



Atlanta University Center
Robert W. Woodruff Library

2014 Library Report



Our Mission

The Atlanta University Center (AUC) Robert W. Woodruff Library serves as the center of the academic village for **Clark Atlanta University**, the **Interdenominational Theological Center**, **Morehouse College**, and **Spelman College**, providing the highest level of information resources and services in support of teaching and learning, scholarship, and 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.

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We're pleased to present the *2014 Library Report* of the Atlanta University Center (AUC) Robert W. Woodruff Library. We have been looking forward to this publication. It's a wonderful opportunity to share our achievements with our diverse stakeholders who are deeply invested in and contribute to our success. We also enjoy being able to step back and see the big picture for ourselves. Here at the Library, we're often so busy moving forward that we forget to reflect back on our accomplishments. As a result, sometimes we find ourselves surprised.

I'm reminded of a meeting with my staff in which we reviewed all of the information for compiling this report. A staff member turned to me and said, "Wow, it looks like we had a good year." Smiling, I responded, "No, it looks we had a *great* year!" The moment was a light-hearted one, but making this distinction was purposeful on my part. "Good" was not an accurate description of the outcomes of the staff's hard work, and "good" did not capture what the data reflects.

We're maintaining our momentum in an effort to position the AUC Robert W. Woodruff Library as a leader among academic libraries. In the dynamic environment for libraries in higher education, we have tried to respond by being flexible and forward thinking. After all, we are at the "center of the Atlanta University Center." We hope our report shows you what made FY 2013-2014 such a *great* one for us!

Loretta Parham, CEO & Director

The Big Picture: A Snapshot of 2013-2014

1,495,485

library holdings

757,737

physical & virtual visits

274,845

catalog SmartSearches

167,890

shuttle riders served

79,149

downloads of AUC e-scholarship

23,366

user interactions

9,323

study room reservations

6,641

total remote access accounts established

109

archival collections available for research

33

percent increase in reference questions

Student Population: 8,100

Engagement

Instruction

212 & 5,439

sessions taught students impacted

Orientation

2,029

students impacted

Research Consultation Center

635

students assisted one-on-one

On-site campus office hours

1,139

students assisted

Collections

Anticipating resource needs and delivering them to our users is a changing and challenging task since the four academic institutions we serve operate without shared curricula. To support our diverse educational institutions, we have holdings across all formats exceeding 1.4 million items. Collection use increased by 4 percent from 37,972 to 39,606.

361,066

print volumes

267

databases

76,882

e-Books

72,557

e-Journals

700

purchase requests
made by AUC
faculty

7,990

total linear feet of
materials in archival
collections

147,660

pages in digital
collections (representing
1,113 resources)

930

visits to Archives
Research Center

9,433

journals, databases,
books, and media
resources added

Assessment

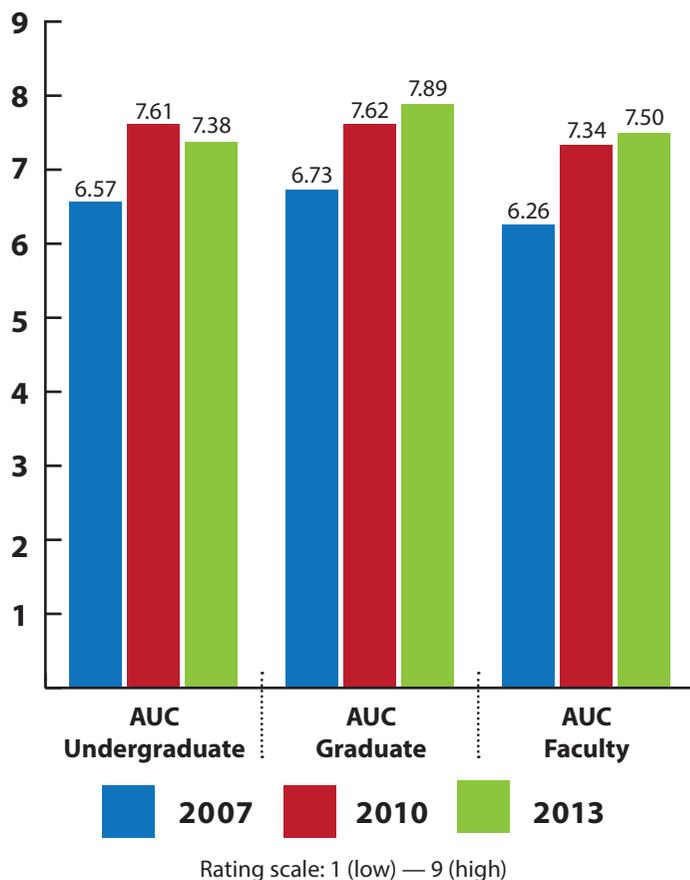
And the Survey Said!

During fall 2013, we administered the LibQUAL+® online survey to our AUC constituents; this survey has been conducted every three years since 2007. The 2013 results of the LibQUAL+® continue the trend of improvement in overall satisfaction with the quality of library service. In addition to giving feedback on diverse areas in the survey, students and faculty answered three summarizing questions on:

1. quality of service,
2. how they are treated at the Library, and
3. support for teaching and learning.

Ongoing assessment helps us demonstrate the Library's impact on the teaching and learning missions of our AUC member institutions. The full LibQUAL+® report is available on the **Reports & Forms** page of our website at www.auctr.edu.

Satisfaction with Overall Quality of Service



"The Library has definitely advanced from my first year here to now my graduating year. I see the progress, and I appreciate the concern for academic success."

Clark Atlanta University student

"I have seen the growth [of the Library]... I applaud the efforts and the success of the transition to a valuable and beneficial tool over the years. A model area of study, research, and resources!"

Interdenominational Theological Center student

"The Woodruff Library is one of, if not, the best things in the AUC campuses."

Morehouse College student

"The Library is targeted towards seemingly every type of learning style and environment. I feel that they are an inspiration towards what other libraries, especially at collegiate levels, should strive towards."

Spelman College student



Top Stories of the Year

1 *Virtual Exploration of the Fight for Freedom*

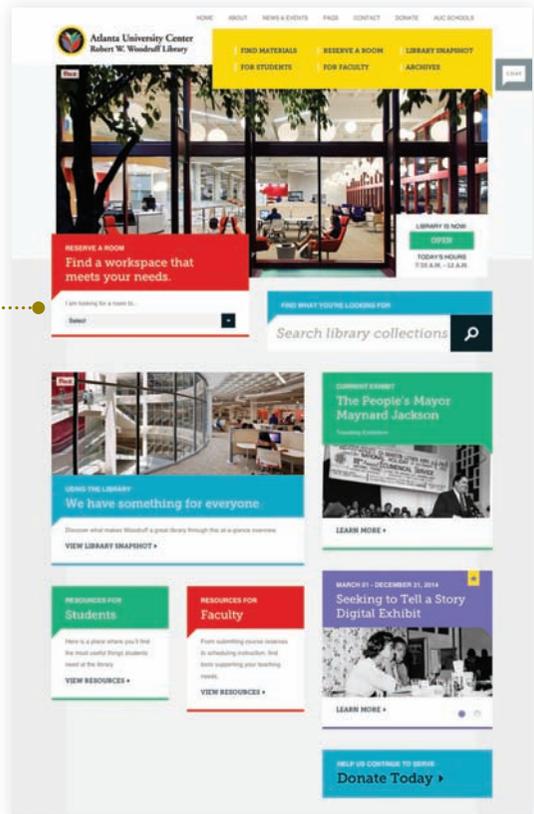
We celebrated the opening of *Seeking to Tell a Story: Political Action from Slavery to Civil Rights*—the Library’s first virtual exhibit organized using the open source web publishing platform Omeka. The exhibit is a powerful narrative of the African-American journey to empowerment told through photographs, flyers, news clippings, political cartoons, and correspondence from several collections housed in our Archives Research Center. Visit digitalexhibits.auctr.edu.



Mary Ann Smith at Davison lunch counter sit-in, 1960, *Mary Ann Smith Wilson–Ruby Doris Smith Robinson Collection*.

2 *Out with the Old*

At the beginning of the fall 2013 semester, we debuted a redesigned website with the goal of providing AUC students and faculty with a user-friendly virtual space that is an extension of our physical learning and research environment. Previously critiqued as being dated and too complex, our website now has improved navigation prioritizing the most-requested services and resources. It also features a visually engaging and modern layout. Visit www.auctr.edu.



3 *HBCUs Living History*

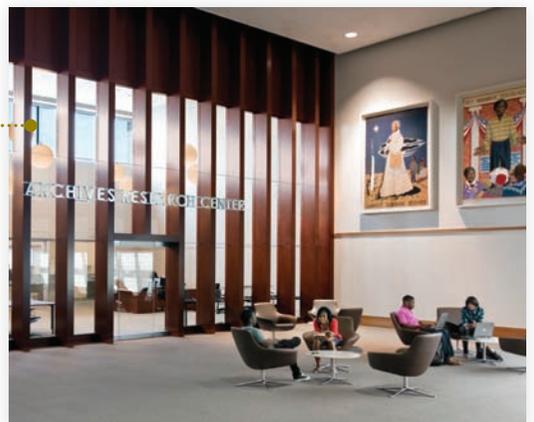
In September 2013, we completed an oral history project documenting the experiences and administrative contributions of living former presidents of HBCUs. The project was funded by the Andrew W. Mellon Foundation. Video interviews and an accompanying book, *The Politics of Success: An HBCU Leadership Paradigm*, are free and available at digitalcommons.auctr.edu/hbcupres.

4 *Enriching Paths to Scholarship*

We awarded our first research travel awards to promote scholarship of the unique historical and cultural holdings in our Archives Research Center. The awards of up to \$1,500 are provided to scholars located beyond the Atlanta area. The winners of the inaugural award were an assistant professor of African & African-American Studies at Washington University in St. Louis and a doctoral student at the University of Wisconsin-Madison.

5 *Capital Improvements*

In ensuring a great future for the Library, we received funding for launching our Phase II renovation project. This initiative includes green energy efficiency building enhancements that will yield significant environmental and cost savings benefits. An additional component is support for planning an architectural design for a greenscape and pedestrian parkway.



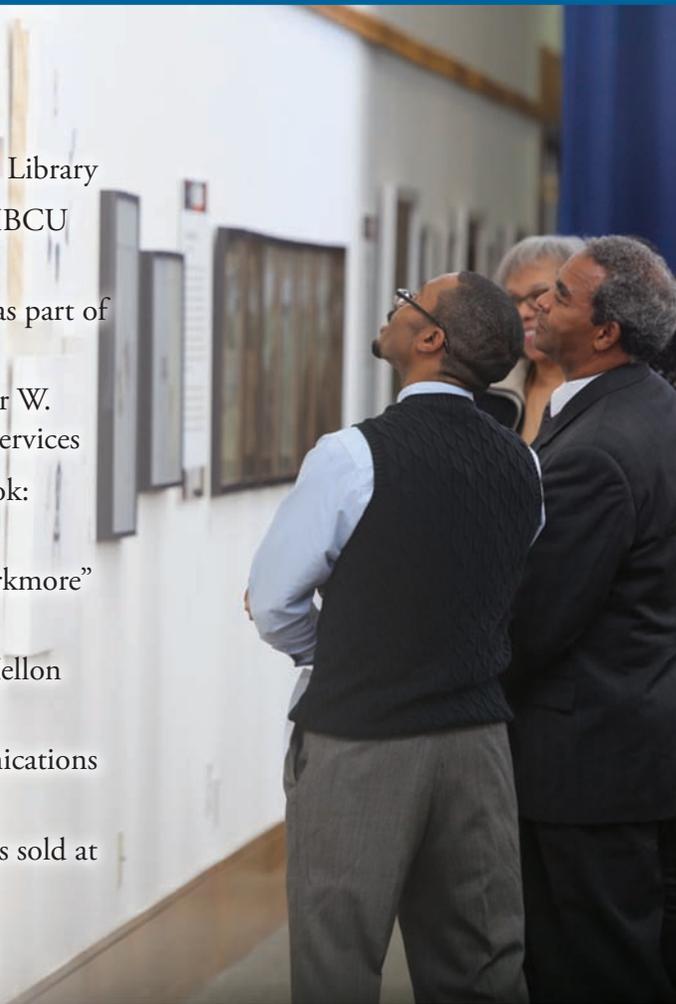
Top Digital Downloads

AUC Electronic Theses and Dissertations Collection	66,665
<i>Communication & Social Change</i> journal	4,672
Publications of the Atlanta University Center Community	2,414
Tupac Amaru Shakur Collection Conference proceedings	1,380
Documenting HBCU Presidents: An Oral History Project	520
<i>Endarch: Journal of Black Political Research</i>	409
<i>Top Shelf: The Newsletter of the Robert W. Woodruff Library</i>	347

digitalcommons.auctr.edu

Notable Highlights

- More than 100 AUC and community events held at the Library
- Awarded an Andrew W. Mellon Foundation grant for HBCU Photographic Preservation Project Round II
- Organized and hosted the AUC Alumni Artists exhibit as part of our Knowledge & Arts Initiative
- Morehouse College student awarded the Library's Walter W. Sessoms Scholarship and internship at UBS Financial Services
- Recognized in *University Business* magazine's "Inside Look: Innovative Campus Libraries"
- Debuted a roaming telepresence robot nicknamed "Sparkmore" that lends reference assistance
- Hosted the 25th Silver Anniversary conference of the Mellon Mays Undergraduate Fellowship (MMUF) program
- Received two Communicator Awards for print communications materials
- More than 7,000 cups of coffee/tea and 2,000 smoothies sold at the Woodi Café

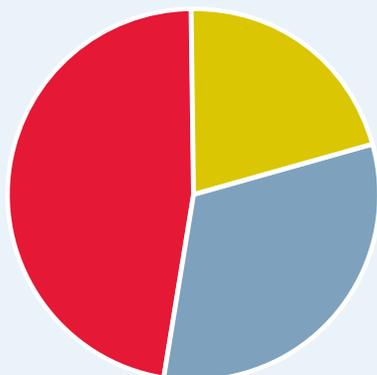


A Little More about Us

Established in 1982, the Atlanta University Center (AUC) Robert W. Woodruff Library was renovated in 2010. A modern academic library, our facility features collaborative learning and study spaces, state-of-the-art technology, presentation practice studios, an array of print and electronic resources, an exhibition hall, and a premier Archives Research Center. With a staff of more than 75 employees, we are a place where individuals of diverse expertise work and collaborate 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.)



Library Budget FY 2013–2014



-  **Collections**
\$2,039,291 (21%)
-  **Staffing**
\$3,135,485 (32%)
-  **Operations**
\$4,498,134 (47%)

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

Plant a Seed of Support

We would like to thank those individuals and organizations who have generously donated to the Library. As our Library continues to grow, your support can make a difference, and we continue to welcome contributions. For donations to our collections, call 404.978.2018. For monetary gifts, visit www.auctr.edu/donate.

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