



Atlanta University Center
Robert W. Woodruff Library

2017 Library Report

Leading, Collaborating, Transforming





It is my pleasure to share with you the 2016-2017 Annual Report of the AUC Robert W. Woodruff Library. The past year was one of collaborations, partnerships, and services.

Significant impact and increases were made in most of these areas. Emphasis was placed on embedding the Library into the fabric of the campus learning environment through collaboration - deepening both the quality and footprint of provided services and resources. Accomplishments underscored throughout the report demonstrate the Library's ongoing commitment to advancing the collective missions of our AUC member institutions.

The 2016-2017 year marked the 10-year milestone in implementing a formal web-based survey (LibQUAL+) across all AUC campuses. This assessment method, along with other evaluation tools, serve to inform strategic planning and delivery of services and resources to students and faculty in the most effective way.

Year 2017 accomplishments provided the impetus and framework for addressing the needs of our next generation of learners. We will continue efforts to strengthen our organization as we move forward with priorities for digital preservation and information literacies, scholarly communications, repurposing of spaces and the recruitment and retention of quality staff for service to the stakeholders of the Atlanta University Center.

Loretta Parham, CEO & Director

Library Receives Consecutive ACRL Top Honors

For the second consecutive year, the Atlanta University Center Robert W. Woodruff Library received top honors from the Association of College and Research Libraries (ACRL). This year, CEO & Director Loretta Parham was named the ACRL 2017 Academic/Research Librarian of the Year. Last year, AUC Woodruff Library received the 2016 ACRL Excellence in Academic Libraries Award in the University category. It has been over three decades since an HBCU Librarian has won the ACRL Academic/Research Librarian of the Year award. It is the first time an HBCU Librarian and Library have won consecutively!

Parham Received UMSI Distinguished Alumni Award

During Homecoming Weekend of October 2016, the University of Michigan School of Information (UMSI) presented the Distinguished Alumni Award to Loretta Parham (AMLS '77). She also provided the keynote address at the UMSI William Warner Bishop Lectureship and Alumni Awards Presentation.



STUDENT POPULATION: 7,898

Engagement

Instruction

251

sessions taught

&

5,418

students impacted

Orientation

1,155

students impacted

Research

Consultation Center
(RCC) Support

563

one-on-one assistance
provided

RCC support on
campus

1,511

students assisted

The Library in Numbers

() = FY 2015-2016 Statistics

1,569,156

library holdings
(1,541,206)

658,908

physical & virtual visits
(443,908)

5,533

study room reservations
(5,430)

2,168,105

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

262,152

downloads of AUC
e-scholarship (152,504)

153,384

Shuttle riders served
(158,274)

2,262,823

resources used
(1,701,799)

37,324

user interactions
(30,144)

904

visits to the Archives Research
Center (1,094)

Expanding Collections and Access

To support our diverse educational constituents and their curricula, we have ownership and/or licensing for information resources across all formats exceeding 1.5 total million items.

	FY 2016–2017	FY 2015–2016
Print volumes	1,569,156	1,541,206
Databases	317	312
e-Journals	119,157	107,904
e-Books	92,545	86,605
AUC theses and dissertations	17,933	17,884
Total linear feet(lf) of materials in archival collections	8,067(lf)	8,030 (lf)
CDs, Videos and DVDs	8,425	8,371
Archival e-finding aids and digital exhibits (page views)	44,546	42,618

Top Digital Downloads

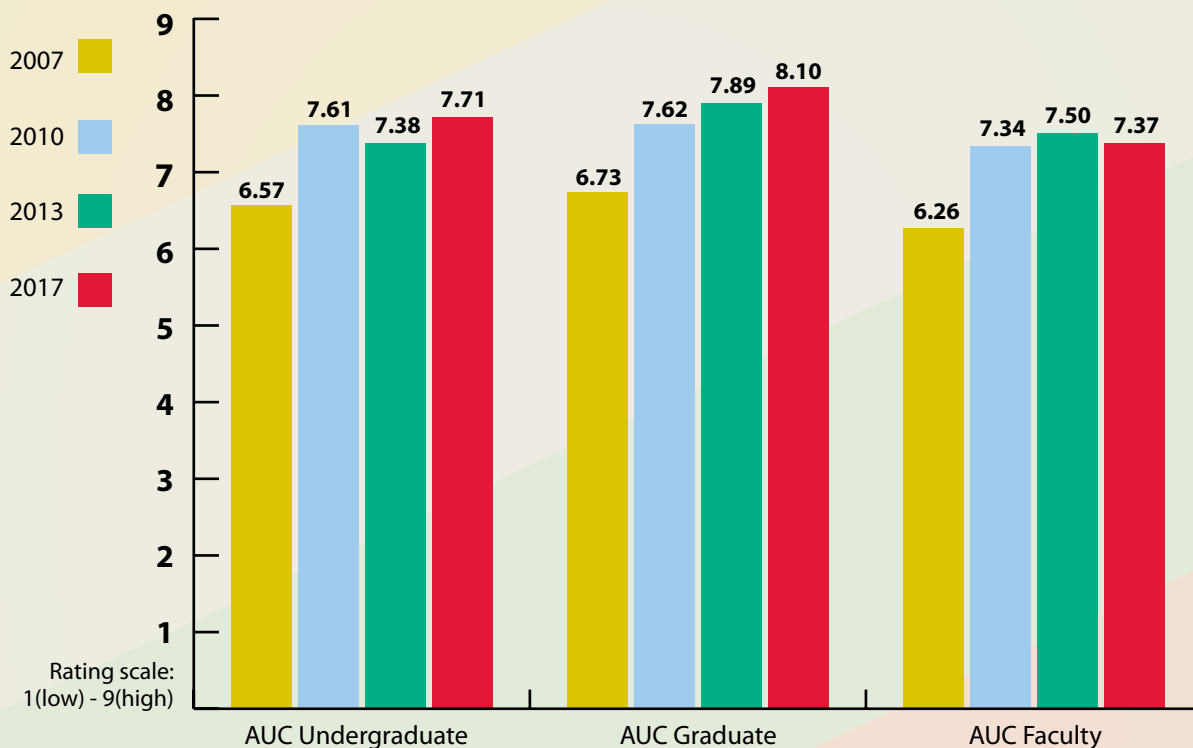
AUC Electronic Theses and Dissertations Collections	218,784
Yearbooks of Clark College & Clark Atlanta University.	8,322
Anna E. Hall Collection, Photographs	4,100
Vivian Wilson Henderson Papers, Photographs	3,446
<i>Challenge</i> Journal	3,213
<i>Communication & Social Change</i> Journal.	2,442
ITC Audio Visual Collection, Photographs	2,385
Tupac Amaru Shakur Collection Conference	2,113
J. Howard Dell Collection, Photographs.	1,936
Atlanta University Catalogs	1,618

Assessment

During April 3-28, the 4th Library Quality (LibQual) survey was administered to the students and faculty of AUC member institutions. This survey has been conducted every 3-4 years since 2007 and is part of the Library's formal assessment strategy for measuring the impact of its strategic plan.

Over 1,500 AUC students and faculty responded, with an overall response rate of 18% (3% higher than the 15% objective). Response rates by community were 83.20% undergraduates; 9.70% graduates; 6.40% faculty and .70% other. More than 660 comments were provided that adds context to the ratings received about library collections, services, resources and the overall learning environment.

Overall Quality of Service Provided by Library



As indicated in the "Overall Quality of Service" charted results, the Library has continued to sustain high ratings over the past 10 years. Through ongoing assessment, we have been able to quickly and aggressively implement changes that meet the evolving needs and expectations of our students and faculty. Some of the concerns expressed in the April LibQUAL survey have already being addressed (e.g. wireless infrastructure was updated to double user capacity).

Representative Comments:

- It is indeed a great place for learning, critical thinking and overall accessibility.
- I love the Library, it gives me space to really focus on my work. It is a safe haven for me.
- The electronic journals must expand.
- I love the steady improvements in the Library's facilities, resources and programming.
- I did not have a laptop this semester and the computers were very reliable!
- We need more group and individual study spaces.
- Need more access points so students can have more chances to get Wi-Fi! NEED LONGER HOURS!!!!

Leading and Developing

Library Staff Professional Engagement and Leadership

- American Theological Library Association (Board Member)
- Academy of Certified Archivists
- Association of College and Research Libraries (Leadership Committee)
- ARCHE ILL/ILU Committee (Co-Chair)
- ARCHE (Library Dean Council Chair)
- Georgia Archives Institute (Board Member)
- Heritage Emergency Response Alliance (Co-Chair)
- Journal of Theological Librarianship (Peer Reviewer)
- LYRASIS (Board Member)
- National Historical Publications and Records Commission (Obama Presidential Appointment)
- OCLC (Board Member)

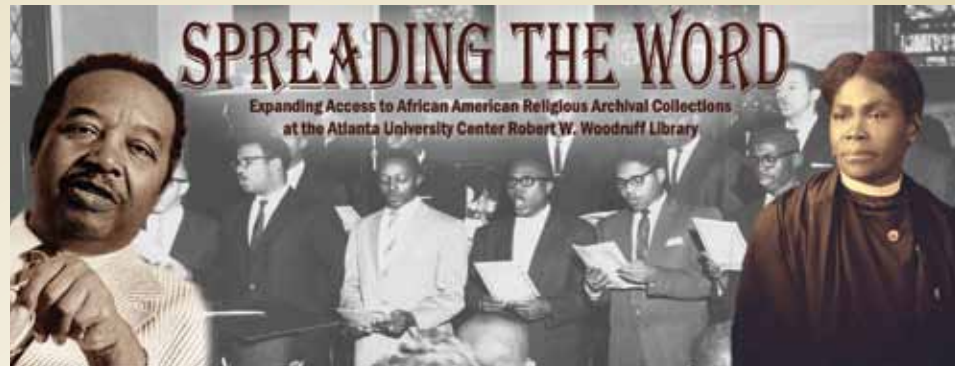
- Society of Georgia Archivist (Board Member)
- Society of Georgia Archivists (Vice President/President Elect)
- Society of Georgia Archivists (Membership Committee Chair)
- Society of American Archivists (Fellow)
- University of Michigan School of Information (Alumni Advisory Board)
- 24 Staff presentations and publications

Institutional Certification and Audits

- Received American Institute of CPAs (AICPA) SOC2 certification validating that IT systems are in place to safeguard customer's sensitive data.
- Received clean, unqualified opinion with no management comments on 11th consecutive financial audit.



Partnering for Success



Spreading the Word: Expanding Access to African American Religious Archival Collections

This three-year project was funded through a \$300,000 grant from the National Endowment for the Humanities to organize, describe, and digitize rare materials on African American religion spanning from the 1800s to the 2000s. Freely accessible globally through the Library's Digital Commons, there are over 1,300 audio and video recordings, 2,600 photographs, and finding aids.



Library Digitizes 132 Years of AUC History

The AUC Robert W. Woodruff Library, in partnership with the Digital Library of Georgia, Morehouse College and Spelman College, received a \$447,078 grant from the Council on Library and Information Resources' Digitizing Hidden Collections program. The project, *"Our Story: Digitizing Publications and Photographs of the Historically Black Atlanta University Center Institutions"* will make accessible online for study and research over 700,000 digitized items.



Start Something: Activism and the Atlanta Student Movement

In response to continuing public interest, this exhibit was extended for display for a 3rd year. The exhibit documents how students from Atlanta University Center colleges strategized to stage protests in the 1960s to end segregation policies and practices in Atlanta. The Library collaborated with CAU's Department of Political Science to hold four public forums about the electoral process, a voter registration drive and a get-out-the-vote campaign. Featured speaker was Dr. Carol Anderson, Emory University Professor and award winning author of *White Rage: The Unspoken Truth of Our Racial Divide*. Over 3,500 visitors viewed the exhibit including students and teachers from middle and high schools. College faculty used the exhibit for class assignments.



AUC Psychology Research Day

The Library partnered with AUC psychology faculty for the annual juried research day which draws over a hundred participants, including AUC students and faculty and visitors from regional institutions. Activities include poster sessions, oral presentations, and discussion groups about the psychology profession.



King Collection Open House

In collaboration with Morehouse College, the Archives Research Center hosted an open house and viewing of the Morehouse College Martin Luther King, Jr. Collection for AUC students. This special viewing of rarely exhibited, original documents included memorabilia, photographs, letters, books and writings by Dr. King. The viewing was followed by a panel discussion with AUC faculty on the meaning of King's last work, *Where Do We Go From Here: Chaos or Community?*

Tupac Shakur Celebration on the Greenscape

To celebrate the life and commemorate the art, legacy and activism of Tupac Shakur, the Library and the Tupac Commemoration Taskforce hosted a screening of the documentary *Tupac Resurrection*. Guest speakers included Talibah Mbonisi, former publicist with 2Pacalypse Entertainment, Dr. Daniel Black (Clark Atlanta University) and Dr. Samuel Livingston (Morehouse College). The Tupac Shakur Collection has been held on deposit in the Library's Archives since 2008.



Selected Events of the Year

Discover the Unexpected – AUC Students Awarded \$90,000 in Scholarships

The Library partnered with AUCC, Inc., Chevrolet and the National Newspaper Publishers Association to host *Discover the Unexpected* and help identify students for scholarships. Through a competitive process, six AUC students were selected and each awarded \$15,000 in fellowships and stipends.



Library hosted AUCC Surveillance Camera Press Conference

At press conference, Mayor Kasim Reed announced the launch of the video surveillance camera program for a safer community, a collaboration with the Atlanta University Center Consortium Council of Presidents, the City of Atlanta, the Atlanta Police Department and the AUC Woodruff Library.



Neighborhood Ancestral Walk

2016 Ancestral Walk of the AUC neighborhood paid tribute to individuals whose historical records are in the Library's Archives. The celebration is a ceremony of remembrance of African American heritage, organized by the Sankofa Center of ITC, et al.



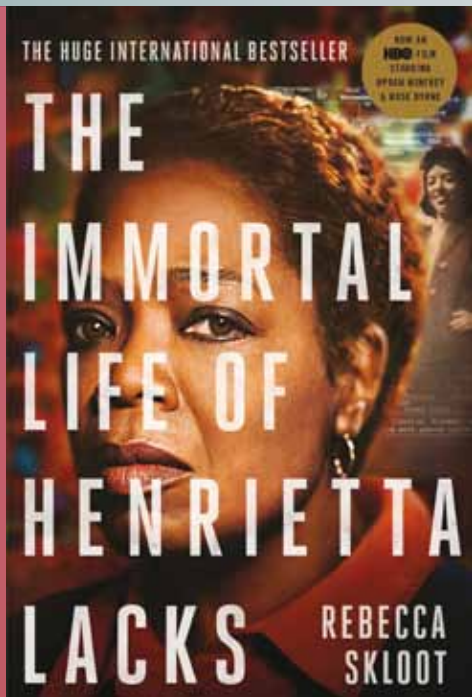
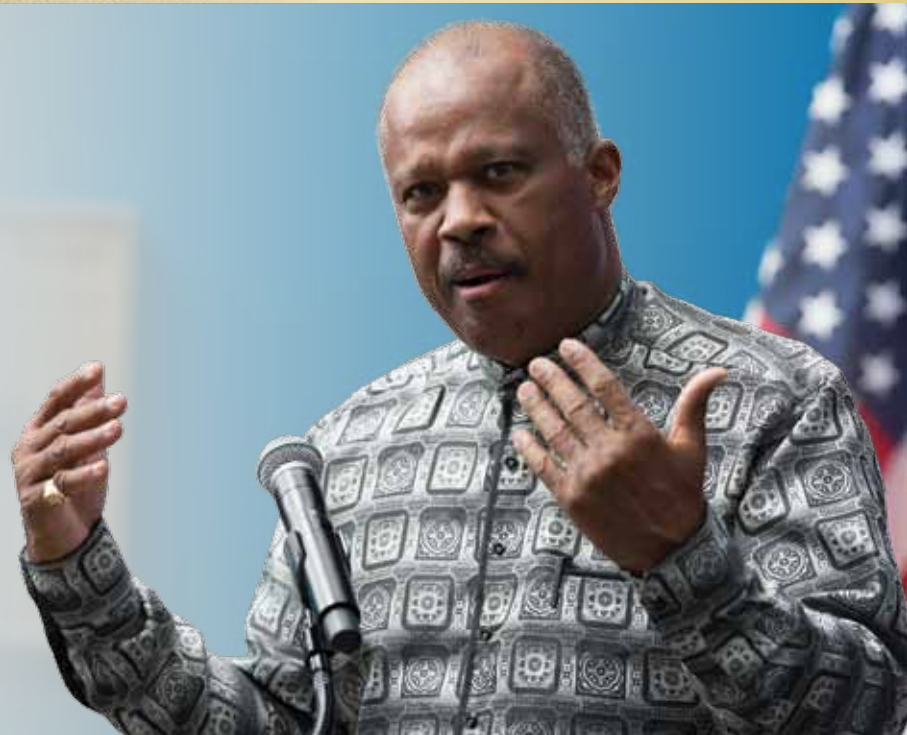


CBS News Journalist Strassmann interviews Curtis Graves

CBS News journalist Mark Strassmann interviewed Curtis Graves at the AUC Woodruff Library for a Black History Month feature on *The Negro Motorist Green-Book*. Original copies of *The Green-Book* that were showcased in the news segment are in the Library's Archives.

14th Annual Walter Rodney Foundation Symposium

The Library and the Walter Rodney Foundation co-sponsored the 14th annual Walter Rodney Symposium. Keynote address was given by Professor Sir Hilary Beckles, Vice Chancellor, University of West Indies. Other speakers included Walter Rodney's widow Dr. Patricia Rodney, daughter Asha Rodney, and brother Donald Rodney. The Walter Rodney Papers are available for research in the Library's Archives.



Film Location for HBO Movie produced by Oprah

The Library was a film location for the HBO feature movie "The Immortal Life of Henrietta Lacks" –Oprah Winfrey, Executive Producer. The film, based on book of same title, chronicles the story of Henrietta Lacks and the unauthorized harvesting of her cancerous cells in 1951 that led to unprecedented medical breakthroughs.

Notable Highlights

Digital Initiatives and Research Access

- Developed and implemented Digital Preservation Policy
- Increased personnel commitment in support of digital initiatives strategy
- 3,482 New works published to Digital Commons (increase of 169% over last year)
- 2,612 Photographs digitized and available for research
- 3 Travel Research Grants awarded to scholars to use Archives Research Center (ARC) collections
- Loaned ARC materials to:
 - Smithsonian Institute's National Museum of African American History
 - Rock and Roll Hall of Fame
 - The Coca-Cola Company
 - Georgia Governor's Mansion
 - National Center for Civil and Human Rights
- 10 Archival collections processed and made available for research
- Sponsored Open Access Week events:
 - Exhibit – AUC faculty published in Open Access venues
 - Presentation – “Tracking Your Impact: Research Metrics for the 21st Century”
 - Workshop – “Increasing the Impact of Your Scholarship through Open Access”

Grants

- Awarded over \$800,000 in grant funding:
 - \$400,000 from The Andrew Mellon Foundation to fund the Galleries, Libraries, Archives and Museums (GLAM) initiative
 - \$447,078 from the Council on Library and Information Resources (CLIR) to support digitization of AUC publications and photographs
 - \$2,500 ALA Diversity grant

Technology & Service Enhancement

- Upgraded entire IT network - maximizing performance (from 1 to 40 Gbps), providing faster speed for public computers (from 100 Mbps to 1 Gbps)
- Upgraded wireless network - increasing user capacity in building from 1,250 to 2,500 and speed (from 450 Mbps to 1 Gbps)
- Designed architecture and implemented federated authentication, enabling patrons use of campus-issued IDs
- New discovery and search platform implemented providing mobile-friendly user experience
- Conducted review of electronic and print journal collections; implemented policies and procedures for retention and de-selection

About the Library

Established in 1982, the Atlanta University Center (AUC) Robert W. Woodruff Library is a shared resource supporting a consortium of four independent Historically Black Colleges and Universities (HBCUs)—Clark Atlanta University, the Interdenominational Theological Center, Morehouse College, and Spelman College. Each of these prestigious schools comprising the AUC has a unique academic culture steeped in history, tradition, and excellence. 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).

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.

Total Library Budget FY 2016-2017



Collections

\$2,255,121
(22%)



Staffing

\$4,317,785
(42%)



Operations

\$3,683,407
(36%)



Atlanta University Center
Robert W. Woodruff Library

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CEO and Library Director, AUC Woodruff Library

OUR MEMBER INSTITUTIONS



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