



LIBRARY LETTERS

University of Northern Colorado Libraries

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UNIVERSITY OF
NORTHERN COLORADO

James A. Michener Library • Howard M. Skinner Music Library • www.library.unco.edu

UNC Foundation Facilitates Fundraising for University Libraries

Over the course of the Spring Semester Wendy Abbot of the University of Northern Colorado Alumni Association and Foundation worked with Dean Gary Pitkin to coordinate a fundraising initiative. The project involved student workers contacting UNC alumni and retirees, as well as members of the Friends of the UNC Libraries. Wendy has provided additional details of the Telephone Outreach Program (TOP) for this issue of Library Letters:

Student staffed university phonathons, like the TOP at the University of Northern Colorado Foundation, are common programs for raising private support for higher education institutions nationwide. All of our UNC student callers are recruited, screened, trained, and paid an hourly wage for this part-time job. We employ students from a variety of disciplines in all of the colleges. Aside from honing their communication and persuasion skills, our callers cite the genuine conversations they have with alumni and supporters among the best aspects of the job. This year we implemented college and program tours for our callers, which were often led by deans and the development director for the respective area (as we did with the Libraries). This has helped our callers become more knowledgeable and articulate about the areas for which they are raising funds and improves their ability to serve as student ambassadors promot-



ing their university.

Many of our callers have been with us for 2 and 3 years. The Telephone Outreach Program offers flexible evening hours and opportunities to advance and become a supervisor and perform additional office duties for the foundation. It's great career preparation because the skills they utilize in the University of Northern Colorado Foundation's TOP can be applied to any job following graduation.

This year we identified several key alumni and donor segments to target in our phonathon for the University Libraries, which kicked off in March 2007.

These included past libraries donors and alumni with multiple degrees or an advanced degree from UNC. We weren't certain what the potential of these calling pools would be since we'd never conducted a phonathon with a focus on the University Libraries.

The Spring 2007 TOP phonathon raised more than \$20,000, increasing donations to the Libraries more than ten-fold over the 2005-2006 year's gifts.

The efforts of Wendy and the student callers in the TOP program are much appreciated by Dean Pitkin and all staff of the University Libraries.

Diversity Takes Center Stage at University Libraries

This spring the Libraries hosted the first of two speakers in the Diversity Visiting Scholar Series sponsored by the Libraries and the university's Sponsored Programs and Academic Research Center. Sandra Rios Balderrama is the former director of the American Library Association's Office of Diversity and past president of REFORMA, the national library association that promotes library services to the Latino population and the Spanish-speaking community.

In her speech to the campus community, "Out Front with Diversity – Applause! or Pause?" Rios Balderrama challenged the audience to think about diversity in different ways. She likened diversity to the sidewinder, a desert snake, whose path constantly changes. She also placed the power for accepting diversity at the individual level and encouraged UNC faculty and staff to travel not just physically, but mentally and emotionally to appreciate

(Continued on page 2)

Michener Beautification

Two planters that flank the main entrance to Michener Library are now filled with plants thanks to the efforts of library staff. Two trees are now surrounded by more than 40 plants selected for color and hardiness. Staff were guided in their choices by a desire for xeric species that would bloom throughout the summer months.

Library staff planned the project, chose the plants, and did all the planting and subsequent watering. University Facilities staff assisted with the project, amending the soil and purchasing the selected plants. New trash containers and ashtrays should complete the improved appearance of the building. Take a look around the main entrance next time you get a chance to visit Michener Library. We hope the plantings bring a smile to your face!

Linda McCammon-Whalen and Lois Leffler (above) planted with Patty Chapman and Kalen May (left) on a

fine spring morning. Both photos by Ebbie Sanchez



Fumes Force Closings of Michener Library

Fumes from a solvent used to remove glue beneath floor tiles in the Government Publications area forced two closings of Michener Library during the summer semester. The tiles were being removed as part of a project to carpet the Government Publications area. Fumes first surfaced on 21 May on the east side of the building, and some library staff began to suffer adverse reactions almost immediately. When efforts to remove the odor using air ventilation machines did not work, the library was closed from 4 to 8 June so that further work could be done to eradicate the odor.



When odor persisted, the building was closed again from 14 June through 4 July. After air tests showed that the building no longer contained the odor, the building was reopened on 5 July.

During the closures Michener Library services were provided at the Skinner Music Library. Interlibrary loan books and books borrowed from Prospector were available at the Music Library for pick up. Reference librarians provided reference help. Patrons could access the online catalog remotely or on site at the Music Library. Nevertheless, the disruption was very difficult for both patrons and staff who showed remarkable resilience and flexibility during the situation.

University Libraries Assessment Committee, Activities Deemed “Excellent”

On 13 March, University Libraries personnel associated with assessment activities attended a banquet, hosted by the office of the Provost, at which they were presented with the *Excellence in Assessment Toward Improving Quality of Services Award*. Among those attending were staff and faculty who collaborate to assess the libraries’ patron satisfaction, those who organized the Symposium, and those who assisted at that event.



Authors & Artists Celebrated During Academic Excellence Week

As part of UNC’s annual observance of Academic Excellence Week, more than 200 UNC scholars were recognized with a reception in the Mari Michener Gallery on 10 April. Representatives from across campus mingled with colleagues and nibbled on afternoon snacks. This gathering honored faculty who published articles or books, or created works of art, music, or theater during 2006.

The gallery was featuring a show of quilts created by members of a local quilting group, making the space colorful and festive. Some of the many quilts can be seen in the accompanying



Photo: Ebbie Sanchez

ing photos. Classical guitar music was provided by School of Music doctoral student Ren Merry, lending a delightful air to the festivities.

Also in attendance was UNC President Kay Norton, who received a framed print of her READ poster, part of an ongoing outreach activity initiated by the University Libraries Reference Department.



Photo: Ebbie Sanchez

Two guests chat in the Mari Michener Gallery while Ren Merry performs in the background (left). President Kay Norton displays the READ poster presented to her by the University Libraries (above).

Diversity

(Continued from page 1)

differences. While acknowledging that creating a community that embraces differences takes time, she warned that opportunities must not be lost by waiting. During her visit Rios Balderama also discussed diversity in libraries with library personnel, shared experiences and talked about careers in librarianship with students at the Cesar Chavez Cultural Center, and engaged students in conversation about diversity in an interdisciplinary Life of the Mind class.

The second speaker in the series will be Loretta Parham. Parham is currently the Director and Chief Executive Officer of the Robert W. Woodruff Library at the Atlanta University Center, an organization that serves four academic institutions in Atlanta: Morehouse College, Spelman College, the Interdenominational Theological Center, and Clark Atlanta University. Parham will visit the campus in November 2007.

Promotion of diversity by the Libraries is not limited to speakers on the topic. The collections and displays within Michener Library support a wide variety of perspectives. A display in March recognizing Women’s History Month included a life-sized image of the Barbie doll. The eye-catching image drew students to the colorful display of books, media, and popular culture.

Library Assessment Ongoing

Assessment is an integral part of the University Libraries evidence-based planning process. One year ago the Libraries held a Symposium, a qualitative data-gathering activity that brought together faculty, staff, administrators and students from across campus to address areas for improvement within the Libraries. These areas had been identified through the use of the LibQUAL+™ survey the previous year. The 2006 Symposium yielded some practical suggestions, as well as a few long-term possibilities. Some examples of implemented suggestions: Signage has been installed on the third floor of Michener Library reminding patrons of its new designation as a “Quiet Floor” in which cell phones and noisy groups are prohibited; the newly updated Libraries website offers assistance categorized by discipline; and the Libraries is purchasing three more arts and sciences collections in JSTOR, an online research tool popular with many faculty and students. The Symposium Report can be seen on the Libraries’ website, under “About the Libraries.”

This Spring the University Libraries once again implemented the LibQUAL+™ survey, collecting responses on 27 items from more than 1,000 members of the UNC community. This summer the Assessment committee will submit a report on the survey findings to Libraries Administration for use in the planning process for next year and into the future. To learn more about the Association of Research Libraries’ LibQUAL+™ survey, visit www.libqual.org.



Contact the Friends of the University of Northern Colorado Libraries

Phone: 970-491-2601

Visit their website:

library.unco.edu/friends/index.htm

Want to give to the Libraries? Visit:

library.unco.edu/about/giving.htm

We welcome your comments, suggestions, feedback, and input!

Contact editor Annie Epperson via email, telephone, or postal mail, with your ideas for Library Letters. See below for contact details.

Thank you!

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