuals and organizations who have generously donated to the Library. Your support can make a difference as we continue to grow. For donations to our collections, call 404.978.2018. For monetary gifts, visit www.aucr.edu/donate.
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2015-2017

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Atlanta University Center  
Robert W. Woodruff Library

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