MINUTES
University Library Committee
Wednesday, Dec 12, 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
- Sabine Gross, German
- Kyung-Sun Kim, Library and Information Studies
- Daniel Klingenberg, Chemical and Biological Engineering
- Sarah Thal, History

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

Classified Staff
- Shira Hand, School of Education

Students
- Che Rui Chew
- Chrissy Hursh

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

Also Present
- 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
- Lesley Moyo, AUL for Public Services
- Carrie Kruse, Director of College Library
- Megan McBride, Facilities Planning and Management
1. Approve November Minutes (5 min)
   a. approved

2. Memorial Library Committee & Campus Planning Committee Updates (5 min) Florence Hsia (Chair, Memorial Library Committee), Lesley Moyo (AUL for Public Services)
   a. Conducted a conversation with the Associate Director for Special Collections and Archives, David Pavelich. Learn about his experience and expectations.
   b. Visited with subject specialists for History and Western European Studies.
   c. Will be inviting people from across campus for conversations/input on the space planning agenda.

3. Campus Planning Committee (Moyo)
   a. Oct 27 Meeting – focused on the Campus Master Plan and the Biennial Budget Request
      i. Campus Master Plan www.masterplan.wisc.edu
      ii. Biennial Budget Request https://chancellor.wisc.edu/blog/uw-system-budget-request-looks-to-future/
   b. Nov. 17 meeting was a closed session – no notes provided.
   c. Dan Asks – any news on the state of budgeting? Answer, there are no changes or updates.

4. Facilities Master Planning Update (20 min) Carrie Kruse (Dir. College Library) and Megan McBride (Facilities Planning & Management)
   a. Spring 2016 – beginning of the project, with unclear timelines.
   b. See supporting documents were supplied and are appended to the minutes.
      i. Project Organization Chart (LMP Project Organization Chart.pdf)
      ii. UW-MADISON Campus Libraries Facilities Masterplan (UW-Madison LMP Schedule.pdf)
   c. Libraries and FP&M are working jointly on this project. FP&M is finalizing Campus Master Planning and pursuing a variety of other departmental partnerships.
   d. Review of Project Org Chart
      i. Consultant Team Engberg Anderson (architecture) + Bright Spot (envisioning and strategy).
      ii. Steering Committee – has final approval
      iii. Working Group – handles the day-to-day functional elements. Weekly visits with and ongoing visit coordination for Engberg Anderson/Bright Spot. The Working Group has broad membership from a variety of stakeholders.
   e. Dan Asks – how much overlap with Library Consolidation? Answer – There is a subcommittee called the Consolidation Implementation Team. Consolidation is related (a sub set of the Campus Libraries Facilities Masterplan) but it is not driving the plan.
   f. Dan Asks – how does the User Groups subcommittee engage undergrads? Answer – focus groups with pizza gets folks in the door. Initial session attracted 16 students.
      i. Planning to conduct intercept interviews, focus groups, and employ other tactics to solicit undergrad input – including students who are not already library users.
   g. Sabine comments – Notice was sent out through ULC membership and dissemination to faculty stakeholders was not as robust as it could have been. Carrie agrees – initial quick
turnaround on notice was to keep the project timeline on track. Future efforts will be

done with more notice, which is afforded by the plan.

h. Chrissy asks – Regarding upcoming meeting dates / deadlines – are they set in stone or
can they be flexed around the realities of the semester? Carrie notes that they are
aware of conflicts (January esp.) and are examining both date-moving and adjusting the
format strategy of engaging stakeholders. Scheduling concerns have already been
voiced to Bright Spot.

i. Chrissy asks – Could you provide clarification on the Key Activities shown in the timeline
document? What do they encompass? Answer - Much of it is committee work rather
than visits with external stakeholders. For instance, last sprint it encompassed many
visits with libraries on campus. The visits were a “handshake” and conversation as a
precursor to upcoming deep evaluations.

j. Shira Asks – who is the project manager? Answer, Megan is day-to-day.

k. Nancy GS – who encompasses the “Design Team” in the Timeline. Answer: the
consultants Bright Spot and Engberg Anderson. Green identifies their individual working
times. Red identifies points where the consultants interact.

l. Cat asks – will outcomes from the listening sessions and focus groups be shared?
Answer: the visits create an understanding of themes. The final output in the report has
not yet been decided. That format may include these themes as reported by focus
groups. Carrie and Megan are working on a communication plan to share incremental
info rather than a closed door until the final report concludes.

5. Data Visualization Presentation (30 min) Doug Way (AUL for Collections & Research Services)
and Steve Meyer (Library Technology Group)

a. Physical Collections Usage Summary
   i. Loans & Browses
   ii. Acquisition/Circulation Comparison
   iii. Memorial Library Loans per Volume
   iv. Steenbock Library Loans per Volume
   v. Circulation by Material Type
   vi. Circulation by Patron Groups
   vii. E-Book Usage

b. Journal Statistics beta
   i. COUNTER JR1 summary for EBSCO
   ii. Nature print vs. electronic usage
   iii. Nature electronic usage (including trend line)

c. Doug - Why engage with data visualization?
   i. Little macro-level data existed 3 years ago. Rather, there was a focus on micro
level (individual items). Desire high level understanding of fund codes, language
use profiles, evolving use profiles over time for management of collections.
   ii. Macro-level data visualization makes storytelling easier when communicating
trends to campus and to make sense of very large datasets.
   iii. Interaction with datasets – quick ability to visualize comparisons between
libraries. Notes the ways that Memorial’s size can skew overall data so the
ability to isolate it or view in context is useful.

d. Some Initial Questions
i. What percent of any given library’s collection gets use? Many studies state that small percentages of the collection drive large percentages of use. For Madison 12% of collection drives 80% of use.

ii. How much does the heavy use of an individual item skew overall stats?

iii. How does usage vary by patron groups, item types, journal usage, e-journal use.

e. The more that’s learned, the more sophisticated the visualizations we engage.

i. Example: How much is being added to collections vs. how much it’s being used. Evaluate loan trends. In this case, Doug learned that we add more print than makes sense when compared to usage. This spurs reflection on steadily rising e-book use in relation to the percent of the budget spent on them as opposed to print.

ii. Discussion of the messiness of data and how that’s accounted for in the construction of visuals.

iii. The committee asked many questions – discussing specific details of some of the sample visualizations displayed. Primary discussion points were ILL trends, disciplinary material profiles, how the data is or can be used to tell stories.

iv. Future visualizations will focus on ebook usage, especially to understand who their users are. Will be conducted by survey tools embedded in e-book platforms. Discussion of the challenges and opportunities of assessing the e-book format – related to the COUNTER (Counting Online Usage of Networked Electronic Resources) industry usage standard.

v. Final note – reality is important! This data is about making smart decisions and developing collections appropriately – not painting “scary” downward trends in print circulation.
**Coordination of work**

**PROJECT ORGANIZATION CHART**

**Project Manager**
Handles day-to-day needs of the project

**Steering Committee**
Review content created by consultants and Working Group, direct as needed
- Susan Dibbell, Wisconsin Union
- Nancy Graff Schultz, GLS Executive Group
- Lee Konrad, GLS Executive Group
- Anna Lewis, Library Coordinating Council
- Lesley Moyo, GLS Executive Group
- Carol Pech, University Library Committee
- Margaret Tennessen, UW Facilities Planning & Management
- Ed Van Gemert, Vice Provost of Libraries, University Librarian
- Doug Way, GLS Executive Group

**Campus Leadership**
Provide additional approval on an as-needed basis

**Working Group**
Generate ideas and synthesize input from User & Provider Groups
- Jon Jenson, DFD *
- Carrie Kruse, UW Libraries (Director of College Library, User Experience & Library Spaces) *
- Megan McBride, UW Facilities Planning & Management *
- Lesley Moyo, UW Libraries (AUL Public Services) *
- Natasha Veeser, UW Libraries (Director of Communications) *
- Cathy Weiss, UW System *
- Bruce Barton, Shared Development Group (digital spaces)
- Michael Enyart, Head of Business Library
- Steve Frye, Chair of Public Services Management Team
- Alex Johnson, Building & Operations Manager, Memorial Library
- Anna Lewis, co-director MERIT, School of Education, co-CIO
- Dave Luke, Technology Services Coordinator (and Consolidation Implementation Team)
- David Pavelich, Director of Special Collections and Archives
- Jean Ruenger-Hanson, Head of Steenbock Library
- Nola Walker, Assistant Director for Assessment
- Travis Warwick, Head of Math Library (and SPSG: Space Planning and Shelving Group)
- Heather Weltin, Director of Collection Management and Resource Sharing
- Alison Caffrey, MA student, School of Library & Information Studies

**Core Team ***
Members can serve on various committees and/or hold multiple roles
- Susan Dibbell, Wisconsin Union
- Nancy Graff Schultz, GLS Executive Group
- Lee Konrad, GLS Executive Group
- Anna Lewis, Library Coordinating Council
- Lesley Moyo, GLS Executive Group
- Carol Pech, University Library Committee
- Margaret Tennessen, UW Facilities Planning & Management
- Ed Van Gemert, Vice Provost of Libraries, University Librarian
- Doug Way, GLS Executive Group

**Service Provider Groups**
Provide information and feedback throughout the project
- library staff
- library staff committees
- library partners

**Other Committees**
Provide information and feedback throughout the project
- Space Planning and Shelving Group (SPSG)
- Consolidation Implementation Team

**User Groups**
Provide information and feedback throughout the project
- undergraduate students
- graduate students
- faculty
- researchers
- academic staff

**brightspot**
- Emily Kessler, Senior Strategist
- Adam Griff, Director
- Alexis Cruzzavala, Strategist
- Matt Burke, Project Coordinator

**Engberg Anderson**
- Alexandra Ramsay, Project Manager
- Joe Huberty, Partner in Charge
- EA Consultants
## UW-MADISON | Campus Libraries Facilities Masterplan

### 0. ORGANIZATION

<table>
<thead>
<tr>
<th>Task</th>
<th>Date</th>
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<tbody>
<tr>
<td>KICKOFF MEETING</td>
<td>1-Nov-16</td>
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<tr>
<td>Review Background Information, Code Analysis</td>
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<tr>
<td>Setup Committees &amp; Focus Groups</td>
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<tr>
<td>TRIP 1: Planning &amp; Education Meetings</td>
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<tr>
<td>Collect &amp; Analyze Physical Data</td>
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<tr>
<td>Collect &amp; Analyze Baseline Space &amp; Utilization Data</td>
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Vice Provost of Libraries Giving Circle:

- $10,000+ Lifetime Giving to Library
- $50,000+ In-Kind Giving
- On File: Bequest, Charitable Gift Annuity
- Annual donors of $1,000
Profile 1:

- PhD UW – 1986
- Undergrad/Graduate Work at other institutions
- $7,910 lifetime giving
- $200,000 Estimated Estate Gift Agreement
- $200,000+ Estimated In-Kind Collection Donation (in process)
Profile 2:

- BBA 1954; MBA 1959; PdD 1966
- Faculty at U Michigan Ann Arbor – Emeritus
- $31,000+ Library Lifetime Giving
- $787,000+ School of Medicine Giving
- In discussion for Collections Endowment, Planned Gift
Profile 3:

• PhD Chemistry 1997
• Faculty of Chemistry at Indiana Bloomington
• $30,000 gift to endow Chemistry Collection Fund, in Honor of Parents. 2015
• $650 in annual gifts before 2015
Profile 4:

- Green Bay – Employer provides 1-1 Match
- Undergraduate in Naval Academy
- 3 children graduated from UW
- $49,000 UW Band
- $14,000 UW Libraries
- $8,000 Theatre Dept
Campaign to Alumni in PhD and Masters Degree Programs:
Focus on Collections and Research

Your support
Your gift will help UW-Madison provide students, researchers and faculty with the materials, both physical and digital, that they need for new research and scholarship.

UW Digital Collections
The UWDC provides free access to a large collection of digital historic documents, texts and images, many of which highlight Wisconsin research collections. The UWDC receives an average of 21,700 sessions per day and 8 million per year.

Compelling Collections
The libraries have a growing collection of electronic resources, more than 8 million print volumes, and millions of microfilms, documents, newspapers, maps, musical scores, rare manuscripts, archival materials, and audiovisual media.

Please make a gift today at supportuw.org/giveuw/libraries.
Results Spring 2016:

- Mailed to 2,900 PhD Alumni, who don’t have an are not an active WFAA prospect
- 38 Gifts; 1.3% response rate
- $107 Average Gift (excluding $30K Endowment Gift)
- $34,100 (One $30K Endowment Gift)
Round 2 – planned for Spring 2017:

- 2,900 PhD
- Changing appeal to more text and narrative.
- One page illustrative page of collections, examples faculty supported funds
- May expand to include Graduate Degrees (who aren’t currently WFAA staff)
  - Anthropology
  - Botany
  - Physics
  - Scandinavian Studies