



Atlanta University Center
Robert W. Woodruff Library

2015 Library Report



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.

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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)

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 peek 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

** () = FY 2013-2014 Statistics*

Student Population: 7,899

Engagement

Instruction

236 & 4,276
sessions taught students impacted

Orientation

2,916
students impacted

Research Consultation Center

335
extended one-on-one assistance

On-site campus office hours

1,472
students assisted

Collections

To support our diverse educational constituents and their unique curricula, we have holdings across all formats exceeding 1.5 million items.

364,010
print volumes

302
databases

82,075
e-Books

89,262
e-Journals

8,277
media

7,995
total linear feet of
materials in archival
collections

1,843,886
Government Pubs and
Microforms

167,437
pages in digital
collections

17,805
Theses and
Dissertations

14,116
journals, databases,
books, and media
resources added

2015-2020 Strategic Plan

Fall 2014 The latest strategic planning process began.

March 2015 The Board of Trustees and Library leadership participated in a planning retreat including discussions of environmental scan findings and trends analysis results.

May 2015 The four priority areas identified by the Board of Trustees were shared with the Library Staff during a staff development retreat.

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.



Selected Events of the Year

1 *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.



2 *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.



3 *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.



4 *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.

5 *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.



Top Digital Downloads

AUC Electronic Theses and Dissertations Collection	116,977
<i>Communication & Social Change</i> 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

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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



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



Collections
\$2,107,357 (22%)



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



Operations
\$3,433,651 (35%)

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. 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.auctr.edu/donate.

Board of Trustees 2015-2017

Dr. John Silvanus Wilson Jr., Chair
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World Languages and Literature Chair/Associate Professor, Spelman College



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