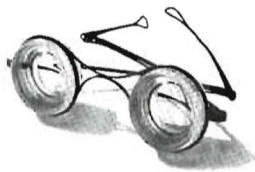




# ucsd Libraries

ANNUAL REPORT  
A N N U A L R E P O R T



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*From the***UNIVERSITY LIBRARIAN**

Dear Friends and Colleagues,

One task I assign myself every year is to delineate the qualities I expect our UC San Diego Libraries to represent, and then to measure our performance against those specified qualities. This year, the words I chose were innovation, flexibility, access, and presence, and I believe that this report demonstrates—not only in its content, but in its very design—that our libraries fulfilled the promise of those words.

As good friends and supporters of the UCSD Libraries, you've seen your investment in modernization and technology pay off in our recognized leadership in digitization of images and text, remote access, Web-based resources, and facilities dedicated to collaborative scientific, biomedical, artistic, and academic research.

You've helped us advance vital improvements to the Biomedical Library—which we'll formally reopen in the 2006–07 academic year—thus ensuring its continuing position as the preeminent biomedical research library in San Diego and Imperial Counties. Your generosity and support have allowed us to collect and make publicly available collections that range from avant-garde art to the history of Chicano activism, and to move into the top forty among national research libraries—a notable feat given our relative youth as an institution.

In short, your confidence in us has enabled us to strategically look ahead, take advantage of technical tools, and make our books and a broad array of digital and printed resources available to thousands of patrons. I hope you will agree that this is gratifying evidence of those qualities I set as goals.

Just as importantly, your support has enabled the UCSD Libraries to become a stronger and more dynamic presence on campus—the common thread that is woven through every aspect of university life. We are grateful for every contribution that adds strength to that common thread.

*B. Schottlaender*

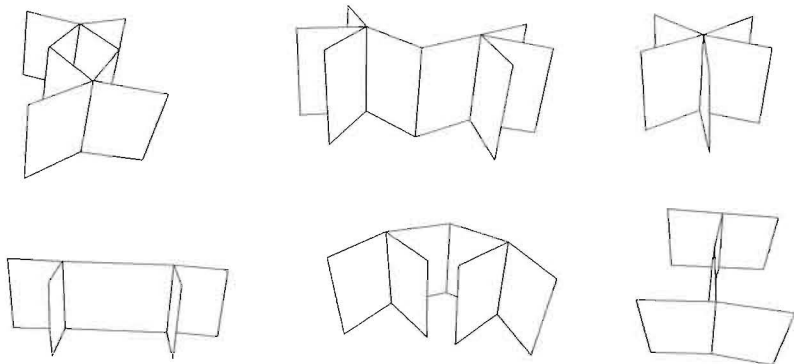
**BRIAN E. C. SCHOTTLAENDER**  
UNIVERSITY LIBRARIAN



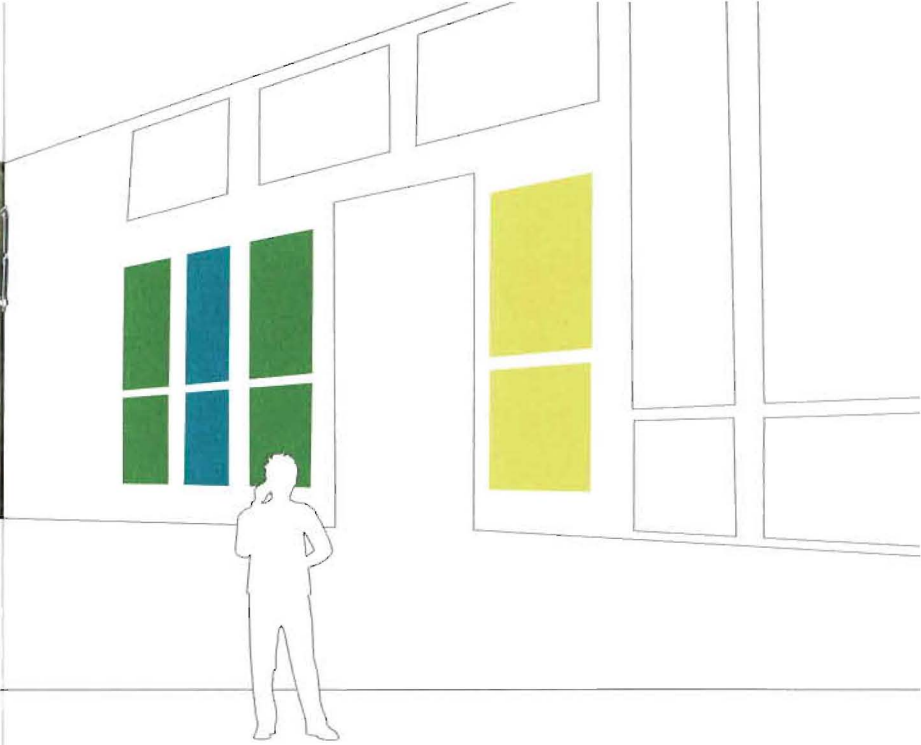
Illustration by Noll Nizvak

## The Library Is What You Make of It **Try Making These**

\* Assembly may require one or more paper clips. Enjoy.



In 2004–2005: **2,469,210** people entered the UCSD Libraries **694,991** books were checked out or renewed **162,116** reference questions were answered **2,832,636** images were made on copiers, printers, microreaders, screen scanners **827,481** items were reshelved **57,926** items were cataloged **28,368** items were prepared for binding **547,753,579** InfoPath (UCSD's website) connections were made **5,637,032** ROGER (UCSD's online catalog) searches were conducted **10,500** trash bins/wastebaskets were emptied during finals week



## the power of presence

**UCSD'S GEISEL LIBRARY IS, IN MANY RESPECTS, THE HUB OF THE UNIVERSITY.**

Geographically, it is situated near the heart of campus, a distinctive and familiar landmark.

Intellectually, it is the permanent home of five of the university's libraries and, in 2004–05, it became the temporary home of a sixth, all housing distinguished collections that sustain and advance UCSD's educational mission.

Metaphorically, it has come to symbolize the entire campus, its bold, cantilevered form compressed into the campus logo.

But the edgy structure, which rises from its concrete pedestal like a UFO straining for liftoff, is merely the most visible manifestation of the ten UCSD Libraries. With a presence that is at once physical, virtual, academic, cultural, and even social, **THE LIBRARIES ARE THE COMMON THREAD WOVEN THROUGH EVERY ASPECT OF UNIVERSITY LIFE.**

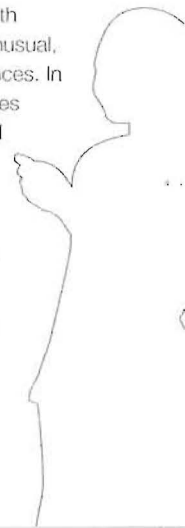
This 2004–05 annual report celebrates the presence, in its many forms, of the UCSD Libraries. As signposts, they create a rare sense of place on a young, growing campus. As gathering places, they foster a much-needed sense of community. As repositories of knowledge, they yield clues and ideas to

diverse scholars seeking disparate answers. **THEY ARE CONDUITS AND MAGNETS; STEWARDS AND TEACHERS; PERFORMANCE SPACES, GALLERIES, AND SALONS.**

Like the campus they serve, they draw on tradition but also function as laboratories for reimagining, rethinking, reinventing, and reconfiguring. Established services and collections coexist with novel forms of information delivery.

storage, and retrieval. Conventional exhibits are interspersed with whimsical programs and unusual, often interactive, performances. In 2004–05, the UCSD Libraries were a vibrant, multifaceted presence that reached out to the university and the broader community in new and inventive ways, exploring possibilities and expanding minds.

Top left: John Baldessari, *READ/WRITE/THINK/DREAM*, 2001, UCSD Stuart Collection.



# GETTING P H Y S I C A L



The Biomedical Library kept its date with its future on July 20, 2004, when ground was broken for its long-anticipated renovation and expansion. As **THE ONLY RESEARCH BIOMEDICAL LIBRARY IN SAN DIEGO COUNTY**, the Biomedical Library is a critical resource not only for university students, faculty, and staff, but also for the local biotechnology and life sciences communities and area physicians. After thirty-five years, the library, originally designed for 800 users, was overflowing with a user population of more than 4,000. The makeover, which will nearly double its square footage, will transform the library from a dated facility con-

ceived in the era of card catalogs, printed indexes and abstracts, and individual study, to a flexible, twenty-first-century library equipped with state-of-the-art technology and areas designed for group work.

With its old home reduced to a construction site, **THE BIOMEDICAL LIBRARY WAS FORCED TO RELOCATE TEMPORARILY TO THE LOWER WEST WING OF GEISEL LIBRARY**. The bulk of the move took place over the weekend of December 17–19, 2004, and staff members worked into the wee hours of the morning to get the job done. By Monday morning, the library was



Top: From Student Design, Build, Fly Competition display at the Science & Engineering Library. Bottom: The redesigned and expanded Biomedical Library.

## FUNCTIONAL AIDS

364			359
349			378
606			361
368			435
80			363
519			425
353			37
583			268
272			879
371			269
377			
88			351

Antique medical instruments by Elisabeth Bonnier (London: Sotheby Parke Bernet, 1979)

up and running in its new digs, albeit staffed by weary and bleary-eyed men and women.

**STUDENTS' FLIGHTS OF FANCY CAME IN FOR A LANDING** at the Science & Engineering Library, when the front and back stairwells were converted into de facto hangars for six competition airplanes. The planes

were designed and built by UCSD aerospace engineering students for the international competition of the American Institute of Aeronautics and Astronautics. UCSD students won the world championship in 2002, beating out competitors from MIT, UCLA, and Georgia Tech. The winning craft was hung in a place of honor in the back stairwell.

# Social ENGAGEMENT



Procrastinators, the diligent, the panicky, and the caffeinated got a windfall during 2004–05: more time. Beginning in the fall quarter, **THE SOCIAL SCIENCE AND HUMANITIES LIBRARY AND THE SCIENCE & ENGINEERING LIBRARY EXTENDED THEIR CLOSING FROM MIDNIGHT TO 2:00 A.M.** during finals to give students longer study hours before exams. Students filling out survey cards were overwhelmingly positive about the new hours, expressing gratitude and offering suggestions for further enhancements, including such study essentials as coffee and doughnuts.

Injecting considerable levity into the crowd of crammers was Daniel Carlos, a library security officer working the 2:00 a.m. shift. **ADOPTING THE ALTER EGO “DIAMOND DAN,”** CARLOS, who has a background as an actor and DJ, turned his three nightly announcements about closing time into hilarious, interactive study breaks. His antics, which included rousing choruses of “We Will Rock You,” guided meditations, and a “magic word” of the night, quickly made Diamond Dan a cult figure among students. Survey comments ranged from “Who’s the cool guy on the speaker?” and “I love the intercom guy” to “I love the announcements—they made me stay awake.”

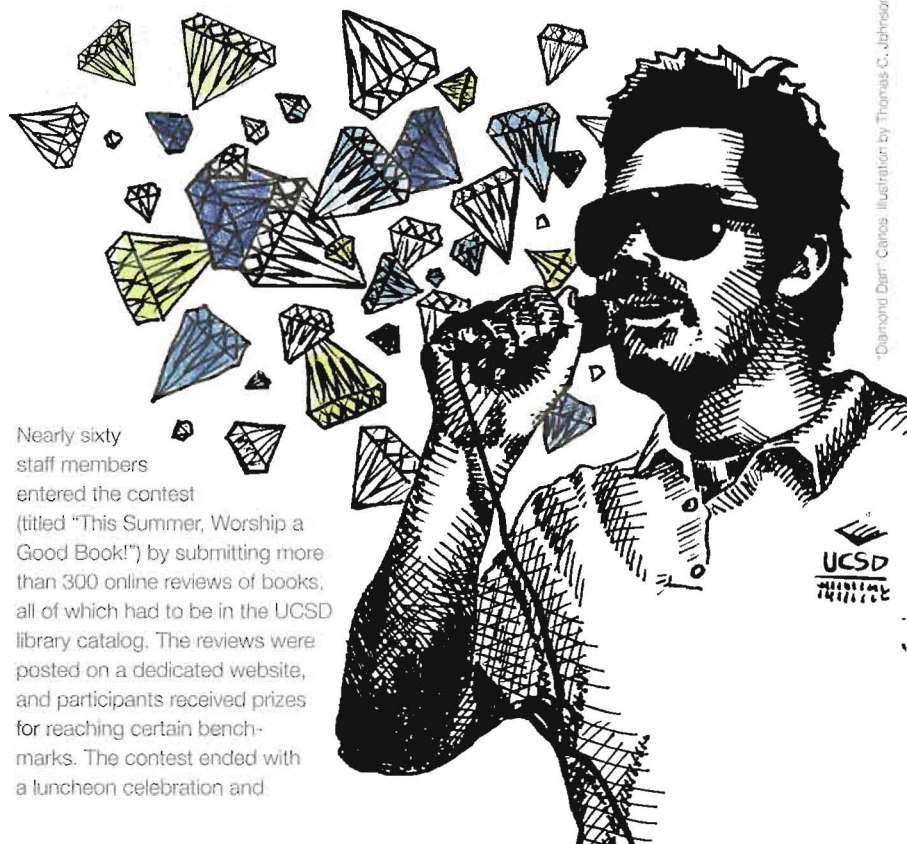
Those with unusual staying power during spring quarter finals week were rewarded with glow-in-the-dark silicone wristbands emblazoned with **“GEISEL GLOWS AFTER DARK.”** The Social Science and Humanities Library purchased 2,500 of the bands and doled them out to students using the library after 12:30 a.m. “You could hear the thundering of students coming down the stairs from the tower and out of the wings every night at 12:30 to get their wristbands,” observed a staff member. By the end of the week, all the wristbands had been snatched up, and some students sported four or five on their wrists as a badge of honor—or insomnia.

Not to be outdone, **THE CENTER FOR LIBRARY AND INSTRUCTIONAL COMPUTING SERVICES (CLICS) THREW OPEN ITS DOORS 24/7** during finals week each quarter, attracting throngs of students eager to take part in the kinetic mob study scene. Some actually sported finery, hoping to meet kindred spirits who were also pulling all-nighters. CLICS, a high-tech, high-octane library where conversation is permitted and small conference rooms are available for group study, ratcheted up the caffeine and sugar quotient by catering midnight study breaks with complimentary coffee and

cookies. “The atmosphere resembles more of a slumber party than a study session,” reported the campus paper, the *UCSD Guardian*. For the students who swarmed to CLICS during finals week, however, sleep would have to wait.

The Social Science and Humanities Library went retro during the summer of 2004, launching a contest that **ENCOURAGED UNIVERSITY STAFF TO ENGAGE IN A QUIANT BUT TIME-HONORED PLEASURE: READING FOR FUN.**

awards ceremony in September, where special prizes were awarded for the most books and most pages read, as well as such lighthearted categories as the most humorous reviews and the shortest review. The program, which created a community of readers, was so successful that the contest was subsequently made an annual event. As one participant commented, “This reading program was something I looked forward to all summer. It breaks up the school year and provides an opportunity for book lovers to connect.”



Nearly sixty staff members entered the contest (titled “This Summer, Worship a Good Book!”) by submitting more than 300 online reviews of books, all of which had to be in the UCSD library catalog. The reviews were posted on a dedicated website, and participants received prizes for reaching certain benchmarks. The contest ended with a luncheon celebration and

# MAKING THE VIRTUAL REAL

**UCSD FACULTY, TEACHING ASSISTANTS, AND STUDENTS BECAME UNUSUALLY IMAGE-CONSCIOUS IN 2004-05**, when they gained access to ARTstor, a treasure trove of 300,000 digital images of art, architecture, and archeology, with related data and tools to enhance teaching, learning, and scholarship. ARTstor, which is funded by the Andrew W. Mellon Foundation, came online in July 2004, and UCSD users were quick to take advantage of its capabilities. After training, faculty members began using it to create image groups for presentations and course reserves. Faculty and teaching assistants introduced the images in the classroom using ARTstor's offline viewer. Students began

to visit the ARTstor site to access course reserves and conduct research. For the campus, using ARTstor was something of a homecoming: UCSD's Arts Libraries were an early contributor to the project, making available more than 220,000 images, or about 80 percent of their visual holdings.

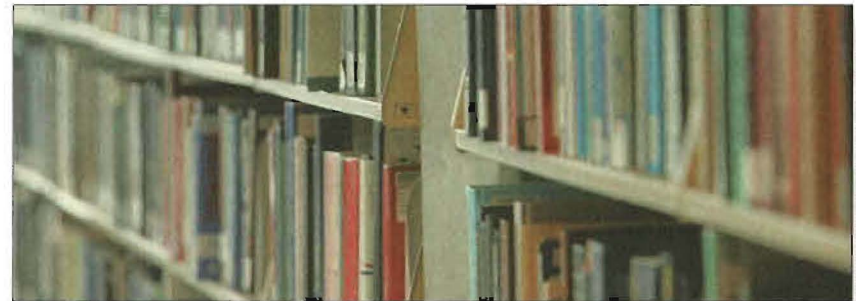
**A NEW WEBSITE DEBUTED AS THE PICTURE OF HEALTH**, thanks to a partnership between the Biomedical Library and the Student Health Service (and funding from the National Library of Medicine). The revamped Student Health Service website was created to answer health-related questions for the UCSD community by providing authoritative health information from



noncommercial sources. In addition to links to MedlinePlus, the Health and Wellness Center, and other sites that the Biomedical Library and the Student Health Service had reviewed for accuracy and reliability, the site offered downloadable patient handouts on various health conditions, customized for the UCSD community.

With the Led Zeppelin classic "Stairway to Heaven" issuing from the carillon atop Geisel Library, **UCSD'S SIXTH COLLEGE, IN COLLABORATION WITH THE UCSD LIBRARIES, ROLLED OUT AN INNOVATIVE ONLINE DISCUSSION FORUM**

called "Study Break" in fall 2004. The eleven-month pilot program broke down traditional walls, allowing students to connect virtually with a UCSD librarian and learn about the libraries, their resources, and conducting research. The forum enabled anyone to post topics or questions at any time and encouraged peer-to-peer information sharing and learning. Library news was posted on a regular basis. Study Break proved extremely popular with students and was an effective way to educate a large number of undergraduates in new ways.



# COMMUNITY SERVICE

It was déjà-vu for the *Midway* San Diego Aircraft Carrier Museum in late 2004, when **THE SCRIPPS INSTITUTION OF OCEANOGRAPHY LIBRARY DONATED A LARGE NUMBER OF U.S.-PRODUCED NAUTICAL CHARTS FOR THE MIDDLE EAST TO THE RETIRED NAVAL VESSEL.**

While visiting the ship, Peter Brueggeman, SIO Library director, noticed the meager number of nautical charts on display in the chart room. Upon inquiring, he was told that charts from the Middle East were of particular interest because the *Midway* had served in the Persian Gulf in 1991. Brueggeman arranged for charts of that period, withdrawn from the SIO map collection, to be transferred to the *Midway* for inclusion in interpretive displays in the ship's chart room and operations center.



Courtesy San Diego Aircraft Carrier Museum

## A DISASTER RECOVERY EFFORT ISN'T THE KIND OF HAWAIIAN GET-AWAY THAT ANYONE WOULD DREAM OF,

but when a flash flood destroyed the ground floor of the Hamilton Library at the University of Hawaii at Manoa in fall 2004, the UCSD Libraries came swiftly to the institution's rescue. The flood took out the library's

entire cataloging, acquisitions, and serials departments, as well as the library school, all library file servers, and approximately 90 percent of the government documents and maps collection. Drawing on her considerable experience in disaster response, UCSD preservation librarian Julie Page worked onsite during the third week of the recovery effort, assisting with the strategic aspects of the cleanup, and followed up in January 2005 with another visit and a presentation at a workshop on disaster planning for Hawaii museums and libraries.

# LIVE CULTURE

The UCSD Libraries sponsored an alluring array of performances and events in 2004–05. **WHO COULD RESIST THE MUSIC LIBRARY'S RESIDENT TEENY-TINY-PIT ORCHESTRA**, especially when it accompanied a program of silent films? Or the mellifluous belches of the Burping Bedposts (the Geisel Library Bassoon Quartet)? Both groups were among the headliners of the Libraries' ongoing Short Attention Span Chamber Music series, half-hour lunchtime concerts intended to entertain and edify.

**OTHER CULTURAL EVENTS MELDED MULTIPLE MEDIA.** There was nothing two-dimensional about the Paper Theatre Festival in August and September 2004, which included an exhibit of paper theatres and paper optical toys, along with the performance of a paper theatre play, lectures by a paper theatre historian, and a chance for audience members to help build a paper theatre or optical toy. An exhibit of vintage radios, microphones, radio drama scripts, sound effects tools, and radio technology patent information was the inspiration for an eclectic and eccentric series of programs in fall 2004 that included live reenactments of radio science fiction horror shows and an homage to

*War of the Worlds* to celebrate Halloween. In November, John Cage's five-minute "Imaginary Landscape No. 4, or March No. 2 for 12 Radios" was performed with volunteers from the audience manning the knobs.

**MORE CONVENTIONAL EVENTS** included a lecture on comedian Bert Williams, an exhibit of photographs from the Norman Baynard Photo Collection, and an exhibit celebrating women in African Art in conjunction with Black History Month. CLICS hosted an exhibit highlighting the cross-cultural symbolism of the mandala, accompanied by a mandala-making workshop, and the SIO Library showcased Victorian-era bookbindings.



# It's ac•a•dem•ic

Seven films, not samurai, shared the spotlight at a **FALL 2004 SYMPOSIUM ON MODERN JAPANESE FILM**. Titled "Japan after the Bubble: Japanese Cinema—Today and Tomorrow," the symposium, which was coshosted by the International Relations and Pacific Studies Library and the Japanese Studies Program, brought into vivid focus the enigmatic mood of Japanese society following its 1980s economic boom. The films represented the work of six different directors and ranged from live action to anime, from mystery, suspense, and horror to high drama. Two panel discussions, with guest speakers and distinguished UCSD scholars, provided unique insights. The October event drew 800 people to the Price Center Theatre and was covered in local media. Sponsors included Kyocera International, Inc., the Japan Foundation, the UCSD Libraries, the Japanese Studies Program, the Graduate School of International Relations and Pacific Studies (IR/PS), and the Council on East Asian Studies.

## THE EAST ASIA COLLECTION LAID

**THE FOUNDATION FOR A RARE BOOK DONATION IN FALL 2004**, when it accepted more than 600 volumes of rare Chinese books from Fuyun Hsu, a former U.N. diplomat, and his family. A September

reception feted the Fuyun and Nicolette Hsu Collection, and among the more than eighty guests were two of the Hsus' granddaughters, both UCSD alumni.

**FIFTY YEARS AFTER JONAS SALK DEVELOPED THE FIRST SUCCESSFUL POLIO VACCINE**, the Mandeville Special Collections Library, which holds Salk's extensive personal and professional papers, sponsored a February 2005 event to commemorate the milestone. *Time* senior science writer Jeffrey Kluger spoke about his new biography, *Splendid Solution: Jonas Salk and the Conquest of Polio*, and Salk's son, Dr. Jonathan Salk, offered additional comments to an audience made up of members of the UCSD, Salk Institute, and San Diego communities.

Thornton Hospital was the setting for the **FIRST-EVER LIBRARY OUTREACH EVENT HELD ON UCSD'S EAST CAMPUS**. On February 22, 2005, the Biomedical and Medical Center Libraries presented "Answers @ Your Fingertips: A Clinical Information Update," a seminar designed to inform clinicians about the many ways the libraries support patient care. Short presentations and tables on various topics introduced some sixty-five people to the plethora of resources at their disposal, including desktop delivery of articles, the "Online Clinical Library"

website, drug information, database alerts, PubMed, MedlinePlus, EndNote, and classes and consultations. As a result of the program, the libraries organized several consultations and custom classes.

P. F. Chang's and other popular San Diego restaurants have nothing on the Science & Engineering and Social Science and Humanities Libraries since both libraries have been using **FLASHY ELECTRONIC PAGERS TO STREAMLINE THEIR COURSE RE-SERVES**. If someone is already using an item when another student comes in to access it, the pager will blink and buzz, restaurant style, to alert the waiting student when the item has been returned and is ready to be served up.

