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Clemson University Libraries 2014 Annual Report

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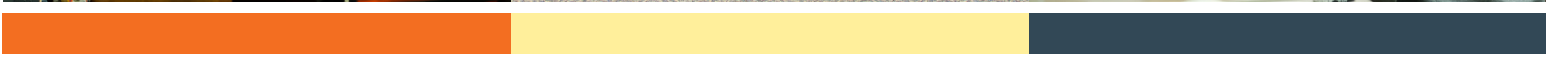
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CLEMSON UNIVERSITY LIBRARIES

2014

ANNUAL REPORT



past. present. **future.**

The Library is an institution of the past, present and future. It is committed to preserving the past through the conservation of historical documents and materials; it remains relevant by seeking to give students what they need to succeed; it looks to the future by constantly reinventing itself to stay on the cutting edge of the digital revolution.

CLEMSON UNIVERSITY LIBRARIES

MISSION

Clemson University Libraries connects our university community with resources vital to learning, teaching, research, and innovation in an expert and courteous manner.

VISION

The Clemson University Libraries will be a national leader in providing access to information and in educating individuals for effective, life-long learning.



ABOUT THIS REPORT

Dean of Libraries: Kay L. Wall

Editor: Amber Day

Photos courtesy of Micki Reid & Ashley Jones

View this report online at: http://tigerprints.clemson.edu/lib_pubs/79/

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We welcome your feedback and suggestions for this annual report. Please direct all comments, questions and concerns to Amber Day at day6@clemson.edu or 864-656-0229.

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I recently saw a photo that made me laugh. Amidst a huge pile of old books, there was a Kindle and the caption, “Librarians: working for you since 2600 B.C.” From ancient writings to today’s technological devices, the one constant has been the notion that the printed word captures the ideas and knowledge of civilizations past for civilizations in the present and future. As libraries, our mission is to gather, make available, and preserve information, enabling its use for today and tomorrow. Those core principles have not changed since 2600 B.C.

Libraries must respond to an ever changing environment in this knowledge-based economy, continually transforming how we do what we do. Sometimes this requires us to abandon long held beliefs that no longer reinforce the principles of our mission. What a challenge for today’s libraries!

As we review the accomplishments of the Clemson University Libraries in the past year, we are reminded that our mission is met through the resources and services provided for the University’s students and faculty. It is a distinct honor to serve current and future generations of Clemson Tigers who seek to change the world.

My thanks to the many library faculty, library staff, and student employees who make it their daily mission to meet these needs. The work would not be accomplished without their dedication. A special thank you to Amber Day, who has single-handedly created and compiled this annual report, capturing an idea and communicating the value of Clemson University Libraries in words, images, and numbers.

To quote the late President John F. Kennedy, “Change is the law of life. And those who look only to the past or present are certain to miss the future.”

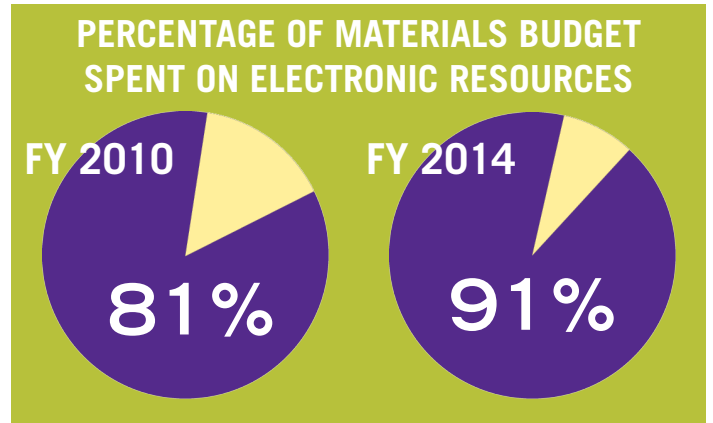
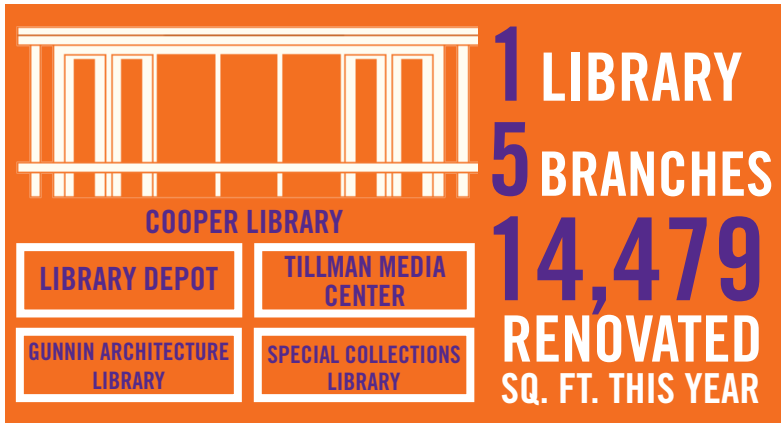
Join us in the journey.

Kay L. Wall

Kay L. Wall
Dean of Libraries



CLEMSON LIBRARIES BY THE NUMBERS



LIBRARY EXPENDITURES
5 over the past **YEARS**

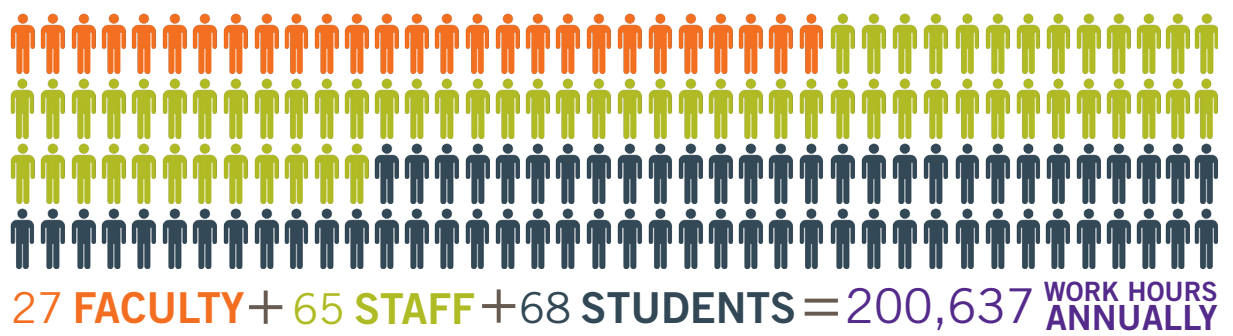
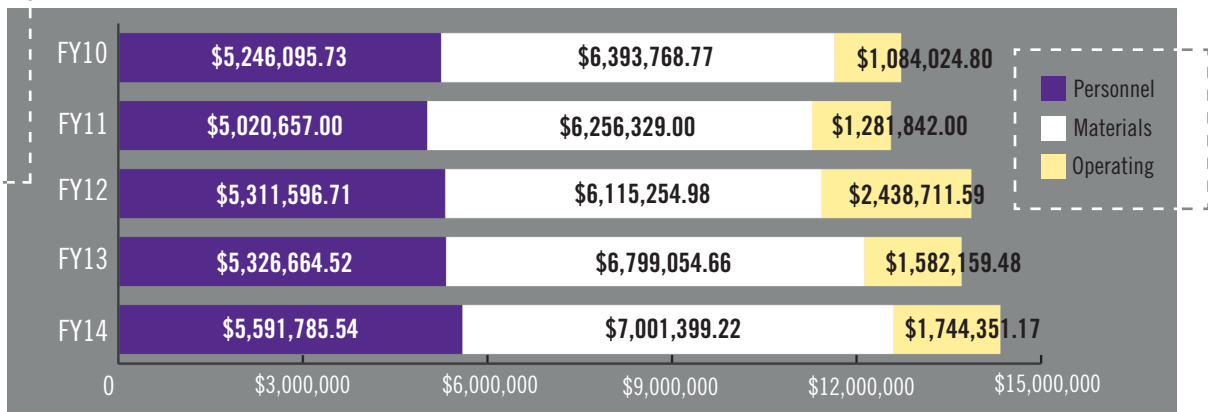
OUR YEAR
(in one hundred forty characters or less)

660 tweets sent

2,258 followers

"Alright, @ClemsonStudents! Good luck on your exams! Y'all got this!"

^ most retweeted




A DAY IN THE LIFE

of the Clemson University Libraries

5,042
library visitors



22
books purchased



118
questions answered
at reference desks



4,923
full text articles
accessed online



24
hours Cooper
Library is open



318
items checked out
at circulation desk



686
materials cataloged



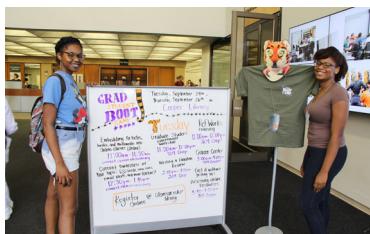
50
items exchanged via
Interlibrary Loan



HIGHLIGHTS OF THE YEAR

Check out some of the **biggest** and **best** happenings at our Libraries during 2013-2014.

Grad Student Boot Camp. The Instruction and Outreach team kicked off the 2013 fall semester with a set of research training workshops geared toward graduate students. Topics included copyright, RefWorks and theses/dissertation resources, among others (see photo below).

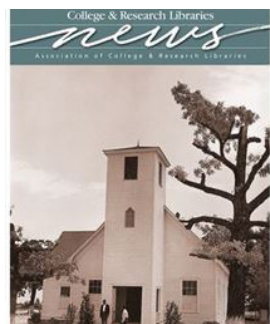


P.O.D. Over the winter break, the Libraries' food mart was renovated into a P.O.D. (Provisions on Demand) convenience store. The new P.O.D. store offers snacks, beverages, health items and even a milkshake machine!

Beanbags are back. After a short hiatus, one of Cooper Library's most popular seating options returned in the summer of 2013. Students can be found carrying these orange and white bags all around the Library's six floors, searching for a spot to claim.

Reading Room renovation. The Francis M. Hipp Reading Room in the Special Collections Library underwent a renovation during the summer of 2013. The space was updated with new paint, carpet and furniture.

Cover story. Earlier this year, *College & Research Libraries News* put out a call for images from library collections to be featured on future covers. An image from our "Documenting the African-American Experience Collection" was selected for the cover of the February issue. The photograph features two unidentified individuals at the entrance of Mount Moriah Baptist Church in Anderson County, SC in May 1941 (see photo below).



Self check-out. The Gunnin Architecture Library installed a new self check-out system. This system has allowed students to check out their own books, saving them time, and also allowing Gunnin staff members to help those patrons that need more immediate attention.

No cash? No problem. Due to new University deposit procedures, the Libraries made the decision to go cashless at all branches. This means that fees, supply purchases and other payments must be made with a credit or debit card, TigerStripe or through My Library Account.

Freedom to read. In observance of Banned Books Week, which is held each September, Clemson faculty, staff and students read passages from censored books in the Cooper Library lobby. Works by J.D. Salinger, F. Scott Fitzgerald, Harper Lee, J.K. Rowling and others were included in the readings.

Digi Lab upgrades. The scanning lab at the Library Depot was upgraded with new technology this year, including a PhaseOne IQ180 80MP Digital Back for shooting oversize collections. Unlike previous systems, the IQ180 captures an image with just one click, enabling staff members to capture very high resolution images at a 300% faster rate and with less exposure to light and handling of the objects.



Get fit. One of Cooper Library's study rooms was filled with exercise bike work stations known as FitDesks (see photo above). The units are part of an undergraduate research project focused on how low level activity can influence study performance.

New ebooks for patrons. Clemson Libraries has benefited from a three-year statewide license purchased by PASCAL that gives unlimited access to three ebrary ebook collections: Academic Complete, College Complete and Public Library Complete. Patrons now have access to over 100,000 unique ebook titles.

Focus groups. The Instruction & Outreach Team set up several focus groups to assess how students are interacting with the libraries. The students were asked questions related to how they use the library, what the library can do to make completing assignments easier, and the approachability of library personnel. The team was pleased to learn that feedback from students was largely positive.



Midweek jams. One Wednesday a month, the Cooper Library lobby is filled with music from various Clemson performers including the CU Steel Band, Take Note (female a capella ensemble), and the CU Classical Guitar Ensemble. (see photo above)

Learn your rights. In celebration of World Intellectual Property Day, librarians Jan Comfort and Andy Wesolek hosted a series of brief three-minute discussions on topics ranging from trademarks in the film industry to copyright basics and openly available resources (see photo at right).

A special guest. Along with the College of Architecture, Arts and Humanities and CCIT, the Libraries welcomed Sam Gustman from the University of Southern California Libraries to Clemson for a special lecture. This visit helped form the basis of a long term educational collaboration between the universities.

Demo Days. The TMC began hosting one “demo day” per month, featuring information about their services, opportunities to test equipment available for check out, tours of the space and even free popcorn! (see photo at right)



Open Parks Network. After receiving a grant from the Institute of Museum and Library Services National Leadership in 2010, Clemson University, in partnership with Purdue University and the U.S. National Park Service, has been working to create the Open Parks Network. This project aims to digitize archival objects and grey literature held at NPS parks and sites. In the spring, the project team gave NPS directors a tour of the digitization lab and discussed the status of the project, which to date has digitized 315,000 images.

Faculty-in-residence. Two of our faculty members, Dean Kay Wall and librarian Ed Rock, are participating in Clemson’s Faculty-in-Residence program. The program allows Clemson faculty members to move into a residence hall on campus for two years. The faculty members get to interact closely with students and get a true taste of the life of a college student!

Write Here, Write Now. In partnership with the Writing Center, the Libraries sponsored a late night writing and research lock-in workshop in the Brown DRL to help students finish up final papers. Writing Fellows and librarians were available to answer questions and give students a push through any last minute writer’s block.



HIGHLIGHTS OF THE YEAR

Events

Orange Glove. The Libraries held an Orange Glove event, inviting guests to enjoy hors d'oeuvres and beverages while donning orange gloves to handle some of the treasures from the Special Collections Library.



JULY 2013

Legacy Day. The Special Collections Library aided in the kick-off of Legacy Month by displaying historic documents, including an early draft of Thomas Green Clemson's will.



NOVEMBER 2013

De-Stress Fest. During exam week, the Libraries provided a week of stress-busting, fun activities for students. Events included a photo booth, Xbox game night and gingerbread decorating!



DECEMBER 2013

The Silence Returns. Two student groups turned Cooper Library into a Friday night dance club by hosting a silent rave.



MARCH 2014

Cookies & Coffee. On the Sunday night before exam week began, students were treated to free cookies and coffee in the Cooper Library lobby. This event is always a big success and starts exam week off right for students!



APRIL 2014

Book Displays

Beginning in January 2014, the Circulation staff designed a monthly book display that featured selections from a particular theme. Display themes ranged from national holidays to special events to Clemson-specific topics. The book displays help patrons gain a sense of the vast resources the Library holds.



Book displays are managed by Maggie Smith, Circulation Assistant

January	Martin Luther King, Jr. Day
February	Presidents Day
March	Graphic Novels Clemson Literary Festival
April	Poetry Anthologies World Intellectual Property Day
May	Library Employee Picks Endangered Species Day
June	World Cup 2014 Explore South Carolina

Exhibits

The Special Collections Library shows off the resources held in their collection, as well as the other Clemson Libraries collections, through periodic exhibits in Cooper Library and the Strom Thurmond Institute. This year, exhibits focused on Clemson's presidential history as we welcomed the 15th President of the University, Dr. James Clements. **Exhibits are managed by Sue Hiott, Director of Exhibits**



COOPER LIBRARY

July - August 2013	Clemson's Historical Families
August 2013 - January 2014	The Barker Years
February - May 2014	Documenting the Natural World: A Selection of Illustrated 18th and 19th Century Books from Special Collections

STROM THURMOND INSTITUTE

February - September 2013	The Letter and the Spirit: Integration of South Carolina's Cooperative Extension Service
October 2013 - March 2014	From President Strode to President Clements: 123 Years of Clemson Leadership
April 2014 - August 2014	Time to Eat: Food Related Resources in the Special Collections Library

artstream CERAMIC LIBRARY

When most people think of a library, they think of a quiet building filled with shelves of books in neat order. It is hardly surprising that this notion of social exchange grounded in a communal collection of objects has spilled over into the art world, as demonstrated earlier this year when the Artstream Ceramic Library visited Clemson's Gunnin Architecture Library.

According to Colorado-based artist Alleghany Meadows, who created this unique "nomadic gallery" in 2001, the Artstream Ceramic Library is a social-outreach project that seeks to connect contemporary functional ceramics with ordinary people. In "bookmobile" tradition, the library travels the country in an Airstream trailer and operates much like a traditional library, but instead of loaning out books, it loans cups and mugs, each handmade by one of thirteen nationally recognized potters.

At the Gunnin Library, the check-out process was simple: each patron selected a cup from the display, brought it to the library's circulation desk along with a Clemson ID, and agreed to use and enjoy the cup for one week. Borrowers also agreed to post a photo to the Artstream Ceramic Library archive of the cup in use. At Clemson, this engaging exhibit

was a great success, with fifty borrowers and more than ninety check-outs over a five-week period.

Artstream's aim is to illuminate not only the impact everyday items, like cups, have on people's lives, but also the web of connections that grows among all who interact with the library: each cup's creator, the patrons who borrow it and the librarians who lend it. The greater mission is to promote art as a hub for social interaction.

Clemson's vibrant art department was one key factor in bringing the Artstream project to the University. According to Valerie Zimany, Assistant Professor of Art, "Ceramics is a vital area of the Department of Art, with passionate undergraduate and graduate students who benefit from the University's support."

The Gunnin Library's staff collaborated closely with the Department of Art to present and manage this unique social-outreach project, demonstrating an exceptional level of engagement with the departments this branch supports and a strong commitment to Clemson Libraries' service-centered mission. ■

Art meets life.

Prof. Zimany and Gunnin staff members Kathy Edwards and Paula Smith pose with the ceramic library display.



Traveling mug.

Greg Shelnutt, Professor of Art and Chair of the Department of Art, takes his mug to a meeting at the South Carolina state house.



Left: Conference participants are given information about the various Clemson Libraries branches in the Brown DRL.

Right: Clemson Libraries employees Micki Reid and Anne Grant greet a special conference guest—the Clemson tiger mascot!



LIBRIS *comes to* CLEMSON

LIBRIS, a one-day conference focused on **LIB**raries, **R**esources and **I**nformation **S**haring, was established fourteen years ago as an avenue to provide a low-cost professional development opportunity for library staff. This year, the conference was hosted by Clemson and saw record attendance with over 160 participants from academic, public and special libraries from all over the state of South Carolina.

Conference attendees met at the Madren Conference Center bright and early on the morning of May 16th to kick off the conference. Kay Wall, Dean of Libraries at Clemson, and Diane Lohr, Chair of the LIBRIS conference committee, opened the conference and participants were then able to select from concurrent sessions on a variety of topics. Presentations were given by library employees from Francis Marion University, Furman University, South Carolina State University and Clemson University. Sample presentation topics included understanding and maximizing staff potential, tackling large-scale digitization

projects, strategies for engaging students, getting the most from PASCAL, personal digital archiving and many more.

Participants were also offered the chance to tour Cooper Library, with library employees offering an inside look into the various day-to-day operations of the five Clemson library branches. Lunch was served in the Madren Center Grand Ballroom, and the conference ended with remarks from the LIBRIS committee and door prizes for attendees.

Overall, the conference was a great success and participants were given the opportunity to network with colleagues, learn from experts on a variety of library-related topics and enjoy a day focused on professional development in a fun atmosphere away from the office. Next year, LIBRIS will be heading to Horry-Georgetown Technical College in Myrtle Beach, SC for what is sure to be another successful conference for the library staff of South Carolina. ■

SHOPPING *in* SECRET

Libraries test new approach to customer service assessment.

A bright-eyed student approaches the Research Services desk in Cooper Library and asks, “Where are the magazines?” Most would consider this a simple question and give an equally simple answer. However, head of Information & Research Services Suzanne Rook Schilf expects more from her employees and has implemented an interesting approach to teaching some important service lessons.

“Secret shoppers” have been employed in the retail world for years; after receiving proper training, these shoppers would enter a store or restaurant with a set of items to purchase and a hyper-awareness of the many aspects of their customer service experience. Schilf worked in retail during her college years, and has seen both sides of the secret shopping experience. Her background with this experimental approach to assessment led her to question if something similar could be instituted in a library.

She quickly discovered that other libraries have utilized secret shoppers to assess their services. Schilf explains that the goal of secret shopping isn’t to zero in on individuals, but to “holistically evaluate our services” in order to identify areas that staff were excelling in, as well as places for improvement so that training could be provided on those topics. Schilf introduced the idea

of secret shoppers to her staff at a unit retreat earlier this year. During the retreat, the unit discussed the elements of a good service experience for patrons, and Schilf asked her staff to help her determine a rubric by which the various service points would be evaluated. The unit came up with four main areas of assessment for this experiment, which included approachability, listening, meeting needs and appropriate referrals. These elements each play an important role in a customer’s overall service experience, which begins with the greeting and ends with the door being left open for the customer to ask further questions.

Schilf recruited current Clemson students to act as the secret shoppers and each student was required to watch a brief training video before setting out on their secret shopping mission. The training prior to the experience is important so that the shoppers know what they’re looking for when they approach one of the service points. Schilf was also careful in her selection of questions for the shoppers to ask employees. She explains, “I took questions that we had already been asked by real patrons and I gave them to our secret shoppers. So there were no ‘stump the librarian’ questions, nothing really out of the ordinary, just commonly asked questions related to locations, equipment, materials and research help.” In order for the experiment to be effective, it is necessary



that the students aren't easily identified by the employees as secret shoppers. The use of previously asked questions ensured their anonymity.

The results of the secret shopper experiment were largely positive, according to Schilf, who is currently compiling the data gained from the shoppers' rubrics. She doesn't expect any dramatic changes to be made to the way her staff provides service to patrons, but does envision some training sessions that focus on certain issues mentioned by the shoppers.

Schilf makes it clear that staff members were involved in the experiment from the start. "I think a key part of it was that staff knew we were doing the secret shopping, they saw the rubric beforehand, and they had a part in coming up with the evaluation

items. That was very important to me." The staff's involvement made the entire process as transparent as possible while still achieving the goal of the secret shopping.

The faculty and staff of the Clemson Libraries pride themselves on their commitment to providing patrons with excellent service. It seems that this unique approach to assessing customer service experiences has only validated the positive interactions that are happening daily at the libraries. Members of the Information & Research Services unit are reminded through this experiment that a listening ear and inquiring mind are the best solutions to most research questions. Even a question as simple as "where are the magazines?" can contain a deeper inquiry, one that Clemson's skilled librarians are prepared to answer, providing students with the tools they need to succeed. ■

The Special Collections staff members. Back row (from left to right): Sue Hiott, Dennis Taylor, Brenda Burk, Alan Burns, Jim Cross and Laurie Varenhorst. Front row: Katie Wesolek, Carl Redd and Anna Galbo.



preserving our history

Special Collections Library brings the past to life

In the basement of the Strom Thurmond Institute, a small team of nine spends their days curating some of Clemson's, as well as South Carolina's, most important historical materials. The Special Collections Library holds such resources as the papers of John C. Calhoun, Thomas Green Clemson, James F. Byrnes and Strom Thurmond, among many others. The Library also holds rare first edition copies of books by Galileo and Copernicus, giving the collection relevance far beyond the bounds of South Carolina.

Although the Special Collections team understands the importance of these unique materials, it can be difficult to convince people used to a fast-paced, instant gratification world that perusing through centuries-old documents can be a meaningful experience.

The Special Collections Library has taken some important steps in the past year to reconcile the old with the new, bringing these significant historical materials to life for users online.

During the past year, archivist Carl Redd led a major project that sought to make important Clemson publications available digitally. These resources included: *Taps* yearbooks; the *Clemson Catalog of Undergraduate Announcements*; the *Clemson College Newsletter*; *The Chronicle*, a student-run literary arts journal; *The Agrarian*, a student publication for the School of Agriculture; *Bobbin & Beaker*, the official journal of the Textile School; and the *Clemson Tiger Football Programs*. Redd acted as Project Manager for a collaborative effort between Special Collections, Internet Archive



Top: Clemson's institutional repository TigerPrints makes football programs, yearbooks and other Clemson resources available online. **Middle:** Clemson alumni, students and researchers can now view the entire collection of *Taps* digitally, getting firsthand access to Clemson history. **Bottom:** The collection includes a copy of the Heisman Bible, which was owned by one of the iconic coach's players when he was at Clemson.

and Lyrisis by conducting page counts, receiving price quotes, managing inventory control, packing and shipping, completing metadata spreadsheets for each individual volume and re-shelving after their return. Internet Archive scanned each item cover-to-cover and in full color. Optical Character Recognition (OCR) was utilized so that each page could be fully text searchable. As a result of this collaboration, over 100,000 pages of Clemson related materials have been made available for researchers worldwide.

Large-scale digitization projects are becoming more common as libraries evolve along with the times. Redd explains, "Archival institutions have always sought to provide access and preservation. Digitization is simply the latest means by which this can be achieved. It provides extraordinary access to information by making the remote accessible and the hard to see visible. Utilizing the World Wide Web, materials that were previously scattered around the globe can now be analyzed and cross referenced in one place; this ensures better scholarly research. Digitization also serves as a solution for long-



Brenda's research interests include information seeking behaviors of users, course-integrated instruction, public awareness and perceptions of archives, and digital preservation. Her vision for the Special Collections Library is two-fold: to continue building a premier research collection that supports the Clemson University teaching and research needs, and to create an environment encouraging scholarly inquiry, creative thinking and lifelong learning.

We use technology to enhance the relevance of what we already have.

term preservation. The physical handling of objects can be significantly reduced and the problems created by the makeup of many papers (such as wood pulp) can be addressed."

Although the Special Collections Library is indeed committed to preserving the past, the staff has also exhibited their passion for connecting researchers and scholars to important historical resources through means and methods that are forward-thinking and innovative. Political Collections Archivist Alan Burns perhaps says it best: "We use technology to enhance the relevance of what we already have."

The relevance of the materials held in this unique library is undeniable as scholars look to the past in order to understand the present and prepare for the future. ■

spotlight on: Brenda Burk

Brenda joined us as the Head of Special Collections in early April. She came to Clemson from Indiana University Purdue University Indianapolis (IUPUI) where she served as a Philanthropic Studies Archivist. She holds an MA in Library and Information Studies with an emphasis on archival administration and a BA in History from the University of Wisconsin-Madison.

Visit us at <http://library.clemson.edu/depts/specialcollections>



Vanishing fireflies.

A group of faculty and student researchers utilize the Brown DRL space for the kick-off of an environmental sustainability and stewardship program that will track firefly sightings across the state.

Adobe Scholars.

Twelve Creative Inquiry students are spending the summer in the Cooper Digital Studio learning the ins and outs of production and design software programs as preparation for their work on the annual publication *Decipher*.





putting the library back on the map

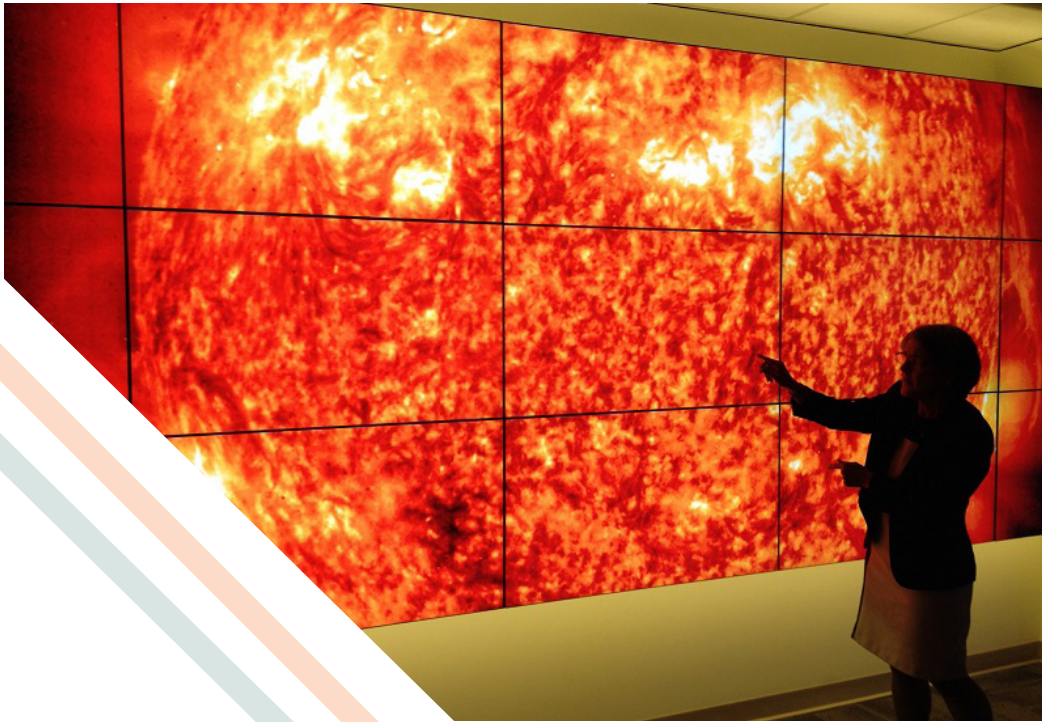
Advanced computing technologies. Digital video production software. High-definition visualization cluster. These buzzwords sound like they belong in a science fiction film, but most people would probably not associate them with one of the world's oldest, yet often most forward-thinking, institutions: the library. In the past year, Cooper Library has been given some important facility upgrades that have not only incorporated the cutting-edge technologies described above, but have also established it as a place where next-generation learning flourishes and innovation thrives.

During the summer of 2013, the Edgar Brown Room, a historic meeting room in Cooper, was completely overhauled to create the Brown Digital Resources Lab (DRL). The DRL is the result of a partnership between the Clemson Libraries, Clemson Computing and Information Technology (CCIT) and Dell, and received support from the Department of Energy and the National Science Foundation. This lab features such equipment and capabilities

as a visualization wall comprised of fifteen 46" high-definition displays (known as the Hiperwall), a 16-node computational cluster for simulation, data processing, and general computation, laptops for 16 students and high-bandwidth network access.

The non-departmental nature of the Library makes it the perfect location for this multidisciplinary, multipurpose space, which features the latest technologies in the fields of high performance computing, remote collaboration and information visualization. Since its dedication last October, the DRL has been used for undergraduate and graduate courses in fields as diverse as English and electrical engineering, as well as for multiple special projects spanning a wide array of topics.

In addition to the new technological capabilities afforded by the DRL, Cooper Library now offers Clemson students, staff and faculty a space where digital production software can be utilized for both academic and non-academic work. Learning Commons



High def.

Dean of Libraries Kay Wall demonstrates the image visualization capabilities of the Brown DRL's "Hiperwall," which boasts fifteen 46" high-definition screens.

Coordinator and Reference Librarian Bobby Hollandsworth has spearheaded an effort to equip Cooper with a digital studio that boasts the latest software for video production, digital publishing, photo editing, graphic design, and more.

Hollandsworth has a background in broadcast journalism and communication studies, and has seen firsthand the importance of equipping students with the tools they need for the multimodal projects that are becoming the norm for college courses. He began this effort by advocating for a Learning Commons space on the 4th floor (main) of Cooper Library. This space features collaborative seating, versatile furniture, and Mac computer stations that are loaded with the latest software and programs. The Learning Commons has become one of the most widely used spaces in the Library since its dedication only four short years ago, with students constantly vying for a chance to use one of the software-heavy computer stations. Hollandsworth was confident that it was time to expand the concept of the Learning Commons

into a studio-like atmosphere within the Library—and the Cooper Digital Studio was born.

Although other studio spaces exist on Clemson's campus, the Cooper Digital Studio is set apart by its non-departmental nature. All students from all disciplines are welcome to use the space, and Hollandsworth further advocates for the use of the Studio for non-academic work. "I think what I see is students feeling able to do whatever they want to in there and not feeling tied to just academic things," he says.

During the summer of 2014, one group of students "test-drove" the space in order to learn skills that will be utilized for a special digital publishing project. Clemson's undergraduate research program Creative Inquiry (CI) publishes an annual magazine called *Decipher* that highlights a sample of the hundreds of current CI projects. This magazine is an entirely student produced publication, and the team is looking to expand *Decipher's* online

presence. These student ambassadors spent significant time in the Cooper Digital Studio learning about a variety of software programs, such as Adobe Premiere, Adobe InDesign and Adobe Photoshop, and will be expected to take their new skills and share them with their research groups in the fall.

This unique learning opportunity embodies the vision Hollandsworth has for the Studio—students teaching students the fundamentals of these programs that will play an inevitable role not only in their academic futures, but also in their eventual careers. He points out, “I think this will separate one student from another, or potential employee from another. It doesn’t matter if you’re in genetics or psychology or communications; it’s going to be expected of everyone.”

Cooper Library has set itself apart with the technological advancements necessary to support a top-25 university like Clemson. As a space that is central on campus, non-departmental,

“I think this will separate one student from another, or potential employee from another. It doesn’t matter if you’re in genetics or psychology or communications; it’s going to be expected of everyone.”

and highly accessible, the Library is now equipped with the latest and greatest software, equipment and tools, proving its ability to not only keep pace with our rapidly evolving world, but establish itself as a place where Clemson students, faculty and staff gather to learn, create and collaborate in new and innovative ways. ■



spotlight on: Bobby Hollandsworth

Why did you decide to pursue a career in the library field?

I’m not really proud of my answer on this one because I’ve known so many colleagues over the years who have these fabulous stories of why they chose librarianship. Mine is simple, sorry Dr. Marilyn Miller.

I needed a job, I liked to look things up and a Masters in Library and Information Science required no prerequisites for admission.

How can libraries remain relevant in today’s changing world?

Libraries will remain relevant as long as they are willing to change, take some risks and always keep their users and communities at the forefront.



Learning from the best.

The summer CI scholars are introduced to the hardware and software the Cooper Digital Studio offers and are treated to presentations from people across campus, such as marketing strategist Robbie Fitzwater, pictured above.



just in case *to* **JUST IN TIME**

Chances are, if you ask an average Clemson student what her life was like before the internet, she will have a difficult time remembering. College students today have grown up with e-mail, texting, social networks and constant access to information with the touch of a button or the swipe of a finger. This unlimited access, however, does not always align with an understanding of what is useful, valuable and reputable information, especially in an academic context. A question emerges in light of this void: who will teach 21st century students to evaluate the information that inundates them on a daily basis?

Enter the library. Libraries have always been a source of information for the communities they serve, and that traditional role has, at its core, remained. As new technologies emerge and user needs shift, however, libraries are being asked to transform their approaches to instruction, information access, resource sharing and service.

An assessment of the ways that Clemson students and faculty members are interacting with the Libraries has given instruction librarian Anne Grant and instructional designer Diana Finkle insight into the best ways to empower these patrons with a deeper knowledge of how to make their research the best it can be. Since 2012, Library workshop attendance rates have dropped off dramatically. As Grant states, “The facts are they’re not attending. They’re not attending online workshops, and they’re not attending face-to-face workshops.” This lack of buy-in from students led Finkle and Grant to face the facts: traditional instruction practices weren’t working, and it was time to make a change.

As Finkle points out, “awareness is education,” and this idea is at the foundation of the changes that the Instruction and Outreach Team (IOT) has made in the past year. Although most students know that the Library helps them find sources and gives them access to scholarly materials, the process is often “seamless,”



Students enjoy using the Learning Commons East for collaborative study space. This area houses multiple Mac computer stations, large tables suitable for groups and comfortable, modern furnishings.

according to Grant. “They do a search on campus on Google or Google Scholar and they get access to information that they have no idea is being provided by the Library.” Finkle and Grant have realized the need to get the word out about all the library has to offer students and faculty members—study space, equipment, research help, and ultimately, tools to help them winnow down all the information that’s out there.

One way that the IOT has raised awareness about Library services is through the hiring of two marketing students, Riley Fontenot and Ashley Jamison. Fontenot and Jamison have been integral in helping the team relate to students through social media campaigns, events, small exhibits and other outreach efforts. Finkle jokes, “I’m sure we look old to the students,” but points out, “having someone they realize is their contemporary and someone they can relate to has helped. I think they’ve offered a really good perspective on things.”

Finkle and Grant have also revamped their approach to CU1000, a zero-credit introductory course required of all new and transfer

Graduate students learn about advanced searching, citation management and other research topics during a series of “lightning round” workshops led by reference librarians.



Student assistant Riley Fontenot has played an integral role in the marketing efforts of the IOT this year, providing a student perspective on library instruction and promotion.

students at Clemson. In the past, the Library portion of this course included a face-to-face workshop, but survey data from course alumni made it clear that students were not retaining the information presented. Instead, Finkle has shifted the program to an online tutorial that includes two videos and an interactive map of the Library. A short quiz accompanies each section to comprise the deliverable for this portion of the course, which aims to give students a quick introduction to the Libraries without becoming overwhelming. As Finkle describes, “We’re trying to make it a friendly handshake, to make at least our part of CU1000 not frustrating and something they can do to learn we’re kinda fun, and nice, and we have a lot of stuff, but we’re not dragging them down.”

The IOT has not limited their efforts to students—they are also putting a stronger emphasis on reaching out to faculty members, as they often serve as the gateway to students. One such endeavor is the Libraries’ new Researcher of the Month program, in which one faculty or staff member is selected to have their research publicized through the Libraries’ various channels each month. Finkle and Grant especially highlight researchers that interact with the Libraries and encourage the use of the Libraries in their classes (see below).

They’re also continuing to show faculty members the important role that librarians play in the research process. Grant describes a common scenario: “We get faculty members that sit in our

RESEARCHERS OF THE MONTH 2014

For more information, check out clemson.libguides.com/RotM



Dr. June J. Pilcher

Dr. Pilcher is an Alumni Distinguished Professor of Psychology and is the researcher behind the FitDesks, desks attached to a stationary bike, in Cooper Library. She has made significant contributions with her research on exercise, stress, fatigue and their effects on students, nurses, and others.



Dr. John Ballato

Dr. Ballato wears many hats, including Director of the Center for Optical Materials Science and Engineering, Professor of Materials Science and Engineering and VP for Economic Development. His research has led to six granted patents and seven patents pending. He was the recipient of the Class of ‘39 Award for distinguished faculty in 2013.



Dr. Rob Knoeppel

Dr. Knoeppel is an Associate Professor of Education and the Chair of the Department of Leadership, Counselor Education, and Human & Organizational Development. His research interests include school finance, leadership, education reform and equity and adequacy. He was recently published in the *Journal of Research in Education*.



Dr. Apparao M. Rao

Dr. Rao is the R.A. Bowen Professor of Physics and the Director of the Clemson Nanomaterials Research Laboratory. He is an inventor on eleven patents and an author on more than 150 scholarly publications. He is the recipient of the 2014 Governor’s Award for Excellence in Scientific Research and has been elected Fellow by the AAAS.



Dr. Lisa G. Rapaport

Dr. Rapaport is an Assistant Professor in the biological sciences department. Her research focuses on the golden lion tamarin, a small monkey native to Brazil. She has published articles about its behavioral ecology and conservation biology. She teaches courses on topics such as anthropology, primatology, and the evolution of human behavior.



Dr. Kelly Caine

Dr. Caine is Assistant Professor in the School of Computing and the Director of the Humans and Technology Laboratory (Hatlab). Since joining the Clemson faculty in 2012, she has made significant contributions in the field of human-centered computing. She has been consulted for articles by *The Washington Post* and the Associated Press.

The Instruction and Outreach Team has shifted their focus to online tutorials and instruction methods in order to reach students and faculty members in a way that suits their needs.



offices saying ‘I have searched for this and I can’t find it,’ but the librarians can give that direct line to information that can sometimes inundate people. We have a way of filtering, or teaching people how to filter, in a time of information overload; I think that’s crucial—the evaluative side of what librarians do.”

As research has found a new home online, Finkle and Grant realize the importance of a “just in time” attitude toward instruction versus a traditional “just in case” approach. Creating research resources that are modular and attuned to student needs is a goal

We have a way of filtering, or teaching people how to filter, in a time of information overload.

of the team, and as Grant explains, “We’re figuring out how to maximize that point of need access...we’re easily accessible, sort of in the moment, if you’re doing your assignment and you need another resource.”

Although the last couple of years have brought new practices and a shift in the IOT’s approach to instruction, they have maintained the goal of presenting an unforgettable, singular library experience for all members of the Clemson community. ■



spotlight on: IOT LEADERS



Anne Grant
Instruction Librarian

What’s your favorite part about working at the Libraries?

The opportunity to help people put the pieces of the research puzzle together. And also the chance to work with some amazing colleagues...no two days are ever the same!

What will the library of the future look like?

The library of the future will be flexible, accessible and a place that continues to make connections for patrons.



Diana Finkle
Instructional Designer

Why did you decide to pursue a career in the library field?

I have a wide range of interests—foreign language, medicine, art history, graphic design, technology—and the library is just about the only place they all come together!

Describe a highlight of your library career.

Presenting at the 2014 LIBRIS held here at Clemson. I was pleasantly surprised to see people bringing in chairs for my talk!

OPEN ACCESS *to the future*

Clemson's institutional
repository expands research
impact across the globe.

Imagine opening a book that is over 100 years old. The book contains photos of a campus that is, in many ways, very different from the one you know, but is also overwhelmingly familiar. Imagine turning to a page in this book that shows the members of the Clemson College Class of 1908. You flip the pages quickly, finally landing on the last names starting with “G.” You scan the page until you find his name. The young man photographed is your great-grandfather, and this fragile historic resource provides one of the few remaining photos of him.

Now, imagine having unlimited access to this same book and hundreds like it; yet instead of thumbing through its delicate pages, you can open the book through your web browser.

Clemson’s institutional repository TigerPrints, which debuted in the fall of 2013, offers researchers worldwide the opportunity to access thousands of published scholarly articles, theses, dissertations and unique resources such as the full collection of *Taps*, Clemson’s yearbook, described above.

Head of Digital Scholarship Andrew Wesolek states that the purpose of TigerPrints is “to capture the intellectual output of the University and make it readily available around the world.” Clemson’s institutional repository is the infrastructure in a broader program that is focused on open access and educating authors about their rights. The term “open access” refers to unrestricted

access to peer-reviewed scholarly content online, with much of this content also being free of copyright restrictions.

The idea of open access breaks many of the conventions of the traditional publishing model—an author submits their work to a scholarly publication, and that publication in turn shares the content with only those people or institutions that have purchased access to it. Through open access, however, authors not only retain the rights to their intellectual property, but also reach a wider audience with their research.

Wesolek and repository coordinator Kirstin O’Keefe have been reaching out to faculty across Clemson’s campus to spread the word about TigerPrints and the benefits it can provide to authors. O’Keefe describes TigerPrints as “being built from the ground up,” and both she and Wesolek realize that it will take time for researchers to accept this innovative approach to scholarly publishing. Wesolek points out, however, “I think we have a winning argument because what we want to do is help our researchers increase their impact, and we want them to share their research with the entire world, and we want the profile of Clemson University to be elevated because of this. So what’s not to like?”

The acceptance of open access and the role that institutional repositories play in this movement is becoming increasingly

evident, as there are now over 400 repositories, like TigerPrints, that run on Bepress Digital Commons software. This creates connections between the repositories, allowing them to communicate with each other and give users the opportunity to search across all repositories or only Clemson materials.

The implementation of TigerPrints has raised questions about the role of institutional repositories in shaping the future of libraries. Although many people still cling to the nostalgic idea of a library as a hushed warehouse of books, they have always been pivotal to the research process; libraries connect people to information and teach them to evaluate that information. Wesolek points out that the questions surrounding open access and the rise of institutional repositories “really get at the core of what a library is.” TigerPrints and repositories like it take the library’s role in the research process a step further: not only is the library integral in helping researchers access the resources and information they need, it is also pivotal in helping them share that research with the world.

To date, TigerPrints holds 5,472 scholarly resources and these have been downloaded almost 200,000 times. Figure 1 shows the countries throughout the world in which someone has downloaded work from TigerPrints—every continent except for Antarctica is represented. As Wesolek points out, “This just goes



The Libraries hosted a World Intellectual Property Day program, featuring 3-minute talks from Wesolek and other librarians.

This just goes to show that we’re really getting the name of Clemson out in a global way. We’re sharing our scholarship with the world.

to show that we’re really getting the name of Clemson out in a global way. We’re sharing our scholarship with the world.”

TigerPrints and the concept of open access are undeniably innovative and will play a large role in the research and information sphere in the future; yet, institutional repositories also serve as a connection to the past. Unique resources such as *Taps* that can be digitized and placed into the repository give people a strong link to history in a way that seems very linked to the future. This interconnection between past, present, and future is at the core of the Clemson Libraries mission, one that is manifested in TigerPrints and its role in shaping the path of scholarly communication. ■



Wesolek spends time reaching out to faculty members to spread the word about TigerPrints, as well as educate them about open access.

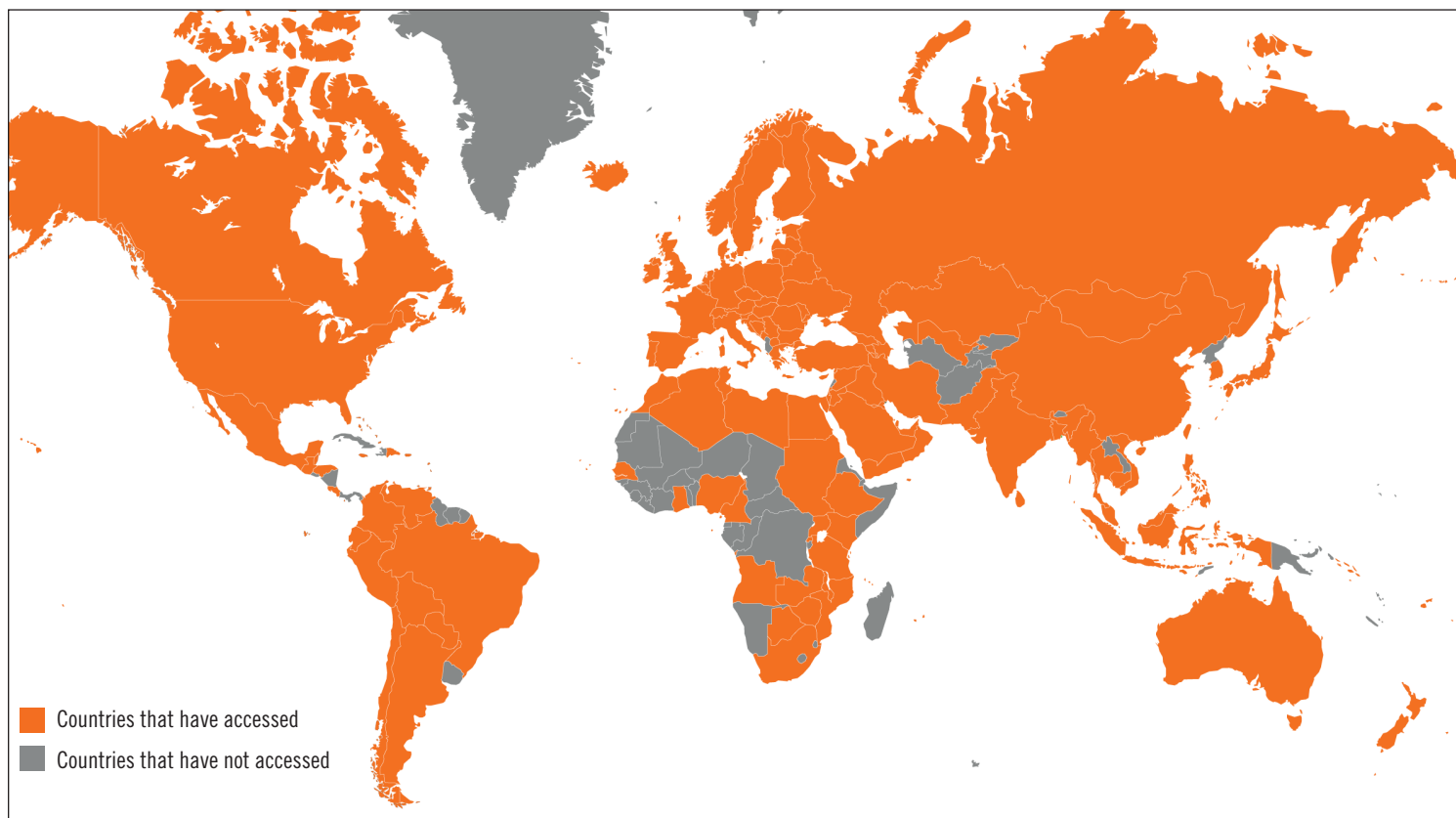


Figure 1. The map above indicates the countries around the world that have accessed scholarly work from TigerPrints. Every continent except Antarctica is represented.

THE TIGERPRINTS TEAM



Andrew Wesolek
Head of Digital Scholarship
How can libraries remain relevant in today's changing world?

Many of us now have the entire corpus of human knowledge and understanding in our pockets—available through smartphones. Libraries are increasingly relevant, not as the access points to information, but as navigators helping people evaluate the quality existing information and create and disseminate new ideas.



Kirstin O'Keefe
Repository Coordinator
Describe a highlight of your library career.

The highlight of my library career is being the TigerPrints Coordinator. I'm very grateful to have been given an opportunity to be part of something so important, not just for Clemson but internationally as well. I also enjoy getting to meet faculty on campus and learning about the amazing contributions they bring to Clemson.

Visit us at <http://tigerprints.clemson.edu>



New Names, Same Goal

Reorganization shapes the future of the Clemson Libraries

In 2012, the Clemson University Libraries created a task force to align the Libraries' strategic priorities with changing technologies and user needs. One piece of the task force recommendations included a reorganization of the Libraries' units, including the naming of new unit heads.

The reorganization officially took place in the fall of 2013, and teams were created according to the overall goals and individual strengths of the unit. Our new unit heads have spent the year adapting to the new structure and getting acclimated to their leadership roles. Although there are some new names floating around the Libraries, our goal of providing top-notch service to students, faculty and all Clemson community members remains the same. ■



TECHNICAL SERVICES & COLLECTION MANAGEMENT

Unit Head: Gail Julian

“In the past year, our unit has learned that we are stronger together than we were separately. The joining of acquisitions and cataloging to form the Technical Services and Collection Management Unit has helped us see the process of acquiring, cataloging and licensing materials from beginning to end, thus providing better service to faculty, staff and students.”

ADMINISTRATIVE SERVICES

Unit Head: Eric Shoaf

“The Administrative Services Unit provides critical support for all Clemson Library operations in the areas of facilities, financial management, communication, human resources and logistics. The year brought changes in nearly every area of the unit, and everyone responded enthusiastically. The unit strives for excellence in all areas and I believe that all unit members have surpassed this goal.”



LIBRARY TECHNOLOGY

Unit Head: Chris Vinson

“It’s been exciting to bring a group of new, talented professionals to Library Technology into positions that did not exist before, and to see how successful they have all been in pushing the Libraries forward. Additionally, I have been excited by the continued amazing work by Library Technology staff who have dedicated their time to providing the best service possible.”

SPECIAL COLLECTIONS

Unit Head: Brenda Burk

“The ultimate goal of Special Collections is to make our research collections more accessible and incorporate the use of technology to achieve that. I asked the members of my unit to give me three words describing Special Collections, and we decided that our unit can best be described as unique, historical and obscure.”



INFORMATION & RESEARCH SERVICES

Unit Head: Suzanne Rook Schilf

“My unit’s most important goal is to provide high quality services at all library service points. We provide the information and research infrastructure necessary to support the University’s research, teaching and innovation goals.”

faculty & staff accomplishments

AWARDS & HONORS

Josh Morgan, Digital Projects Manager, was named Chair of the President's LGBTQ Task Force for Clemson.

Ed Rock, Associate Librarian, was recognized in the "Difference Makers Project" through the 2013 National Benchmarking Resident Assessment Survey and Clemson University Housing and Dining.

APPOINTMENTS & ACHIEVEMENTS

Camille Cooper, Associate Librarian was appointed to the Clemson University Provost Search Committee.

Kathy Edwards, Associate Librarian was appointed ARLIS/NA liaison to the Association of Architecture School Librarians (AASL) and to the AASL Professional Development Committee.

Ed Rock, Associate Librarian was appointed a Dixon Fellow for the Clemson University Honors College.

Gypsey Teague, Associate Librarian, designed and taught a new Science and Technology in Society course for Clemson entitled "Introduction to Steampunk."

OFFICES HELD IN PROFESSIONAL ASSOCIATIONS

Scott Dutkiewicz, Associate Librarian

Secretary, Online Audiovisual Catalogers, Inc. (OLAC)

Kathy Edwards, Associate Librarian

President, Southeast Chapter of the Art Libraries Society of North America (ARLIS/NA)
Chair, ARLIS/NA Southeast Chapter 2017 Site Proposal Task Force

Anne Grant, Instruction & Research Librarian

LIBRIS Conference Planning Committee

Ed Rock, Associate Librarian

President, South Carolina Library Association (SCLA)

Eric C. Shoaf, Associate Dean of Libraries

Chair, Library Leadership and Management (LLAMA) Membership Committee

Kathryn Wesley, Continuing Resources & Government Documents Librarian

Co-chair, Web Management for North American Serials Interest Group (NASIG) Communications & Marketing Committee
Web Liaison, NASIG Evaluation & Assessment Committee

Andrew Wesolek, Head of Digital Scholarship

Chair, Coalition of Open Access Policy Institutions
 Co-chair, SCLA Scholarly Communication Interest Group
 Layout Editor, Newsletter for NASIG
 Editor, Directory of Open Access Journals

Derek Wilmott, Electronic Resources Librarian

Chair, South Carolina Library Association (SCLA) Technical Services Committee

PRESENTATIONS**Lisa Bodenheimer, Standards Management & Assessment Librarian and Sarah Lohmann, Systems Support Manager**

“Top Ten Tactics for Tackling an Authority Control Project.” Southeastern Innovative Users Group Annual Meeting. Rock Hill, SC. Feb. 2014.

Camille Cooper, Associate Librarian

“The Digital Humanities and the Clemson University Libraries.” SC Chapter of the Special Libraries Association. Clemson, SC. Nov. 2013.

Christopher Chapman, Circulation Manager - Gunnin, Tara Gleason, Tillman Media Center Manager, Fredda Owens, Circulation Manager and Cassie Thomas, Library Specialist

“Changing Our Stripes.” LIBRIS Conference. Clemson, SC. May 2014

Kathy Edwards, Associate Librarian

Panel moderator for “Hidden in Plain Sight: Facilitating Discovery in Material Culture Resource Collections.” ARLIS/NA Annual Conference. Pasadena, CA. April 2013.

Diana Finkle, Instructional Designer and Anne Grant, Instruction Coordinator & Research Librarian

“Teaching Online Library Workshops.” South Carolina Library Association Conference. Greenville, SC. Nov. 2013.

Diana Finkle, Instructional Designer

“Freesources: A Treasure Chest of Free-to-Use Online Tools & Goodies.” LIBRIS Conference. Clemson, SC. May 2014.

Anne Grant, Instruction Coordinator & Research Librarian

“Creating Online Tutorials for Freshmen.” Georgia International Conference on Information Literacy. Savannah, GA. Aug. 2013.
 “Just in Time Research Help.” THATCamp Upstate. Clemson, SC. Apr. 2014.

Bobby Hollandsworth, Associate Librarian

“The Incremental Learning Commons.” SCLA/SELA Joint Conference. Greenville, SC. Nov. 2013.

Megan Sheffield, eScience Librarian

et. al. “K.M. Diversity of Limb Bone Safety Factors for Locomotion in Terrestrial Vertebrates: Evolution and Mixed Chains.” Society for Integrative and Comparative Biology Annual Meeting. Austin, TX. January 2014.

Eric C. Shoaf, Associate Dean of Libraries

“P.I.P. - Proactive Inclusive Planning.” SCLA/SELA Joint Conference. Greenville, SC. Nov. 2013.

Gypsey Teague, Associate Librarian

and Marla Roberson. “Looking to the Future for Library Connects: Engaging Students at the Research Point.” Florida Education Technology Conference. Orlando, FL. January 2014.

Chris Vinson, Head of Library Technology and Kay Wall, Dean of Libraries

and Emily Gore. “Overview of Digital Public Library of America, and How ASERL Libraries Are Supporting It.” ASERL Webinar. Sept. 2013.

Chris Vinson, Head of Library Technology and Andrew Wesolek, Head of Digital Scholarship

“Turning the Corner on ETD’s.” First Annual Digital Initiatives Symposium. San Diego, CA. Apr. 2014.

Kay Wall, Dean of Libraries

and David Moore. “Look at the Roap Map for Directions: A Unique Approach to Facilities Planning.” Library Leadership and Management Association (LLAMA). Webinar. July 2013.

and David Moore. “‘ROAD MAP’ for Making the Most Rather Than Making Do.” APPA Annual Conference. Milwaukee, WI. August 2013.

Andrew Wesolek, Head of Digital Scholarship

“Copyright Considerations for Institutional Repositories.” UCCS Copyright Conference. Colorado Springs, CO. June 2014.

PUBLICATIONS

Jan Comfort, Engineering Reference Librarian

Table 20.1 “Patent Coverage in Sci-Tech Databases.” Ragains, Patrick, ed. *Information Literacy Instruction That Works: A Guide to Teaching by Discipline and Student Population*. Chicago: ALA Neal-Schulman, 2013.

Kathy Edwards, Associate Librarian

Rev. of *How to Study Public Life*, by Karen Ann Steenhard, trans. *CHOICE Reviews* April 2014.

Rev. of “The Atlantic Cities,” by *The Atlantic* Monthly Group. *CHOICE Reviews* October 2013.

Megan Sheffield, eScience Librarian

and Susan Silver, Lily Todorinova. “Merging Library Service Desks: Less Is More.” *Advances in Librarianship* 37 (2013): 155-174.

Rev. of *Media Perspectives on Intelligent Design and Evolution* by Mark Paxton. *CHOICE Reviews* August 2013.

Rev. of *Henry Stewart Talks: The Biomedical and Life Sciences Collection*. *CHOICE Reviews* June 2014.

Rev. of *The Cambridge Encyclopedia of Darwin and Evolutionary Thought* by Michael Ruse. *CHOICE Reviews* November 2014.

Eric C. Shoaf, Associate Dean of Libraries

William S. Burroughs: A Collector’s Guide. Providence: Inkblot Publications, 2014.

and Nathan Flowers. “Library Worker Retirement Plans: A Large Survey Reveals New Findings.” *Library Leadership & Management* 27.4 (2013): 1-15.

Andrew Wesolek, Head of Digital Scholarship

“Bridging the Gap Between Digital Measures and Digital Commons in Support of Open Access: Or, How I Learned to Stop Worrying and Love Human Mediation.” *Collection Management* 39.1 (2013): 32-42.

et. al. “The NSF/NIH Effect: Surveying the Effect of Data Management Requirements on Faculty, Sponsored Programs, and Institutional Repositories.” *The Journal of Academic Librarianship* 41.1 (2014).



The Staff Development Program (SDP) is a volunteer operated program that offers Clemson University staff an opportunity to grow professionally and personally by voluntarily participating in various developmental and relevant service activities. Upon successful completion, participants will receive a permanent salary enhancement.

SDP graduates pictured above include (from left to right)—back row: Sherry Volrath, Lita Davis, Janice Prater; middle row: Lori Bryant, Sue Hiott; front row: Micki Reid, Pat Menzies, Fredda Owens; not pictured: Tabitha Wright, Andrea Grimes, Judy Pruitt, Wade Culler.



For more information on how you can support the Clemson University Libraries, contact Donna Dant at ddant@clemson.edu or 864.656.0960.

why I give

When Dr. Naren Vyavahare came to Clemson in 1999, the Library was not the vibrant hub of activity that it is today—print-based materials filled shelves throughout the building and the environment was more conducive to quiet studying than collaborative group work. Over the years, however, the Library has transformed into a “friendly meeting place,” according to Vyavahare, who has been a consistent donor in order to strengthen one of the University’s most cherished institutions.

Vyavahare is Hunter Endowed Chair and Professor of Bioengineering, as well as the Director of the South Carolina

The Library plays an integral role in shaping Clemson’s future, according to Vyavahare. He states simply, “The strength of the University is based on its library system,” and knows that the only way for the University to move forward is for the Library to lead the way. Although the Library boasts access to an impressive amount of electronic resources, maintenance is becoming increasingly more expensive, a reality that is felt each year as inflation rises along with subscription costs.

Vyavahare is aware of this reality, and challenges the University to act on the Library’s behalf. “I think there should be a commitment

“The strength of the University is based on its library system.”

COBRE Center of Biomaterials for Tissue Regeneration (SCBioCraft). His research is focused on medical devices and the improvement of their properties and abilities, and he notes that when he first came to Clemson 15 years ago, he was amazed by how many research resources the Library provided access to for faculty members. With the emergence of online databases, this access has only grown stronger. “We’ve got so many different journals that are really relevant to my research,” Vyavahare explains. He goes on to point out that if the Library does not have a specific resource, faculty members can make suggestions for materials and these requests are often fulfilled.

by administration to put money there so it really stays strong and also improves the ranking of our University.”

Throughout his many years of consistent giving, Vyavahare has seen the Libraries undergo great change, but the overall goal of providing excellent service to patrons remains the same. “I’ve had such a good experience I wanted to contribute something to make it even better,” he says. His experience at the Libraries mimics that of many other members of the Clemson Family, and his generosity over the years has truly made a difference for this institution. ■

why I give

For George “Turk” Matthews, Class of 1969, college has always been a family matter. As a first-generation college student and graduate, Matthews credits his parents for instilling in him the importance of a college education and the college experience, an opportunity they never received. Like many Clemson alumni, he wanted to give back to the University that gave him so much. After his father passed away in 1999, Matthews and his mother decided to honor him with a memorial gift to Clemson.

The pair was faced with the difficult decision of which Clemson entity to make the focus of their giving, but were convinced to donate to the Libraries by a man who has been one of the Libraries’

Matthews points out that a room like this would have seemed out of place in the Cooper Library he knew while he was in school, but it fits right in with the current trend of technology-focused Library initiatives. He explains, “I had no idea the library was used for things like that. You know, I’m old school so you think everything is still the way it was when you were there. But it’s amazing what they’ve done to keep pace with the changes.”

Although Clemson alumni are faced with countless opportunities to give back to the University, Matthews points out the importance of giving back to an institution such as the library that serves all students regardless of major or discipline. “I hope

“It’s amazing what they’ve done to keep pace with the changes.”

biggest supporters, and someone very familiar to all members of the Clemson Family. Matthews explains, “Jim Barker and I were good friends when we were at Clemson and he helped convince my mother and me to give money to the Libraries.” Thanks to an old college pal’s advice, Matthews’ generosity has now supported the Libraries for almost 15 years.

During his time at Clemson, Matthews was involved with the Sigma Alpha Zeta fraternity, the University’s first documented social fraternity. He and several other members of the SAZ fraternity led an effort to raise funds to create a presentation studio in Cooper Library. The room was dedicated in 2012, and has seen hundreds of reservations by students looking to practice their public speaking and presentation skills.

more people give to the Library,” he says. “We had our fraternity project for the 50th anniversary of our founding and it’s been a very worthwhile project.”

With generous donors like Matthews supporting the library and leading initiatives to create spaces that meet students’ needs, the future seems bright for one of Clemson’s most important institutions. Matthews echoes the sentiments of his fellow alumni as he describes his decision to attend Clemson as “the best decision I ever made.” His consistent support has made the Libraries a place that will continue to influence the Clemson experience of current and future students, giving them the best college experience possible. ■

For more information on how you can support the Clemson University Libraries, contact Donna Dant at ddant@clemson.edu or 864.656.0960.



THANK YOU

In our rapidly changing, technology driven world, libraries are evolving institutions. This report details some of the most exciting ways that the Clemson University Libraries are forging a path of innovation for future generations of students and faculty. These efforts would not be possible without the support of our generous donors. A donation to the Libraries is an investment in one of Clemson's most important and cherished institutions. These donations not only support the Libraries, but also each and every student that attends Clemson University. We are committed to maintaining the tradition of our great libraries, and we thank our donors for partnering with us in that.

LIBRARY LEADERSHIP BOARD

We are especially grateful to the exceptional group of people that comprise our Library Leadership Board. This Board promotes the advancement of all five branches of the Clemson Libraries by providing committed financial, intellectual, and professional resources to maximize the impact of the Library enterprise and the student experience. The Library Leadership Board plays an integral role in leadership development and fundraising activities.

Members of the Board

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Scott Brannock
Ernie & Pat Briel
Paul Halphen

Kathy J. Hunter
Thomas W. McGuire
Brenda J. Muldrow
Jerry & Edmee Reel

Thornwell "Bif" Sowell
Walter "Buddy" Warnock

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