Richard O. Jacobson with a KCRG news reporter.

Maucker Union Ballrooms filled to capacity for the March 6 Richard O. Jacobson $15 million gift announcement.

Photos from the Richard O. Jacobson $15 million gift announcement.
President’s Welcome and Updates

Vice President Updates

Rod Library Update, Dean & Professor Chris Cox

Q & A
FY14 Appropriations Request*

- **General Education Fund**  
  - Lead nation in prek-12 education  
  - Enhance undergraduate education, student success and Iowa workforce  
  $2 M

- **Special Line Items**  
  - Real Estate Educ., Recycling and Reuse Tech. Transfer Center  
  - Governor’s STEM Advisory Council  
  $0.3 M  
  $4.7 M

- **Economic Development**  
  - Regents Innovation Fund, IDM, MCC, MyEntre.net and NABL  
  $1.8 M

- **Special Request**  
  - (2nd of 3 Year Request)  
  $4 M

* FY14 Appropriations request approved by Board but still needs Legislative approval.
### Proposed Funding for Special Appropriations:

<table>
<thead>
<tr>
<th></th>
<th>STEM initiative</th>
<th>Econ. Dev. *</th>
<th>Real Estate Educ.</th>
<th>RRTC **</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Governor</strong></td>
<td>$4.7M</td>
<td>$574,716</td>
<td>$125,302</td>
<td>$175,256</td>
</tr>
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<tr>
<td><strong>Senate</strong></td>
<td>$5.7M</td>
<td>$574,716</td>
<td>$125,302</td>
<td>$175,256</td>
</tr>
</tbody>
</table>

* Institute for Decision Making, Regional Business Center, MyEntre.Net, Metal Casting Center

^ Economic Gardening – Advance Iowa

** Recycling and Reuse Technology Transfer Center

Regents Innovation Fund that would be split among the three Regent institutions:
Governor proposed $3 M, House proposes $3 M and Senate $5 M.

Need-based financial aid for in-state undergraduate students that would be split among the three Regent institutions: Governor proposed $5 M, House $0, and Senate $10 M.
Redefining Rod Library

Christopher Cox, Dean of Library Services
University Council
April 17, 2013
Why Must the Library be Redefined?*

- Unsustainable costs
- Viable alternatives
- Declining usage
- New patron demands

*Redefining the Academic Library: Managing the Migration to Digital Information Services, Advisory Board Company, 2011.
## Too Rich Even for the Deepest Pockets

*Even Top Institutions Pushing Back on “Best Library at Any Cost” Model*

<table>
<thead>
<tr>
<th>Physical volumes</th>
<th>Serial titles</th>
<th>Full-time library employees</th>
<th>Annual operating expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.3 M</td>
<td>100 K+</td>
<td>1,200</td>
<td>$159 M</td>
</tr>
</tbody>
</table>

### Limits of the Ownership Model

“Given these potent trends, the Harvard libraries can no longer harbor delusions of being a completely comprehensive collection, but instead must develop their holdings more strategically. To do so, Harvard will need to embrace a model that ensures access to—not necessarily ownership of—scholarly materials needed by faculty, students, and other library users, now and in the future.”

*Library Task Force Report*

*Harvard University, 2009*

---

*Redefining the Academic Library: Managing the Migration to Digital Information Services, Advisory Board Company, 2011.*
### Viable Alternatives

#### Where college students begin their information search

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search engine</td>
<td>83%</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>7%</td>
</tr>
<tr>
<td>Social networking site</td>
<td>2%</td>
</tr>
<tr>
<td>E-mail</td>
<td>1%</td>
</tr>
<tr>
<td>E-mail subscription/alert</td>
<td>1%</td>
</tr>
<tr>
<td>Online database</td>
<td>1%</td>
</tr>
<tr>
<td>Ask-an-expert site</td>
<td>0%</td>
</tr>
<tr>
<td>Library Web site</td>
<td>0%</td>
</tr>
<tr>
<td>Online bookstore</td>
<td>0%</td>
</tr>
<tr>
<td>Topic-specific Web site</td>
<td>0%</td>
</tr>
</tbody>
</table>

*Perceptions of Libraries, 2010: Context and Community, OCLC.*
Declining Usage

The Lonely Reference Librarian
Circulation and Reference Requests Down Across All Institutional Types

Declining Circulation
Average General Collection Circulation

-34%

185,287
122,850

-30% -12% -34%

17,270 15,766 35,878 23,726

Associates Bachelors Masters Doctorates

1998 2008

Declining Reference Requests
Average Weekly Reference Requests

-71%

2,031
592

-13% -21% -51%

298 259 184 375

Associates Bachelors Masters Doctoral

1998 2008

Conflicting Patron Demands

Pulled in Competing Directions

Impossible to Satisfy Increasing and Conflicting Demands on the Library

- **Graduate students** want quiet study spaces (and browseable collections)
- **Undergraduates** want collaborative spaces to study and socialize
- **Humanities and social science faculty** want browseable collections
- **Accreditors** want to ensure that students have access to sufficient resources
- **Donors** want to fund centers and avant-garde spaces (rather than collections)
- **Librarians** want to build and preserve collections while demonstrating their contribution to the teaching and research missions
- **State legislatures** want to promote access to more citizens
- **Members of the community** want their archives preserved in special collections

Source: Education Advisory Board Interviews and analysis
How Do We @ UNI React?

Get Feedback, Close the Loop

- Strategic Plan Update
- Dean’s meetings with various faculty and student groups
- New logo and branding
- New Outreach Services Librarian
- LibQual library feedback survey: April 15 – May 3
Collection Changes

- Consolidation of physical collection
  - Reference works, government publications, maps, videos
  - Participation in HathiTrust, Portico to protect e-content
- Demand Driven Acquisition (DDA) for eBooks and subscription collections
- Video streaming trials
- Emphasis on unique materials and collections
- Integration of UNI Museums’ artifacts
- Collaboration with local libraries to provide greater access to library resources
Less space devoted to collections; more space devoted to learning and collaboration
  - New open floor plan
  - Second floor Learning Commons
  - Center for Excellence in Teaching and Learning
  - New furnishings
  - New technologies
  - New presentation spaces
  - New exhibit spaces
Whither the Wall

Before

After
Learning Commons

- Brings together academic support services partners from across campus, physically and virtually, providing a one-stop experience to ensure student success
- Task force includes members from library, ITS, ALC, and a faculty and student representative
• New carpeting, paint, furnishings and technologies encourage creation and collaboration

• Fall 2013 plans - Digital Media Hub, future Café

• More info at http://guides.lib.uni.edu/learning-commons/
Provides equipment, technology and assistance to meet students digital media creation needs

Partnership between Rod Library, ITS

Images courtesy Northeastern University Libraries
- Combination of laptops and desktops
- Software for audio, video, image and animation creation
- Flexible furnishings conducive to individual or group work
- Video recording/editing suite
- Audio recording/editing suite
- Student assistance
- Equipment (cameras, tripods, mics, etc.) for checkout

Duderstadt Center, University of Michigan Libraries
- **Discovery system**, Google-like searching for all collections
- **ILLIAD**, new interlibrary loan system
- **Reference knowledgebase** to answer your questions 24/7
- **Institutional repository and digitization services** to preserve and promote UNI born-digital content
2. The Prevalence and Influence of the Combination of Humor and Violence in Super Bowl Commercials.


Subjects: SUPER Bowl (Football game) advertisements; VIOLENCE in advertising; WIT & humor in advertising; TELEVISION advertising; RESEARCH; ADVERTISING -- Psychological aspects; ADVERTISING -- Social aspects; ADVERTISING & children; TELEVISION advertising effectiveness; PUBLIC opinion; WIT & humor -- Psychological aspects; VIOLENCE attitudes; PRIME time broadcasting.

Database: Business Source Elite

Show all 7 Images

Add to folder

PDF Full Text (5.46KB)

3. Television violence: the impact and influence on children and adolescents / Preston B. Hoskins.

By: Hoskins, Preston B. 2000. 01/01/2000 20 leaves; 28 cm. Language: English

Subjects: Violence on television -- Social aspects

Database: UNISTAR Library Catalog

Add to folder

Retrieve Catalog Item

<table>
<thead>
<tr>
<th>Location</th>
<th>Call No.</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNI IRTS Gradpaper</td>
<td>LD2584.5 .H67</td>
<td>AVAILABLE</td>
</tr>
</tbody>
</table>
A repository is a place where scholars can deposit digital versions of works they have created.

All scholarly materials accepted:
- journal articles
- student research papers
- theses and dissertations
- university publications
- documents created by university committees

Material is collected, stored, and made web accessible to permanently preserve scholarly communication.