MINUTES
University Library Committee
Wednesday, Nov 9, 2016
2:30 pm – 3:30 pm
Memorial Library Room 362
Minutes prepared by Ian Benton

Voting Members
Faculty
- Cécile Ané, Botany and Statistics
- Catherine Arnott Smith, Library & Information Studies
- Yang Bai, Physics
- Sabine Gross, German
- Kyung-Sun Kim, Library and Information Studies
- Daniel Klingenberg, Chemical and Biological Engineering
- Eneida Mendonca, Biostatistics and Medical Informatics
- Sarah Thal, History

Academic Staff
- Cid Freitag, DoIT
- Carol Pech, School of Medicine and Public Health

 Classified Staff
- Shira Hand, School of Education
- Elizabeth Way, School of Medicine and public Health

Students
- Che Rui Chew
- Chrissy Hursh

Non-Voting Members
- Phillip Braithwaite, Budget, Planning & Analysis
- Dennis Lloyd, Director, University of Wisconsin Press
- Julie Arensdorf, Teaching & Learning Programs, Libraries
- Steven Barkan (LCC Liaison), Director, Law Library
- Ian Benton, College Library
- Ed Van Gemert, Vice Provost for Libraries

Also Present
- Ben Strand, Director of Development, UW Libraries
- Deb Helman, Director of Science & Engineering Libraries
- Doug Way, AUL for Collections and Research Services
- Florence Hsia, Chair, History of Science & Memorial Library Committee
- Jim Jonas, Manager of Library and Instruction Services, MERIT
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- Julie Schneider, School of Medicine and Public Health
- Lesley Moyo, AUL for Public Services

1. Minutes approved with corrections
   a. Name spellings and titles
   b. 3.b.viii: acronym clarification for VCRGE (Vice Chancellor for Research and Graduate Education)

2. Announcements
   a. Eneida suggests – ULC provide a policy or course of action document to help faculty and research creators understand what Copy Rights to request/retain. Does the University have specific requirements for its institutional repository? What do the options mean in layman’s language?
      i. Dan notes that ULC is putting together a website with breakdowns of open access issues for faculty. That website / content will be part of the material presented when ULC has it’s targeted conversation with faculty dept heads around campus around consolidation issues.
      ii. Ed & Doug discuss the nuance of licensing / rights issues, affirming the need for support.
   b. Ed – Addresses the difficult post-election mindset that many staff may be experiencing. There is a tension between staying on task/mission and on getting out in front of campus messages with personal statements - especially as those concerns regard diversity and inclusion. Ed is waiting to make a statement to follow the lead of campus administrators in their goal of providing safe spaces on campus. Libraries are important in constructing those spaces.

3. Libraries Update
   a. Go Big Read was a huge success. The Mathew Desmond talk sold out.
   b. Shakespeare’s First Folio was in Madison and we reached out to K-12 groups, APT, and others. Susan Barribeau & Natasha Veeser have done great work coordinating and publicizing the events. The First Folio will be here through Dec. 11th. Special Collections is exhibiting other items related to the life and times of William Shakespeare.
   c. Yang Bai and Ed – Library Consolidation talk given to the University Committee. The conversation focused on the decision making process and communications planning that impacted the libraries actions. Clarifying the structure of libraries on campus and the limitations that structure creates is a priority for future communication. Talks around specific consolidation issues continue. Lesley is putting together a communications team, tasked with providing timelines and transparency.
      i. Dan asks if Lesley’s team will be a point to receive questions/input as well as disseminate. Answer – yes, when the group works with a specific location, they will be a two-way communication channel. Natasha, Dave, and Lesley are working to communicate the interrelation of the Master Plan, Campus Library Master Facility Plan, Consolidation Plan, etc.
      ii. Enbridge and Bright Spot companies are working with Campus Library Master Plan. If a ULC member is interested in liaising to the steering committee working on the Master Plan, volunteers are welcome.
d. Working with Ben Strand to organize Friends, Foundation, and others to plan a spring fund raising event featuring Bill Cronon in which we celebrate UW libraries.
e. Dan asks about the Provost’s email regarding consolidation. What was the intent? Answer – to show support for consolidation and the need to secure funds for libraries.

4. Memorial Library Committee Update - Florence
   a. The process for discussing the Campus Library Master Facility Plan is under way.
   b. Memorial spaces – evaluating which ones might be targeted to fill long term research needs. Can Memorial gauge/project future needs and plan for them now?
      i. For example digital humanities needs to be accommodated both for researchers and for students.
   c. Reviewing bibliographer’s needs and priorities. Collection priorities. Budgetary challenges. Needs of teachers and students. This is an ongoing set of conversations.
   d. Memorial houses such a broad variety of collections that the scope is challengingly wide and questions around how spaces serve such variety are complex. Aiming to make a pitch with Ben’s help to raise funds to support the directions they decide upon.
   e. Dan asks – will there be more of a move to send materials to remote shelving? Answer – it would be a point of discussion in ongoing conversations about consolidation.

5. Library Donor Profiles – Ben
   a. Ben’s PowerPoint has been submitted with the November minutes. File name: ULC WFAA Lib Donor Profiles 11_9_16
   b. Emailed alumni a survey that revealed they were open to more specific targeted opportunities that schools and colleges may be missing. Passions and expertise change with time – break out of traditional departmental categories when identifying donor alumni for the libraries.
   c. Stewardship event. Added 17 new plaques to Memorial Donors wall. Around 118 in total (names and companies) 80 of them are living. Decided to work with that group because of their history as long-term donors, big single time donors, or estate plans. Will add specially targeted outreach to them.
   d. Who are our donors? See Ben’s slides.
   e. Trend – reach out to PhD and Masters donors, people who were heavy users of libraries while here. Craft targeted/specific messages by college regarding needs within those programs related to libraries.
   f. Question – Elizabeth – do you have stats from chats, electronic resource usage? Are you using them? Answer – I don’t have access to it and I don’t know how people would feel about that data being used due to confidentiality concerns. Ed elaborates.
   g. Question – Sabine – notes that Allegiance is more to the University as a whole than by dept. but we don’t pursue funds that way. The “whole university mindset” gap could be the library’s niche. Additionally – how about trying to further build the Chemistry collection endowment noted in Ben’s profile information.
   h. Comment – Ed – Other area we’re exploring is corporate donors and partners. Notes that corporate entities have wildly different conditions that make them want to give. Ben elaborates that those conditions primarily relate to advertising in library spaces. For instance, there’s a potential tie to lending services – ads accompanying delivery of materials. They are currently considering outsourcing this sort of development to a
private company that would to pitch advertising concepts to possible corporate partners. A middle-man. Ed continues to highlight that there are non-affiliated people who are attracted to our functions and collections and want to support them.

i. Sabine – who will be at the May event? She knows a specific person. Ed responds, we’re grappling with the how to build a list of potential donors and then connect them in person with individuals who know about what “cool things” the library’s various groups are engaged with in their niche area of interest.

j. Sarah suggests that tapping into student workers for communication with possible donors would be very effective.

k. Dan – when talking with potential individual donors, how closely do you have to coordinate with other campus development efforts? Ben answers that all contacts are tracked with a central database and different developers communicate about individual efforts. Sometimes cooperate. Other times, function separately – donor by donor model.

l. Ed points out that the work we do now will yield benefits in years to come but may not have large immediate impacts.

m. Sabine asks – how about working with paper companies and Xerox? Ben replies that we tried a few but didn’t get responses. Ed adds we have targeted other Wisconsin companies, like Harley.

n. Sabine asks – how do you communicate with donors? What mediums? Ben answers – adding two communications per year directly from Ed as an insider perspective. An email list serve with 3,000 donors has also been created. Other places for interested parties to sign up for newsletters on what’s going on around campus. Letters from Ed also accompany tax/receipt information sent to donors. It’s very important to get the right information to big donors. On the other hand, there are a variety of estate donors who request no contact at all.